

www.citrix.com/accessessentials

CUSTOMER VALUE PROPOSITION

Citrix Access Essentials quickly delivers simple, secure and cost-effective access to Windows-based, line-of-business applications. It ensures the performance and success of critical business processes; reduces the time, expense and resources needed to roll out and manage business-critical applications; and provides users with fast, easy access to corporate information from their most convenient location. 160,000 organizations can't be wrong—they rely on the Citrix Access Platform to do business from any location, over any network.

Customer Business Challenges

- Give remote, mobile and other distributed users access to line-of-business applications and related online resources
- Distribute latest application updates to widely dispersed users running on a variety of computing environments
- Protect intellectual property from external security and virus attacks
- Specify those users who can access particular applications, folders and Web sites
- Assist users having difficulty with unfamiliar applications
- Address above needs with very modest budget, few IT skills and very limited support staff

Target Customer Profile

TYPICAL CUSTOMER BUYER TITLES

Economic Buyer

- Business Manager
- Owner / CEO
- VP of Finance / CFO

Technical Buyer

- IT Manager / Director
- System / Network Administrator
- Database Administrator

FUNCTIONAL OBJECTIVES (Business Manager)

1. Give users access to line-of-business applications from most convenient location
2. Keep users productive by minimizing application disruptions and errors
3. Reduce effort required to deliver most current version of online assets

SUCCESS CRITERIA

1. How quickly can applications be made available
2. Perceived level of enhanced security
3. Minimal integration and development effort
4. Low acquisition costs
5. Reuse of existing desktops and networks to further reduce costs

Product Offering

KEY CUSTOMER BENEFITS

- Makes Windows applications and online resources conveniently accessible from any location, over any network, from any device
- The intuitive user experience looks and feels as interactive and rich from an Internet kiosk as it does on a full-featured desktop with the option to be fully mobile and remote
- New applications, updates and patches can be easily and securely deployed from a central location with full control over who gets what
- Substantially reduces time and cost to deploy applications and keep them up-to-date

KEY PRODUCT FEATURES

- Delivers comprehensive, secure access from an economical centralized Windows-based server
- Gives multiple users simultaneous access to those centrally managed Windows applications, folders and Web sites that have been assigned to them, their group or their role
- Offers smooth roaming and universal printing across a wide variety of devices
- Integrates installation and licensing for the built-in Windows Terminal Server CALs
- Combines local and remote resources into an integrated Windows interface for an intuitive behavior
- Virtualizes the user interface so that the application executes on the access server, while only keyboard, mouse, screen updates and audio information are transmitted over the network
- Encrypts remote transmissions using 128-bit SSL/TLS for added security and peace of mind

KEY DIFFERENTIATORS OF CITRIX PRODUCT:

- Comprehensive, yet affordable secure access
- Thoroughly integrated and interoperable with the Windows Server 2003 platform, third-party access devices and line-of-business applications
- Simple and cost-effective approach to centralizing and controlling secure application delivery
- High performance even on restricted bandwidth connections for a consistent, responsive experience
- Superior utilization of local and remote resources, including server memory and CPUs, local printers, audio and multimedia equipment

WHAT CITRIX PRODUCT IS NOT:

- Just a virtual terminal utility to remotely connect to your server's desktop
- A replacement for Windows Terminal Services. In fact, the software includes the prerequisite Terminal Server CALs for each authorized user.

QUESTIONS TO ASK

Discovery

1. Are there any branch or sales offices that rely heavily on the main site for computing resources, but have trouble doing so?
2. What applications can't users get to when they are at home or traveling?
3. What problems do you have delivering and maintaining applications for your user base?
4. How many total users do you anticipate for these applications over the next year?
5. How many desktops/notebooks does your organization use and how frequently must you update and troubleshoot their software?
6. How frequently do your users complain of errors and delays when trying to get to applications from devices other than their primary desktops?
7. How many support requests come from users who are away from the office?

Qualification

1. What business implications arise when remote users cannot get to their applications?
2. What processes, data and equipment must be duplicated elsewhere just to compensate for not being at the main site?
3. How much of the end user's and administrator's time are spent keeping client-side software updated?
4. What's the impact on your customers when employees experience delays accessing their applications?

Citrix Access Essentials™

Use Case Scenarios

CUSTOMER EXAMPLE #1

Premixed concrete supplier has 40 employees divided between two nearby plants. They currently run 10 user workstations from two servers at the principal plant. One of the dispatchers doubles as the Windows OS administrator. They are very interested in extending the order entry/batch system to the second plant and giving supervisors access to it from home.

Solution: The user (client side) of this order-entry application is hosted on a system running Citrix Access Essentials. The Citrix software automatically Web-enables the application so it can be accessed from browsers at the second plant, as well as from home. The software uses built-in SSL/TLS Virtual Private Network (VPN) to ensure secure remote transmissions over any public network, including the Internet. No matter where the users come in from, they see the same familiar order entry and delivery status screens.

CUSTOMER EXAMPLE #2

Regional property management firm cares for several apartment complexes. Their software tracks rent, cash flow and other tenant-related finances. Rather than having updates called in, the company would like to give its remote managers access to the main rent management application.

Solution: By hosting the application on Citrix Access Essentials, apartment complex managers throughout the state gain direct access to the centralized server that runs the rent management software. They can now keep the tenant information up-to-date using their laptops, desktops or any Web browser connected to the Internet, without having to rely on someone else to capture the changes.

Sales Objection Handling

Competitive/alternative solution	Isn't Windows Terminal Server good enough?	For a little more investment, Citrix includes and extends the native terminal server's remote desktop with the essential features you need to achieve secure remote access, role-based authorization, smooth roaming, universal printing, and endpoint independence. See pointers for closing the deal below.
Single point of failure	Sounds like a single point of failure. What if the access server goes down?	Two independent access servers may be configured, each licensed to handle all the users in case one fails. For about the same price, we recommend a more appropriate high-availability solution based on redundant systems using Citrix Presentation Server Advanced Edition.
Bad time to consider it	We're too busy to put the solution in at this time.	Most applications can be up and running in less than two days.
High-end corporate image	Citrix has a reputation for selling into large companies and being the most expensive. All I need are the basics.	While Citrix has built its strong reputation in large companies, much of their business and success come from bringing affordable, tailored solutions to small and midsize organizations.
Not big enough to meet future requirements	What if I outgrow it?	Two options: A) Add another independent access server to cover the overflow. B) Start with Citrix Presentation Server and grow into a centrally managed, load balanced, multiserver deployment over time.

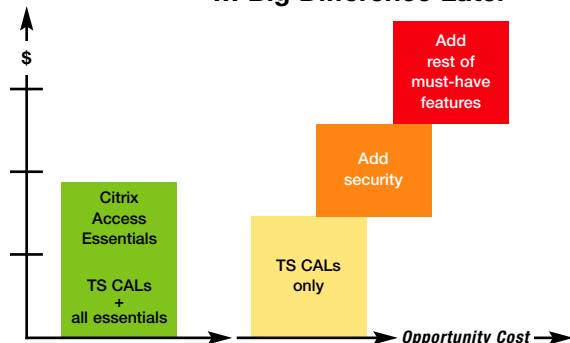
Closing the Deal

SALES POINTERS FOR CLOSING THE DEAL

If customer leans toward trying an apparently cheaper alternative first, alert them that postponing the decision to properly address their access challenges will likely:

- a) Increase the urgency to later rush into the more comprehensive Citrix solution
- b) Cost them a lot more to remedy the situation later when they can least afford it

Small Difference Now ... Big Difference Later



MORE RESOURCES: www.citrix.com/accessessentials

SYSTEM REQUIREMENTS:

- One (1) centralized access system running Windows Server 2003 Standard or Enterprise Edition
- Windows Client Access Licenses for each user
- Network connection from user's device to the server
- Web browser on user's access device

Note: Windows **Terminal Server CALs** required for multiuser access are included in the price.

PRICING AND LICENSING:

- 5 users with first year Subscription Advantage = \$1,245 (\$249 per **named user**)
- 5-user Annual Subscription Advantage Renewal = \$200
- 5-user pack **without** Subscription Advantage = \$1,045 (\$209 per **named user**)
- Cannot** re-enroll in Subscription Advantage once customer opts out
- Available only through EASY licensing for electronic download from secure Web site
- May not be used to host application services for third parties
- No more than 75 **named users** per system