



MEDALLION PARTNER PROGRAM

Building a Profitable Security Partnership

SONICWALL[®]

DYNAMIC SECURITY FOR THE GLOBAL NETWORK™

The SonicWALL

Medallion

Partner Program

enables a

solution

provider to

create a more

profitable

security

business.

The SonicWALL Difference

As a relentless innovator in the secure infrastructure market, SonicWALL® is committed to delivering intelligent security and data protection solutions that are enablers, not a barrier to business. SonicWALL engineers the cost and complexity out of deploying, configuring and managing secure networks. SonicWALL's Medallion Partner Program enables partners to grow profitable businesses based on our comprehensive offering of high-performance security and data protection products and services. With our unique value innovation strategy, SonicWALL gives our Medallion Partners a ready market and the potential for strong margins and recurring revenues. The SonicWALL Medallion Partner Program is preferable to other vendor programs in offering:

- Channel Dedication
- Programs and Tools for Partner Success
- Products Built for Today's Business
- Profitable Recurring Revenue
- Passionate People

Channel Dedication

Everything we do at SonicWALL is dedicated to the success and profitability of our Medallion Partners.

A Trusted Leader in the Channel

SonicWALL has been a leader in the channel for over fifteen years. SonicWALL operates a two-tier distribution model, where the distributor and value-added reseller each play a vital role in delivering compelling security and data protection solutions to the customer. SonicWALL fosters this profit ecosystem to provide maximum opportunity for our Medallion Partners.

Award-winning Channel Program

SonicWALL has won top honors in the highly coveted CRN Annual Report Card (ARC) Awards five times. This is significant because these awards are based exclusively on the votes of SonicWALL's partners.

MSP Advantage Program

The SonicWALL MSP Advantage Program helps SonicWALL partners dramatically increase their managed security and data protection sales with the breadth and depth of award-winning solutions and services unmatched by any competitor. Leveraging SonicWALL's Global Management System (GMS®) allows a Medallion Partner to centrally manage and rapidly deploy SonicWALL solutions with less time and costs involved. Make monthly service billing easy, flexible, and cash-flow friendly with the industry's first security licensing program, FlexSpend.

SonicWALL Product Specializations

SonicWALL Medallion Gold Partners can differentiate themselves in the marketplace by showcasing their enhanced skills and expertise by obtaining one or more SonicWALL Product Specializations. This program recognizes partners for their knowledge and expertise in solving specific customer pain points, installing and supporting of emerging product network solutions – including Continuous Data Protection (CDP), Secure Remote Access (SRA) and WAN Acceleration Appliances (WXA).

SonicWALL Gold Partners who make an investment in creating expertise in selling, developing, or implementing a specific SonicWALL emerging product technology expertise, can earn a specialization for their business, making them eligible for extended benefits and privileges.

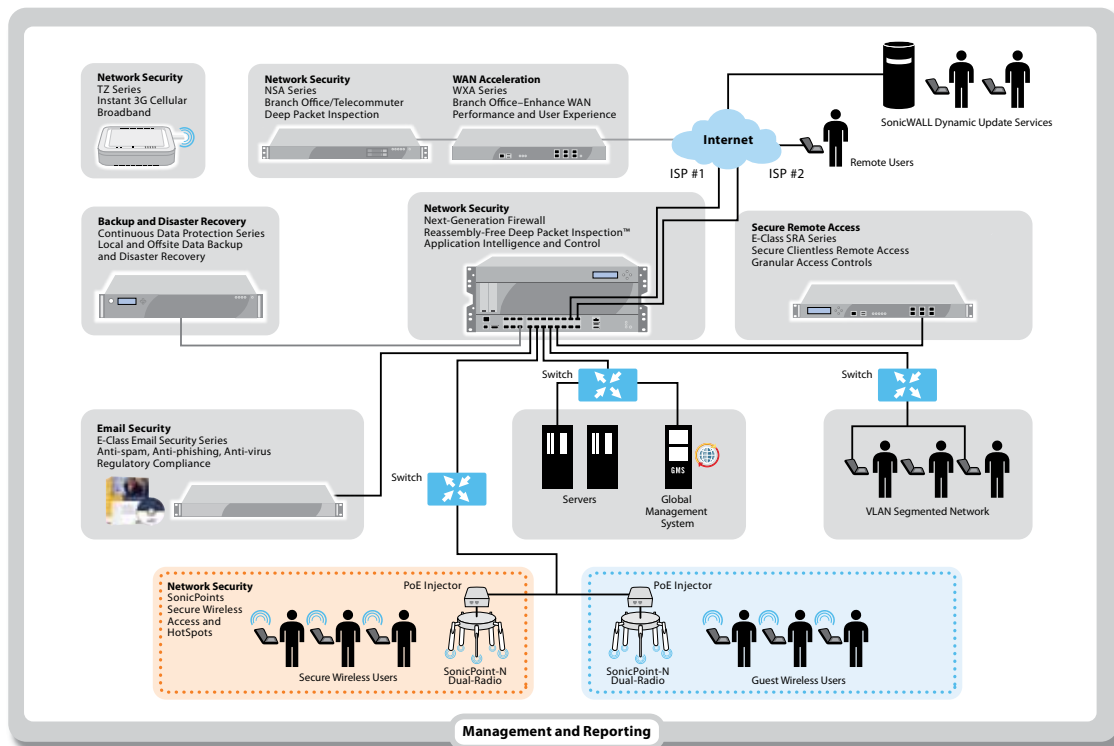
Programs and Tools for Partner Success



Marketing and Sales Tools

SonicWALL offers a wide variety of marketing and sales tools to our Medallion Partners. SonicWALL provides partners with

- Exclusive Partner Communications
- Educational resources
 - Product Videos on demand
 - Webinars and seminars
 - Product Collateral and Images
- Pre-developed marketing tools
 - Turn-key demand generation campaigns
 - On-Site/Virtual Seminar Tools
 - Quick Online Content Creation

Channel Dedication	Programs and Tools	Products Built for Business	Profitable Recurring Revenue	Passionate People
<p>SonicWALL is dedicated to the channel and completely geared towards partner success.</p> <ul style="list-style-type: none"> ■ Award-winning channel program, year-in, year-out ■ Over fifteen years of channel leadership ■ Two-tier distribution model ■ Dedicated Value Added Distributors as well as Broadline Distribution ■ Gold, Silver and Approved partner tiers ■ MSP Advantage Program ■ Product Specializations 	<p>SonicWALL makes it easy to build a profitable business based on our solutions and services.</p> <ul style="list-style-type: none"> ■ Marketing and sales tools to help win new customers ■ Online resources to manage a growing customer base ■ Discounted certification training programs to make each partner an expert ■ Priority technical support for Gold and Silver partners ■ FlexSpend – industry's first and only licensing program that makes monthly service billing easy, flexible and cash-flow friendly for MSPs 	<p>SonicWALL products and services meet the comprehensive security and data protection needs of today's businesses.</p> <ul style="list-style-type: none"> ■ Intelligent security and data protection solutions ■ Next-Generation Firewalls with application intelligence and control ■ WAN acceleration solutions ■ Secure remote access VPNs ■ Anti-spam and email security ■ Data backup and recovery ■ Ease of management for lower total costs ■ GMS for remote management, configuration and monitoring 	<p>SonicWALL helps its partners enhance the bottom line with a unique recurring revenue business model.</p> <ul style="list-style-type: none"> ■ Renewable security services complement and attach to every hardware product ■ Tiered margins reward service add-ons and renewals ■ PERCS – renewal sales services with unique revenue sharing commissions ■ Services create long-term, "sticky" customer relationships 	<p>SonicWALL teams up with our partners every step of the way. Partner success is our mission.</p> <ul style="list-style-type: none"> ■ Dedicated channel sales people to help every step of the way ■ Pre-sales engineers are local technical experts ■ Accessible and responsive executives who care passionately about partner success



 Wireless Guest Services
  Secure wireless zones with Reassembly-Free Deep Packet Inspection scanning

Marketing Development Funds

Matching Market Development Funds (MDF) up to 50% expense reimbursement are available to qualified Gold and Silver level partners to help in their promotion of SonicWALL solutions and services. To assist in sales engagements, SonicWALL offers discounted NFR demo appliances, which facilitate Try and Buy and other customer trial efforts.

PartnerLink 2.0

PartnerLink 2.0 is the online portal for all partner-related SonicWALL information. Medallion Partners are entitled to specific partner information including, but not limited to pricing, online marketing tools, leads, opportunities, MDF (if eligible), promotions, events and new product information.

Additional Online Resources – MySonicWALL

Partners receive special, partner-level access to SonicWALL's online customer portal, MySonicWALL. MySonicWALL enables product registration, firmware downloads, online training and testing, knowledge base and much more.

Comprehensive Training

SonicWALL offers an extensive training curriculum that is available at substantial discounts to all partners. The Certified SonicWALL Security Administrator (CSSA) certification confirms real-world technical knowledge and experience with SonicWALL products. Certified SonicWALL Sales Representative (CSSR) training you will learn the fundamentals of SonicWALL's products & solutions. From Network Security, to Backup & Recovery, Secure Remote Access, Email Security, and Policy & Management, explore the challenges in today's market and how to position SonicWALL solutions. Certification training classes are available in multiple learning paths, for example, network security, email security and secure remote access.

Priority Technical Support

Priority Technical Support provides Gold and Silver Medallion Partners with easily accessible higher level tech support. With 24x7 access to SonicWALL's team of senior support engineers, eligible partners are able to leverage a wealth of experience and knowledge to help rapidly resolve critical client issues.

Products Built for Today's Business

SonicWALL builds industry-leading network security and data protection solutions that are high performance, cost-effective, easy to use and deploy, and provide the advanced intelligence to adapt as businesses and threats evolve—dynamically and globally.

Complete Security and Data Protection Solution

SonicWALL's end-to-end suite of products and services can meet the comprehensive security needs of businesses, from enduser desktops, to mission critical data and servers, to the perimeter gateway, to remote and mobile endpoints and beyond. From the award-winning SMB line of network security (TZ and Network Security Appliance Series), secure remote access (Secure Remote Access Series), anti-spam (Email Security Series) and backup and recovery (Continuous Data Protection Series) solutions to the enterprise-level SuperMassive™ E10000 Series, E-Class NSA, E-Class Email Security and SonicWALL Aventail E-Class SRA Series, SonicWALL has a solution that will fit the demands and budget of every segment.



Partner with a CRN ARC Award Winner.

SonicWALL recently won the prestigious 2011 CRN Annual Report Card (ARC) as the overall category winner for network security appliances. As part of the ARC acknowledgement for excellence within the channel community, SonicWALL was recognized as the best of the best for product innovation and support.



Network Security
Appliance Category
Winner 2004, 2005,
2006, 2008, 2011

Ease-of-Management

SonicWALL products are designed to be exceptionally cost-effective and easy to deploy, configure and manage, even in the most demanding infrastructures. When paired with an installation of SonicWALL Global Management System (GMS®), SonicWALL products can be remotely configured, monitored and administered, enabling Medallion Partners to fully manage their customer's security. The easy-to-use SonicWALL Analyzer™ web-based analytics tool provides real-time and historic insight into the health, performance and security of customer networks, and troubleshoot and debug network slowdowns. Every SonicWALL product in the field can be continuously and dynamically updated with up-to-the-minute malware and application control signatures, spam definitions and firmware updates, without partner intervention. By delivering globally-managed, centrally-administered products and dynamic security updates, Medallion Partners can increase the efficiency and profitability of providing their customers with security as a service.

Profitable Recurring Revenue

With renewable services and tiered margins, SonicWALL's recurring revenue business model delivers some of the highest levels of channel profitability in the IT industry.

Renewable Services

SonicWALL products feature add-on subscription services to provide customers with dynamically-enhanced ongoing protection. SonicWALL's unique subscription services model increases ASPs, margins and overall deal size in the initial deployment. SonicWALL services are dynamically updated from the network "cloud", preserve the customer's initial hardware investment, deliver higher levels of security and data protection to the customer, and create opportunities for SonicWALL partners to generate recurring revenue in every year of the customer lifecycle. SonicWALL services can also be sold in a pure software-as-a-service or managed services format, where the customer pays in monthly, quarterly or yearly billing. Medallion Partners can easily leverage these renewable services to establish ongoing customer relationships that generate predictable, recurring revenue, year-in, year-out.

Tiered Margins

The highest levels of profitability can be achieved by Medallion Partners who bundle high-margin, renewable services with every hardware appliance deployed. SonicWALL encourages Medallion Partners to sell total solutions by offering higher margins for subscription services and software add-ons.

Renewal Services: PERCS

SonicWALL is the only vendor in the IT space that manages services renewals on behalf of its partners, while splitting the renewal revenue in the form of renewals commissions. The SonicWALL Partner Enabled Renewal of Customer Subscriptions (PERCS) program allows partners to select certain renewal opportunities that will be either exclusively managed by the partner, or provides renewal sales services offered directly to the customer. In the latter case, SonicWALL does all the heavy lifting to secure the renewal, while revenue is always shared with the partner of record. This unique program supports SonicWALL's channel-only business model, keeps customers current and protected, and brings a powerful selling resource to our partner community.

Passionate People

The people of SonicWALL care passionately about the success of our Medallion Partners. SonicWALL field and inside salespeople work hand-in-hand with our Medallion Partners to help win new business, service existing customers and grow our partners' businesses. SonicWALL staff offers pre-sales support as well as dedicated account management for qualified Gold and Silver Partners. Around the clock and around the world, customer service and priority technical support personnel are ready to assist Medallion Partners with their business and technical needs. Our executive team is also easily accessible and responsive to Medallion Partners. SonicWALL builds teamwork with our Medallion Partners through business planning meetings, quarterly business reviews, sales visits, local regional presentations, interactive web seminars and partner conferences.

Join Today

To join the SonicWALL Medallion Partner Program, contact a SonicWALL Account Manager to learn more about the program, and then submit an online Medallion Partner Program Application Form. We look forward to building a profitable security practice together. For more information, go to www.sonicwall.com/join.



SonicWALL's line-up of dynamic security solutions



NETWORK
SECURITY



SECURE
REMOTE ACCESS



WEB AND E-MAIL
SECURITY



BACKUP
AND RECOVERY



POLICY AND
MANAGEMENT

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