

## SonicWALL® Medallion Partner Program

PROGRAM BENEFITS	TIERS		
	Gold	Silver	Approved
<b>Products</b>			
Award winning products	✓	✓	✓
Broad security solution – Next-Generation Firewall, UTM, SSL-VPN, Email Security, Anti-spam, Backup and Recovery	✓	✓	✓
Feature rich solutions, application from SMB to enterprise environments	✓	✓	✓
Highly reliable products, large customer base	✓	✓	✓
Support for standards based technologies – easy fit into multivendor solutions	✓	✓	✓
Global Management System – for remote management, monitoring and reporting	✓	✓	✓
Appliance based business model	✓	✓	✓
Unique, subscription service business model	✓	✓	✓
<b>Program</b>			
CRN ARC Awards ranking	#1	#1	#1
Dedicated Value Added Distributors as well as Broadline Distribution	✓	✓	✓
<b>Communication</b>			
MySonicWALL – customer portal, with partner features	✓	✓	✓
PartnerLink 2.0 – online partner portal	✓	✓	✓
Partner Newsletter, webcasts, and advanced product launch notifications	✓	✓	✓
<b>Marketing</b>			
Events – regional and online partner events	✓	✓	✓
Promotions – exclusive partner and customer promos	✓	✓	✓
MDF Express – Market Development Funds (MDF)	✓	✓	
<b>Sales</b>			
PERCS Program – assisted service renewals, commissions, and renewals portal	✓	✓	✓
Customer Leads	✓	✓	
Deal Registration	✓	✓	
Partner Locator	✓	✓	
<b>Technical</b>			
Discounted demo units	✓	✓	✓
Discounted Certification Training – SonicWALL CSSA	✓	✓	✓
Comprehensive Sales Certification Training – at no cost	✓	✓	✓
<b>People</b>			
Technical Support, 8x5 and 24x7 options	✓	✓	✓
Dedicated Renewals Team	✓	✓	✓
Field Channel Account Manager	✓	✓	
Field Systems Engineer	✓	✓	
Priority Technical Support - priority access to Level 3 support	✓		
<b>Profitability</b>			
Stable margins with attractive discounts per partner level	✓	✓	
Special price requests – SPRs based on “meet competition”	✓	✓	
<b>Requirements</b>			
Partner Application Requirement	✓	✓	✓
Product Claiming	✓	✓	✓
Annual Revenue Goals	100K	50K	
Certified SonicWALL Sales Reps (CSSRs)	2	1	
Certified engineers on staff (CSSAs)	2	1	
Quarterly Business Plan	✓	✓	
Quarterly Business Review	✓	✓	