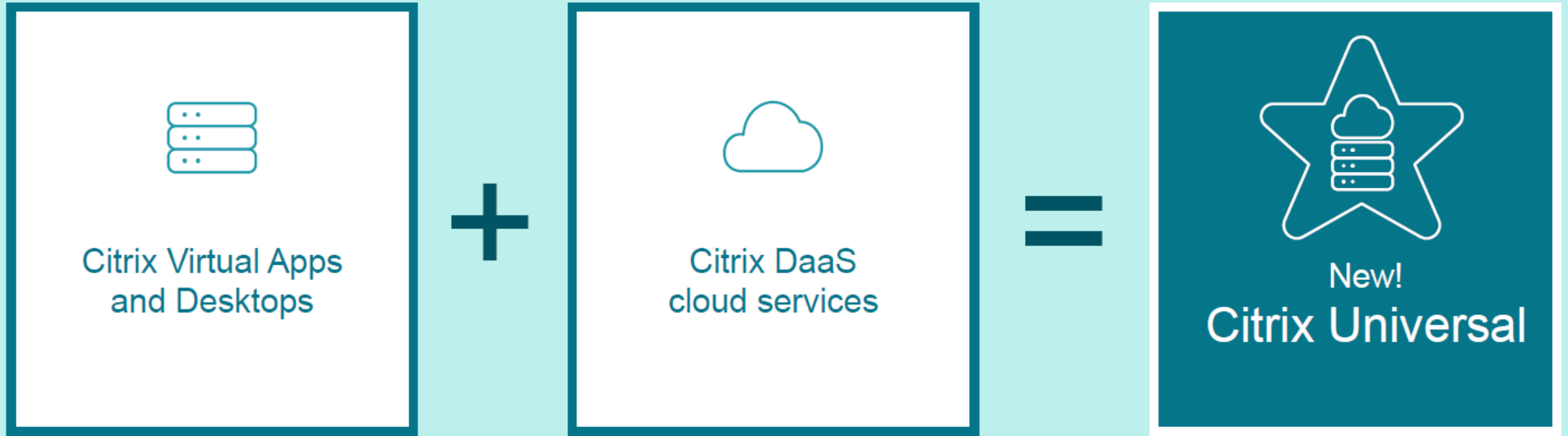


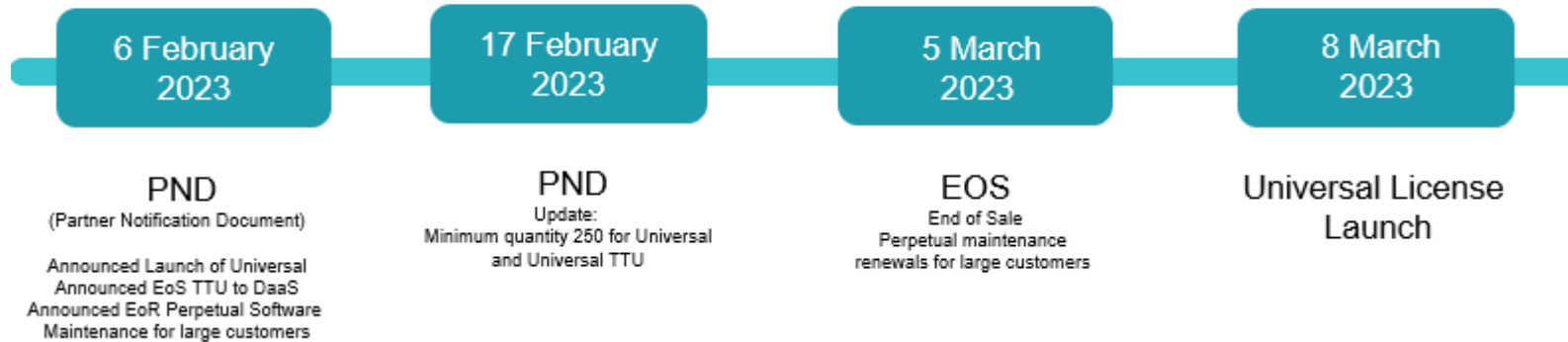
Citrix Universal Subscription

Introducing Citrix Universal Licensing



Citrix Universal License Includes CVAD, DaaS, LTSR and Cloud
Available in Advanced, Advanced Plus, Premium, and Premium Plus

Citrix Universal Subscription



Start: 08.03.2023

- Launch des Citrix Universal Angebots
 - Standalone und TTU
 - EoS für DaaS TTU
- EoR für Perpetual Software Maintenance für größere Kunden.

Citrix Universal Subscription

Start: 08.03.2023

- Hybride und flexible Nutzung:
Citrix VAD und Citrix DaaS Cloud Services können mit dieser Subscription genutzt werden
 - Universal Subscription kann
 - On-prem
 - IT-managed public cloud
 - Private cloud
 - als DaaS Cloud Service
- genutzt werden.
- Ersetzt das TTU Angebot zu DaaS und Hybrid Rights

Citrix Universal Subscription

Under 250**
Licenses

Renew and Expand

Customers may renew or expand their on-prem maintenance, on-prem term, or DaaS subscriptions in any quantity.

New customers interested in DaaS should reach out to CSP partners.

250-999
Licenses*

Transaction Flexibility

Customers can choose to renew their on-prem maintenance, existing DaaS/OPT subscriptions, or TTU to Citrix Universal.

* Also includes outsourcing markets

Enterprise
Customers /
Commercial
with 1000+
Licenses

Enable with Citrix Universal

Large customers can renew existing OPT or DaaS subscriptions. In place of maintenance renewals, TTU to Citrix Universal is the primary path forward.

Citrix

Citrix Universal Subscription

| | Under 250** Licenses | 250** -999 Licenses | Enterprise / Commercial with 1000+ Licenses |
|---|----------------------|---------------------|---|
| Renew Perpetual Maintenance | Y | Y | N |
| TTU to Citrix Universal | N | Y | Y |
| Net new CVAD on-prem term subscription* | Y | Y | Y |
| Net new DaaS / Net New Citrix Universal | N | Y | Y |
| Renewal on-prem term*, DaaS, DaaS + Hybrid Rights | Y | Y | Y |

Citrix Universal Subscription

| | Citrix Universal Advanced | Citrix Universal Advanced Plus | Citrix Universal Premium | Citrix Universal Premium Plus |
|------------------------------------|---|--|---|---|
| Basic Capabilities | Apps & Server-hosted Desktops | Apps and Desktops | Apps & Desktops w/ Enhanced Security | Comprehensive (Premium + Analytics) |
| Includes Citrix DaaS Cloud Edition | Citrix DaaS Advanced | Citrix DaaS Advanced Plus | Citrix DaaS Premium | Citrix DaaS Premium Plus |
| Includes Citrix On-Prem Edition | Citrix Virtual Apps Advanced on-prem Term | Citrix Virtual Apps and Desktops Advanced on-prem Term | Citrix Virtual Apps and Desktops Premium on-prem Term | Citrix Virtual Apps and Desktops Premium on-prem Term |

Citrix Universal Subscription

| Package Capabilities | | Citrix Universal Advanced | Citrix Universal Advanced Plus | Citrix Universal Premium | Citrix Universal Premium Plus |
|---|---|---------------------------|--------------------------------|-------------------------------|-------------------------------|
| License Model | Per User/Device or Concurrent | \$415.80 Concurrent | \$259.20 PUPY & \$561.60 Con. | \$383.40 PUPY & \$837.00 Con. | \$437.40 PUPY & \$955.80 Con. |
| Subscription Type | Net new or TTU* <small>*TTU to universal with no timeline to move to cloud</small> | Net New or TTU | Net New or TTU | Net New or TTU | Net New or TTU |
| Citrix Workloads | Deploy Hybrid, Multi-Cloud, and/or on-premises workloads | • | • | • | • |
| Citrix Management | Manage from CVAD On-Prem, IT managed cloud, DaaS cloud services | • | • | • | • |
| OS and Apps Type Support | Windows Server, Windows 10/11 & Linux MS | • | • | • | • |
| | Windows 10/11 & Linux VDI | | • | • | • |
| | Remote PC Access | | • | • | • |
| Key Feature Entitlement Changes | Session Recording | • | • | • | • |
| | Workspace Env. Management (WEM) | • | • | • | • |
| | Provisioning Services (PVS) | | • | • | • |
| Managed Capacity | Azure Managed Capacity <small>(option to purchase separately)</small> | • | • | • | • |
| Performance | Performance Analytics (\$45) | Add-on | Add-on | Add-on | • |
| Security | Adaptive Auth (\$50) | Add-on | Add-on | • | • |
| | Security Analytics (\$60) | Add-on | Add-on | Add-on | • |
| | App Protection (\$50) | Add-on | Add-on | • | • |
| Previous Cloud and On-prem editions that make up the new Universal Editions | | | | | |

Citrix Universal Subscription

Per subscription per year

| | | Tiered Pricing For Non-CSPs | | | | | | |
|-----------------------|-------|---------------------------------------|--|----------|--|----------|--|----------|
| Tiered Bundle Pricing | | Citrix Universal Advanced (Apps Only) | Citrix Universal Advanced Plus (Apps & Desktops) | | Citrix Universal Premium (Apps & Desktops higher security) | | Citrix Universal Premium Plus (Comprehensive w/ Analytics) | |
| | | Con. | U/D | Con. | U/D | Con | U/D | Con. |
| Tier | Max | 1-yr | 1-yr | 1-yr | 1-yr | 1-yr | 1-yr | 1-yr |
| 1 | 100 | \$415.80 | \$259.20 | \$561.60 | \$383.40 | \$837.00 | \$437.40 | \$955.80 |
| 2 | 250 | \$329.40 | \$205.20 | \$448.20 | \$307.80 | \$669.60 | \$351.00 | \$762.48 |
| 3 | 1,000 | \$270.00 | \$167.40 | \$361.80 | \$248.40 | \$545.40 | \$283.50 | \$621.54 |
| 4 | 2,500 | \$226.80 | \$140.40 | \$307.80 | \$210.60 | \$464.40 | \$240.30 | \$527.58 |
| 5 | 5,000 | \$189.00 | \$118.80 | \$253.80 | \$172.80 | \$372.60 | \$197.10 | \$428.22 |
| 6 | + | \$145.80 | \$91.80 | \$199.80 | \$135.00 | \$291.60 | \$153.90 | \$334.26 |

Citrix Universal Subscription



Legacy Perpetual Licenses

Citrix Universal License On-prem and Cloud hosting and management

| Citrix Universal Advanced (Apps only) | Citrix Universal Advanced Plus (Apps & Desktops) | Citrix Universal Premium (Apps & Desktops with Enhanced Security) | Citrix Universal Premium Plus (Adds Security & Performance Analytics) |
|--|---|--|--|
|--|---|--|--|

Citrix Virtual Apps



Advanced



Transition
AutoScale, Probing, VDA Restore, Image Builder, etc.
+ Session Recording



Premium



Transition
AutoScale, Probing, VDA Restore, Image Builder, WEM service, PVS on Azure/Google, etc.
+ Remote PC & DaaS
+ Adaptive Authentication
+ App Protection

Trade-Up
+ Security Analytics
+ Performance Analytics

Citrix Virtual Apps & Desktops



Advanced



Transition
AutoScale, Probing, VDA Restore, Image Builder, WEM service, PVS on Azure/Google, etc.
+ Session Recording



Premium



Transition
AutoScale, Probing, VDA Restore, Image Builder, WEM service, PVS on Azure/Google, etc.
+ Adaptive Authentication
+ App Protection

Trade-Up
+ Security Analytics
+ Performance Analytics

End of Sale DaaS TTU

Start: 06.03.2023

- Alle Transition und Trade-up SKUs werden zu DaaS werden zum 06.03.2023 deaktiviert und nicht mehr verfügbar
- Bestehende Citrix Quotes bleiben aktiv bis zum Ablaufdatum der Quote

End of Renewal Perpetual Software Maintenance

Start: 06.03.2023

- Perpetual Software Maintenance Renewal wird für Kunden ab 1000 Lizenzen nicht mehr verfügbar sein
- Kunden zwischen 250 und 999 Lizenzen bekommen ein Wahlrecht für die Verlängerung bzw. das Trade-up auf TTU
- Perpetual Renewal für alle VDI und Workspace Produkte

**Danke für Ihre
Aufmerksamkeit**

