Priority

Power a smarter, more flexible way to work that maximizes fast, frequent, high-value outcomes from your Citrix solutions. Priority accelerates the results that drive your business.

What Priority delivers

Citrix Priority service injects proactive advice, expertise and support to the heart of your operations. It's a full-time advocate for your success. From issue prevention to faster response times and speedy resolution – we continually optimize your solutions to help your users, your IT team and your business win with Citrix.

We partner with you to unlock value

Accelerate outcomes

Our Customer Success team partners with you to help your organization maximize its return on your Citrix investment. We guide you towards a path of accelerated and continuous value by monitoring, measuring and optimizing your journey every step of the way.

Improve time-to-value

Your assigned Technical Account Manager will become a trusted advisor, advocate and partner in your success. They'll regularly make recommendations that optimize your environment and operations to leverage best practices and amplify results.

Improved uptime

Get fast, proactive support that provides continuous insights and recommendations to prevent unplanned downtime and reduce technical hiccups. Plus, leverage faster reactive support to get you back up and running in business critical moments.

Optimize ROI

We maximize the return that your Citrix solutions generate via continual performance and supportability improvements across your infrastructure and operations. IT leaders get open access to a wealth of resources, tools and advice that chart a path towards compounding value.

What you get with Priority

All the benefits of Select with the following additional benefits.

Assigned technical account management

Partner with your assigned Technical Account Manager to define goals, allocate resources and co-create the high-value outcomes that drive your success.

Priority routing and queuing

Get direct access to Priority Technical Support Engineers who know your environment inside-out, for rapid response of Severity 1 issues within 15 minutes and resolution in less than 6 hours.

Critical situation expedition

Your Priority Critical Situation Manager handles your most critical cases to accelerate time to resolution. They take ownership of Severity 1 issues and provide proactive updates for increased transparency and faster restoration.

Scheduled support

Get up to 40 hours of scheduled support for any migration, update and implementation you need. We empower your engineers to enact changes at convenient off-time hours to minimize disruption and maximize business performance.

Prioritize your potential

Leverage high-value expertise

90%

of Priority customers cite their Technical Account Manager as their most valued aspect of Priority.

Get back to winning, faster

91%

of IT organizations who upgraded to Priority renewed due to increased uptime and faster issue resolution.

Realize rapid ROI

90%

of Priority customers realized direct value in the first six months.

Improve your business outcomes

73%

of customers improved business success measures and accelerated utilization since upgrading to Priority.

What Priority users are saying

"

I can say with confidence that every company using Citrix should consider the Priority Program. It makes the lives of the IT teams as well as the lives of the users so much easier."

Harald Stieglmaier,
Desktop Management Lead,
Erzbischöfliches Ordinariat.

"

If you want to take your support to the next level, Priority is the way to go."

Ryan Mahon,
Engineer,
Baptist Health.

citrix. | Customer Success

Make your success a Priority

Forward-thinking IT leaders partner with our Customer Success team to drive their transformation projects forward. With our guidance, expertise and assistance, you get faster results, more performance and continuous value from your Citrix investment.

Bring on better business outcomes now