



## Virtual Labs & Demos On-Demand

**How “live” online Virtual Machine  
Software Demos & Labs make life better!**

# Market Conditions

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“ISVs are faced with increasing...competition & pressure to demonstrate the relevance of their solutions....Given the focus on accelerating sales cycle times, agile vendors can differentiate themselves – the faster they can demonstrate their business value, the faster they will succeed.”

- Paul Lee, vice president, Gartner Group

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# AcXess Labs & Demos On-Demand™

- » Managed Virtual Machine Software Labs for
  - Demonstrations
  - Training
  - Integrations
- » Available 24/7 over the Internet
  - High performance with Citrix, Microsoft & Xen VM's
- » No Downloads or Installation Required
  - Use ICA web or full client
- » Full Applications with full Admin rights
  - Multiple Virtual Servers networked together
    - WS03/08, AD, XenApp, Xen Server, XP/Vista clients, etc.

# Benefits – Sales and Marketing

## » Sales & Marketing Costs

- Geographical Friendly
- 100% User Efficiency

## » Lead Management (for Demos)

- Qualified low-cost leads
- Self-Qualifying Leads
- Customized Lead Capture
- Lead Automation and Integration

## » Sales Methodology

- Predictable Demonstrations
- Demonstrations scheduling
- Interactive personalized or expert guided demo
- Sales cycle management & acceleration

# Benefits – Systems & Sales Engineers

## » Lab build Costs

- Pooled resources, central build management
- Still the same interface with full customization capability
- Just sign in and have it all there for you!

## » Resource Management

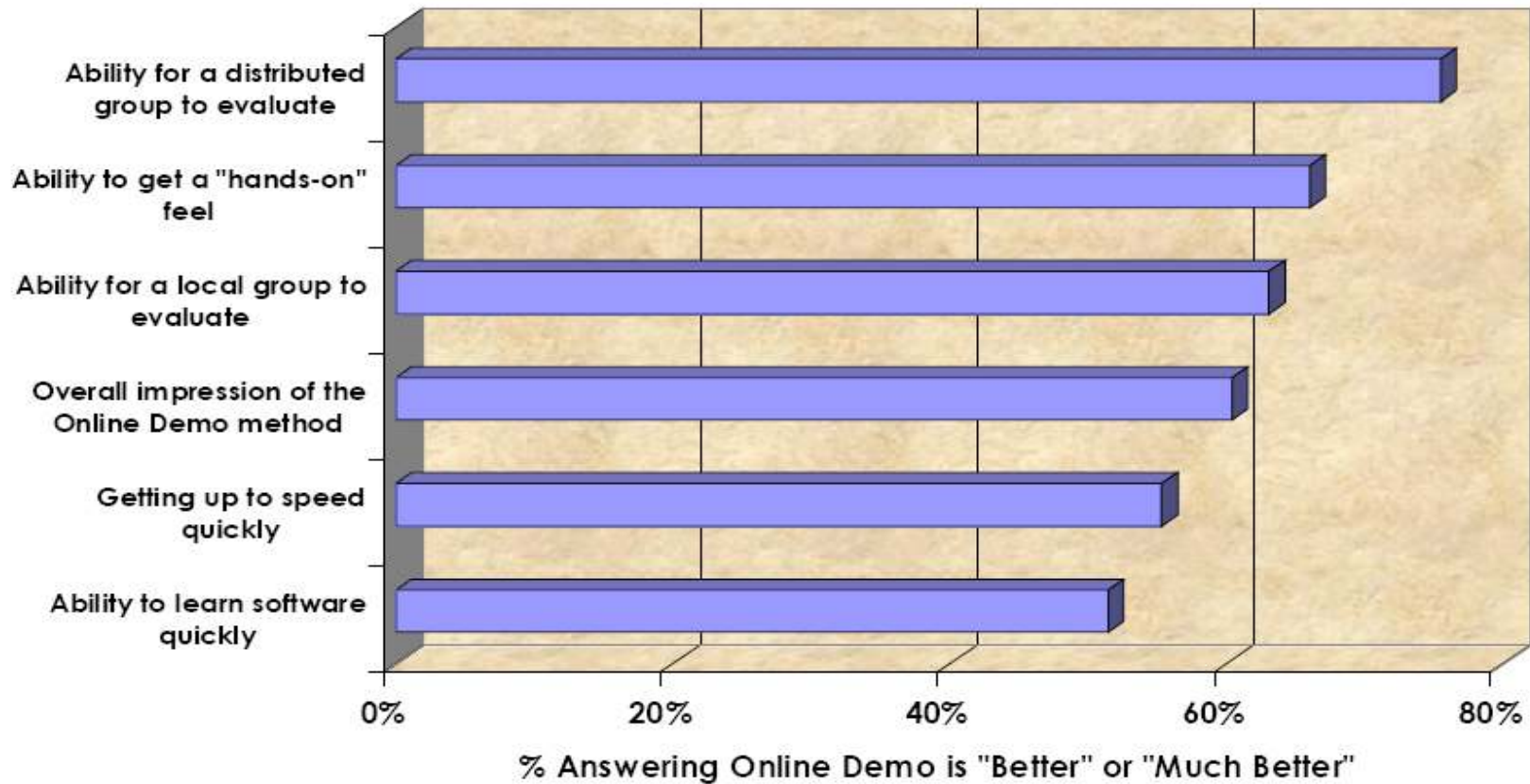
- Qualified people available to close more business
- Expert Forums and open collaboration encouraged
- AcXess manages all back-office Automation and Integration
  - Virtual labs & demo images auto-deleted & reset for consistent quality

## » Consistent Methodology

- Predictable Demonstrations
- Parallel Integrations with ease for key customers
- Interactive personalized or expert guided demos & training
- Troubleshooting management & acceleration
- Great for beta programs

# Corporate IT Purchasing

## Ratings for Online Demo Method Compared to Other Methods



# Customized Landing Page

http://microsoftpsdemos.com/ - Windows Internet Explorer

http://microsoftpsdemos.com/ Search Google

Citrix Access Platform http://microsoftpsdemos.... X

**Microsoft**

[Home](#)  
[FAQ](#)  
[Contact Us](#)

**Log In**

New user click [here](#) to register.

Forgot your password? Click [here](#) to reset your password.

**Online Proof-of-Concept Virtual Environment**

Would you like your own Proof-of-Concept virtual lab environment?

Get secure remote full administration access to your own Virtual Machines for Integration, Consulting, Sales and Test projects.



Microsoft™  
Public Sector  
Demonstration Site

**ACXESS | CITRIX**

**Solutions Catalog**

This is the solutions catalog featuring a wide variety of online interactive demonstrations.

**ECM/RM Contract Management Demo**



This demonstration is based on a real life contract management process and will follow the entire lifecycle of the contract from creation to management of the disposition of the official record. The demonstration will cycle through multiple participants to demonstrate the workflow and integration of process into daily life.

# Self-Service Registration

(Open or Restricted)

First Name:

Last Name:

Email:

Repeat Email:

Yes, I would like \_\_\_\_\_ to share information about me with \_\_\_\_\_ partners in order to receive information on their products and services.

- » **Configurable Lead Capture Program**
  - Specific to needs of site owner, as much or as little info required to register
- » **Optional Lead Qualification**
  - or Registration verification & restriction
- » **Minimize User Support Requirements**
  - Initial Password Auto-Generated
  - Option to email user account and password directly to user
- » **Capture Information about Users**
  - Minimal Requirement for Name, Email, or require more info to register
  - Reporting allows you to know WHO is actually running your demos!

# Customized Portal for Collaboration

Home - MyCitrixLab - Windows Internet Explorer

http://portal.mycitrixlab.com/default.aspx

Home - MyCitrixLab

**CITRIX** ready MyCitrixLab

Home MyCitrixLab Tools MyCitrixLab.com

View All Site Content

**Sites**

- Site Documents
- Site Pics

**MyCitrixLab Tools**

- Client Wizard
- Preferences

**Documents**

- Shared Documents

**Discussions**

- Team Discussion

**Verification Kits**

- My Citrix Main Verification Kit Page
- Standard Verification Kit
- ISV - Citrix Presentation Server (4.0 & 4.5) - Application Verification Test Kit
- ISV - Citrix Presentation Server 4.5 - Application Streaming - Application Verification Test Kit

**Related Sites**

- MyCitrixLab.com

Portal for Citrix Ready Lab

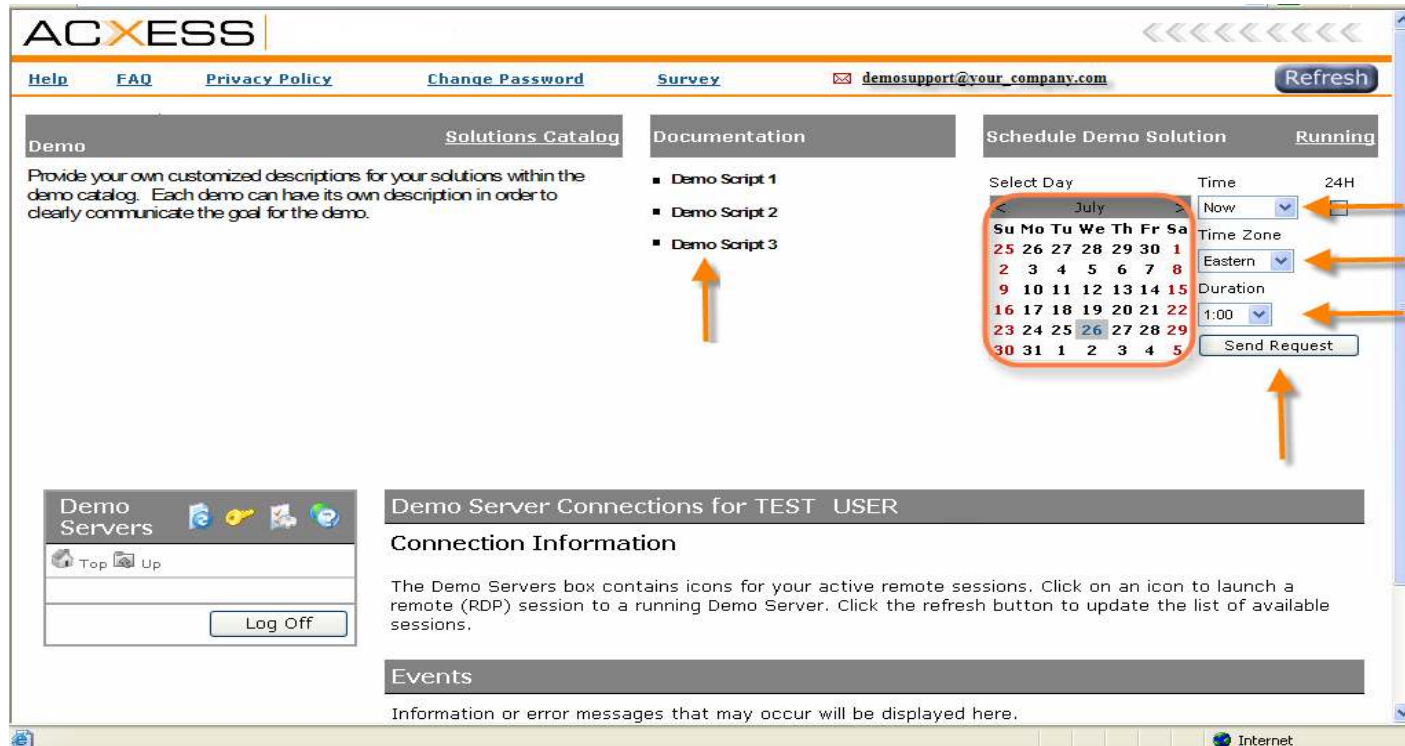
## CITRIX MyCitrixLab Environment

The diagram illustrates the MyCitrixLab Environment architecture. It is divided into three main sections: **Tester**, **MyCitrixLab.com**, and **Virtual Lab**. The **Tester** section shows a computer icon. The **MyCitrixLab.com** section contains a **Web Interface** and a **MyCitrixLab Portal**. The **Virtual Lab** section features a **Citrix XenServer** host connected to a network of virtual machines (VMs) including **SQL VM**, **XenApp VM**, **XP VM**, and **Domain Controller**.

**Overview**

MyCitrixLab is an online lab designed to allow Citrix ecosystem partners an online lab environment to verify their products for the Citrix Ready program. The online lab environment offers a preconfigured

# Virtual Labs & Demo Scheduler™



- » **Individuals Can Schedule Their Own Labs & Demo Times and Durations**
  - Or begin running a demo immediately with available session
  - If not immediately available, next time slot will be offered
- » **Reserve Time to Customize Demo Data Prior to Meeting with Customers**
  - User Can Log Out / Log In During Labs & Demos Without Losing Their Customizations
  - “Saved State” Can Be Enabled to Save Custom User Sessions
- » **Labs & Demos Scripts Made Available to User for Review and / or Download**

# More Features

## » “Saved State”

- Optional Retention of User Labs & Demos Environment
  - For Complex or Custom Labs & Demo Setups
  - Great for Training or Consulting engagements
  - Save your custom work for future use

## » **Web Based Reporting** for admin/site owner

- On-Demand Queries
- New User Registrations
- Labs & Demos Scheduled and In Process
- Rejected Labs & Demos Requests (due to no sessions available)
  - Helps to determine capacity and budget for peak usage

## » **Optional Integrated Lead Capture and Behavioral Profiling**

- Auto Delivery of Follow-up Emails or Surveys to users regarding their Demo or Lab experience

# Concurrent Session - CCU Style Pricing

- » Each *CCU* is a simultaneous Lab or Demo run
  - Plan for peak usage with available pool of CCUs
  - Virtual Lab & Demo Scheduler™ manages usage
  - 3 CCU example:
    - 1hr demo x 10hrs. per day = 500~700 demos per month
      - Or about \$2-3 USD per demo!
- » Typically \$500 USD per CCU per month
  - Depending on size & complexity
  - 3 CCU minimum
- » Set up \$ depends on same
  - Typical \$5K – 20K range

# Key AcXess Clients

- » The AcXess Demos & Labs On-Demand™ architecture is used today by major ISV's to deliver “virtual workspace” services to over 5,000 of their employees (and select partners):

**Microsoft®**



**CITRIX®**

# Conclusion

- » Global On-line, non-intrusive VM Labs & Demos
  - No more hassles & expense keeping my own “home” lab!
- » Virtual Machine Labs & Demos can be tailored to match the users requirements
- » Labs & Demos can contain demo data and enterprise style back end systems
  - Easier Central Database Management
  - Build Compelling Pre-configured Vertical Solutions!
- » Leads can be delivered via web, Excel or to CRM
  - Real-time Reporting for timely follow up
  - Close More Business This Year!