



Enhancing global partner communications for Citrix

Challenge

Citrix identified a need for dedicated partner marketing support to enhance the effectiveness and consistency of their Worldwide Channel Communications. With a global channel presence spanning EMEA, the Americas, and APJ, Citrix required a scalable and consistent approach to partner communications.

In response, Yellow Spider was engaged to provide strategic and tactical support to the Worldwide Channel Communications team.

Objectives

- Enhance the effectiveness and consistency of worldwide partner communications.
- Develop a scalable global communications approach across EMEA, the Americas, and APJ.
- Provide dedicated partner marketing support to the Worldwide Channel Communications team.
- Deliver both strategic guidance and tactical execution for partner communications.
- Strengthen alignment and engagement across Citrix's global channel network.

Marketing Operations

Building the engine that powers scalable, data-driven marketing

Approach

Yellow Spider provided Citrix with a dedicated partner marketing team, acting as a seamless extension of the global channel marketing function. The team took ownership of the entire partner marketing process — from content planning and campaign creation to localization, execution, and post-campaign analysis.

By embedding directly into Citrix's operations, Yellow Spider streamlined communication, reduced bottlenecks, and drove greater agility. Working within a unified global framework, we ensured consistent execution across regions, strengthened cross-regional alignment, and improved overall efficiency.

This centralised approach brought clarity, enhanced collaboration, and enabled Citrix to scale partner engagement with confidence and impact



"Working with Yellow Spider is a truly great experience for me. They take full ownership and accountability for the partner communication schedule and execution and orchestrate key stakeholders across the business very effectively. They are part of my team and conduct themselves accordingly. They have built trust with me and others in the organisation, we know they will deliver against their priorities efficiently with minimal management time."

Neil Brittain - Channel marketing Director, Citrix



Get in touch to see how we can help streamline your marketing operations.

Contact: info@yellowspider.com



Solution

Yellow Spider embedded a dedicated partner marketing team to act as an extension of Citrix's global channel marketing function, taking full ownership of the end-to-end process to deliver consistency, efficiency, and alignment across all regions.

01

Ownership

Managed the full cycle from content planning and creation to delivery and analysis.

02

Integration

Worked seamlessly with Citrix teams to ensure agility, responsiveness, and collaboration.

03

Consistency

Maintained brand alignment, unified tone, and standardized execution worldwide.

04

Efficiency

Streamlined communication, reduced bottlenecks, and optimized workflows.

05

Scalability

Enabled Citrix to align globally and expand partner engagement with confidence.