Think Smaller
Think Smarter

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The Bigger (Smaller) Picture

The greatest problem facing Citrix, in terms of current renewal rates, lies within the lack of focus towards small businesses and end-user satisfaction.

In the future, Citrix will be able to maintain higher sales and renewal rates through a more straightforward and intuitive website.
The Evidence

Active Use Percentage by Month
Interview Takeaways

- Relatively smaller businesses
- Citrix costs more
- Unclear (hidden) subscription rate
- Exchange money for time
Breaking it Down

● Monthly Plans
● Strengthen Brand Loyalty
● Revitalize Product Placement
Monthly Plans
(Month to Month or Pay as you go)

- Less risk short-term
- More flexibility for smaller businesses
- Ability to easily switch plans
- Pre-set plans
Customer Loyalty to Citrix

Dependent Upon:

- Stabilize Reputation
- Continued Relationship Through Growth
- Promotion of Specific Products
- Creation of Relevant Features
Measuring Customer Engagement

- Create a balance; customers ⇔ Citrix
- Important to receive feedback
  - Ex: 3 year plan is too costly
- **Gauge customers for satisfaction**
Focus of Website Design

● Business’ needs determine potential products
● Familiarization of product range
● Create a personal aspect
Example of Personalized Website

What do you want to use the citrix program for?
- Personal
- Business

What is the size of your business?
- Small
- Medium
- Large
User Interface and Usability Problems

- Unclear Product Description
- Unintuitive Website Design
  - Lack of configuration training modules
## The Small Changes

### Citrix Workspace

(Monthly Subscription Rates)

<table>
<thead>
<tr>
<th>Workspace Standard</th>
<th>Workspace Premium</th>
<th>Workspace Premium Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3.50 per device...</td>
<td>$5.50 per device...</td>
<td>10.50 per device....</td>
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</tbody>
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### Workspace Subscription Rates

<table>
<thead>
<tr>
<th>Feature</th>
<th>Workspace Standard</th>
<th>Workspace Premium</th>
<th>Workspace Premium Plus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average SRP* $14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workspace unified experience</td>
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<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Workspace intelligent features</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<tr>
<td>Citrix Endpoint Management</td>
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<td>✗</td>
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<tr>
<td>Workspace Environment Management service</td>
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<td>✗</td>
</tr>
<tr>
<td>Citrix Access Control (SSO, Cloud App Control for SaaS &amp; Web Apps)</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Citrix Secure Browser</td>
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<td>Citrix Analytics for access control</td>
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<td>Citrix Content Collaboration</td>
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<td>✗</td>
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<tr>
<td>Citrix Analytics for workspace</td>
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<td>✗</td>
</tr>
<tr>
<td>Citrix Virtual Apps &amp; Desktops</td>
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<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Citrix Hypervisor (for deploying Apps &amp; Desktops)</td>
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<td></td>
<td>✗</td>
</tr>
</tbody>
</table>

* US$ MSRP monthly average per user for 500 users with a 3-year subscription. Actual pricing may vary.

**Workspace Premium service does not include Workspace Analytics for on-prem Citrix Virtual Apps and Desktops deployments.
Summarize

- Current Solution Implementation
- Future Solution Implementation
- Measure, Analyze, Improve, Control/Stabilize
Thank you!