

# Online Training Provides Untapped Revenue Opportunity

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Sydney, AUSTRALIA. February 2,  
2011 Citrix Online, a  
division of Citrix Systems, Inc., and a leading provider of SaaS-based  
collaboration, access and IT services, has today introduced an integrated  
payment processing feature for its GoToTraining online training product. The  
new RevStream feature will enable training program developers to easily charge  
for the online training sessions they run for their clients and partner base.

H.R Shiever, Managing Director for Citrix  
Online Asia Pacific, said: Australian professional training organisations are  
realising the benefits of online training which can be delivered in an  
interactive, simple and cost-effective way. With GoToTrainings new RevStream  
capabilities, Australian organisations of all sizes now have the ability to  
convert previously untapped revenue streams by monetising their training  
programs online quickly, easily and profitably.

A  
Wainhouse Research white paper recently released in the U.S., Painlessly Monetizing Online Training through Integrated  
eCommerce, supports this view of the potential for external training programs as profit  
centres. The white paper examined the growth of the online training market and  
found an increasing number of companies are expanding the reach of training  
sessions and using them to drive revenue.

## Research[1]

conducted by Citrix Online in Australia late in 2010 also demonstrated a swing towards online training, with the number of trainers who have never used web conferencing in any form in the last two years dropping from 55.2 percent to 35.4 percent. The increasing trend towards online training clearly demonstrates trainers preference for web conferencing tools as they experience excellent returns on both time and money investments.

## GoToTraining streamlines the

process of setting up fee-based training programs, making it easy for companies to price their online training programs, market them to customers, collect payments and track income. Through Citrix Online's new partnership with PayPal, trainers can offer learners the option of paying through a PayPal account or using credit or debit cards. The new functionality is available globally and currently supports six currencies: U.S., Canadian, Australian, and New Zealand dollars; British pounds and Euros.

Key benefits for trainers include:

Increases revenue enables businesses to build profitable training programs  
Streamlines the process of setting up, collecting and tracking payments  
Eliminates the cost and effort of integrating third-party payment processing solutions  
Provides flexible payment options for learners via PayPal, credit card or debit card  
Offers seamless integration with the full features of the GoToTraining platform  
No additional monthly fee

## Introduced

last year, GoToTraining allows businesses of all sizes to easily move their learning programs online and instantly deliver live, interactive training sessions to participants at any location. Trainers can broaden their reach and effectiveness while saving time and lowering travel costs. In addition to integrated payment processing, additional features include full-service registration, content library and material distribution, real-time curriculum management, application and desktop screen sharing, and testing.

Working with Citrix Online, we've made it very easy for trainers

to integrate the payment processing functionality to their training programs while also enabling flexible payment options for their customers, said Naveed Anwar, senior director of PayPal Developer Network. In just a few simple steps, training organisers can link directly to their existing PayPal account, or have the option to create a new account quickly and easily, and start charging for trainings. Registrants have the option of paying for training sessions using PayPal, credit or debit card.

To view a demonstration of GoToTraining with RevStream, visit: <http://www.youtube.com/watch?v=U7-f6OnMCBg>. For a free 30-day trial to GoToTraining, please go to: [www.gototraining.com](http://www.gototraining.com).

#### Related links

#### Painlessly Monetise

Your Training Through Integrated Commerce

Feb 1, 2011

#### New Integrated

Toll-Free Audio Now Available for Citrix GoToTraining

#### Best Practices, Trends & Challenges in Online

Training

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

datacentres 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 2009 was \$1.61 billion.

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[1] 1080 Group, Web Conferencing and Training Trends 2010, September 2010