

SonicWall SecureFirst, promotions, incentives and programs playbook

For SonicWall SecureFirst Partners in North America

Q3 FY20 (August 1, 2019 to October 31, 2019)



Promotions

- [Get More WiFi. Pay Way Less](#)
- [3 & Free promotion](#)
- [Capture Client Displacement promotion](#)
- [Secure Mobile Access promotion](#)
- [NSA Series High Availability promotion](#)
- [NSv promotion](#)
- [U.S. Federal Upgrade Program](#)

Incentives

- [Specializations Discount](#)
- [High Growth Accelerators](#)
- [50% off Certification Training](#)
- [SecureFirst Deal Registration](#)
- [MSSP Partner Exclusive Cloud Email Security Pricing](#)
- [Exclusive MSSP Tiered Pricing on Annual Licenses](#)

Partner Benefits

- [SecureFirst Partner Program](#)
- [SonicWall University](#)
- [SonicWall Overdrive 2.0](#)
- [NFR Program](#)
- [Continuing Education Rewards Program](#)

Promotion

Get More WiFi. Pay Way Less.

Valid until October 31, 2019

Save up to 25% on SonicWall's new SonicWave 200 series wireless access points (AP).

Transform WiFi experiences for your customers with SonicWave 200 series APs. Deliver better uptime, stronger security, easy deployment and cloud management.

This promotion is valid on individual SonicWave 200 series APs. Maximize savings when you purchase a 4- or 8-pack of access points with advanced security services. All SonicWave 200 series APs are offered with basic or advanced security service subscriptions.

Promotion Details

- SonicWall SonicWave AP models included in the promotion are SonicWave 231c, SonicWave 224w and SonicWave 231o
- Basic or advanced security service subscriptions are available for single unit access point in 1-, 3- or 5-year terms
- Basic or advanced security service subscriptions are available for 4 or 8-pack APs in 3- or 5-year terms
- Recurring revenue with subscription services
- Basic security service includes WiFi Cloud Manager, WiFi Planner, SonicWiFi mobile app, hardware warranty, support and more
- Advanced security service includes Capture Advanced Threat Protection (ATP) sandbox, Content Filtering Service and basic security service
- No new SKUs for this promotion. Use Special Price Request (SPR) on existing SKUs for the promotion period
- Valid until October 31, 2019. Once the promotion expires, price changes back to original



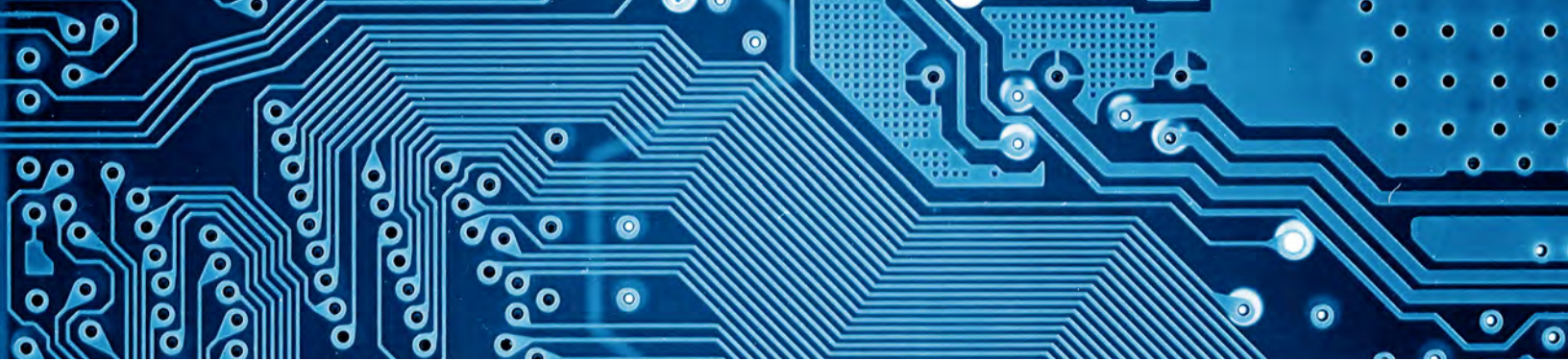
| SonicWave 200 series AP with BASIC Security Services | Multi-pack Discount* | Promo Discount** |
|---|----------------------|------------------|
| Single Unit | 0% | 5% |
| 4-Pack | 5% | 10% |
| 8-Pack | 10% | 15% |
| SonicWave 200 series AP with ADVANCED Security Services | Multi-pack Discount* | Promo Discount** |
| Single Unit | 0% | 20% |
| 4-Pack | 5% | 22% |
| 8-Pack | 10% | 25% |



Use existing SonicWall SKUs for SPR.

*Multi-pack discount refers to the traditional discount applicable on list price for packs

**Promo discount refers to the discount on the list price with the new WiFi promotion



Promotion

SonicWall Customer Loyalty Program – 3 & Free Partner Promotion

Promotion is valid until October 31, 2019

It's now easier than ever to move your legacy customers to the SonicWall Advanced Gateway Security Suite while upgrading their firewall for free. In addition, they'll receive a free SonicWall Capture Security Center Cloud-based Management license as part of this SonicWall '3 & Free' Promotion.

Advanced Gateway Security Suite (AGSS) with Capture Advanced Threat Protection, Gateway Anti-Virus, Anti-Spyware, Intrusion Prevention, Application Firewall, Content Filtering Premium Service, 24x7 Support now also includes CSC Risk Meters, Firewall Management, 7-day Firewall Reporting and Shadow IT Visibility.

When your customers upgrade their SonicWall hardware they gain the latest in next-generation firewall technology plus the SonicWall Capture Advanced Threat Protection (ATP) service. Capture ATP is a cloud-based, multi-engine sandbox that stops both known and

unknown cyber attacks from critically impacting your business.

Upgrading your customers' SonicWall firewall appliance will provide them with a solution to better protect their business, customers and brand.

i

Promotional SKUs are available for fulfilment via distribution.

| Upgrade Targets | |
|---|----------------------|
| Eligible Products | Replacement Products |
| Pro 1260, Pro 2040, NSA 220, NSA 240, NSA 250, NSA 2400, NSA 2600 | NSa 2650 |

Use this “3 & Free” Partner Promotion SonicWall SKU:

| 3 & Free Replacement Part Numbers | |
|--|-------------|
| NSA/NSa | SKU |
| SONICWALL NSa 2650 PROMOTIONAL TRADEUP WITH 3YR AGSS | 01-SSC-3098 |

This 3 & Free Partner Promotion is a SonicWall replacement promotion. This is NOT for competitive replacement. PROMOTIONAL PRODUCTS CAN ONLY BE REGISTERED WITH SERIAL NUMBER ENTRY OF AN ELIGIBLE REPLACEMENT PRODUCT. Upgrades must fit within the existing Secure Upgrade Matrix.

Promotion

SonicWall Capture Client Displacement Promotion

Valid until January 31, 2020

Give your customers using competitive anti-virus solutions or legacy *SonicWall Anti-Virus* solutions up to one (1) year free when they upgrade to SonicWall Capture Client. This is an exciting opportunity to land and expand your business not just from the firewall but now through endpoint security as well by offering your customers the Capture Client Basic and Capture Client Advanced licenses as either an 18-month term (for the price of 12 months) or 3-year term (for the price of 2 years) subscription.

Qualification criteria for competitive displacement promotion

There are minimum qualification criteria for customers to take advantage of these SKUs, which is why they are not available on standard pricelists.

In order to use the SKUs, ALL of the following conditions must be met for the proposed customer environment:

- The customer has an active entitlement to use a competitive endpoint anti-virus/anti-malware product. All competitive endpoint anti-virus/anti-malware products will be considered “valid competitors”, except for free antivirus solutions (e.g. Windows Defender) or SentinelOne Endpoint Protection Platform.
- The customer has not already purchased any Capture Client Competitive Displacement SKUs under this program.

To validate legitimate use of the SKU, SonicWall maintains the right to follow up with the partner for the following data after purchase:

- Competitor Name
- Competitive Product Name
- Competitive Product Version
- Remaining duration of competitive product subscription

If it is found that a transaction has not met the qualification criteria, then SonicWall may bar the partner from using the competitive SKUs any further.



| Capture Client Competitive Displacement SKUs | | | | | | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Number of Devices | | | | | | |
| Basic | 5-24 | 25-49 | 50-99 | 100-249 | 250-499 | 500-999 | 1,000-4,999 |
| 18 months | 02-SSC-2211 | 02-SSC-2213 | 02-SSC-2215 | 02-SSC-2217 | 02-SSC-2219 | 02-SSC-2221 | 02-SSC-2223 |
| 3 years | 02-SSC-2210 | 02-SSC-2212 | 02-SSC-2214 | 02-SSC-2216 | 02-SSC-2218 | 02-SSC-2220 | 02-SSC-2222 |
| Advanced | 5-24 | 25-49 | 50-99 | 100-249 | 250-499 | 500-999 | 1,000-4,999 |
| 18 months | 02-SSC-2193 | 02-SSC-2195 | 02-SSC-2197 | 02-SSC-2199 | 02-SSC-2201 | 02-SSC-2203 | 02-SSC-2205 |
| 3 years | 02-SSC-2192 | 02-SSC-2194 | 02-SSC-2196 | 02-SSC-2198 | 02-SSC-2200 | 02-SSC-2202 | 02-SSC-2204 |

Promotion

SonicWall Secure Mobile Access (SMA) Promotion

Give your current and new SonicWall customers three (3) years of 24x7 support for the price of two (2) years when they upgrade to the latest SonicWall SMA solution or save up to 68% on appliance cost by moving to virtual.

- Take advantage of the solution to virtualize your infrastructure
- Get Access to high performance hardware to meet the needs of today's mobility needs and data speeds
- Reduce costs, improve workforce productivity and deliver seamless secure access in hybrid IT environments with the latest SMA OS12.1

Straightforward upgrades for current SonicWall customers

The SonicWall E-Class SRA EX6000 and E-Class SRA EX7000 entered Limited Retirement Mode (LRM) on November 1, 2018. SonicWall will no longer release firmware updates or new features for these products, and customers will no longer be able to purchase a support contract. It is important that your

Financial rewards for enhancing security

Give your current and new SonicWall customers three (3) years of 24x7 support for the price of two (2) years or save up to 68% on appliance cost by going to virtual. Use these SonicWall SKUs for fulfilment via distribution.

| SonicWall Upgrade Targets | |
|--|-------------|
| Eligible Products | SKU |
| SMA 6200 SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 1 YR – SMA 6200 Appliance + 1 Year 24X7 Support for 100 Users | 02-SSC-0394 |
| SMA 6200 SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 3 YR – SMA 6200 Appliance + 3 Years 24X7 Support for 100 Users for the price of 2 Years | 02-SSC-0395 |
| SMA 7200 SECURE UPGRADE PLUS 24X7 SUPPORT 250 USER 1 YR – SMA 7200 Appliance + 1 Year 24X7 Support for 250 Users | 02-SSC-0396 |
| SMA 7200 SECURE UPGRADE PLUS 24X7 SUPPORT 250 USER 3 YR – SMA 7200 Appliance + 3 Years 24X7 Support for 250 Users for the price of 2 Years | 02-SSC-0397 |
| SMA 8200v SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 1 YR – SMA 8200v Virtual Appliance + 1 Year 24X7 Support for 100 users | 02-SSC-0860 |
| SMA 8200v SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 3 YR – SMA 8200v Virtual Appliance + 3 Year 24X7 Support for 100 Users | 02-SSC-0862 |

Terms and Conditions: Please see the [SonicWall Customer Advantage Program Overview](#) for full details about the SonicWall Secure Upgrade Plus Program.

SonicWall customers upgrade to the latest SonicWall solution to ensure they are protected from security vulnerabilities.

| SonicWall Upgrade Targets | |
|---------------------------|--|
| Eligible Products | Replacement Products |
| EX6000 EX7000 | SMA 6200, SMA 7200, SMA 8200v (ESXi or Hyper-V) |

Easy competitive trade-ins for new SonicWall customers

Offer your Pulse Secure, Cisco, Citrix, Barracuda or WatchGuard customers the ability to trade in their current solution for a SonicWall product with the latest technology.

| Competitive Trade-In Targets | |
|---|--|
| Eligible Competitive Products | Replacement Products |
| 100- to 20,000-user appliance from Pulse Secure, Cisco, Citrix, Barracuda or WatchGuard | SMA 6200, SMA 7200, SMA 8200v (ESXi or Hyper-V) |

Promotion

SonicWall NSA Series High Availability Promotion

Only while supplies last.

Give your current SonicWall customers up to 30 percent off a SonicWall NSA High Availability (HA) firewall appliance PLUS an NSA Expanded License at no additional cost.

Grow your revenue while giving your customers the gifts of business continuity, load balancing, clustering and more at an incredible savings.

Promotion Summary

- Eligible firewalls include NSA 3600/4600/5600/6600. Discount varies by model
- Expanded license upgrades the firewall to support Stateful HA, BGP support, Active/Active DPI and Active/Active Clustering between appliances (depending on individual model)
- HA appliances cannot be used without a primary firewall already in place
- Promotion available while supplies last

- Promo Expanded License SKU can be added only to orders with an NSA xx00 HA Unit – Promo Expanded License SKU not to be sold separately
- For current SonicWall customers only



Promotion SKUs are available for fulfillment via distribution.

| SonicWall NSA 3600/4600 Promotion Details | | |
|---|--|----------------------------|
| Description | Eligible products/licenses | SKU |
| 25% off MSRP for NSA 3600/4600 HA Unit | NSA 3600 High Availability NSA 4600 High Availability | 02-SSC-0999 02-SSC-1001 |
| New Expanded License for NSA 3600/4600 | Expanded License for NSA 3600 Expanded License for NSA 4600 | 02-SSC-0995 02-SSC-0996 |
| SonicWall NSA 5600/6600 Promotion Details | | |
| Description | Eligible products/licenses | SKU |
| 10% off MSRP for NSA 5600/6600 HA Unit | NSA 5600 High Availability NSA 6600 High Availability | 02-SSC-1003 02-SSC-1004 |
| New Expanded License for NSA 5600/6600 | Expanded License for NSA 5600 Expanded License for NSA 6600 | 02-SSC-0997 02-SSC-0998 |

Promotion

SonicWall NSv Promotion

Valid until October 31, 2019

Empower eligible SonicWall NSa/NSsp customers with NSv firewalls to protect their physical and virtual infrastructure.

New and current SonicWall customers that have or purchase NSa/NSsp next-generation firewalls with Advanced Gateway Security Suite (AGSS)/Comprehensive Gateway Security Suite (CGSS), are eligible to try the corresponding NSv virtual firewall for one year at no additional cost.

The SonicWall NSv TotalSecure Subscription is included with eligible NSa/NSsp models. This bundles the firewall software services with SonicWall CGSS and Capture Security Center (CSC) for a period of one year.

Grow your revenue while giving your customers business continuity, next-gen security, real-time monitoring, single-pane-of-glass management and control of their multi-cloud environment at an incredible value.

How it works. When registration of an eligible firewall happens in MySonicWall, customers receive an email containing the corresponding SonicWall NSv key with a one year subscription period. Before the

period ends, your customers will be given the option to renew the firewall and security services. Additionally, renewal SKUs will be available to extend NSv software and security services.

Promotion Summary:

- Eligible NSa series firewalls include NSa 5650/6650/9250/9450/9650 and NSsp 12400/12800.
- Corresponding NSv models include NSv 200/400/800
- Promo extends to both existing and new customers
- NSv comes with firewall software services, Comprehensive Gateway Security Suite (CGSS) and Capture Security Center (CSC) subscription for one year
- Eligible firewall customers must have an active Advanced Gateway Security Suite (AGSS)/Comprehensive Gateway Security Suite (CGSS) subscription
- NSv key is sent to the registered email
- Test drive the virtual firewall at no additional cost
- SonicWall reserves the right to end this promotion at any time

| NSv Promotion |
|----------------------|
| NSa 5650 + NSv 200 |
| NSa 6650 + NSv 200 |
| NSa 9250 + NSv 400 |
| NSa 9450 + NSv 400 |
| NSa 9650 + NSv 400 |
| NSsp 12400 + NSv 800 |
| NSsp 12800 + NSv 800 |



NSa and NSsp SKUs available for fulfillment through distribution. NSv firewall software services fulfilled through MySonicWall and includes Comprehensive Gateway Security Suite (CGSS) and Capture Security Center (CSC) subscription for one year.



Promotion

SonicWall U.S. Federal Upgrade Program

Promotion is valid until October 31, 2019

The U.S. Federal Upgrade Program is designed to make it easier for your loyal customers in the US Government to upgrade to the latest SonicWall solutions. In addition, we're including a SonicWall Capture Security Center Cloud-based Management license as part of the upgrade.

Advanced Gateway Security Suite (AGSS) includes Capture Advanced Threat Protection, Gateway Anti-Virus, Anti-Spyware, Intrusion Prevention and Application Firewall Service, as well as Content Filtering Premium Service, and 24x7 Support.

When customers upgrade their SonicWall hardware they gain the latest in next-generation firewall technology plus the SonicWall Capture Advanced Threat Protection (ATP) service. Capture ATP is a cloud-based, multi-engine sandbox that stops both known and unknown

cyber attacks from critically impacting government networks.

By upgrading their SonicWall firewall appliance, agencies have a solution to better protect their networks, applications and sensitive agency information.



Promotional SKUs are available for fulfilment via distribution.

| Upgrade Targets | |
|---|----------------------|
| Eligible Products | Replacement Products |
| Pro 1260, Pro 2040, NSA 220, NSA 240, NSA 250, NSA 2400, NSA 2600 | NSa 2650 |

Use this U.S. Federal Upgrade Promotion SonicWall SKU:

| U.S. Federal Upgrade Replacement Part Numbers | |
|--|-------------|
| NSA/NSa | SKU |
| SONICWALL NSa 2650 PROMOTIONAL TRADEUP WITH 3YR AGSS | 01-SSC-3098 |

This U.S. Federal Upgrade Promotion is a SonicWall replacement promotion. This is NOT for competitive replacement. PROMOTIONAL PRODUCTS CAN ONLY BE REGISTERED WITH SERIAL NUMBER ENTRY OF AN ELIGIBLE REPLACEMENT PRODUCT. Upgrades must fit within the existing Secure Upgrade Matrix.



Incentive

SecureFirst Specializations Discount

Deepen your company's cross-portfolio expertise and grow your SonicWall revenue through Specialization achievements. An exclusive benefit to SecureFirst Silver, Gold and Platinum Partners, completion of the Specialization pre-requisite and product line training program(s) in SonicWall University will earn SecureFirst Silver, Gold and Platinum Partners special pricing advantages on the products for which they have achieved Specializations.

Note: While Specialization training curriculum is open to all SecureFirst Partner tiers in SonicWall University, the Specialization discount offering is an exclusive benefit to SecureFirst Silver, Gold and Platinum Partners. License renewals are not eligible for the Specializations discount.



Contact your SonicWall Territory Account Manager for more information.

SPECIALIZATIONS DISCOUNT %





Incentive

Gold SecureFirst Rebate and High Growth Accelerator Rebates

SecureFirst offers mutually beneficial rebates and high growth accelerators designed to not only incentivize partners to sell SonicWall solutions, but to also reward that growth and drive new business.

Gold partners are rewarded with not one, but two quarterly rebates based on the growth they achieve quarter over quarter. The baseline for each quarter is the prior 4 quarter average. For Gold partners that are accelerating their sales with SonicWall, rebates will be paid on

the percentage of growth attained each quarter against the prior 4 quarters. In addition, if a Gold partner has a high growth quarter of 35% or more over prior 4 quarters, they will be paid a high growth accelerator in addition to their backend rebate. For our Gold partner community, growth and acceleration of SonicWall sales means very rich rewards for you.

Contact your SonicWall Territory Account Manager for more information.



| Gold Partners | |
|---|---|
| Annual Commitment | \$200,000 |
| Backend Rebate (deal value, paid on Dollar 1) | 3% paid on >15% growth over prior 4 qtr. average. 4% paid on >20% growth over prior 4 qtr. average. 5% paid on >25% growth over prior 4 qtr. average. |
| High Growth (deal value, paid on growth portion only) | 5% paid on >35 % growth over prior 4 qtr. average (paid on entire growth portion). 10% paid on >50% growth (paid on entire growth portion). |



Gold - Rebate and High Growth Accelerator Payout Examples

A Gold partner is eligible for two rebate payouts per quarter if accelerated growth is achieved in that quarter.

Quarter payout examples:

Partner hits 35% growth and over, payout is \$16,750 for the quarter (\$13,300 + \$3,750).

This Backend Rebate chart depicts the payout of the quarterly backend rebate based on growth of 15% or higher.

| Backend Rebate | Growth % | *Rolling 4 Quarter Average | *Deal Value | Growth Attainment | Payout paid on Dollar 1 |
|----------------|----------|----------------------------|-------------|-------------------|-------------------------|
| 3% | >15% | \$200,000 | \$240,000 | 20.0% | \$7,200 |
| 4% | >20% | \$200,000 | \$250,000 | 25.0% | \$10,000 |
| 5% | >25% | \$200,000 | \$260,000 | 30.0% | \$13,000 |

The High Growth Accelerator chart depicts the payout for accelerated growth of 35% or more. This payout is in ADDITION to the payout in Backend Rebate chart (above).

Partner hits 50% growth and over, payout is \$25,500 for the quarter (\$13,000 + \$12,500).

| High Growth Accelerator | Growth % | *Rolling 4 Quarter Average | *Deal Value | Growth Attainment | Payout paid on Growth Portion Only |
|-------------------------|----------|----------------------------|-------------|-------------------|------------------------------------|
| 5% | >35% | \$200,000 | \$275,000 | 37.5% | \$3,750 |
| 10% | >50% | \$200,000 | \$325,000 | 62.5% | \$12,500 |

**Rolling 4 Quarter Average and Deal Value are based on MSRPx70%*



Incentive

Silver SecureFirst Rebates

SecureFirst offers mutually beneficial rebates designed to not only incentivize partners to sell SonicWall solutions, but to also reward that growth and drive new business.

Silver partners are richly rewarded for transacting business based on MSRP after \$30,000 or higher per quarter. If you achieve that number in one quarter, you are paid 3% back to dollar 1 on the

entire quarter's deal value. If you repeat this quarter over quarter, you continue to receive a 3% payout on dollar 1. If you gain momentum that has your sales reaching \$75,000 each quarter, you are eligible for the Gold level.

Contact your SonicWall Territory Account Manager for more information.

SONICWALL®
Secure First • Silver •

Silver Partners

| | |
|---|------------------------|
| Annual Commitment | \$50,000 |
| Backend Rebate (Deal Value, paid on Dollar 1) | 3% > \$30k per quarter |



Incentive

Platinum SecureFirst Rebates

SecureFirst offers mutually beneficial rebates designed to not only incentivize partners to sell SonicWall solutions, but to also reward that growth and drive new business.

Platinum partners have historically achieved high volumes of sales with SonicWall and have earned their spot as

a Platinum partner with their consistent and loyal support of our products.

Platinum partners are richly rewarded a 5% rebate back to dollar 1 for business transacted at over \$125,000 per quarter.

Contact your SonicWall Territory Account Manager for more information.

SONICWALL®

Secure First • Platinum •

| Platinum Partners | |
|---|--------------------------|
| Annual Commitment | \$500,000 |
| Backend Rebate (Deal Value, paid on Dollar 1) | 5% with a min \$125k/qtr |



Incentive

Save over 50% on SonicWall's SonicWall Network Security Administrator (SNSA) and SonicWall Network Security Professional (SNSP) Technical Certification courses

Become a security expert on the SonicWall Network Security Platform.

Capitalize on this special offer from our Authorized Training Partners (ATPs) Braxton Grant, Global Knowledge, and Ingram Micro and save over 50% on the price of SonicWall Technical Certification courses.

SonicWall's ATPs offer SecureFirst Partners a two day hands-on SonicWall Network Security Administrator or SonicWall Network Security Professional course for \$995 (List Price is \$1995) when you call and register using the Partners2019 promotion code.

To take advantage of this program, reference Partners2019 when you register for your course:

- Braxton Grant
call 443-545-2052 ext. 3.
- Global Knowledge
call 1-919-469-7056
- Ingram Micro
call 1-716-616-4894



[Get certified today.](#)



Incentive

SecureFirst Deal Registration

Deal Registration is considered one of the most valuable components of our SecureFirst Partner Program. When partners uncover net/new incremental opportunities for us, we want to acknowledge and reward that partner

with an additional 10% discount. In the SecureFirst Partner Program, the minimum deal threshold is \$10,000 MSRP and is intended for opportunities that have not been identified by SonicWall.

i

Register your deal in the [SonicWall SecureFirst Partner Portal](#)

| Deal Registration |
|---|
| Partner-led net/new incremental sales opportunity |
| Deal must be \$10,000 and above (MSRP) |
| Registered by Partner in the SecureFirst Partner Portal and approved by SonicWall Sales |
| Available to SecureFirst Registered, Silver, Gold and Platinum tier Partners |
| Exclusive additional 10% discount |

Incentive

MSSP Partner Exclusive Cloud Email Security Pricing

Start date: August 15, 2018

End date: Valid until further notice

Availability: SecureFirst MSSP Partners in North America

Offer: Special pricing is now available exclusively to SecureFirst MSSP Partners on select Cloud Email Security license SKUs. This new pricing model offers MSSP Partners more competitive and predictable pricing on multi-user Cloud Email Security licenses purchased via SonicWall's Security-as-a-Service (SECaaS) subscription pricing option. The pricing model eliminates previous pricing bands based on quantities of licenses purchased and offers a more aggressive, fixed per user/per month pricing across a wider purchase volume on select skus. This pricing is designed to enable MSSP partners to offer more competitively priced and highly profitable hosted [email protection services](#) across multi-tenant deployments using best in class email security solutions from SonicWall.

Pricing by SecureFirst MSSP Program Tier

Additional SecureFirst Partner discount applied to pricing shown above during

order process based on SecureFirst Silver, Gold or Platinum tier achievement.

**Orders that exceed the maximum user bands for each pricing tier will receive next tier of pricing to ensure best price is awarded.*

Product Details

The Cloud Email Security Service licenses provide SecureFirst MSSP Partners with the ability to offer cloud based managed email security services that ensure their customers are protected from email-borne threats such as ransomware, zero-day threats, spear phishing and business email compromise (BEC) — while meeting email compliance and regulatory mandates. The solution includes email continuity to minimize business impact during planned and unplanned outages to your email servers. These annual subscription prices are inclusive of 24 x7 support.

Key Highlights:

- Dynamic analysis of suspicious attachments and URLs using Capture ATP
- Protect against email fraud and targeted phishing attacks

- Get up-to-date security with real-time threat intelligence
- Enable email data loss prevention (DLP) & compliance
- Ensure email continuity during planned and unplanned outages

For additional product details visit sonicwall.com/en-us/products/secure-email/cloud-email-security

This special pricing is available with monthly subscription pricing from SonicWall through our Security-as-a-Service (SECaaS) pricing option. SECaaS, allows partners to provide comprehensive network security solutions at a convenient and attractive monthly subscription price with no upfront investment. Check out this [solution brief](#) to learn why SonicWall Email Security is the perfect addition to your managed service portfolio.

How to Order

This offer applies to Security-as-a-Service pricing options only. Orders must be placed via Special Pricing Request (SPR). Contact your SonicWall Account Manager or email SECaaS@sonicwall.com

| SecureFirst MSSP Tier | MSSP Pricing - Cloud Advanced Email Security Pricing via SECaaS (Monthly per user) | Non MSSP Partners |
|---|--|--|
| MSSP Product tier pricing (up to 4999 users*) | \$1.56 | Requires minimum order of 1,000 users |
| MSSP Powered tier pricing (1 - 9999 users*) | \$1.43 | Requires minimum order of 5,000 users |
| MSSP Powered+ tier pricing (1 - unlimited users*) | \$1.32 | Requires minimum order of 10,000 users |

Incentive

Exclusive MSSP Tiered Pricing on Annual Licenses

The SecureFirst MSSP Program has been enhanced with new pricing advantages for MSSP partners. This new tiered pricing model offers SecureFirst MSSP partners access to improved pricing and flexibility on annual per unit licenses for Capture Security Center (CSC), Capture Client, Cloud Application Security (CAS), Hosted Email Security and Global Management System (GMS). The pricing is based on achievement of a volume target for at least one of the eligible product categories.

MSSP Pricing Tiers and Eligibility

All SecureFirst MSSP partners will start with access to the Tier 3 pricing for all products listed below. Access to the Tier 2 and Tier 1 pricing on all qualifying

products is granted once a partner's total aggregate sales in at least one (1) of the product categories reaches the volume requirement for the next pricing Tier (based on orders placed on, or after, February 1, 2019).

SecureFirst MSSP partners are able to purchase the MSSP tiered pricing SKUs in quantities as low as five (5) licenses on each order. Once a pricing tier volume is reached for one (1) of the product categories, that pricing tier is applied to all product categories eligible for the MSSP pricing program.

SecureFirst MSSP Tiered Pricing

The table below shows thresholds for the required aggregate number of licenses purchased starting February 1, 2019, to

achieve access to pricing tiers. Per-unit pricing varies by region. Please contact your SonicWall Account Manager or authorized distributor for pricing in your region.

How to Order

The tiered MSSP pricing is now available to qualifying SecureFirst MSSP partners through SonicWall authorized distributors. Check the latest SonicWall pricelist for MSSP pricing options. Pricing will be adjusted on a monthly basis. License purchases must be activated within 30 days of purchase.

Questions? Contact your SonicWall Account Manager.

| | | | Tier 3 Pricing Volume Requirement | Tier 2 Pricing Volume Requirement | Tier 1 Pricing Volume Requirement |
|-------------------------|---|--------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Product Category | Product Bundles | Unit Count | # Licenses Under Management | # Licenses Under Management | # Licenses Under Management |
| Email Security | Hosted Email Security Advanced | Per User | 5-4999 | 5000-9999 | 10000+ |
| | CAS Basic | Per User | 5-4999 | 5000-9999 | 10000+ |
| Cloud App Security | CAS Advanced | Per User | 5-4999 | 5000-9999 | 10000+ |
| | GMS Software Upgrade | Per Node | 5-249 | 250-999 | 1000+ |
| GMS | GMS 24*7 Software Support | Per Node | 5-249 | 250-999 | 1000+ |
| | Management - TZ, SOHO, NSV 10 to 100 | Per Node | 5-249 | 250-999 | 1000+ |
| Capture Security Center | Management - NSA 2600 to 6650, NSV 200 to 400 | Per Node | 5-249 | 250-999 | 1000+ |
| | Analytics - TZ, SOHO, NSV 10 to 100 | Per Node | 5-249 | 250-999 | 1000+ |
| | Analytics - NSA 2600 to 6650, NSV 200 to 400 | Per Node | 5-249 | 250-999 | 1000+ |
| Capture Client | CC Basic | Per Endpoint | 5-4999 | 5000-9999 | 10000+ |
| | CC Advanced | Per Endpoint | 5-4999 | 5000-9999 | 10000+ |



Program

SonicWall SecureFirst Partner Program



Our award-winning Partner Program demonstrates SonicWall's continued commitment to, and investment in partners like you. This multi-tiered program offers varying levels of investment and

benefits along with industry leading sales and technical enablement designed to support your business in driving a profitable security practice. SecureFirst partners are ready to tackle the toughest security challenges in the market today. From superior products and technical expertise to aggressive margins and partner loyalty, a SecureFirst partner can be confident that when they partner with SonicWall, they partner to win.

In this award-winning SonicWall SecureFirst Partner Program you'll get access to:

- Exceptional margins through competitive base discounts, and ability to earn deeper discounts via deal registration, reward for value incentives, SPIFFs and renewals commissions

- [SecureFirst Partner Portal](#) hosting Deal Registration, MDF, marketing and sales tools
- [SonicWall University](#), our sophisticated enablement platform designed to train partners on the new cyber security threats using rich enablement content, tools and resources
- High value professional security services opportunities – become Authorized in the SecureFirst Partner Enabled Services Program (Silver, Gold & Platinum Partners only) and grow your services practice access exclusive tools and training
- [SonicWall Overdrive](#) marketing engine—enabling partners to drive demand with co-brandable campaigns and Social Media
- [Partner Enabled Services Program](#) Designed to accelerate highly profitable service opportunities for SecureFirst Silver, Gold and Platinum Partners. Through training and enablement resources, this program equips partners to deliver specialized security services including design, implementation, configuration and training to optimize their customers' SonicWall investments.
- [SecureFirst Managed Security Services \(MSSP\) Partner Program](#) Designed to help partners understand how to quickly go to market with SonicWall powered managed security services through enablement, predefined service templates (blueprints) and MSS enabled products.
- [Security-as-a-Service Program](#) Security-as-a-Service (SECaaS) includes all the technology and services required to provide a bundled offering to your customers. Available from SonicWall exclusively to our partners, SECaaS combines the firewall appliance with security and management software — plus all related support and subscription services — into a single bundle with a convenient, monthly subscription price.

Read the [SonicWall SecureFirst Partner Program Guidelines](#) for full details.



Partner Benefit

SonicWall University

At SonicWall, we recognize how critical it is to equip our Partners with the tools and knowledge required to compete successfully in the rapidly evolving cyber-security market. That's why Partner Enablement is a key component of the SecureFirst Partner Program. SonicWall University is a sophisticated online enablement platform that makes it easier than ever for SonicWall Partners to access the sales and technical training they need to grow and support their security practice with SonicWall.

The platform offers free training with pathways for Partners to earn

their SecureFirst sales and technical Accreditations. Key benefits include:

- World class enablement and training platform for Partners
- Web-based learning environment – available worldwide, 24/7
- Role-based curricula – sales, pre-sales, and support
- Sustained learning with testing that leads to continuing education point achievement, Certification and beyond
- Automated tracking of your progress
- Tied-in with training requirements for SecureFirst Partner program

SONICWALL®



- Regularly updated content and training modules
- Live and recorded webinars to fit your schedule

SonicWall SecureFirst Partners in good standing are eligible to use SonicWall University.

Log into the [SonicWall SecureFirst Partner Portal](#) to seamlessly access SonicWall University.

Continuing Education – a SecureFirst Program Requirement

SonicWall recognizes the importance of ongoing training to help our SecureFirst Partners stay current on the latest SonicWall technology and the cyber threat landscape. We also believe

it's important to give SecureFirst Partners choice in the types of training they feel will best support their business growth. As such, continuing education achievements have replaced accreditations as a requirement of the SecureFirst Partner program. By completing sales or technical training in SonicWall University, SecureFirst

Partners earn continuing education (CE) points that will be applied towards the following SecureFirst tier requirements:

| SecureFirst Tier | Required CE Points |
|------------------|--------------------|
| Silver | 150 |
| Gold | 300 |
| Platinum | 500 |



Partner Benefit

What is SonicWall Overdrive 2.0?

SonicWall Overdrive 2.0 – The Partner Marketing Engine

SonicWall Overdrive 2.0 is a fully automated partner marketing engine designed specifically around the key go to market SonicWall security solutions. SonicWall Registered, Silver, Gold and Platinum partners in good standing are eligible. SonicWall Overdrive 2.0 gives you self-serve access to digital assets that leverage the powerful SonicWall marketing engine. Run successful email campaigns to build your pipeline, increase your social media footprint and close more deals with proven sales tools. Target your SonicWall Installed Base customers with dedicated email campaigns to demonstrate the powerful reasons your customers should be upgrading to the latest SonicWall security solutions. In addition leverage the social media tool to provide instant access to SonicWall Fear Less social media content, blogs and online resources.

Innovate More. Fear Less with SonicWall Overdrive 2.0

Drive Demand

Leverage the latest SonicWall security content to increase your pipeline:

- Create co-branded emails that look great on mobile and desktop
- Customize landing pages to capture your leads
- Host an in-person event with pre-built emails and registration forms
- Share your content on social media
- Access the SonicWall digital asset library to enhance your campaigns

Start Selling

Use the Resource Center to access the sales and marketing collateral to enhance your knowledge and share with your customers and prospects. With easy to use keyword searched and filtering, you will get to the content you need quickly.

Robust Reporting

Track the success of your campaigns and events with real-time reporting. See your emails statistics, lead status, event registrations, pipeline activity and more! Download and share your results right from SonicWall Overdrive 2.0.

SONICWALL®

OVERDRIVE 2.0

i

Access SonicWall Overdrive 2.0 through the [SecureFirst Partner Portal](#).



Partner Benefit

SonicWall Not-for-Resale (NFR) equipment program via distribution

NFR SKUs are now available on the below products

- TZ 300/500 wired and wireless – includes TotalSecure services (1yr)
- NSA 3600 – includes TotalSecure services (1yr)
- SonicPoint Ace – includes 24x7 support (1yr)
- Total Secure Email Security 3300, 50 user – includes TotalSecure services (1yr)

Available at distribution only

- NFR SKUs will be purchased at MSRP as SecureFirst discounts do NOT apply (MSRP set to 50% off of bare unit cost)
- If no NFR SKU (SRA, modules, etc) – bare SKU may be purchased at NFR discount through distribution
- NFRs can only be purchased by SonicWall SecureFirst partners and registered in partner credentialed mysonicwall.com accounts

NFR services

- Given at no cost via “NFR Services Request” link in partner credentialed mysonicwall.com accounts
- Renewals are available within 60 days of expiration
- NFR products may be sold after 12 months
- Once moved out of a partner credentialed account, any NFR services linked will be dropped

Special pricing on partner demo units

One of the number one ways to help you sell SonicWall products is to provide a live demo to your end customers – and let them see the power of SonicWall technology.

Partners in good standing have an opportunity to purchase certain SonicWall products at a significant discount. Current products available within the demo unit terms and conditions.



Have questions?

Email NFR@SonicWall.com with any questions

Contact your SonicWall Territory Account Manager for additional info



Partner Benefit

SonicWall University FY '20 Continuing Education Rewards Program

SonicWall values opportunities to enable our partners to be educated about the security industry and cyber threat landscape. We also take continuing education very seriously.

This is why we've developed the **SonicWall University Continuing Education Rewards Program (CER)**. This annual multi-tiered personal development program provides SecureFirst sales representatives and sales engineers the opportunity to be rewarded for their achievements in SonicWall University each fiscal year.

By simply passing an exam in SonicWall University, you are on your way to earning points toward incentives and more. Take advantage of this annual program to further expand your knowledge of the SonicWall platforms, new product portfolios and overall security industry insight, and earn rewards at the same time.



Track your CER progress on the My Achievements page in [SonicWall University](#)

You can find your CER progress on the My Achievements page in [SonicWall University](#). There are three tiers in the CER Program.



Rising Star - 150 points

- SonicWall University certificate
- Email badge artwork
- Quarterly prizes for first 10 achievers



Shining Star - 300 points

- SonicWall University certificate
- Email badge artwork
- Quarterly prizes for first 10 achievers
- Exclusive invitation for live virtual training opportunities
- Access to restricted Partner Enabled Services training content



Super Star - 500 points

- SonicWall University certificate
- Email badge artwork
- Quarterly prizes for first 10 achievers
- Exclusive invitation for live virtual training opportunities
- Access to restricted Partner Enabled Services training content
- No cost access to SonicWall Virtual Firewall (NSv) 1 yr demo licenses (first 50 Super Star achievers)
- Access to restricted MSSP training content
- No cost SNSA bridge course & exam or SMAA course and exam

Upon completion of a tier, SonicWall University students will receive an email with details on their reward and certificate of achievement. The rewards will increase based on each tier level achieved within the fiscal year (February 1-January 31). We guarantee you will not want to miss out on earning these rewards and establishing yourself as a SonicWall sales or sales engineer expert.

© 2019 SonicWall Inc. ALL RIGHTS RESERVED.

SonicWall is a trademark or registered trademark of SonicWall Inc. and/or its affiliates in the U.S.A. and/or other countries. All other trademarks and registered trademarks are property of their respective owners.

The information in this document is provided in connection with SonicWall Inc. and/or its affiliates' products. No license, express or implied, by estoppel or otherwise, to any intellectual property right is granted by this document or in connection with the sale of SonicWall products. EXCEPT AS SET FORTH IN THE TERMS AND CONDITIONS AS SPECIFIED IN THE LICENSE AGREEMENT FOR THIS PRODUCT, SONICWALL AND/OR ITS AFFILIATES ASSUME NO LIABILITY WHATSOEVER AND DISCLAIMS ANY EXPRESS, IMPLIED OR STATUTORY WARRANTY RELATING TO ITS PRODUCTS INCLUDING,

BUT NOT LIMITED TO, THE IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. IN NO EVENT SHALL SONICWALL AND/OR ITS AFFILIATES BE LIABLE FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, PUNITIVE, SPECIAL OR INCIDENTAL DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION OR LOSS OF INFORMATION) ARISING OUT OF THE USE OR INABILITY TO USE THIS DOCUMENT, EVEN IF SONICWALL AND/OR ITS AFFILIATES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SonicWall and/or its affiliates make no representations or warranties with respect to the accuracy or completeness of the contents of this document and reserves the right to make changes to specifications and product descriptions at any time without notice. SonicWall Inc. and/or its affiliates do not make any commitment to update the information contained in this document.

About SonicWall

SonicWall has been fighting the cybercriminal industry for over 27 years defending small and medium businesses, enterprises and government agencies worldwide. Backed by research from SonicWall Capture Labs, our award-winning, real-time breach detection and prevention solutions secure more than a million networks, and their emails, applications and data, in over 215 countries and territories. These organizations run more effectively and fear less about security. For more information, visit www.sonicwall.com or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

If you have any questions regarding your potential use of this material, contact:

SonicWall Inc.
1033 McCarthy Boulevard
Milpitas, CA 95035

Refer to our website for additional information.

www.sonicwall.com