



## CITRIX SYSTEMS

### SAP BUSINESS TRANSFORMATION STUDY

#### AT A GLANCE

<b>Industry</b>	High tech
<b>Revenue</b>	US\$909 million (2005)
<b>Employees</b>	3,500 worldwide
<b>Location</b>	Fort Lauderdale, Florida
<b>Web Site</b>	www.citrix.com
<b>SAP® Solution &amp; Services</b>	SAP Global Trade Services application
<b>Implementation Partners</b>	SAP Consulting; Deloitte Consulting

Since 2002, Citrix Systems Inc. has transformed itself from a single-product-family company to one that offers a broad solution portfolio for secure access to information, applications, and people. It is now the global leader and most trusted name in on-demand access solutions, with approximately 6,200 channel and alliance partners in more than 100 countries. More than 180,000 organizations rely on Citrix to provide the best possible access experience for any application and for any user.

#### Key Challenges

- Scale global trade compliance processes and systems to support:
  - Double-digit annual revenue growth
  - Significant acceleration of new-product releases and acquisitions
  - Expansion to new markets and compliance requirements
- Ensure efficient global supply chain operations
- Avoid disruptions to order-to-cash processes and ensure timely revenue recognition

#### Why SAP Was Selected

- Full range of global trade services (GTS) functionality
- Proven track record with other high-technology companies
- Seamless integration with both SAP® and non-SAP applications
- Availability of system integrators experienced with implementing GTS

#### Implementation Best Practices

- Business-led initiative with clear value and success criteria
- Emphasis on business process optimization and automation
- Minimal customization; leveraged standard GTS functionality
- Extensive testing prior to go-live to reduce false positives
- Clearly defined operational support processes after go-live

#### Low Total Cost of Ownership

- Leveraged existing IT investments
- Reduced need for costly interfaces with order-to-cash systems
- Improved employee productivity through process automation by shifting the focus to management by exceptions
- Consolidated global trade transactions and reduced hardware, software, maintenance, and training costs

#### Financial and Strategic Benefits

- Expected to result in an approximate US\$510,000 cost avoidance annually compared with manual processes
- Savings expected to stem from automating customer acquisitions, new-product launches, sales order creation, delivery, and invoicing

#### Operational Benefits

Key Performance Indicator	Impact*
Time for customer screening (customer acquisition or changes)	-80%
Time needed to check sales order compliance	-67%
Time needed to check delivery compliance	-50%

\* Improvements are based on comparisons between SAP GTS and manual processes in place.



**“We’re very happy with SAP GTS because it provides Citrix with a fully scalable platform that supports our rapid growth while ensuring global trade compliance at the same time.”**

Stewart Byrne, Associate General Counsel for the Americas, Citrix Systems Inc.

**“SAP GTS offers us a lot – from seamless integration with our ERP systems to efficient compliance with all the requirements.”**

Michael Martin, Director, Global Trade Compliance, Citrix Systems Inc.

### **SAP and Citrix: Scaling the Heights Together**

Over the last five years, Citrix Systems Inc.’s revenue has nearly doubled – to an estimated US\$1.1 billion in 2006. To support tremendous growth in transactional volume and new product lines, Citrix began to evaluate a more efficient solution to automate global trade compliance processes and controls. Without an automated solution, each customer acquisition, new-product launch, sales order creation, delivery, and invoice required manual screening, which added up to 10 minutes per transaction.

Citrix assessed a number of vendors. In the end, it selected the SAP® Global Trade Services (SAP GTS) application because it offered the functionality Citrix needed to comply with U.S. and international trade regulations along with a scalable platform that could support top-line growth. SAP GTS also offered Citrix real-time and seamless integration with its enterprise resource planning systems. The selection of SAP GTS was influenced by the availability of system integrators from Deloitte Consulting and the successful implementation track record of the SAP Consulting organization in the high-tech industry.

The choice of SAP GTS allowed Citrix to leverage existing IT investments and eliminated the need for costly interfaces by taking advantage of the SAP NetWeaver® platform. SAP GTS has enabled Citrix to lower total cost of ownership by consolidating all global trade transaction screening within a single application, thereby reducing hardware and software maintenance costs as well as training expenses.

### **A Rapid-Fire Implementation**

Choosing and deploying the SAP GTS application was a business-led initiative, sponsored by Citrix’s legal department. The implementation had clear value-and-success criteria: effective and efficient global trade compliance with a focus

on management by exception that would minimize false interruptions to key business processes such as customer qualification and order fulfillment.

By adopting SAP best practices, the project team implemented SAP GTS in less than 16 weeks from requirements definition to go-live. Standard SAP GTS functionality was configured for Citrix business processes with customization needed only for government/nongovernment entity classification. The project team gathered production statistics two weeks prior to activation, resulting in a reduction in false positives to less than 1.7%. SAP GTS provides a sophisticated screening engine that enabled Citrix to customize and fine-tune the sensitivity of false-positive checks, which minimized interruptions during the order fulfillment process and resulted in higher customer satisfaction.

### **Delivering Global Trade Compliance – and Significant Savings**

Consolidating the verification of all transactions into one application has allowed Citrix to create a central organization that can manage exceptions 24x7 for global operations. Consolidating and automating processes, systems, and support is expected to generate an approximate US\$510,000 cost reduction annually by reducing customer acquisition and order-to-cash transactional times up to 10 minutes while ensuring that the company remains fully compliant with global trade regulations.

While currently leveraging SAP GTS for global trade compliance, Citrix is evaluating whether additional application functionality, such as trade preference management, can be deployed to support the growth in its global supply chain and customer base. With top-line expansion on top of the corporate agenda, this is just another example of how SAP technology can drive revenue and enable innovation.