

Citrix GoToAssist Debuts Remote Support App for salesforce.com

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Customers can now launch

GoToAssist remote support sessions directly from salesforce.com

Dreamforce 2011, the cloud

computing event of the year, will showcase how businesses can tap into the power of social, mobile and open technologies to become social enterprises

SYDNEY, AUSTRALIA September 1, 2011 Citrix Systems today announced that its market-leading remote support service GoToAssist is now available as an app on the salesforce.com AppExchange. With GoToAssist for Salesforce, the world-class support functionality of Citrix GoToAssist is fused with Salesforce CRM. The fully integrated remote support package provides businesses with all the functionality that has made GoToAssist the leading remote support service offering on the market today. Businesses can launch support sessions right from a case within Salesforce CRM. The seamless integration between the two services enables businesses to increase productivity throughout the support department, ultimately helping to create a more comprehensive service experience for customers.

Built using Force.com,

salesforce.com's social enterprise platform for employee apps, GoToAssist for Salesforce is immediately available for test driving and deployment on AppExchange at <http://www.salesforce.com/appexchange/>. The announcement was made today at Dreamforce 2011, the cloud computing event of the year.

GoToAssist is the market-leading contact centre remote-support platform that enables contact centre and help desk managers to improve customer satisfaction, increase first-time call resolution and reduce costs. With GoToAssist, customers can instantly access a live, online representative who can resolve complex customer issues using screen sharing, chat and other tools. Once the support session has ended, the GoToAssist session details are stored automatically in the Salesforce CRM case record, providing an audit trail of the remote support interaction. GoToAssist has found favor with its many users by being simple to use, secure, cost-effective and reliable.

Comments on the News

Our customers extensively deploy Salesforce

to manage their customer relationships, so synchronising the information from their customer support interactions within Salesforce CRM is crucial to them. With GoToAssist for Salesforce, companies have an invaluable tool to help them achieve a 360-degree view of their customers. Companies can now streamline their support centre and provide their own customers with the best possible support experience, said Elizabeth Cholowsky, GM and VP, IT Services Line of Business, Citrix. Customers coming to Dreamforce will have the chance to see some truly innovative approaches that partners like Citrix have taken in leveraging the capabilities of the Force.com platform, said Ron Huddleston, vice president, ISV Alliances, salesforce.com. Apps like these continue to push the social, open, mobile and trusted capabilities customers expect from the salesforce.com

Dreamforce 2011 is the cloud computing event of the year. The ninth annual conference will welcome more than 30,000 customers, partners and developers to the new world of the social enterprise. With more than 450 sessions and 250 cloud companies in the expo, Dreamforce offers the content and educational opportunities that enable attendees to tap into the power of the social enterprise.

About the Force.com Platform and AppExchange

Force.com is the trusted social enterprise platform for building and running any employee app in the cloud. Force.com powers the Salesforce CRM apps, the more than 200,000 custom apps used by salesforce.com customers such as Japan Post, Kaiser Permanente, KONE, and Sprint Nextel and the more than 1,200 ISV apps built by partners such as BMC, FinancialForce.com and Fujitsu.

Enterprise apps built on the Force.com platform can be easily distributed and marketed through the salesforce.com AppExchange <http://www.salesforce.com/appexchange/>.

The salesforce.com social enterprise platform delivers the most trusted and comprehensive cloud technologies for social, mobile and open apps. It includes Force.com, the cloud platform for employee apps, Heroku, the cloud platform for customer apps and Database.com, the cloud database to integrate the social enterprise.

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About Citrix Systems, Inc.

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualisation, networking, and cloud-computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual data centres for IT. More than 230,000 organisations worldwide rely on Citrix to help them

build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2010 was \$1.87 billion.

The Online Services Division of

Citrix provides secure, easy-to-use cloud-based solutions that enable people to work from anywhere with anyone. Whether using GoToMeeting to hold online meetings, GoToWebinar to conduct larger web events, GoToTraining to train customers or employees, GoToMyPC to access and work on a remote Mac or PC, GoToAssist to support customers or GoToManage for IT support and management, businesses and individuals are increasing productivity, decreasing travel costs and improving sales, training, and service on a global basis. For more information, visit www.citrixonline.com.

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