

# Citrix Technical Relationship Management

A Citrix Technical Relationship Manager provides extensive experience delivering Citrix solutions and is equipped to troubleshoot and resolve complex issues quickly.

## Why Citrix Technical Relationship Management?

- Proactive management for your environment
- Designated advocate at Citrix
- One-to-one relationship
- Customized services and account management
- Best practices and education on troubleshooting methodologies and tools
- Reduced support costs and risks
- Discount to Citrix Synergy™
- Peace of mind for your IT Staff

Citrix Technical Relationship Management helps minimize downtime exposure in your business through proactive advice and by managing support requests through a dedicated contact who knows your Citrix infrastructure.

Proactive support relationships add significant value to today's complex IT environments. Citrix offers Technical Relationship Management to facilitate proactive relationships between Citrix and its TRM service customers. You receive the services of a dedicated, highly trained and experienced TRM as a single point of contact for support, education and advocacy. The TRM learns about and will be in sync with your organization's unique environment, requirements, and challenges. The TRM provides tailored technical information, advice and recommendations on technical best practices and education on troubleshooting methodologies and tools.



200

There are over 200 TRM Service professionals extensively trained on Citrix products, carrying Virtualization and Networking certifications ranging from CCE, CCP and CCA as well as various industry certifications such as CCNP, CCA, and MCTS.



1,300

Citrix TRM Services touch over 1,300 organizations across the world in the Americas, EMEA, APAC and Japan.



TRMs increase environment stability by analyzing and reporting on customer support trends and advising on troubleshooting best practices and tools to maximize business value.

*“With the Citrix TRM’s support, we could confidently manage, even anticipate, many incidents that could cripple our IT system. Relying on a dedicated TRM, who is very familiar with our challenges, is a real advantage and provides significant support to every technical manager.”*

**Laurent Arnaudeau**

Manager of the CNAV Regional IT & Infrastructure Technical Centre.

*“Without the help of the Citrix TRM, our project would have been much more difficult.”*

**Christine Weaver,**  
Lead Citrix Administrator,  
SCL Health System

### **Proactive relationship management**

Your TRM's first responsibility is to understand your business and how your virtualization, mobility, networking and cloud solutions interacts with it. This creates the basis for the TRM to keep you up-to-date with technical information relevant to your unique environment, to advise you on technical best practices or to educate you on troubleshooting methodologies and tools. Our intention is to add business value to the relationship and become a virtual member of your organization. This process begins with your TRM conducting an in-depth meeting to understand your technology and support requirements, which will be captured in the Customer Account Plan and used as a framework throughout the entire contract period.

### **Dedicated advocate at Citrix**

Your TRM acts as your advocate within Citrix, establishing communications with both Citrix product management and development teams. The TRM is your voice and ensures the correct priorities are given to any technical case and that your experiences with Citrix products and deployments are relayed to Citrix product management. The TRM can also get you access to product betas, extending your test window and offering you the ability to influence feature development.

### **Reporting to you**

Regular status reports and reviews of Citrix performance are another part of the TRM's responsibilities. These reports and reviews can be customized to match your priorities and include statistics such as the number of support calls opened, case status and resolution times. The TRM can also analyze your support trends, making recommendations to increase reliability and performance.

### **Single point of technical contact**

Customers with a TRM-level contract can choose to work with the Citrix support center resources, or their TRM directly. The TRM actively manages all technical incidents and remains your primary point of contact until resolution. The TRM prioritizes cases based on your feedback and can assemble specialized resources within Citrix to achieve resolution as quickly as possible.

### **Working with your Technical Relationship Manager**

The TRM handles many different responsibilities to the customer including proactive technical advice, account management, and reactive technical case work. Citrix recognizes the unique needs of every customer and accommodates these within the framework of the service.

### **Customer profile and account plan**

The account plan is a comprehensive document containing a service plan for the entire contract period. It sets out the framework for the working relationship between your organization and your assigned TRM. The account plan is a living document that contains contact details for your team, the TRM and any virtual team members. Further, it describes customer expectations in relation to the contract and plans for future projects, as well as any milestones. It describes in detail all TRM activities such as case work, planned onsite visits and any other agreed deliverables. In addition, the TRM captures the profile of your Citrix deployment. This is used as a reference and means spending less time communicating historical and configuration information to Citrix Technical Support.

### Supportability review

As part of the TRM program, Citrix can provide a Supportability Review. All too often customers are trying to troubleshoot issues after the event with limited diagnostic information. This can lead to speculation about where problems lie and often requires configuration changes to be made to a production environment in a reactive manner to try and capture future events.

This review provides a simple guide to proactively configure your Citrix environment so that in the event of any issues more data is trapped at the time of the event. Working closely with our support teams, this data can reduce the time to resolution for incidents and ensure any future outages are kept to minimum.

A report is provided summarizing the findings and configuration changes required along with a simple dashboard to highlight which areas of your Citrix infrastructure most need attention to help you prioritize changes. Your TRM will work with you to ensure any recommendations are understood and can be implemented without risk.

### Components

As well as general advice this review will focus on:

- NetScaler Gateway™ / NetScaler®
- CloudBridge™
- Cloud Gateway
- EdgeSight®
- License Server
- Citrix Receiver™
- Citrix Provisioning Services™
- Profile Management
- StoreFront
- XenApp®
- XenDesktop®
- XenServer®
- XenMobile®

### Incident analysis and trending

Your TRM conducts regular incident analysis reviews, typically on a monthly basis or as agreed in the account plan. The reviews include root cause analysis, case incident trend analysis and the major problem categories. This information is intended to be actionable, allowing you to improve your Citrix infrastructure and minimize system down time. Your TRM works with you to classify the case incidents and determine if each is a:

**Customer induced fault** – Opportunity for training workshops and coaching in support of best practices

**Citrix product issue** – Opportunity to provide Citrix containment and corrective action where required

**Individual case** – Post mortem reports will be prepared upon request or where issue severity and business impact warrant special review

### Proactive technical advice

A main focal point for a TRM is issue prevention. This can be achieved by ensuring constant, open communication between you and your TRM, who actively facilitates frequent formal and informal technical exchanges. Proactive deployment specific information keeps you informed about relevant hotfixes, known issues and upcoming releases that pertain to your environment.

### Troubleshooting tools and methodologies

The TRM provides a variety of troubleshooting tools, scripts and techniques to help you reduce incident resolution time and increase your self-sufficiency in troubleshooting generally. This information is provided via onsite workshops, if required. It is also possible for the TRM to arrange Webinars on advanced configurations.

### Business review

Periodic business reviews provide a forum to look at specific open cases, discuss root cause analysis on closed cases and, where required, adjust priorities or resources to maximize business value.

## Technical Relationship Manager comparison menu of services

	Support services without a TRM	Support services with a TRM
<b>Citrix technical support features</b>		
Phone and Web support	•	•
Designated support contact		•
Priority access to Escalation Team		•
<b>Technical support training</b>		
Technical webinars	•	•
Access to technical training event	•	•
Technical newsletter	•	•
Access to betas and early software releases		•
<b>Customized services</b>		
Customer account plan		•
Supportability reviews		•
Environment specific proactive technical notifications		•
Onsite meetings		•
Monthly conference calls		•
Periodic business review		•
<b>Add-on support services</b>		
Structured problem management		•

### Contact us

To learn more about the TRM Services, visit us on the web at [www.citrix.com/trmsupport](http://www.citrix.com/trmsupport).



#### About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at [www.citrix.com](http://www.citrix.com).

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