



Powered by XenTegra India
Accelerating EUC Growth & Citrix Displacement

Parallels Acceleration Partner Program



WHO IS

XenTegra 

XenTegra India is a **Parallels Gold Distributor** and part of a globally established EUC organization, bringing proven expertise and a strong partner-first approach to accelerate growth across North America, EMEA, and APAC.

- Focused on **partner success**, enabling faster deal cycles, higher margins, and scalable growth
- Backed by **global expertise** across Citrix, Parallels, and modern digital workspace solutions
- Proven experience delivering **enterprise-grade migrations and transformation projects**
- Agile and growth-driven, offering partners **greater access, flexibility, and hands-on support**

Global strength * Local focus * Partner-first growth.

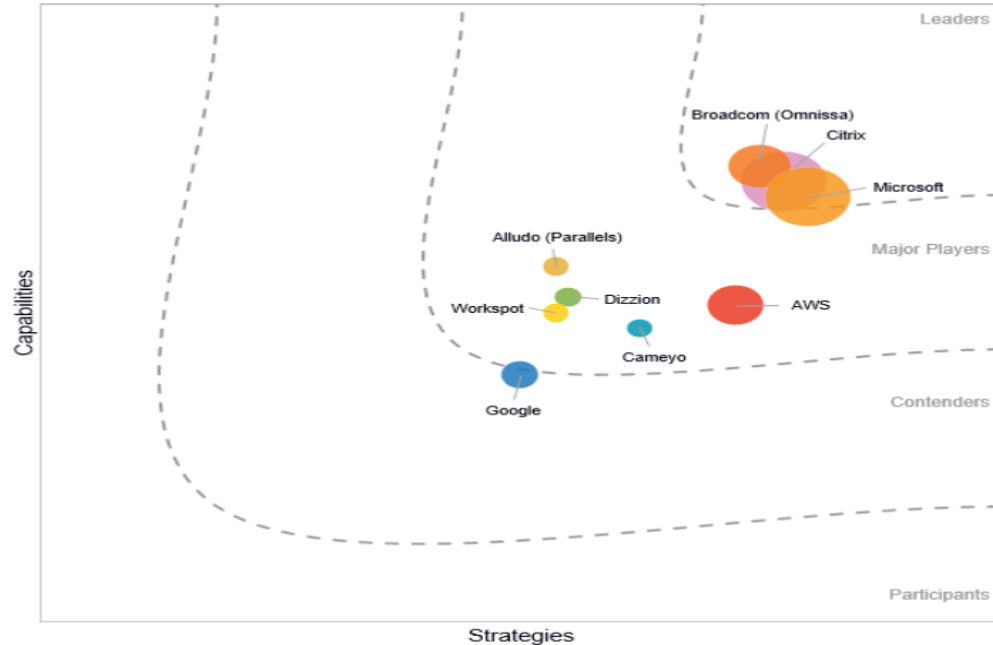


WHO IS

|| Parallels®

IDC MarketScape Worldwide Virtual Client Computing Vendor Assessment

IDC MarketScape Worldwide Virtual Client Computing, 2024



Source: IDC, 2024

Source: IDC, 2024

Strategies

Capabilities



Global presence
140+ countries
5,000 + channel
partners



Global trust
20% of Fortune 500



B2C
2+ million
individuals



B2B
50,000+
businesses

Since 1999, Parallels® has pioneered virtualization solutions. Today, Parallels is a global leader in cross-platform solutions, enabling millions of business and individual users to access and use the applications and files they need using any device, anywhere, any time.

**Desktop
for business**



On-device virtualization to run Windows apps and desktops on macOS, and ChromeOS.

RAS
Remote Application
Server



Streaming of virtual Windows apps and desktops as a full VDI solution.

DaaS
Desktop as a Service



Streaming of virtual Windows apps and desktops as a cloud-native DaaS solution.

PSW
Parallels Secure
Workspace



Zero Trust Network Access (ZTNA) to internal resources – apps, desktops and files.

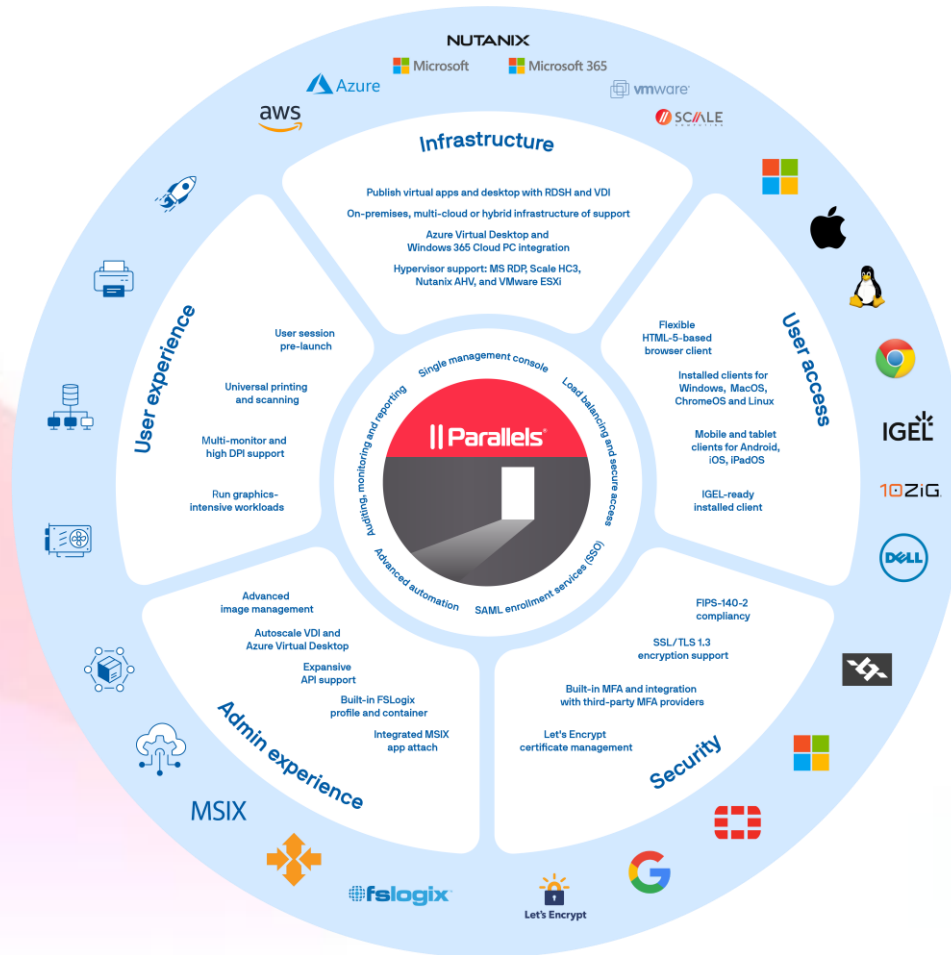
PBI
Parallels Browser
Isolation



Isolation of Internet traffic through Remote Browser Isolation (RBI).

Win more deals, earn higher margins, and deliver a complete EUC stack with Parallels.

Discover Parallels RAS



Why Partners Should Sell Parallels



Strong Partner Economics

20% margin on net new and renewal business (Base margin: 15–20%, Additional Deal registration: +5%, Growth rebates: +3–5% Migration bonus incentives)

- **3+1 incentive** for deals over \$50K-1 Year **Free** (accelerated deal value)
- **SPLA model support** – same margin structure for DaaS (monthly/concurrent billing)



Demand Generation Support :

- Funded marketing programs (MDF)
- Co-branded campaigns and events
- Pipeline acceleration initiatives
- Lead Sharing



High-Margin Services:

High-Margin Services Opportunity

- 30–40% margin on partner-led services
- Flexibility to build recurring DaaS offerings
- XenTegra can provide services support at cost to protect partner margins



Sales & Technical Enablement

- Dedicated pre-sales and architecture support
- Migration expertise (Citrix → Parallels)
- Faster deal cycles with POC and deployment assistance

- ❖ Higher Margins.
- ❖ Faster Closures.
- ❖ Stronger Partner Growth.

RESELLER	ESSENTIAL ★	SILVER ★★	GOLD ★★★	PLATINUM ★★★★
REQUIREMENTS				
Partner application and approval	✓	✓	✓	✓
Annual revenue goal (total)		\$10,000+ USD	\$50,000+ USD	\$250,000+ USD
Annual net new sales			\$20,000+ USD	\$125,000+ USD
Annual deals closed		2	4	6
Parallels Logo on partner website		✓	✓	✓
Customer references			✓	✓
CERTIFICATIONS REQUIRED				
RAS and PSW minimum certifications		1 sales 1 technical	2 sales 2 technical	2 sales 4 technical



PRLX 8

Parallels Acceleration Program
OVERVIEW

Program Overview

The **PRLX8 Partner Program** is designed to accelerate the adoption of Parallels RAS across India by empowering partners with the tools, incentives, and support required to drive growth.

- Accelerate Parallels RAS adoption across APAC
- Drive Citrix-to-Parallels migration initiatives
- Enable partner-led growth, profitability, and market expansion

April 1st – Nov 30th, 2026

PRLX8 Elements



Growth:

- Quarterly revenue targets
- Citrix displacement
- Net new logos
- Expansion in accounts



Profitability:

- Base margin + deal reg
- Rebates
- Migration incentives
- Strategic uplift



Enablement:

- Training
- Playbooks
- POC/Demo
- Certifications



Simplicity:

- Pre-sales support
- Frameworks
- Faster cycles
- Less complexity



Demand Generation:

- Events
- Campaigns
- Joint GTM
- Pipeline



Engagement:

- QBRs
- Alignment
- Scorecards
- Tracking

Why PRLX

- Accelerate growth
- Win Citrix, Omnissa, Accops deals
- Increase margins
- Scale business
- Optimize AVD consumption

INCENTIVES & REWARDS

Incentive and Awards

What Partners Gain:



20-25%+ MARGIN
ON NET NEW
AND RENEWAL
DEALS



3+1 INCENTIVE
ON DEALS OVER
\$50K (INCREASE
DEAL
PROFITABILITY)



**30-40%
SERVICES
MARGIN** ON
PARTNER-LED
DELIVERY



**RECURRING
DAAS REVENUE**
WITH SPLA
(MONTHLY
BILLING MODEL)



OPPORTUNITY TO
**EXPAND INTO
NEW LOGOS AND
GROW EXISTING
ACCOUNTS**

What XenTegra Delivers:

- **Pre-sales and architecture support** to accelerate deal closures
- **Migration expertise (Citrix → Parallels)** to win competitive deals
- **Services support at cost** to protect partner margins
- **Funded marketing (MDF)**, Events, and campaigns to build pipeline
- **Training, playbooks, and POC environments** to enable partner success

Why **PRGX**

**More Margin. Faster Closures. Predictable
Recurring Revenue.**

Additional Incentive

- **Fast-Start Bonus (Critical – Drives Momentum)**
 - First **30 days**
 - First **3 partners to close ANY deal** → additional **\$50 bonus**
 - First **\$25K deal per partner** → extra **\$250 kicker**
- **Any Citrix\Omissa\Accops replacement deal:**
 - Extra \$200–\$500 SPIFF per deal
 - OR additional +2% margin kicker
- **Create qualified opportunity:**
 - \$10 per registered deal (approved)

Deal Size Accelerator (Tiered Incentive)

Deal Size	Bonus
\$25K+	+\$250
\$50K+	+\$500
\$100K+	+\$1,000
1000+ licenses	+3% (keep your current Margin)

Why **PRX**

**More Margin. Faster Closures. Predictable
Recurring Revenue.**

Program Expectations: Engagement/Alignment

Quarterly Leaderboard

- Publish **Top 10 partners monthly**



Gold badge



Silver badge

Renewal Protection Bonus



This is smart financially

- Renewals closed:
- Extra **+2% bonus OR \$100 per renewal**

PRLX8 Elite” Status Beyond Platinum: “PRLX8 ELITE”

Criteria:

- \$500K+ revenue
- Strategic deals
- Benefits:
- Direct Parallels leadership access
- Priority leads
- Joint account planning

**More Margin. Faster Closures. Predictable
Recurring Revenue.**



Earn Your Seat at the Table

Top 3 Partners + Top Individual Seller

qualify for an exclusive PRLX8 Leadership Experience in Bali

What You Earn

- **Luxury Bali Experience** (Top 3 partners + top individual seller)
- **Private Strategy Session with Parallels Leadership**
- Entry into the **Invite-Only PRLX8 Leadership Circle**
- Early access to roadmap, incentives, and strategic opportunities

For Those Who Get Close...

Not everyone makes Top 3 — but high performers don't go unnoticed:

- **Exclusive Rewards for Top 10 Partners**
- Additional **bonus incentives for near-threshold performance**
- Priority consideration for **PRLX8 Elite Tier & future leadership programs**

Qualification Criteria

- Minimum **\$250,000 in recognized Parallels revenue**
- Must be within **Top 3 performing partners** during program period
- Active participation across **PRLX8 program elements (pipeline, deals, engagement)**





A large, curved swimming pool with a blue mosaic tile bottom is the central feature. The pool is surrounded by lounge chairs and large white umbrellas. In the background, a beach with waves and a sunset sky with orange and pink hues are visible. Palm trees and tropical foliage are scattered throughout the scene. A building with a thatched roof is partially visible on the right side of the pool.

PRLX8