



Spotlight on Success

October 2016

Belinda Jurisic



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Staying in Tune with the Changing Channel

Citrix Systems aims to power a world where people, organisations and things are securely connected and accessible to make the extraordinary possible. Its technology makes the world’s apps and data secure and easy to access, empowering people to work anywhere and at any time. Citrix solutions are used by more than 400,000 organisations and over 100 million users globally.

Belinda Jurisic, channel sales manager, Citrix Systems, discusses why staying in tune with the ever-changing marketplace keeps channel managers relevant.

CompTIA: Can you provide an overview of the business?

Belinda: Citrix Systems focuses on a single driving principle – to make applications and data secure and easy to access anywhere, anytime, and on any device or network. Citrix provides a complete and integrated portfolio of workspace-as-a-service (WaaS), application delivery, virtualisation, mobility, network delivery and file-sharing solutions that ensure critical systems are securely available to users via the cloud or on-premise, and across any device or platform.

CompTIA: What sets the company apart from its competitors?

Belinda: Citrix’s main focus is to help organisations with digital transformation through our WaaS portfolio. This is the industry’s most comprehensive and integrated platform for secure app, data and network delivery as-a-service in the Citrix Cloud.

CompTIA: Who are your typical customers?

Belinda: We work primarily with enterprises, mid-market and strategic service providers.

CompTIA: What challenges do you see in the local IT channel?

Belinda: Constant change is one of the biggest challenges for the local IT channel. Born-in-the-cloud players and new purchases are accelerating the pace at which partners and offerings change and emerge. It is critical that channel organisations stay up to date with who these partners are, and that they are able to effectively articulate their value propositions in a relevant way. Staying on top of the shifting market is also necessary to continue relationships with existing partners.

CompTIA: What opportunities do you see in the local IT channel?

Belinda: We are increasingly seeing larger partners that traditionally held partnerships in the licencing space now moving towards cloud models. This presents greater opportunities to work with these partners in new ways. We are also seeing SMBs wanting to move to cloud, which presents opportunities for channel organisations to expand their relationships.



CompTIA: What successes have you had over the past year?

Belinda: From a business perspective, one of our biggest successes for 2016 has been the launch of our new benefits program for channel partners in May this year. The program has seen a significant increase in the Citrix pipeline and has helped our channel team and teams become more closely aligned. This will help deliver more profitability back to our partners and deliver a greater return on investment for partners that have invested in Citrix skills.

CompTIA: What are your plans for the year ahead?

Belinda: Citrix is expanding the local team to help drive growth in our service provider business. Our strengthened partnership with Microsoft has also given us new areas to work with for both existing and new partners. This partnership will let us focus on revitalising relationships and delivering even more value to our existing partners.

CompTIA: What advice can you give other IT channel players?

Belinda: It is crucial to stay on the pulse of what the channel looks like. Channel partners must know the traditional players as well as the emerging players. With this knowledge you can create a joint business that will deliver equal value to both sides.

I would also urge professionals in the IT space to join CompTIA. The decision to join the organisation in Australia has been highly beneficial for me personally and also to Citrix. Developing and extending relationships with peers through events and networking is a highly rewarding experience.

