

# Frequently Asked Questions

CUSTOMER PROGRAM

Customer Advantage Program Customer FAQ

## General

### **Q: What is the Customer Advantage Program?**

A: SonicWALL's Customer Advantage Program helps you upgrade or trade-in select competitive products and provides preferred pricing on all of our product categories when purchased with an upgrade or trade-in through the program. It includes two components designed to help you stay current with our technology:

**1. Secure Upgrade Plus** offers a path should you want to upgrade older SonicWALL appliances or if you simply wish to trade-in select competitive manufacturers appliances. This program is available across each of our four product lines; firewall, secure remote access, email security, and data backup and recovery.

**2. Customer Loyalty Bundle** offers preferred pricing on the purchase of up to three additional appliances from our other product lines when you make either an upgrade or trade-in purchase through the Secure Upgrade Plus program.

### **Q: You offered a trade-in program called Secure Upgrade in the past... and another called the UTM Trade-up. What is the status of those other upgrade programs?**

A: Secure Upgrade Plus combines the best features of the original Secure Upgrade program and the Promotional Trade-up and replaces them with one comprehensive program.

### **Q: Where can I get more information?**

A: You can call your local reseller or feel free to contact us directly at 1.888.557.6642 or via email at [sales@sonicwall.com](mailto:sales@sonicwall.com). Please be certain that you read and understand the [Program Terms and Conditions](#) before proceeding.

## Secure Upgrade Plus

### **Q: Which SonicWALL product lines does this program cover?**

A: Secure Upgrade Plus SKUs are available across all SonicWALL product lines, including Network Security/Firewall (UTM), Continuous Data Protection (CDP), Secure Remote Access (SSL VPN) and Email Security (ES). Please note that for CDP, SonicWALL does not currently offer a competitive replacement options.

### **Q: Can I transfer the remaining time on service subscriptions currently on my older SonicWALL appliance?**

A: Yes. Transfer of remaining time on existing subscription services will be completed via MySonicWALL as part of the Secure Upgrade Plus registration process, or directly with customer support (as is the case with CDP and all E-Class appliances). For example, if you have three months of Content Filtering Service (CFS) remaining on your firewall, MySonicWALL will transfer those three months of CFS to your new device. During the registration process, upon entry of a Secure Upgrade Plus serial number, MySonicWALL will recognize the device as an upgrade purchase and present you with the appropriate service transfer steps.

(For details on Secure Upgrade registration sequence, see diagram below.)



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**Q: Are there any services that are not transferable?**

A: All subscription services and licenses (excludes those that are default or bundled such as bundled VPN Client Licenses) will transfer with the exception of outstanding warranty or any other promotional firmware upgrade offers. See the [Program Terms & Conditions](#) for a complete listing.

**Q: Does SonicWALL require a Certificate of Destruction (COD) before I can activate my new appliance?**

A: No. We do however require that customers certify that they have read and understand the [Terms and Conditions](#) of this program and that they are qualified to participate in the program. Taking the old device (SonicWALL or competitive) out of service is one of the requirements of this program. We also require, for competitive purchases, that you enter the make, model and serial number into the MySonicWALL registration sequence.

We are piloting a recycling option under the Secure Upgrade Plus program, which will be presented as an option at the end of the registration process within MySonicWALL. The recycler, Green Mouse Recycling, is US-based and headquartered in San Jose, California. Customers will be required to pay for shipping by selecting the appropriate option.

**Q: Are there any financial benefits of recycling the device?**

A: No. SonicWALL is simply interested in ensuring that our customers have a convenient and responsible way to dispose of as many of these displaced products as possible.

## Customer Loyalty Bundles

**Q: How does the Customer Loyalty Bundle work?**

A: When you are in the process of purchasing an upgrade or a competitive trade-in through Secure Upgrade Plus, you can also buy up to three additional appliances at favorable pricing (30% off MSRP) from the other product categories not involved in the upgrade. For example, if you are upgrading a CDP appliance you may also purchase a Network Security appliance, an SSL VPN appliance and an Email Security appliance and enjoy significant savings on all three additional purchases.

For example, in this case, a customer is upgrading from a TZ 180 to an NSA 240 and wishes to address their data backup and recovery needs as well. Under the new Secure Upgrade Plus the customer gets two years of service for significantly less than the price of a single year:

**UTM Upgrade / CDP Loyalty Bundle:**

Upgrading to NSA 240 and Purchasing CDP 110 Bundle

	1-Year List Price	2-Year Secure Upgrade Plus + Loyalty Bundle
UTM Hardware & Services	\$1,845	\$1,770
CDP Hardware & Services	\$2,458	\$2,317
<b>Out-of-pocket Cost:</b>	<b>\$4,303</b>	<b>\$4,087</b>
<b>Cost Per Year of Service</b>	<b>\$4,303</b>	<b>\$2,044</b>



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**Q: What if I am not upgrading but buying both a Network Security/Firewall (UTM) appliance and a CDP appliance?**

A: Only those customers who are either upgrading an existing SonicWALL appliance or trading-in an appliance from a competitive manufacturer are qualified to participate. MSRP pricing will apply in the case where no upgrade or trade-in is included.

**Q: Can the Customer Loyalty Bundle product be in the same product family as the Secure Upgrade Plus product?**

A: No, the additional Loyalty Bundle purchase(s) must be from a product family that is different from the upgrade in question.

**Q: Will the 30% Customer Loyalty Bundle savings apply to services purchased for Customer Loyalty Bundle hardware? Am I required to purchase services to receive the 30% loyalty bundle?**

A: Services are not discounted in association with Loyalty Bundle purchases; they are sold at regular pricing. The customer is not required to purchase services with the hardware unless otherwise required (such as with the SonicWALL Aventail E-Class SRA). However, the appropriate complement of services is of course highly recommended in order to maximize the value of the appliance.

**Q: Does Customer Loyalty Bundle preferred pricing apply if I am trading-in a competitive product?**

A: Yes, it does. This offers works the same way, whether applied to a SonicWALL upgrade or a competitive replacement.

**For details on how the purchase and registration process works, please see below.**

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