SonicWall SecureFirst Partner Program Guide

North America

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Why Partner with SonicWall?

At SonicWall, our mission is Partners and Customers first. We value the loyal relationships we've built with our partners and customers. In support of this mission, we've created the SecureFirst Partner Program to help drive profitability and predictability for our authorized reseller Partners worldwide. We've also built a world-class channel organization that together with our industry recognized SecureFirst Partner Program continues to support the growth and success of our Partners globally.

— Robert (Bob) VanKirk, SVP and Chief Revenue Officer, SonicWall

SonicWall Partnering Fundamentals

The foundation and success of SonicWall is and historically always has been based on our community of authorized resellers and distributors ("Partners"). SonicWall commits to listening to our Partner community and is always striving to provide the best Partner experience and to help you build highly profitable security practices.

Partner profitability is a key fundamental and that's why SonicWall offers benefits designed not only to incentivize Partners to sell our solutions, but also to reward growth and drive new business.

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Leveraging the SecureFirst Partner Program

Here at SonicWall, security is our mission. We have best-in-class products and solutions to tackle the toughest security challenges in the market today. And we have one of the best authorized Partner communities in the industry to tackle those challenges with us.

The SonicWall SecureFirst Partner Program believes in rewarding our Partners via a value-based discounting framework. The discounting framework is designed to support increased profitability via incremental discounts and rewards. The SecureFirst Partner Program recognizes and rewards Partners for the value they contribute to selling and supporting SonicWall solutions across the entire customer lifecycle. Whether it's hunting a new sales opportunity, delivering a proof of concept or demonstrating vertical market expertise, The SecureFirst reward for value framework delivers balanced up-front as well as back-end benefits.

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FRONT-END REWARD		BACK-END REWARD	INVESTMENT	REP INCENTIVE
% Program Base Discount	% Value-add Discount	$ Performance Incentives	$ Development Funds	$ Spiffs & Promotions
• Differentiated by SecureFirst program level	• Registered Deal **NEW!** • Specialization discount	• Reward for consistent sales target achievement or accelerated business growth	• Proposal-based MDF funding	• Partner sales reps & SEs • Continuing education rewards • Driving new sales opportunities

SecureFirst Program Tiers

The SonicWall SecureFirst Partner Program offers four unique Partner tiers. Each tier brings a set of benefits that grow as you progress through the tiers.

REGISTERED PARTNERS	SILVER PARTNERS	GOLD PARTNERS	PLATINUM PARTNERS
Entry level tier for new partners joining SecureFirst	An invitation-only tier for our committed partners who have historically achieved SonicWall sales of over $50,000 per year	An invitation-only tier for our committed partners who have historically achieved SonicWall sales of over $200,000 per year	An invitation-only tier for our committed partners who have historically achieved SonicWall sales of over $500,000 per year

SecureFirst Program Requirements

First and foremost, to become a SecureFirst Partner, you must accept the SonicWall SecureFirst Partner Program Terms & Conditions found at sonicwall.com/partners. The SecureFirst Partner Program is an invitation only program. Once the Terms & Conditions are accepted you will then be invited to join the program at the Registered tier.

	REGISTERED PARTNERS	SILVER PARTNERS	GOLD PARTNERS	PLATINUM PARTNERS
Acceptance of SecureFirst Terms & Conditions	✓	✓	✓	✓
By Invitation Only	-	✓	✓	✓
Annual Volume Commitment Based on MSRP	-	$50,000	$200,000	$500,000
Network Security Technical Certifications	-	1 SNSA	2 SNSP	2 SNSP
Continuing Education Achievement (Partner account total CE point attainment)	-	150 Total CE Points	300 Total CE Points	500 Total CE Points
Lead Generation Campaigns	-	-	1 per quarter	1 per quarter
NFR (Not for Resale equipment) Purchase – 1 within a 24 month period	-	✓	✓	✓
Executive Business Planning	-	Annual	Bi-annual	Bi-annual

*See Terms & Conditions at **sonicwall.com/partners** for full requirements list*

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SecureFirst Program Benefits

The SonicWall SecureFirst Partner Program has an extensive amount of benefits for our Partners. We are excited to offer increased base discounts for our Gold and Platinum Partners, additional discounts for successfully completing SecureFirst Specializations and/or registering qualified deals, high growth accelerator rebates and much more!

	REGISTERED PARTNERS	SILVER PARTNERS	GOLD PARTNERS	PLATINUM PARTNERS
Suggested Base Discount	25%	30%	33%	33%
Deal Registration	10%	10%	10%	10%
Specialization discount	-	5%	5%	5%
Backend Rebates (Based on Deal Value)	-	✓	✓	✓
High Growth Accelerator Rebate	-	-	✓	-
MDF Access	-	Proposal based	Proposal based	Proposal based
NFR (Not for Resale equipment) Discount	✓	✓	✓	✓

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SecureFirst Rebate and High Growth Accelerators

SecureFirst is more than a channel program — it is a mutually beneficial commitment between SonicWall and our channel Partners. Partner profitability is a cornerstone of the SecureFirst Partner Program and rebates are a critical component of increasing profitability. We know you work hard to drive growth in your business. That's why 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.

As a Registered Partner, if you grow your sales to $12,500 or more per quarter, you are eligible for the SecureFirst Silver tier as well as the benefits associated with that tier.

Silver Partners are richly rewarded for transacting business at $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 qualifying sales. 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 $50,000 each quarter, you are eligible for the Gold tier.

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 qualify for a high growth accelerator in addition to a backend rebate. For our Gold Partner community, growth and acceleration of SonicWall sales means very rich rewards for you.

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 in SonicWall sales per quarter.

	REGISTERED PARTNERS	SILVER PARTNERS	GOLD PARTNERS	PLATINUM PARTNERS
Annual Commitment	$0	$50,000	$200,000	$500,000
Backend Rebate (Deal Value, Paid on Dollar 1)	None	3% >$30k per quarter	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.	5% with a min $125K/qtr.
High Growth (Deal Value, paid on growth portion only)	None	None	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).	None

Deal Registration

Deal Registration is considered one of the most valuable components of our SecureFirst reward for value framework. 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.

DEAL REGISTRATION

- Partner-led net new incremental sales opportunity
- Deal must be $10,000 and above (MSRP)
- Registered by Partner and approved by SonicWall
- Additional 10% discount for qualified approved opportunity.

Specializations Bonus

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, successful 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.

SPECIALIZATIONS DISCOUNT %

SecureFirst Rewards Come Together

When you Partner with SonicWall, you Partner to win! Partner profitability is a key fundamental of the SecureFirst Partner Program. Deal Registration offers all SecureFirst Partners a highly competitive pricing advantage on net new, Partner sourced opportunities greater than $10,000 MSRP. When SecureFirst Silver, Gold or Platinum tier Partners combine Deal Registration with Specialization discounts, the rewards are significant!

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Partner Enabled Services Program

The Partner Enabled Services Program is 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.

- Improve your profitability with margin-rich security services offerings
- Increase your SonicWall product refresh rates and pull-through revenue
- Enhance customer loyalty and satisfaction by offering a more strategic value through protection of business network and assets
- Leverage your SonicWall Security Services authorization to drive industry recognition and credibility with customers and prospects
- Expand your market opportunity, and demonstrate leadership by supporting the growing demand for security focused services

Program Details

Achieve one or more of the following Services Authorizations and get access to exclusive sales and technical resources to help you build, market, sell and deliver SonicWall based professional services:

Implementation Authorization

- Available to Silver, Gold and Platinum Partners
- Equips SecureFirst Partners to deliver remote and onsite implementation services for SonicWall products

Solution Services Authorization

- Available only to Gold and Platinum Partners
- Equips SecureFirst Partners to deliver security solution-based services, such as wireless deployments, campus or distributed network solutions

Architecture Services Authorization

- Available only to Gold and Platinum Partners
- Equips SecureFirst Partners to deliver security services with more complex or large-scale SonicWall solutions and customer environments, such as firewall sandwich, DPI-SSL or SuperMassive implementations

Each Services Authorization is achieved through completion of associated authorization training curriculum available in SonicWall University exclusively to SonicWall Services Program applicants. Authorization training tracks updated on a quarterly basis.

Visit https://www.sonicwall.com/en-us/support/partner-enabled-services/program for program details.

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SecureFirst Managed Security Services Partner Program

The MSSP Partner Program is designed to help Partners understand how to quickly go to market with SonicWall powered managed security services through enablement, predefined service templates (blueprints) and Managed Security Service (MSS) enabled products.

Additional program objectives include:

- Grow Partner revenue and profitability through high margin managed services and recurring revenue streams
- Provide customers with best in class managed security solutions, rather than just products
- Improve license renewal rates
- Increase customer loyalty and retention for SecureFirst Partners

Program Details

The SecureFirst MSSP Partner Program is comprised of 3 tiers. These tiers allow for flexible Program entry points to support a broad range of Partner capabilities and maturity in delivering managed security services.

Visit sonicwall.com/en-us/partners/mssp-partner-program for program details.

SONICWALL • SecureFirst • MSSP PROTECT PARTNER

MSSP Protect

- Available to SecureFirst Silver, Gold and Platinum Partners
- Capability to offer basic managed security services

SONICWALL • SecureFirst • MSSP POWERED PARTNER

MSSP Powered

- Available only to SecureFirst Gold and Platinum Partners
- Capability to offer more advanced services

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MSSP Powered+

- Invitation-only, restricted to SecureFirst Platinum Partners (Gold in certain geographies)
- Additional capability to offer Managed Security Services on behalf of non-MSSP partners

SonicWall Overdrive 2.0

SonicWall's marketing engine for Partners

At the heart of the SecureFirst Partner Program is our partnering engine, designed to help our Partners deliver the best security possible to protect their customers while creating more value for their business. The Partner marketing engine has recently been tuned up with SonicWall Overdrive 2.0.

SonicWall Overdrive 2.0 gives you self-serve access to digital assets that leverage the powerful SonicWall marketing engine. This fully-automated Partner marketing engine provides you with tools to help you to run successful email campaigns to build your pipeline and increase your social media footprint.

Go to SonicWall SecureFirst Partner Portal.

SecureFirst Marketing Development Fund Program

SonicWall's SecureFirst Marketing Development Funds ("MDF Program") enables authorized distributors and certified resellers of SonicWall ("Partners") to take advantage of marketing funds to support the building the growth of the SonicWall brand, demand generation and other relevant activities. Partners that are approved by SonicWall at the Gold or Platinum, DMR Gold or DMR Platinum levels in the SonicWall SecureFirst Partner Program may participate in the MDF Program with preference given to the higher-level tiers.

The MDF Program is intended to help Partners succeed in today's competitive environment. We believe that Partners who work closely with SonicWall's account teams to develop strong business plans will be more likely experience growth quarter over quarter in the sale of SonicWall products and services.

Get started in the SonicWall SecureFirst Partner Portal.

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
- 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

More info > About SonicWall University

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.

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 charge access to SonicWall Virtual Firewall (NSv) 1 yr demo licenses (first 50 Super Star achievers)
- Access to restricted MSSP training content
- No charge 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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SonicWall Technical Certifications

SonicWall Technical Certifications will give you confidence, improve your performance, and will immediately identify you as an expert in your field. Demonstrating your capabilities through certification will give you a key advantage as a SonicWall Partner.

SonicWall Network Security Administrator (SNSA) — The SNSA training curriculum is designed to teach students specific SonicWall network security technology. The course will provide students with the skills to successfully implement, configure and manage SonicWall Network Security products. SonicWall recommends this course for networking professionals responsible for the daily operation of one or more security appliances.

SonicWall Network Security Professional (SNSP) — The SNSP certification is an advanced certification awarded to individuals that have a high level of mastery of SonicWall products, and who are able to deploy, optimize, and troubleshoot all associated product features. The certification is attained by completing one of the Advanced Administration courses and successfully passing the associated exam.

Certification is necessary to meet the SecureFirst Partner level thresholds:

- Silver level requires 1 CSSA/CSSP or 1 SNSA/SNSP certification
- Gold level requires 2 certifications, CSSP or SNSP
- Platinum level requires 2 certifications, CSSP or SNSP

More info > SonicWall Technical Certification

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Get Started!

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Visit the SecureFirst Partner Portal to access extensive resources and tools designed to help you grow your security practice with SonicWall.

- SonicWall University and the Continuing Education Rewards program
- Deal Registration
- Specializations discount
- MDF program
- Sales tools and assets on Overdrive
- Marketing/demand gen on Overdrive
- Authorized Distributors
- Mysonicwall.com
- Price Lists
- NFR Equipment Program

SonicWall offers comprehensive, complementary product lines in each of the following areas:

Network Security

Access Security

Email Security

Security Management, Reporting and Analytics

Full product information can be found at **sonicwall.com**

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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.

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