

SonicWall SecureFirst, promotions, incentives and programs playbook

For SonicWall SecureFirst Partners in North America

Q4 FY20 (November 1, 2019 to January 31, 2020)



Promotions

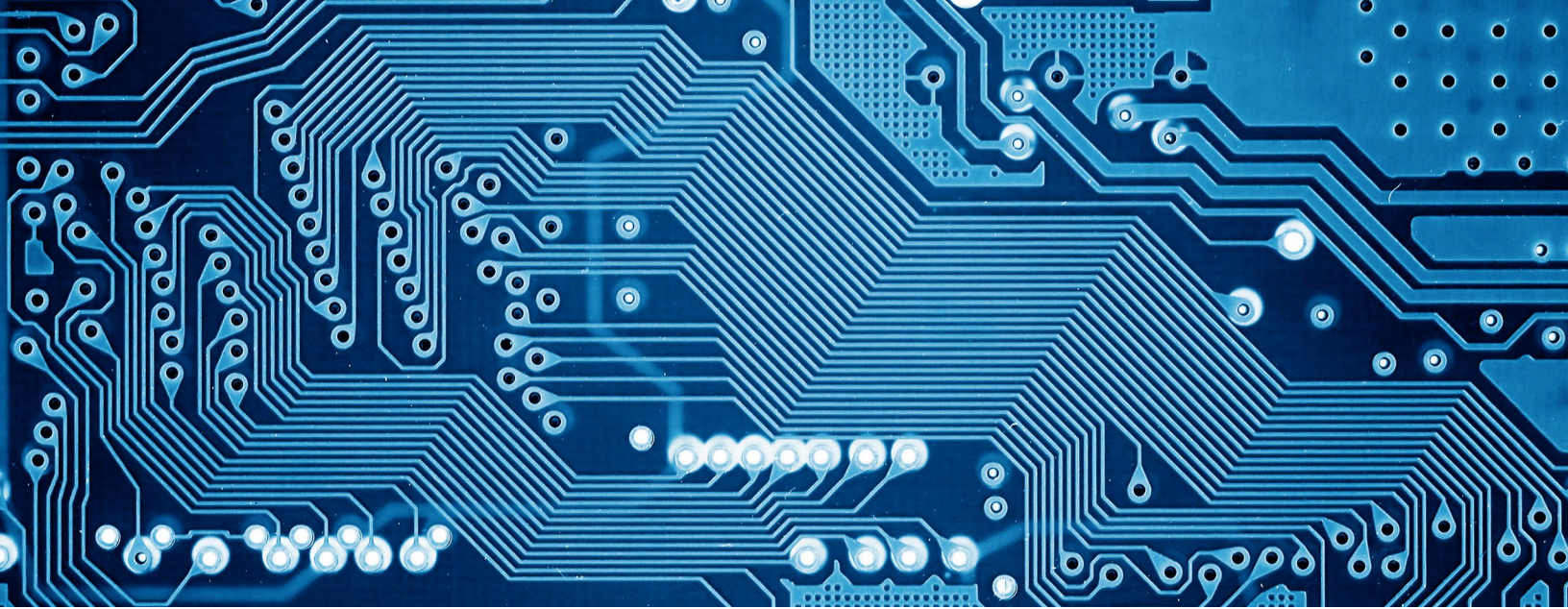
- [3 & Free Promotion](#)
- [U.S. Federal Upgrade Program](#)
- [50% off Certification Training](#)

Incentives

- [Secure Upgrade Plus](#)
- [Secure Mobile Access Upgrade Program](#)
- [Capture Client Displacement Program](#)
- [Specialization Discount](#)
- [SecureFirst Deal Registration](#)
- [MSSP Partner Exclusive Cloud Email Security Pricing](#)
- [Exclusive MSSP Tiered Pricing on Annual Licenses](#)
- [SecureFirst Rebates](#)

Partner Benefits

- [SonicWall University](#)
- [SonicWall Overdrive 2.0](#)
- [NFR Program](#)
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Promotion

3 & Free Partner Promotion

Promotion is valid until April 30, 2020

It's now easier than ever to move your legacy customers to the SonicWall Advanced Gateway Security Suite while upgrading their firewall for free.

Advanced Gateway Security Suite (AGSS) with Capture Advanced Threat Protection, Gateway Anti-Virus, Anti-Spyware, Intrusion Prevention,

Application Firewall, Content Filtering Premium Service and 24x7 Support.

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.

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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 U.S. Federal Upgrade Program

Promotion is valid until April 30, 2020

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.

Advanced Gateway Security Suite (AGSS) includes Capture Advanced

Threat Protection, Gateway Anti-Virus, Anti-Spyware, Intrusion Prevention and Application Firewall Service.

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

Pro 1260, Pro 2040, NSA 220, NSA 240, NSA 250, NSA 2400, NSA 2600

Replacement Products

NSa 2650

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

U.S. Federal Upgrade Replacement Part Numbers

NSA/NSa

SONICWALL NSa 2650 PROMOTIONAL TRADEUP WITH 3YR AGSS

SKU

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.



Promotion

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

Promotion is valid until December 31, 2019

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

SonicWall Secure Upgrade Plus

Ongoing Program

SonicWall Secure Upgrade Plus offers an upgrade path from current SonicWall products, and a trade-in path from competitors' products.

Customers who purchase the comprehensive subscription services and support option when upgrading a SonicWall product or trading in a competitive product can save up to 50 percent on the total annual cost of that solution, compared to the cost of buying the hardware separately and renewing services each year. Subscriptions are available in two- and three-year terms to maximize savings.

Additionally, customers can take advantage of preferred pricing through the SonicWall Customer Loyalty Bundle. For each upgrade / trade-in customers may receive preferred pricing on up to three different SonicWall appliances. Designed for customers who make an upgrade or trade-in purchase, the Customer Loyalty Bundle offer provides special pricing on SonicWall's other product solutions not represented in the Secure Upgrade Plus purchase. For example, a customer upgrading a firewall may also, within a limited period of time, receive special pricing on an Email Security, Secure

Mobile Access, or WAN Acceleration solution and/or SonicWave 802.11ac Wave 2 wireless access points – up to one complete solution from all four categories.



SonicWall "SECURE UPGRADE PLUS" SKUs are available for fulfillment via distribution. For competitive information, please reach out to your SonicWall Territory Account Manager.

Firewall/Wireless Access Point Appliances

Eligible products

TZ 100 Series, TZ 105 Series, TZ 200 Series, TZ 205 Series, TZ 210 Series, TZ 215 Series, TZ 150 Series, TZ 170 Series, TZ 180 Series, TZ 190 Series, PRO 100, SOHO, SOHO2, SOHO3, SOHO TZW, SOHO Telecommuter, DMZ, XPRS, XPRS2, Plus, TELE, TELE2, TELE3, TELE3 SP

SOHO Series, TZ300 Series, TZ400 Series, TZ500 Series, TZ600 Series

NSA 240, NSA 220 Series, NSA 250M Series

PRO, PRO 200, PRO 230, PRO 1260, PRO 2040

NSA 2400 Series, NSA 2600, NSA 3500, NSA 3600, PRO 4060, PRO 4100, PRO-VX, PRO 300, PRO 330, PRO 3060, GX250

NSA 4500, NSA 4600

NSA 5000, NSA E5500, NSA 5600

NSA 5000, NSA E5500, NSA 5600, NSA E6500, NSA 6600, NSA E7500, NSA E7510, NSA E8500, NSA E8510

PRO 5060c, PRO 5060f, GX650

SuperMassive E10200, SuperMassive E10400, SuperMassive E10800

SonicPoint, SonicPoint A/B/G, SonicPoint G, SonicPoint-N Dual-Band, SonicPoint-Ne Dual-Band, SonicPoint-Ni Dual-Band, SonicPoint-N Dual-Radio, SonicPoint ACe, SonicPoint ACi, SonicPoint N2

Replacement products

SOHO Series, SOHO 250 Series, TZ300 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ600 Series

SOHO 250 Series, TZ300 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ600 Series

SOHO 250 Series, TZ300 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ600, NSa 2650

TZ600, NSa 2650, NSa 3650

NSa 2650, NSa 3650, NSa 4650

NSa 2650, NSa 3650, NSa 4650, NSa 5650, NSa 6650

NSa 4650, NSa 5650, NSa 6650

NSa 5650, NSa 6650, NSa 9250, NSa 9450, NSa 9650, SuperMassive 9800

NSa 4650, NSa 5650, NSa 6650, NSa 9250, NSa 9450

NSsp 12400, NSsp 12800

SonicWave 231c, SonicWave 224w, SonicWave 231o, SonicWave 432e, SonicWave 432i, SonicWave 432o*

Email Security Appliances

Eligible products

ESA 200, ESA 300, ESA 400, ESA 3300

ESA 500, ESA 6000, ESA 4300

ESA 8000, ESA 8300

Replacement products

ESA 5000 or ESA 7000 Virtual Appliance or Hosted Email Security

ESA 7000 or ESA 9000 Virtual Appliance or Hosted Email Security

ESA 9000 or Virtual Appliance or Hosted Email Security

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

Incentive

SonicWall Secure Mobile Access (SMA) Upgrade Program

Ongoing Program

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

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 fulfillment via distribution.

SonicWall Upgrade Targets	
Eligible Products	SKU
SMA 6210 SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 1 YR – SMA 6210 Appliance + 1 Year 24X7 Support for 100 Users	02-SSC-2893
SMA 6210 SECURE UPGRADE PLUS 24X7 SUPPORT 100 USER 3 YR – SMA 6210 Appliance + 3 Years 24X7 Support for 100 Users for the price of 2 Years	02-SSC-2894
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 7210 SECURE UPGRADE PLUS 24X7 SUPPORT 250 USER 1 YR – SMA 7210 Appliance + 1 Year 24X7 Support for 250 Users	02-SSC-2895
SMA 7210 SECURE UPGRADE PLUS 24X7 SUPPORT 250 USER 3 YR – SMA 7210 Appliance + 3 Years 24X7 Support for 250 Users for the price of 2 Years	02-SSC-2896
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 Upgrade Targets	
Eligible Products	Replacement Products
EX6000 EX7000	SMA 6210, SMA 7200, SMA 7210, 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 6210, SMA 7200, SMA 7210, SMA 8200v (ESXi or Hyper-V)

Incentive

SonicWall Capture Client Displacement Program

Ongoing Program

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.

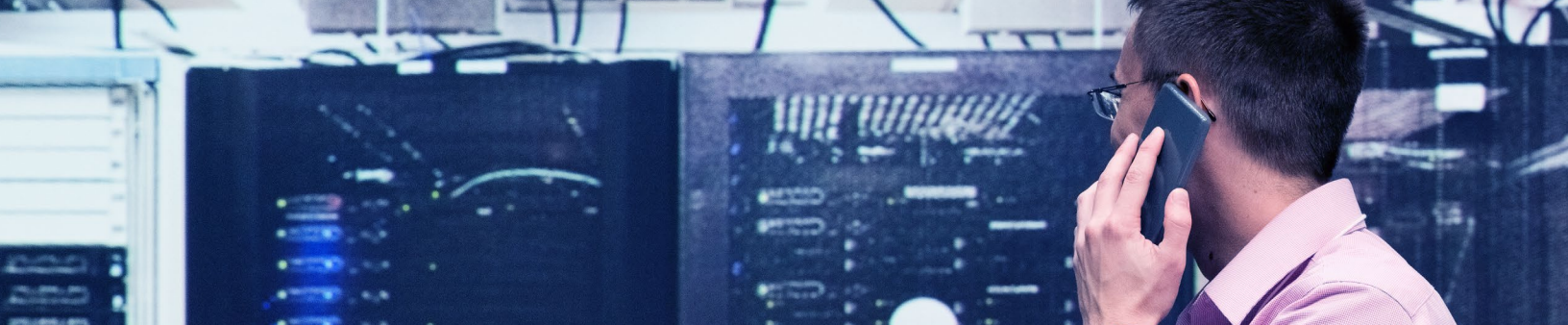
To validate legitimate use of the SKU, SonicWall maintains the right to follow up with the partner for the following data after purchase:

- 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



Incentive

SecureFirst Specializations Program

Unlock pricing advantages through SonicWall product expertise

Deepen your company's expertise of the SonicWall security portfolio and increase your margins by achieving SecureFirst Specializations. SecureFirst Silver, Gold and Platinum Partners in North America can earn SonicWall product Specialization training achievements and receive an additional 5% discount on the products for which they have achieved a Specialization.

How it Works

1. Complete the foundational Specialization prerequisite training and assessment available in [SonicWall University](#).
2. Once the Specialization prerequisite training and assessment is completed, you'll be eligible to complete one or more product line Specialization training programs. The first product line Specialization training program that will be made available by SonicWall will focus on SonicWall wireless security products.
3. After successful completion of the product line Specialization training and assessment, SecureFirst Silver, Gold and Platinum Partners may qualify for an additional 5% discount on eligible SonicWall products ("Specialization Discount") for which the Partner has achieved a Specialization.
4. If you register a qualified opportunity that includes products for which you have achieved a Specialization, the Specialization SKUs in your registered deal qualify for both the 5% Specialization discount on the qualifying products, in addition to the 10% Deal Registration discount. Check the latest SonicWall price list for a list of current SKUs eligible for the Specialization discounts.

SPECIALIZATIONS DISCOUNT %



Get started with your Specialization pre-requisite training today.
Visit [SonicWall University](#).

For Deal Registration details, visit the [SecureFirst Partner Portal](#).

Refer to the SecureFirst Program [Terms and Conditions](#). Acceptance and compliance with these terms and conditions is required in order to be eligible for the SecureFirst Program.



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.

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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) licences 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 licences 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+



Incentive

SonicWall SecureFirst Partner Rebates

The SonicWall SecureFirst Partner Program 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 SecureFirst Rebates

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.

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

Gold SecureFirst Rebates

Gold partners are rewarded with 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. For our Gold partner community, growth and acceleration of SonicWall sales means very rich rewards for you.

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.

Platinum SecureFirst Rebates

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.

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



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

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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.

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About SonicWall

SonicWall has been fighting the cybercriminal industry for over 28 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](#).

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SonicWall Inc.
1033 McCarthy Boulevard
Milpitas, CA 95035

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