

CHECKLIST: 6 TIPS TO MAXIMIZE VALUE FROM YOUR CITRIX RENEWAL

Make smarter decisions, simplify operations and unlock the full potential of your Citrix investment.



Your Citrix renewal isn't just a checkbox—it's a strategic opportunity to improve your digital workspace ROI. Use this checklist to guide your next renewal with value, performance, and platform efficiency in mind.

1. START EARLY



Begin renewal conversations 4-6 months in advance. Early engagement gives you time to assess usage, explore entitlements and evaluate platform improvements, without rushed decisions.

2. ASSESS YOUR ENVIRONMENT



Conduct a complete inventory of your Citrix infrastructure, user personas, third-party tools, and platform configurations. This forms the foundation for smarter renewal decisions and identifies where your Citrix investment can be better leveraged.

3. REVIEW LICENSE UTILIZATION & UNUSED ENTITLEMENTS



Yes, some environments are overprovisioned—but many customers leave value on the table by not using what they already own. Tools like NetScaler, XenServer, WEM, and Autoscale are often included and can displace expensive third-party platforms. Fully activating entitlements can lead to massive TCO reductions.

4. KNOW YOUR NUMBERS



Understand your last price paid, your current pricing tier, and how Citrix's evolving models (e.g., subscription-first, tiered pricing) may impact your renewal. Ferroque provides comparative benchmarks to help improve negotiation outcomes.



PRODUCTIVITY HAS NO BOUNDARIES

Our technology solutions empower customers across all industries to transform how their workforce delivers value for a faster, more secure, and adaptive future.



5. FORECAST FUTURE NEEDS

✓ Ensure your renewal aligns with what's ahead—cloud migrations, datacenter consolidations, M&A activity, security mandates, and more. A forward-looking view enables you to scale efficiently while minimizing rework.

6. LEVERAGE YOUR AGREEMENT

✓ Your Citrix license likely includes far more than you're using today. Activating features like session recording, image management, and contextual access controls can simplify IT operations, boost security, and improve user experience—often replacing third-party tools and reducing operating costs.

Smarter licensing starts with full visibility

Citrix renewals are no longer just about counting licenses—they're about unlocking platform-wide value.

From displacing expensive third-party hypervisors with XenServer, to consolidating ADC spend with NetScaler, to reducing compute and cloud spend through Autoscale, your Citrix entitlements may hold the key to millions in savings. Yet, many of these features go underutilized.

Ferroque Systems helps you assess your Citrix environment not only for usage alignment—but also for *opportunity activation*. We'll help you:

- Analyze infrastructure and licensing across cloud and on-prem
- Identify redundant tools that can be replaced using existing entitlements
- Model future needs to align with business and security objectives
- Navigate licensing changes with expert-level clarity

Don't just renew. Reinvent.

With Ferroque Systems, you gain a Citrix-focused partner with unmatched experience in optimizing complex environments. Our complimentary Citrix License Assessment can help you unlock hidden value, streamline your digital workspace, and reduce TCO—not just costs.

[START YOUR FREE ASSESSMENT TODAY](#)