

# 10 REASONS YOU SHOULD PARTNER WITH SONICWALL

Partner to Win. Only with SonicWall.

The SecureFirst Partner Program demonstrates SonicWall's continuing commitment and investment in the channel, providing a multi-tiered approach with a broad range of benefits for partners. This program accelerates our partners' ability to be thought-leaders and game-changers in an ever evolving security landscape.

From superior products and technical expertise, to aggressive margins and partner loyalty, a SecureFirst partner is confident that when they partner with SonicWall, they partner to win.

Explore 10 reasons why more than 18,000 registered partners have partnered with SonicWall.

## 1. Access a leading-edge network security portfolio

SonicWall offers a broad range of automated, real-time breach detection and prevention solutions, including:

- Comprehensive range of next-generation firewalls
- On-premise and hosted email security appliances
- Wireless, remote and mobile access security solutions
- Management, reporting and analytics services
- Capture Advanced Threat Protection cloud sandbox
- Range of support, security and management add-on services

SonicWall also offers partners comprehensive installation and maintenance resources, and streamlined license and renewal management controls.



## 2. Know it's 100 percent channel

SonicWall is on your team. It's why we're 100 percent committed to the channel. It's a two-tier channel model – with no direct sales – that's designed to make partners boost revenue and delight customers.

In fact, the channel program is led by SonicWall Senior Vice President and Chief Revenue Officer Steve Pataky, a seasoned channel veteran who CRN recognized as one of the "[Top 50 Most Influential Channel Chiefs.](#)"

To further your ability to promote SonicWall to your customers, we offer dedicated sales and marketing resources, as well value-added distribution networks. Our commitment is to enable you, not compete with you.

## 3. Gain attractive margins, lucrative discounts

SonicWall offers partners sizeable margins on hardware, software and services. This includes:

- Differentiated discounts based on partner tier
- Incremental margin opportunity through back-end rebates
- Significant renewal opportunities via a large installed customer base

## 4. Build recurring revenue

Our Security-as-a-Service offering helps align service provider recurring revenue with a recurring expense model – a proven approach to help grow your business more effectively.

Provide your customers with a comprehensive network security solution at a convenient and attractive monthly subscription price – all with no upfront investment. The offer is available across the entire SonicWall product portfolio. All hardware and services are available on a per-month cost basis.

## 5. Improve your business via online training and certification

Enhance your skill sets and market knowledge via SonicWall University, a sophisticated learning platform designed to train partners on the new cyber security threats. SonicWall University empowers partners with interactive, role-based curricula that are continually updated to address the latest changes to the cyber landscape.

Track your progress and earn discounts by completing various classes and certifications.

## Ready to Join?

Become a SonicWall SecureFirst partner to reap the benefits of the award-winning global partner program.

[JOIN NOW](#)

Or visit [sonicwall.com/partners](https://sonicwall.com/partners).

SonicWall University is the most dynamic way to build both your business and yourself.

-  *Market- & Intel-Driven Curriculum*
-  *Real-Time Syllabus Based on Current Threats*
-  *Web-Based Platform*
-  *Role-Based Learning*



**6. Talk to your customers via a powerful marketing engine**

Gain access to SonicWall Overdrive, the partner marketing engine that empowers you to run successful campaigns to create demand, build your pipeline, increase your social media footprint and close more deals with proven sales resources.

Via the platform, SonicWall builds and delivers you email programs, sales resources, social content, deal registration, a digital asset library and more. It's the turnkey approach to getting to market fast.

**7. Access resources with an all-in-one portal**

Our award-winning partner program is powered by SonicWall's easy-to-use Partner Portal. Exclusive to authorized SecureFirst partners, the portal offers tools and information designed to accelerate your success in selling and supporting SonicWall solutions.

In addition to providing access to both SonicWall University and SonicWall

Overdrive, the intuitive portal includes MDF requests and robust deal registration tools to help partners register SonicWall opportunities and earn financial rewards.

**8. Showcase products with demos and trials**

Need to show a prospect first-hand how a SonicWall product works? Use virtual demos or test appliances to close the deal.

SonicWall offers highly discounted, not-for-resale products for demo and test environments. Even better, the SonicWall Capture Threat Assessment Evaluation Program enables you to show your customers how their installed legacy firewall is performing and what threats are entering their environment. It's a compelling approach to sell powerful products.

**9. Be confident with third-party validations**

The success of our partners is always noticed by third parties. Through this collaboration, we're honored to receive accolades across a number of categories, including outstanding excellence in

our products and services, leadership, customer service, innovative spirit and performance in emerging markets.

The SonicWall SecureFirst Partner Program is a **CRN 2017 Partner Program Guide 5-Star Winner** and SonicWall products have received an NSS Labs highest rating of *Recommended* four years in a row.



[VIEW ALL AWARDS](#)



### 10. Know you're partnering with a company dedicated to cyber security

SonicWall has been preventing cyber crime for over 25 years, defending small- and medium-size businesses and enterprises worldwide. We are powered by the resources and expertise of more than 18,000 registered loyal channel partners around the globe. They help secure more than a million businesses and mobile networks, and their email, applications and data, in more than 150 countries around the world.

 Established in 1991

 18,000 Registered Channel Partners

 1 Million Networks Secured

 1 Million Global Sensors

 150 Countries

## Partner to win. Join SonicWall.

Ready to join the SonicWall SecureFirst Partner Program? Become a SonicWall SecureFirst partner today and take advantage of our award-winning partner program benefits.

[BECOME A PARTNER](#)

Connect with SonicWall

