

# Interested in Increasing Your Return on Investment?

## Best Prâktîs

*A technique or methodology that, through experience and research, has proven to reliably lead to a desired result.*

Based upon years of experience, the Citrix Online Best Practices program provides a Web-based resource center structured upon a four-step implementation plan and providing a complete set of tools and resources to help you ensure your success!



## Use the Citrix Online Best Practices Program

The Citrix Online Best Practices Program is dedicated to helping you achieve the greatest possible success with your Citrix Online product implementation and use.

### Program Purpose

Simply stated, we understand that our success depends on your success. So our purpose is simple and clear: provide information, materials and services that will help you achieve the greatest possible success with our products.

### Program Goals

The Best Practices program aims to identify, document and make available knowledge, tools, tips and techniques – “Best Practices” – that will help ensure your long-term success and satisfaction. Our goals include:

- Promoting the most cost-efficient use
- Speeding and smoothing deployment
- Enabling the most effective use
- Increasing the measurable return on investment
- Providing resources for continual improvement

### Program Benefits

A few of the many benefits of the Best Practices program are:

- Faster and smoother deployments
- More efficient and effective use of the solution by your users
- Defined, measurable and reportable metrics to track your progress
- Access to a host of tools and templates to support your success
- Dedicated help to ensure the best possible return on investment

## Best Practices Methodology

Drawing on years of experience helping clients to efficiently and effectively deploy our solutions, Citrix Online has identified four steps, each with its own set of supporting materials, which lead to successful deployment and maximum return on investment.



**Plan:** The planning phase is essential. Creating and following a clear plan of action can dramatically accelerate progress toward your goals.



**Launch:** The program provides detailed, step-by-step instructions to help ensure a smooth, fast and effective deployment and gives you tools to notify everyone of your new product to make sure you get the most use from your investment.



**Use:** Ensuring you don't lose the momentum from your launch. The use step helps you integrate and secure your use of the technology in daily practice.



**Optimize:** After measuring your results you'll want to look at ways to optimize performance and increase your returns.

## How the Program Works

Upon joining as a Citrix Online customer, you will receive access to a Best Practices resource center Web site that, along with your dedicated Account Manager, will lead you through the steps of your product implementation and provide templates, guides, presentations, email forms and other documents to ensure your greatest possible success.

## Learn More

If you'd just like to learn more, please contact your Sales Representative or Account Manager or email [bestpractices@citrixonline.com](mailto:bestpractices@citrixonline.com).



**About Citrix Online:** Citrix Online, a division of Citrix Systems, Inc. (NASDAQ: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 10,000 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at [www.gotomypc.com](http://www.gotomypc.com), [www.gotoassist.com](http://www.gotoassist.com), [www.gotomeeting.com](http://www.gotomeeting.com) and [www.citrix.com](http://www.citrix.com).

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