

# Priority Plus

The deepest partnerships — and biggest wins  
— for businesses powered by Citrix.

## What Priority Plus delivers

Citrix Priority Plus delivers transformational resources and expertise to maximize the value your Citrix solutions deliver, along with all the benefits of Priority. We provide customized services tailored to support the fastest response times, most aggressive restoration targets and transformative outcomes.

We put the most experienced Citrix specialists in the world at the helm of your environment — to plan, build, rollout, manage and optimize the way your Citrix solutions support your most ambitious business goals.

## Maximum success for mission-critical operations



### Free your focus to grow your business

Priority Plus ensures the businesses that depend on Citrix the most worry about it the least. That's because we act as a full-time partner in your Citrix success — working tirelessly to maintain and optimize your Citrix solutions for the outcomes that matter to your business.



### Exclusive access to leading experts

No two Priority Plus relationships are the same. We build a team of hand picked experts tailored to your specific business goals. From comprehensive account management and an executive sponsor to build buy-in, to an optional escalation engineer or full-time embedded consultant, Priority Plus delivers.



### Fastest response and restoration

Citrix Priority Plus delivers market-leading uptime, response times and aggressive restoration targets. As a Priority Plus customer, you're not just at the front of the line — there is no line. Unfettered and unmatched levels of monitoring, guidance, support and maintenance across all issues and events.



### Built for transformation

Priority Plus isn't just an open-ended insurance policy — our offerings are structured to accelerate, de-risk and spread the cost of specific transformational outcomes across an agreed lifecycle.

We start with your desired outcomes and work backwards to create a tailored package optimized to deliver against them — through resources, consultancy, managed services or otherwise.

“  
Priority Plus enabled us to immediately support an urgent public safety directive from the Governor of Illinois. Thanks to Citrix and our entire team of suppliers, we enacted a twentyfold increase in accommodating remote workers.”

Ron Guerrier, CIO and Secretary of Innovation & Technology, State of Illinois

## Priority Plus packages

When you become a Priority Plus customer, you're not just getting additional support and resources. You're also buying an outcome.

We tailor your Priority Plus package to drive specific goals and objectives. Wherever your business wants to be, choose the Priority Plus package below that best suits your needs and you'll get a program of customized assistance to help you get there.



### The Workspace Modernization Package

You embark on our proven transformation journey (delivered by Citrix Consulting) to transition your on-premises Citrix Virtual Apps and Desktops to the cloud.

This is an assured and accelerated path to cloud migration that covers design, piloting, user and use-case migration, workload deployment and more — all delivered by world-leading Citrix experts.



### The Dedicated Consultancy Package

You get a dedicated Citrix consultant who embeds with your organization as a day-to-day team member.

This is more than on-demand access — it's a Citrix expert whose entire job is working with your decision-makers, IT team and users to lead your business to better Citrix outcomes.



### The Managed Services Package

You get a full-time team of specialists to run the day-to-day of your Citrix environment for you. Your Citrix environment is an enabler of your core business activities. Let us handle the entirety of the maintenance, monitoring and issue resolution, so you can focus on driving the outcomes that matter to you and your customers.



### The Technology (and Dedicated Technology) Package

You choose between assigned and dedicated engineers that keep your large and complex Citrix infrastructure operational and optimized.

Assigned Escalation Engineers support across multiple geographies, time zones and Citrix technologies.

Dedicated Escalation Engineers are singularly focused on providing ongoing assistance for major projects and initiatives.

In both cases, you get access to unmatched technical specialists whose expertise is your environment.



### The Global (and Dedicated) Technical Account Package

You partner with one or more Technical Account Managers (TAM) to take full ownership of the long-term development and optimization of your Citrix environment.

Global Technical Account resources give you multi-region, multi-time zone TAMs for global coverage.

A Dedicated Account resource partnership gives you a full-time TAM whose sole focus is coordinating Priority Plus services and resources to your benefit and advocating on your behalf with the wider Citrix team.

In both cases, you get a long-term partner who ensures your business and technical goals are continually served by your Citrix environment.

## Add-on options

Priority Plus customers have the ability to purchase add-on resources and services to complement their packages.



### Assigned Resource Add-On

Provides an additional assigned resource such as a Technical Account Manager, and/or Escalation Engineer.



### Dedicated Resource Add-On

Provides an additional dedicated Technical Account Manager, Escalation Engineer, and/or Consultant.



### Acceleration Package Add-On

Extends your Priority Plus entitlement to either your Workspace or Application Delivery and Security suite. Includes access to the Priority Plus Queue, plus 40 additional hours of additional scheduled support.

citrix | Customer Success

## We've got you covered

The smartest enterprises don't just build their operations on Citrix — they stake their business on Priority Plus.

Talk to us about selecting your own team of Citrix experts to keep your workspace optimized for success.

[Build better business outcomes with Priority Plus](#)

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