



SONICWALL®

SecureFirst Partner Program Guide

\*Available to new partners in North America September 2023.  
Full launch February 2024.

**There's never been a better time to be a partner — let's grow together!**

At SonicWall, we believe that successful partnerships are built on a foundation of collaboration and trust. We are excited to introduce our newly enhanced SecureFirst Partner Program, a result of actively listening to our partner community and implementing the requested and recommended changes.

Our partners are at the heart of everything we do, and we are thrilled to unveil a program that caters to your unique needs and aspirations. Our primary goal with this program is to empower you to thrive and excel in your respective industry, leveraging your own unique business model. We want you to determine your level of engagement with SonicWall, while allowing for competitive pricing regardless of tier. Our goal is to help you increase profitability and efficiency to establish an "ease of doing business" experience.

With the invaluable feedback from our partners, we have made significant enhancements to the program, focusing on key areas that matter most to you.

# SecureFirst

## PARTNER PROGRAM



"Our global partner community drives SonicWall's success. The enhanced SecureFirst Partner Program demonstrates our unwavering commitment to them."

**Michelle Ragusa-McBain**  
**Global Channel Chief**





## WHY PARTNER WITH SONICWALL

Successful partnerships are built on a foundation of collaboration and trust. The enhanced SecureFirst Partner Program was developed with extensive input from our partner community, and will empower you to:



Grow with highly competitive discounting and investments in new service levels, enhanced flexibility, dedicated support and exclusive access to learning tools at SonicWall University.



Choose your level of engagement with SonicWall for competitive pricing, and increase profitability and efficiency for "ease of doing business."



Thrive and excel in your respective industries, operating under your unique business model.

SonicWall is on your team. We live our "outside-in" approach every day, listening to partners like you and driving mutual success to help grow your business.



## SECUREFIRST PROGRAM AT A GLANCE

### Offering benefits that fit your business model.

SonicWall's SecureFirst Partner Program is powered by two new tracks: Velocity and Mastery.

- Start fast with Velocity: With minimal entry requirements, Velocity is a lightweight partner experience that allows for speed to market and provides a variety of valuable benefits.
- Grow strategically with Mastery: If you want to become fully immersed in the SonicWall platform, Mastery offers a more in-depth path to jointly growing business, along with greater rewards.
- New tracks, new growth paths: In addition to the new Velocity and Mastery tracks, the new SecureFirst Partner Program offers an optional Service Provider Plan. This approach allows you to choose how you wish to engage and grow your business with SonicWall, developing a relationship that fits your business needs.
- SonicWall offers three new levels of flexible billing and licensing models to help accommodate any business model. While designed with MSSPs and MSPs in mind, the Service Provider Plan is open to any SecureFirst partner organization — in Velocity or Mastery tracks — that meets the eligibility requirements.



VELOCITY



MASTERY

+



SERVICE PROVIDER

## SERVICE PROVIDER PLAN

The SecureFirst Service Provider Plan was designed with Managed Service Providers (MSP) and Managed Service Security Providers (MSSP) in mind. For these Service Providers, we offer access to best-in-class security solutions with flexible billing and licensing models, exclusive tools, personalized support, monthly billing options with no commitment and more — all while SonicWall increases your earning potential and profitability by investing in your practice.

### **Secure, Simple and Profitable: Enhance Your Business Security and Growth Through Partnership and Innovation**

Security threats are not what they used to be — they're more sophisticated, elusive and dangerous. Organizations around the world are urgently seeking Service Providers to shield their cloud-based, on-premises or hybrid IT environments from cyberthreats.

### **Why Service Providers Choose SonicWall's Partner Program**

The enhanced SecureFirst Partner Program and Service Provider Plan were designed to leverage your professional expertise with SonicWall's in-depth threat intelligence, RTDMI™ technology and market-leading product offerings. We work in collaboration with Service Provider partners to offer their customers a broad portfolio of best-in-class cybersecurity solutions, all while enhancing operational efficiency and service affordability to meet our partners where they are.

The SonicWall SecureFirst Partner Program isn't just about security. It's an investment in the growth and prosperity of our partners and their businesses.


### **How Service Provider Partnership Helps You Effortlessly Grow Your Business**

Being a SonicWall Service Provider partner is secure, simple and profitable. In addition to our well-known cybersecurity solutions, you can take advantage of flexible subscription pricing, including special access to monthly and annual subscription pricing, as well as exclusive high-level technical support.

We provide automation from MySonicWall, which streamlines provisioning, billing and license management. We also offer tailored training support and sales and technical enablement to help you on your journey. You'll also gain exclusive access to tools like Capture Client for unified visibility across the security environment.

With highly competitive discounting and investments in new service levels, enhanced flexibility, dedicated support, and exclusive access to learning tools at SonicWall University, SonicWall's enhanced SecureFirst Partner Program is designed to help you thrive and excel.

## PROGRAM BENEFITS AT A GLANCE



	VELOCITY TRACK		MASTERY TRACK	
	BRONZE	SILVER	GOLD	PLATINUM
	PROTECT		POWERED	POWERED +
Product Discounts	\$	\$\$	\$\$\$	\$\$\$\$
Deal Registration	✓	✓	✓	✓
NFR Access	✓	✓	✓	✓
On-Demand Sales and Technical Training	✓	✓	✓	✓
Co-Branded Marketing Material	✓	✓	✓	✓
Use of SonicWall Logo	✓	✓	✓	✓
Listed on Partner Locator	✓	✓	✓	✓
MDF/SDF Access		✓	✓	✓
Quarterly Rebates		✓	✓	✓
Featured on Partner Locator			✓	✓
Enhanced Partner Support				✓
Executive Sponsor/ Business Planning				✓



## TOOLS & RESOURCES – WINNING TOGETHER

SonicWall SecureFirst partners can access valuable benefits without having to dive into training or business planning commitments:



### Awareness

- Leverage SonicWall communications, tools and resources.
- Get easy access to financial support for marketing and sales development, empowering you to grow your business as our partnership grows.
- Stay up to date on the latest threats and how to combat them through our sophisticated learning tools.



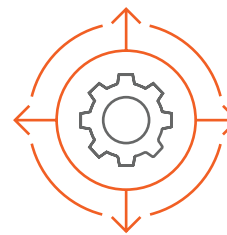
### Sales

- Protect your opportunity with deal registration.
- Get special limited-time pricing through product promotions.
- Consult SonicWall's Solution Engineers on quoting, configuration, demos and driving business outcomes for your customers.



### Enablement

- Access virtual and live training on SonicWall University, webinars, Not for Resale (NFR) products and more.
- See SonicWall solutions in action with live demos.



### Support

- Leverage world-class support to get the most from your solutions.
- Access a seamless, best-in-class support experience with Premier Support Services, SonicWall's online self-service capabilities and more.

## DEAL REGISTRATION

### Grow your business with increased price competitiveness across all partner tiers!

New Customer Deal Registration is considered one of the most valuable components of our SecureFirst Partner Program, and we make it accessible to as many partners as possible. When you uncover net new incremental opportunities, we want to acknowledge and reward you with an additional discount of up to 10% for any qualified approved opportunity. When you bring a qualified new customer to SonicWall, you're eligible for up to a 50% discount!

	DEAL REGISTRATION	
	STANDARD	NEW CUSTOMER
Discount for qualified opportunities	10%	50%
Starts at MSRP	\$10K (based upon MSRP)	\$5K (based upon MSRP)
Net new opportunity	Partner-led net new incremental opportunity	New-to-SonicWall customer (inclusive of tier discount)
Requires to be registered by partner in Partner Portal	✓	✓
Requires SonicWall verification & approval	✓	✓
Approval notification sent to partner	✓	✓
SonicWall work together with partner to win opportunity	✓	✓

MSRP: Manufacturer's Suggested Retail Price



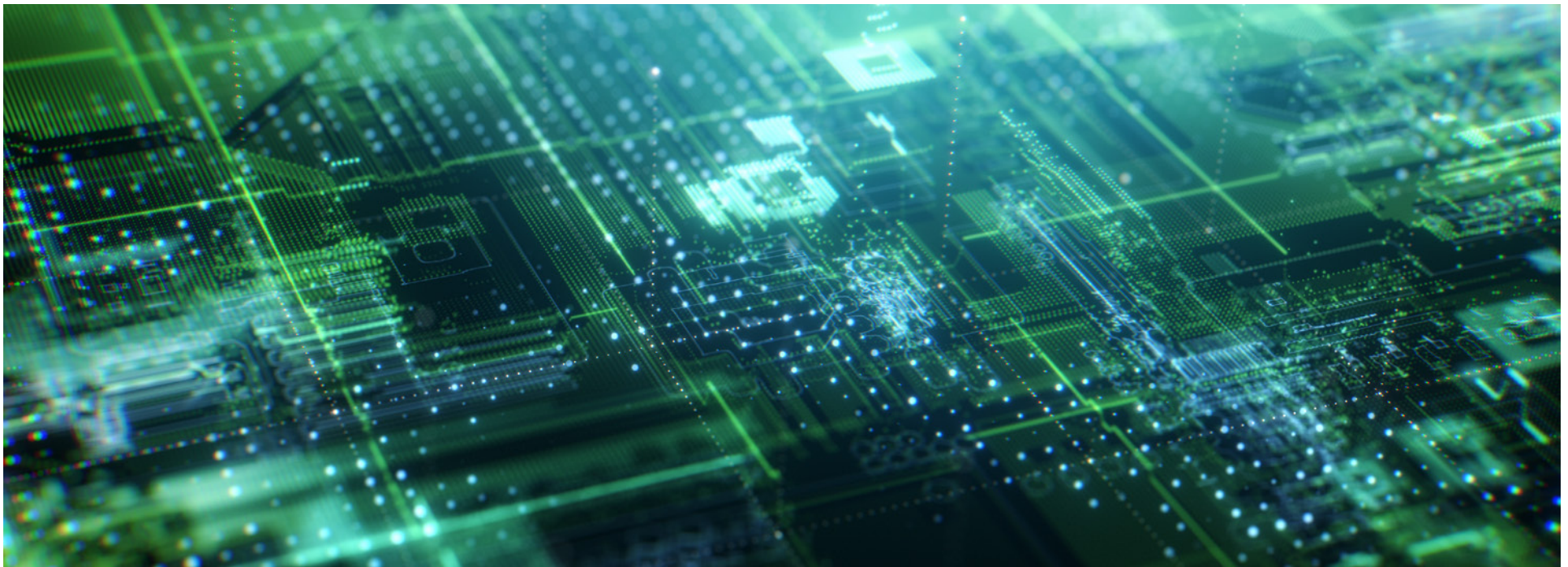
## TIER +1 PROMOTION

For a limited time, when you partner with SonicWall, we'll beat the status you currently enjoy with a competing firewall manufacturer.

Eligible partners with WatchGuard, Sophos, Cisco/Meraki, Barracuda, Fortinet, Juniper, Palo Alto Networks or CheckPoint can have their SonicWall partner account matched to the closest equivalent tier plus one for 180 days.

For six months, you'll enjoy all the program benefits SonicWall has to offer at your new tier (minus revenue rebate) — and if you fulfill on a quarter's worth of your new tier requirements in the first six months, you can keep your status even longer!

Offer is available to SonicWall SecureFirst partners in the U.S., Canada and EMEA. Participants must provide verification of competitive tier from qualifying vendors. Maximum match level is SonicWall Platinum tier. Further terms and conditions may apply.



## NFR PROGRAM – GAIN VALUABLE HANDS-ON EXPERIENCE

Our Not for Resale (NFR) Program provides SecureFirst partners with hardware or virtual solutions that allow valuable hands-on experience with SonicWall's solutions portfolio. The NFR Program allows you to use SonicWall products in your test labs, live demonstrations or non-production internal infrastructure — providing a strong foundation of product knowledge, which translates into confidence around the setup and deployment of the SonicWall portfolio. This ultimately results in customer satisfaction and success in the marketplace. Individual SKUs or bundles in the NFR program have a 24-month commitment. After the commitment period, you may choose to resell or extend services\*.

### HOW IT WORKS

- Simply purchase the NFR SKUs or bundle from an authorized distributor
- After the 24-month commitment, sell as a demo unit or renew services\*

### MORE INFORMATION

- Contact your SonicWall Account Manager for additional info

\*Some limitations may apply





## SONICWALL UNIVERSITY



SONICWALL®

SECURE MOBILE ACCESS ADMINISTRATOR

SONICWALL®

NETWORK SECURITY ADMINISTRATOR

SONICWALL®

NETWORK SECURITY PROFESSIONAL

SONICWALL®

TECHNICAL MASTER

SonicWall University is a world-class, web-based training and enablement platform designed to keep SecureFirst partners, customers and stakeholders at the forefront of today's cybersecurity threats and trends, as well as our portfolio of SonicWall solutions.

This exclusive partner courseware is accessible on demand, allowing you to work your way along the Partner Learning Path at your own pace. The more you learn, the more you earn! You can build a custom curriculum specific to your organization or jump in for a refresher. There are hundreds of individual training modules and courses, specializations and certifications designed to help you thrive in today's ever-changing cyber world.

**Expert Training:** With SonicWall University, you can access cutting-edge training modules designed to educate you on the latest cybersecurity trends, network security principles, threats and best practices. Using SonicWall's innovative solutions, you can learn directly from industry leaders about securing networks.

**Certification Programs:** Upgrade your expertise with SonicWall products and solutions by pursuing technical certifications. A SonicWall technical certification demonstrates your competency and commitment to cybersecurity excellence and allows you to stand out and differentiate yourself from your competition.

**Continuous Learning:** The cybersecurity landscape is constantly evolving. Our course offerings ensure you stay ahead of the curve with regular updates, webinars and hands-on labs. You also earn rewards with our Continuing Education Rewards program — another way to learn and earn.

**Convenient:** Our self-paced curriculum is available from anywhere 24/7, designed to fit your schedule. This high-quality professional training is exclusive to our SecureFirst partners, with hundreds of courses all in one place designed to keep you in the know.

**Dedicated Public Site:** The public version of SonicWall University was developed to help end users, your customers or anyone interested in learning more about the SonicWall platform and the cybersecurity solutions available to protect them.



## PARTNER MARKETING – TURBOCHARGE YOUR MARKETING EFFORTS TO BUILD YOUR PIPELINE

We understand that navigating the ever-evolving landscape of marketing tactics can be a challenge. Whatever your customer base and preferred marketing methods, you can get the support you need to generate more leads, create upselling and cross-selling opportunities, and build your pipeline. SonicWall partners have access to the Partner Marketing Playbook, a comprehensive toolkit packed with invaluable insights, proven tactics and ready-to-use materials such as:

**Campaign-in-a-Box:** Engage with your audience and generate leads with great content from a wealth of assets, including white papers, articles, social media posts, email templates and infographics. Our ready-made, targeted digital marketing campaigns are easy to execute, saving you time and effort while delivering impactful results.

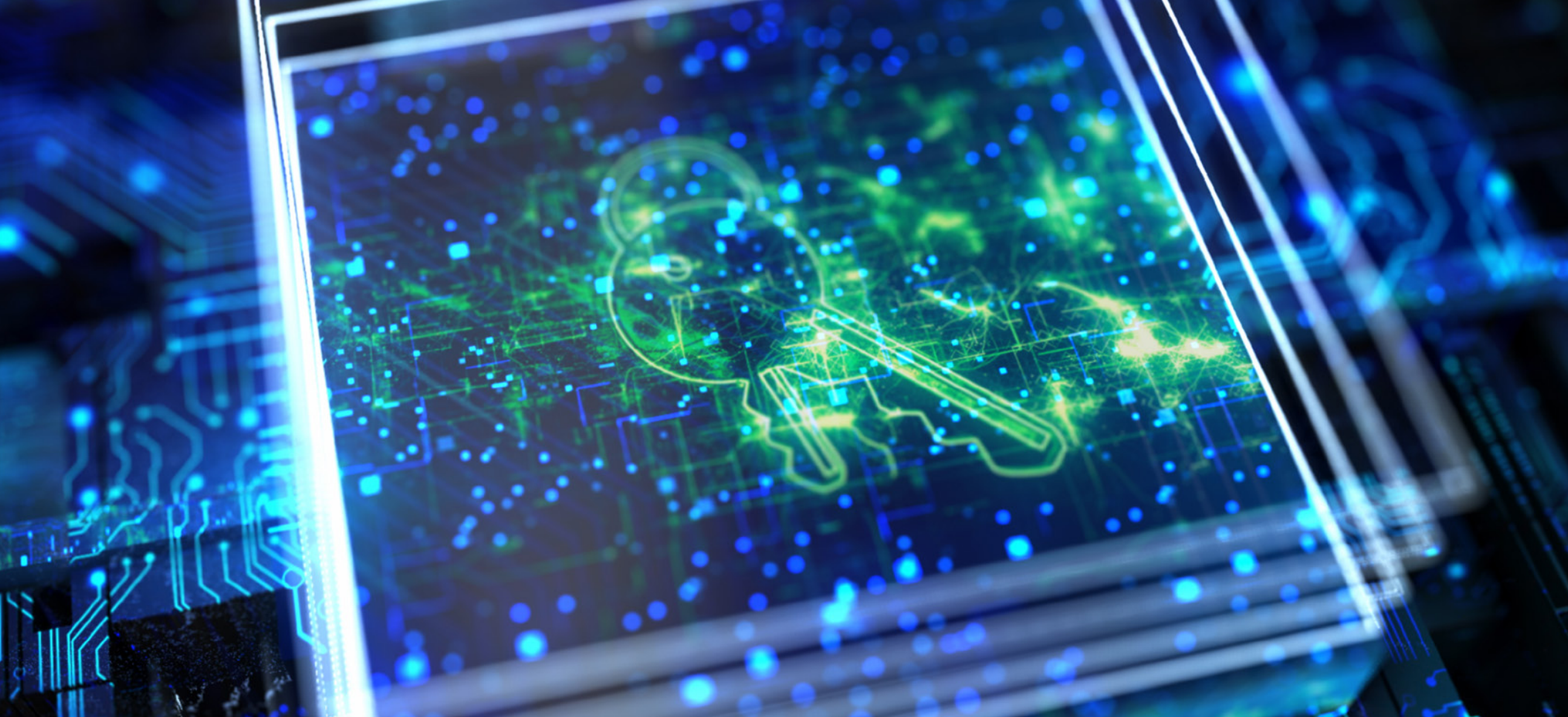
**Co-Branding Excellence:** Add SonicWall partnership logos, digital banners and positioning to your campaigns, marketing materials and events to amplify your brand presence.

**Event-in-a-Box:** Maximize your impact at customer events, trade shows and conferences using our event planning tips and templates. Leverage our ready-made webinar kits to engage with your customers and prospects on everything cybersecurity.

**MDF Program:** This program supports joint demand generation activities financially. We want to empower you to grow your business as our partnership grows by offering easy access to financial support.







## About SonicWall

SonicWall delivers Boundless Cybersecurity for the hyper-distributed era and a work reality where everyone is remote, mobile and unsecure. By knowing the unknown, providing real-time visibility and enabling breakthrough economics, SonicWall closes the cybersecurity business gap for enterprises, governments and SMBs worldwide. For more information, visit [www.sonicwall.com](http://www.sonicwall.com).



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Refer to our website for additional information.  
[www.sonicwall.com](http://www.sonicwall.com)

SONICWALL®

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