End User Training

Drive adoption and license utilization with customized end user video tutorials

Citrix Education is committed to developing the people behind our products; however, we also recognize the importance of educating the ultimate consumer of Citrix technologies: the end users. To address the specific needs of this critical stakeholder group throughout project rollout, we are now offering customized end user video tutorials.

Each video is up to five minutes in duration and addresses the specific needs of a target audience, including use cases, technology, devices and applications that are relevant to the daily experiences of the user. The message is clearly articulated for ease of understanding and delivered according to the technical aptitude of the viewer.

Designed for our enterprise customers, production of an end user video is available for a fee of $20,000 for each identified target audience. Our team of training and media professionals will work closely with you through each phase of the engagement detailed below to enable your users to reach the desired computing experience.

Engagement Overview

A typical end user training engagement will consist of the following phases and related deliverables:

Analysis Phase	
Kickoff Meeting	The Kickoff Meeting will aim to identify and introduce all project stakeholders. Attendees will review the Statement of Work document during this meeting to ensure alignment of all parties involved.
Pre-Engagement Survey	The Pre-Engagement Survey will allow the Citrix Field Services team to gather information to help answer questions around the following: target audience; current state of the end user computing experience; desired state of the end user computing experience; organization's vision, initiatives and culture; timing and details of deployment of Citrix technologies.
Requirements Gathering and Scope Definition Session	During this meeting the Citrix Field Services team will review the findings of the Pre-Engagement Survey to determine all aspects of the Citrix rollout, the effect it will have on the end user and the end user knowledge gap between current state and desired state. As a result, the Project Definition Document will summarize the findings to ensure mutual understanding of the project.

Design Phase	
Video Design Session	Once Citrix Field Services identifies who the target audience is and what the customer wants communicated, we will use a Video Design Session to collaborate on how we can communicate a video message to end users in a way that will drive adoption and acceptance of the Citrix technology. These sessions will be instrumental in the creation of the Storyboard deliverable.
Production Planning and Logistics	Working closely with project stakeholders, the Citrix Field Services team will finalize the Production Plan deliverable and identify potential risks and success factors. The Production Plan will incorporate all elements of the Design Phase to provide a visual depiction of the video ahead of filming and production.
Build/Rollout/Production Phase	
Filming	Citrix Field Services will manage all necessary filming according to the Production Plan.
Video Editing	Citrix Field Services will manage all necessary video editing according to the approved Storyboard.
Video Review	Citrix Field Services will provide “draft” versions of the video for customer feedback prior to production.
End User Training Video	The resulting five (5) minute end user training video will be provided as a video file downloadable from Citrix ShareFile. The video file will be provided with the characteristics agreed upon in the Production Plan deliverable and will address one selected target audience.

Questions?

Visit training.citrix.com/enduser to view a sample video tutorial from a recent project with the University of Florida, or contact a Citrix Education specialist directly at americaseducation@citrix.com or 866-714-1260.

About Citrix

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, easily and securely. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was $2.59 billion. Learn more at www.citrix.com.

Copyright © 2013 Citrix Systems, Inc. All rights reserved. Citrix and ShareFile are trademarks of Citrix Systems, Inc. and/or one of its subsidiaries, and may be registered in the U.S. and other countries. Other product and company names mentioned herein may be trademarks of their respective companies.