

# SonicWALL Customer Advantage Program

CUSTOMER PROGRAM

Upgrade savings and loyalty benefits for SonicWALL customers

- Greater long-term return on investment
- Financial rewards for enhancing security
- Service transfers for subscription services and support services
- Recognition for loyal SonicWALL customers
- Broader choice of qualifying solutions
- Flexible, simplified terms

The **SonicWALL® Customer Advantage** program honors the trust our customers place in SonicWALL and reflects our commitment to their security and data integrity. The program recognizes the investments customers have previously made and enables them to upgrade or trade-in from existing security solutions. The program also provides preferred pricing to those who deploy multiple SonicWALL product lines.

Customers like to save on solution costs in exchange for longer service commitments. Recognizing this, the SonicWALL Customer Advantage program simplifies and expands upon SonicWALL's overwhelmingly successful Secure Upgrade and Unified Threat Management (UTM) Trade-up programs. Initially, SonicWALL Customer Advantage includes two exciting program elements: Secure Upgrade Plus and the Customer Loyalty Bundle.

The **Secure Upgrade Plus** component of the Customer Advantage program simplifies and expands prior programs, offering an upgrade path from current SonicWALL products, as well as a trade-in path from competitors' products. Program participation also qualifies customers for Customer Loyalty Bundle pricing.

Customers who purchase the minimum set of subscription services and support (now available in 2- and 3-year terms for maximum flexibility) can save up to 50% on the total annual cost of that solution (in contrast to the cost of buying the hardware separately plus one year of services). The new program expands to include more UTM solutions as well as other SonicWALL product lines.

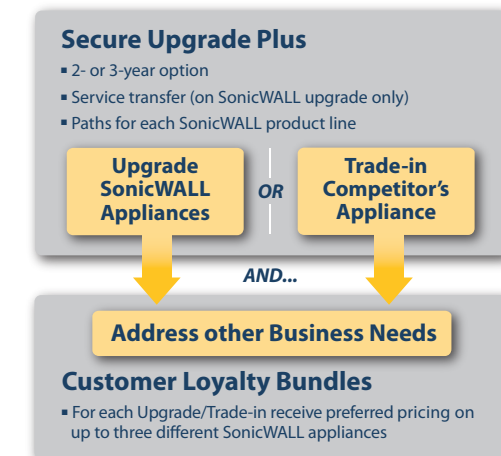
The **Customer Loyalty Bundle** component of the Customer Advantage program is open to those customers who participate in Secure Upgrade Plus and purchase an upgrade or trade-in a competitive product. Qualified customers are qualified to receive preferred Customer Loyalty Bundle pricing for the purchase of additional products from any of SonicWALL's other product lines.

## Features and Benefits

**Greater long-term return on investment** comes from significant solution savings from upgrade and competitive trade-in paths.

**Financial rewards for enhancing security** include up to 50% savings on the total annual cost of the solution cost (compared to the cost of buying the hardware separately with one year of services).

**Service and support subscriptions transfer** from your old SonicWALL appliance to the new appliance, within approved upgrade paths and equal to any time remaining on your old appliance.



### Secure Upgrade Plus

- 2- or 3-year option
- Service transfer (on SonicWALL upgrade only)
- Paths for each SonicWALL product line

Upgrade  
SonicWALL  
Appliances

OR

Trade-in  
Competitor's  
Appliance

AND...

Address other Business Needs

### Customer Loyalty Bundles

- For each Upgrade/Trade-in receive preferred pricing on up to three different SonicWALL appliances

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