

## Citrix Simplifies Partner Incentive Program

Written by Frederick Douglas  
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Citrix presents a revamp of its partner incentives at the Citrix Summit 2018-- Citrix Ultimate Rewards, a consolidation of several reseller programs into a single, streamlined solution.



"It was time to reassess our outdated channel program and ensure that we make it easy for partners to do business with Citrix," a company blog post reads. "Simplifying business processes is, ironically, quite complicated. But it's worth all the effort when it helps strengthen customer and partner relationships."

Citrix Ultimate Rewards consolidates multiple incentive programs into just two options. It also involves less deal-related questions for partner sales reps-- from as many as 30 in some cases to just 9. Automation is increased for registration and approval, as the system can approve requests automatically from Day One.

The approval process has a tracking capability, giving partners more time to work hand-in-hand with customers while increasing the transparency of the decision-making process.

The Ultimate Rewards program starts from 10 February 2018.

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