vmware®

VMware
Safe Passage Campaign
for Citrix Customers

Partner Marketing

Program Overview and
Campaign Deployment Guide

A Smart New Approach to Partner Sales Enablement

What Is Partner Sales Enablement?

The partner sales enablement support materials combine robust marketing assets with expert third-party assistance to help you market and sell VMware Horizon™. VMware will provide you with the tools you need to execute an integrated pain-point-led marketing campaign aligned with your go-to-market strategy.
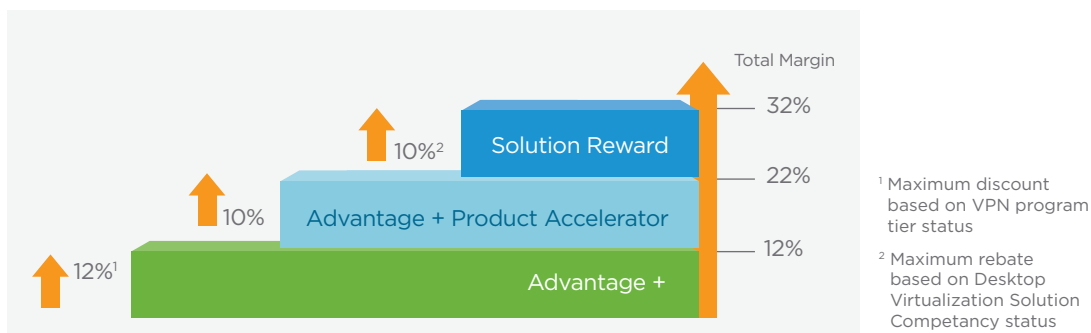
> "The benefits of using Horizon are in the hardware cost and time savings. It equals out to be about $3.2 million in savings per year for the organization."
>
> — Cliff DePuy, Director of Technical Services
> Mecklenburg County, North Carolina

The Partner Opportunity

Horizon provides Citrix customers with a way to move beyond the status quo. Many of these customers are tired of paying Subscription Advantage (SA) support costs for XenApp licenses when they have no intention of upgrading. They are looking for a way to consolidate the management of their desktops and applications. And they are big fans of VMware in the data center and have been waiting for us to come out with a solution for application delivery. In fact, in a recent survey by Dimensional Research, 90 percent of Citrix customers said that they would be willing to move if they received enough benefit.

Maximize Margin Potential with End-User-Computing Incentives

Total Margin

Solution Reward — 32% 10%[2]

Advantage + Product Accelerator — 22% 10%

Advantage + — 12% 12%[1]

[1] Maximum discount based on VPN program tier status

[2] Maximum rebate based on Desktop Virtualization Solution Competency status

How You Benefit

- **Differentiate yourself:** VMware is proud to offer valuable partners like you access to these marketing campaigns. Select the messaging pillars that best align to your customer pain points to differentiate yourself.
- **Drive demand:** VMware provides you with customizable campaigns and assets.
- **Grow your share of wallet:** Target your VMware vSphere® install base to cross-sell them on virtualizing their desktops and applications with VMware to drive incremental revenue.

CAMPAIGN OPPORTUNITY

Safe Passage Campaign for Citrix Customers

Target Audience

The target audience will consist of current Citrix XenApp and XenDesktop customers across the Enterprise and Large Commercial segments with 500+ employees. Key roles include CIO, CXO, VP of IT, Director of IT, and Director of Infrastructure.

- There are approximately 300,000 global Citrix XenApp and XenDesktop accounts available to target.
- Many are unhappy, up for renewal, and actively looking to address new use cases.[3]
- 72% surveyed are existing vSphere customers—that's nearly 216,000 target customers.

Key verticals

- Financial services
- Government
- Education
- Healthcare

Did you know?

Up to

85% of XenApp and | **90%** of XenDesktop

customers are willing to switch to a better solution.[4]

This makes selling Horizon a great way to grow your share of wallet and expand your services footprint with your customers.

Addressing Changing Demands with VMware

Horizon provides an alternative solution for publishing applications. Unlike other vendors, VMware provides customers with a single platform that supports virtualization from the data center through to their devices, reduces costs, and offers both a great user experience and better operational efficiencies.

Migration opportunity

- The upgrade for Citrix customers on versions of XenApp 6.5 and earlier to XenApp 7.5 is a full rip-and-replace upgrade from the Citrix Integrated Management Architecture to the new FlexCast Management Architecture.

- Microsoft announced the end of support for Windows Server 2003, so customers need to upgrade to Windows Server 2008 or Windows Server 2012. Citrix just announced the end of support for XenApp 5.5, so customers need to upgrade to XenDesktop 7.1 or XenApp 7.5. Customers on these older platforms are looking at what to do next and, in the case of Citrix, are often paying high costs for extended support.

- Horizon provides the alternate for your Citrix customers—a complete desktop and application management solution on a single platform that delivers better performance with streamlined management.

- VMware has developed a comprehensive set of tools and services to help simplify the move for customers. VMware has also partnered with assessment vendor Lakeside Software to make a new Citrix configuration assessment report available to customers to de-risk the move to Horizon.

[3]Dimensional Research, Citrix XenApp and XenDesktop Customer Survey, May 2014
[4]Gartner – VDI Punchout, February 2014

CAMPAIGN OPPORTUNITY

Customer Benefits

VMware provides cost and performance benefits, plus tools, support, and services to help simply and effectively move forward with Horizon.

Reduce costs

- Consolidate management with one platform to reduce OpEx.
- Repurpose Citrix-focused staff to manage other projects.
- Reuse vSphere licenses from XenApp server farms when moved to RDSH.
- Leverage existing Netscaler appliances (they work with Horizon).
- Get additional value from existing VMware investments.

Run Horizon with the software-defined data center for great performance

- Great service-level agreements (SLAs)
- Great productivity
- Great user experience

Simplify the move

There are three flexible options to cost-effectively move forward while protecting Citrix investments, if required.

- **Integrate**—Integrating Citrix XenApp with Horizon replaces the XenApp Web Interface or StoreFront with the VMware Horizon Workspace™ portal. This solution provides users with access to Citrix XenApp apps, View virtual desktops, software as-a-service (SaaS) apps, and VMware ThinApp® apps all through a single Web portal—without having to make major changes to the Citrix infrastructure.

- **Migrate**—Migrating XenApp to Horizon entails moving the existing XenApp Remote Desktop Session Hosts and their installed applications to Horizon. This enables publishing the existing applications and remote desktops using Horizon—without having to deploy new RDSH.

- **Replace**—If all existing RDSH can be replaced with new systems configured for Horizon, the entire Citrix XenApp infrastructure can be phased out and decommissioned.

MESSAGING PILLARS AND CAMPAIGNS

The program is divided into three individual campaigns, each focused on different messaging with its own distinct pain-point-led theme and visual identity.

Campaign Title/Theme: Lower Costs

Messaging: Reduce costs by leveraging a single end-to-end VMware stack.

Benefits:
- Lower TCO
- Streamline vendor management
- Save time

Campaign Title/Theme: Better User Experience

Messaging: Provide end users with a seamless experience across devices.

Benefits:
- Provide a great user experience
- Unify workspaces
- Work naturally with services and apps provided at login

Campaign Title/Theme: Simplified Single-Stack Management – One Platform

Messaging: Leverage a single end-to-end stack to simplify management of virtual infrastructure.

Benefits:
- Centralize IT management
- Integrate the VMware software-defined data center and Horizon
- Streamline vendor management

Calls to Action (Across All Campaigns):
- **Touch 1:** Download the infographic, "6 Reasons VMware Horizon 6 Is a Better Choice than Citrix XenDesktop."
- **Touch 2:** Read the ESG white paper, "Why Customers Are Moving Beyond the Status Quo with VMware Horizon 6 (with View)."
- **Touch 3:** Try Horizon now in a Hands-on Lab with nothing to install.

Customize Your Campaign

Each campaign pathway has been designed with a unique look and feel. Within the Partner Demand Center, you can further customize the following elements of each campaign to help you stand out in the marketplace and better represent your customers.
- **Offer-box color:** Select from three color options for background and button.
- **Value proposition & contact information copy:** Update to represent your unique value proposition and contact information. (We have provided sample copy to get you started.)
- **Value proposition color:** Choose a color to represent your company.
- **Logo image:** Insert your company logo.

CAMPAIGN ASSETS

The campaign contains a full suite of execution-ready assets that combine to form a powerful integrated marketing campaign.
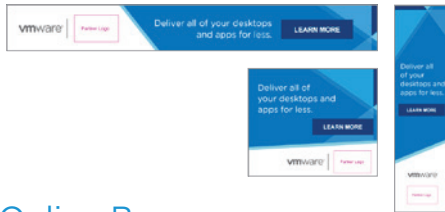

Multi-Touch eDM Templates

Three co-branded customizable eDM templates, each with a separate call to action.

Landing Pages

Four landing pages that we, you, or a third party can host. Each has a gated call to action that collects lead information.
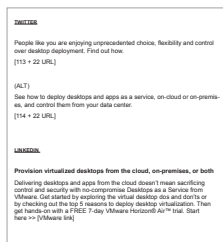

Online Banners

Place these online banners on your site or on third-party sites to create awareness and interest, and drive targets to a campaign landing page.

Promotional Copy

Copy that promotes the campaign, which you can place on your website or in newsletter communications to generate interest and drive traffic to your campaign landing page.

Social Media Copy Blocks

Recommended copy that you can use on Twitter, LinkedIn, and your newsletters or blogs to drive customers to your campaign landing page.
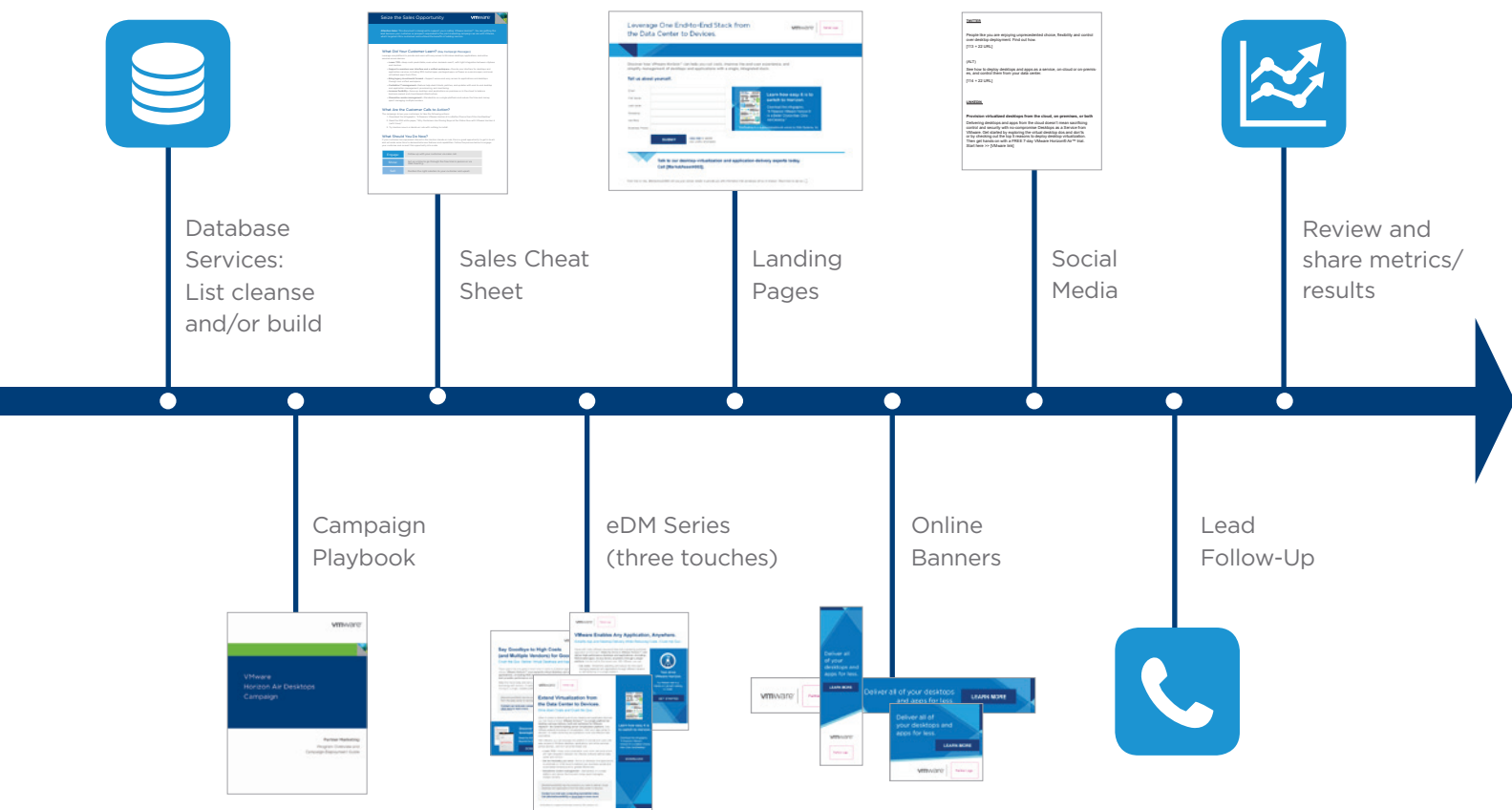

Direct Mail

Physical direct mail assets you can print and send to targets, each with a call to action directing back to your campaign landing page.

CAMPAIGN FLOW

Database
Services:
List cleanse
and/or build

Sales Cheat
Sheet

Landing
Pages

Social
Media

Review and
share metrics/
results

Campaign
Playbook

eDM Series
(three touches)

Online
Banners

Lead
Follow-Up

Campaign Execution Tips

• Campaign assets have been provided to support you in the execution of a multi-touch, multimedia campaign. As you prepare to take your custom campaign to market, please use the provided assets, this Playbook, and the Sales Cheat Sheet, which was developed as a quick overview for your sales reps to understand the campaign and be prepared to follow up on leads.

• We have included three co-branded and customizable eDM campaigns to send to prospects. The recommended cadence for each touch is 7 days apart, with non-responders from the previous campaign included in subsequent touches. Following this schedule, you would execute eDMs on Day 1, Day 8, and Day 15. For maximum results, execute email campaigns so that they arrive between 8:00 and 9:00 a.m. or between 3:00 and 4:00 p.m. on a Tuesday, Wednesday, or Thursday. Remember to account for differences in time zones.

• Landing pages will feature gated assets to capture lead information. These pages are designed to capture responses from all outbound marketing you execute, including eDMs, online banners, social media, direct mail, etc.

• If telemarketing is part of your strategy, it should commence after the second touch, approximately 9 days after the campaign start.

CAMPAIGN DEPLOYMENT

Maximizing Results

To help ensure your campaign is executed smoothly, we have compiled this list of recommended steps. Check off each one as you go to ensure a successful campaign.

Before the Campaign

- ☐ **Refresh your skills.** Your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge can provide resources to help you get up to speed.

- ☐ **Determine your target audience.** The assets are designed to work across the Enterprise and Large Commercial segments with 500+ employees. If you are unsure who to target, we recommend these roles in particular:
    - CIO, CXO, VP of IT, Director of IT, and Director of Infrastructure

- ☐ **Set campaign timing plan.** Your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge is available to help with your timing plan and discuss any additional support you may need.

- ☐ **Prepare your database.** Engage your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge for help if your database is unhealthy, your records aren't current and clean, or you don't have internal or third-party database marketing resources.

- ☐ **Determine your follow-up strategy.** You can have your sales team conduct the follow-up or get help from your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge.

- ☐ **Equip your sales team.** Brief them on the campaign, let them know what to expect, and share the one-page follow-up Sales Cheat Sheet.

Executing the Campaign

- ☐ **Organize your social media strategy and content.** Have a plan for when you'll push out the social content, and set milestones along the way. You may consider augmenting the content with your own personalization or additional messages, or simply use it as is. You should be promoting complementary social media messaging for the duration of the campaign.

- ☐ **Place your banner(s).** They are crucial to drive targets to the landing page, so ensure you get them up and running.

- ☐ **Customize your emails and execute for success.** Email open rates tend to peak at roughly an hour after they are sent. For instance, emails sent at 8:00 a.m. will have the highest probability of being opened at 9:00 a.m. For maximum results, execute email campaigns so that they arrive between 8:00 and 9:00 a.m. or between 3:00 and 4:00 p.m. on a Tuesday, Wednesday, or Thursday. Remember to account for differences in time zones.

- ☐ **Follow up on all leads.** If you are using a proactive outbound telemarketing strategy, start your follow-up after the second touch. If you would like help conducting timely lead follow-up, your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge is available to assist.

After the Campaign

- ☐ **Continue follow-up efforts.** Build upon your campaign follow-up and continue to drive revenue.

- ☐ **Analyze your results.** Track your milestones, pipeline, sales, and ROI, and share results with your Strategic Partner Marketing Manager, Partner Marketing Manager, or Concierge. Your feedback is critical to help us improve.

CAMPAIGN DEPLOYMENT

Campaign Summary: Mutual Investment

Our goal is for every participating partner to be successful. As we move through the program, VMware will continue to invest in partners who commit to engagement, follow the process, and show returns.

What You Get from VMware:

- Exclusive opportunity
- Sales and tech pre-sales training
- Access to marketing support to augment your marketing capabilities
- VMware programs and campaigns to create awareness
- Customizable multi-touch demand-generation campaigns
- Tools to accelerate sales
- Process for tracking success

What We Need from You:

- Trained sales and tech pre-sales professionals
- Database development and lead follow-up capabilities in place
- Flawless execution of the campaign through your marketing-automation system
- Consistent reporting of campaign metrics

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