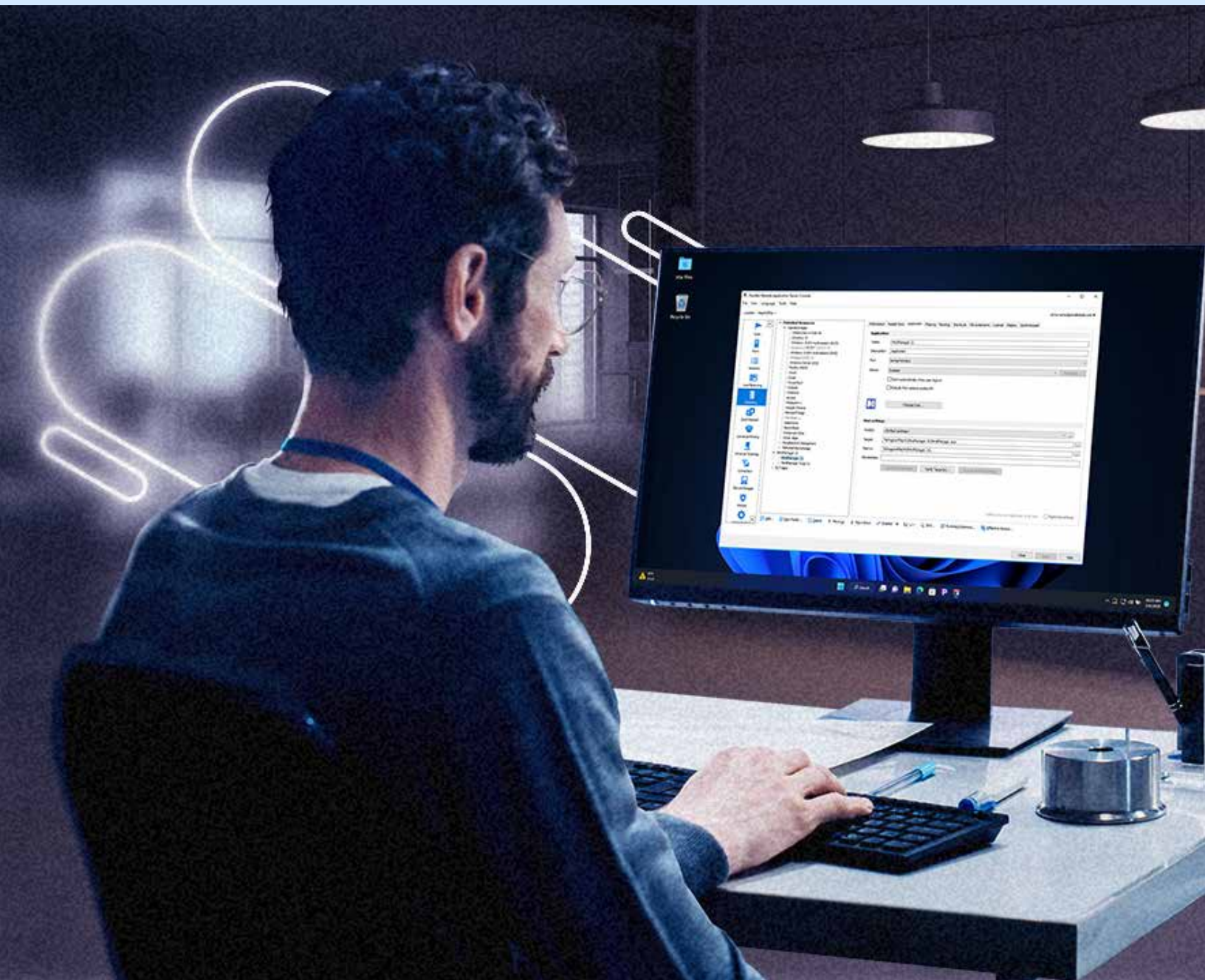


# Parallels® RAS: A leading Citrix alternative for Managed Service Providers



Recent changes to the Citrix CSP partner program involve transitioning MSP partners to an annual subscription model. These changes include a significant uplift in minimum license requirements plus bundling in a wide array of technologies that many MSPs neither need nor use, or significantly increasing their existing monthly subscription license costs. This has forced MSPs that use Citrix solutions to consider alternative virtual application and desktop solutions that better align with their needs.

## Challenges faced by current Citrix partners

### Increased license cost:

- 100% Increase to monthly subscription costs, significantly impacting TCO and profit margin.
- Partners are shifted to an annual subscription model with a 15% uplift on current usage, forcing partners to commit to increased license amounts.

### Annual subscription:

- Moving to an annual subscription model with increased license requirements reduces the flexibility to scale clients as needed.
- No guarantees that a further increase in the minimum annual license threshold won't be enforced in the future.

### Technical complexity and associated costs:

- Maintaining and managing Citrix environments is technically challenging due to its complex nature.
- There are high costs associated with Citrix technical support, and specialized expertise is required.



### Increased license costs

100% increase in monthly subscription license costs, resulting in reduced profit margin



### Annual subscription model

Changes to annual subscription with increased license requirements



### Paying for what you don't need

A variety of technologies are bundled together, many of which may not be necessary



### High technical requirement

Technically challenging due to the need for specialized expertise and associated costs

Managed service providers are having to choose between committing to pay for the existing license usage with a 15% uplift (for instance, if you have 3000 users, you will have to pay for 450 more) or accept a 100% increase in the cost of monthly license subscriptions.

## The advantages of Parallels RAS

Parallels Remote Application Server (RAS) presents a compelling alternative, with lower license costs, a monthly SPLA concurrent usage model, and simplified management. Designed to be scalable, it caters to both small and large-scale deployments across on-premises, hybrid, and cloud environments.

### Monthly subscription licensing:

- Cost effective monthly SPLA licensing model based on the peak number of concurrent users.
- Low minimum license requirement of only 50 users, making it easy for MSPs to migrate users from other solutions.

### Concurrent user billing:

- The peak concurrent billing model ensures that MSPs only pay for the licenses their clients actually use, optimizing costs and enhancing flexibility.
- Parallels RAS's concurrent user billing model allows MSPs the flexibility to scale services up or down according to their clients' business requirements, optimizing cost-effectiveness.

### Reduced complexity and technical resource costs:

- A single management console reduces the complexity involved in deploying and managing virtual applications and desktops, freeing up technical resources for more important business operations.
- Includes free technical training and certification for managed service providers, enhancing their expertise and service quality at no additional cost.



#### Lower license costs

Low-cost licenses and minimum requirement of only 50 users increases profit margins and reduces total cost of ownership



#### Monthly concurrent billing

Billing is based on a monthly peak number of concurrent users, ensuring that MSPs only pay for what their clients use, eliminating waste and optimizing cost efficiency



#### Simplified administration

A single admin console simplifies administration across all features and deployments, whether on-premises, hybrid, or in the cloud



#### Technical training included

Free technical training and certification, reducing the need for specialized expertise and optimizing technical resources

## MSP success story

MSP XenTegra ONE experienced increased growth and cost savings of 25-30% within six months of implementing Parallels RAS. They simplified the administration of remote desktops and applications while significantly reducing overhead costs and enhancing the user experience.



### Partner Testimonial

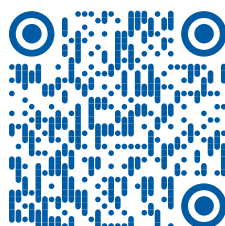
**The competitive pricing and licensing structure is good for our bank account and our clients are not losing functionality. It's a win-win situation.**



Mark Vincent, President. XenTegra ONE

Click here to read the full case study:  
<https://www.parallels.com/customers/xentegra-one/>

Try Parallels RAS



Become a partner

