



# DATACENTRIX BECOMES CITRIX PLATINUM SOLUTION ADVISOR, RECEIVES EMERGING MARKETS CLOUD AWARD

Datacentrix has achieved Citrix Platinum Solution Advisor status, one of only three local companies currently at this level.

The Citrix Solution Advisor designation offers channel partners a wide range of marketing, sales and technology tools to build partners' technical and sales expertise, win a larger share of the market and surpass the competition. As a Solution Advisor, partners work side-by-side with customers to plan, design, implement and maintain Citrix solutions. These solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud.

Membership in the programme is the best way for partners to help customers transition to a software-defined workplace, uniting virtualisation, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better.

"Datacentrix' rise up the Citrix partner programme ranks has been rapid to say the least, moving from Silver, through Gold, to Platinum level within three years," explains Tony de Sousa, enterprise business unit manager at Datacentrix. "We have taken this journey with Citrix very seriously, ensuring that the required specialisations and related certifications are in place, as well as working closely with Citrix as a trusted advisor.

"Becoming one of only three local Citrix Solution Advisor-Platinum (CSA-Plat) partners in South Africa demonstrates that Datacentrix has the ability to provide the highest level of expertise and commitment to the entire Citrix portfolio of products."

In addition, Datacentrix was named as Citrix' Cloud Partner of the Year for emerging markets. The award was given at the Citrix Summit partner conference, held in Orlando, Florida in January this year.

"Datacentrix has made serious investment over several years to position itself as a specialist provider of highly agile, next-generation cloud services," De Sousa continues. "To receive recognition for this hard work from Citrix is most gratifying."

"We are proud to recognise Datacentrix' excellent contribution to furthering Citrix growth in South Africa, by naming them as our Cloud Partner of the Year," says Brendan McAravey, Citrix country manager for South Africa. "Our partners are invaluable to Citrix as we enable our customers to manage complexity, and embrace hybrid multi-clouds while supporting legacy technologies. Congratulations and thanks to all the team at Datacentrix."

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