

## Enabling Your Business through Value-Based Incentives

Welcome to the 2007 SonicWALL® Medallion Partner Program!

SonicWALL has designed the Medallion Partner Program to build profitability and support growth for the business models of our partners. This program guide is your tool to understanding the elements of the Medallion Partner Program.

## Executive Financial Summary

### Program Tiers

SonicWALL supports a variety of reseller business models. The Medallion Program strives to build program tiers, benefits and requirements that are appropriate to each business model.

Program Tier	Value Statement
<b>Gold</b>	Partner's value proposition is primarily consultative and service oriented. Partner builds its own brand utilizing multiple vendor solutions and services over broader solution area or vertical coverage, often adding consultation and design to vendor-supported solutions.
<b>Silver</b>	Partner offers a unique value proposition acting as a consultant to its customers and often blends several vendor solutions into a market-specific solution. Partner offers services over broader solution area or vertical market.
<b>Approved</b>	Entry level of Medallion Program. Partner has established a solid business foundation focused on small business, a specific vertical solution or specific technology expertise. Desires a transaction-based relationship with SonicWALL.

### Program Participation

To participate in the program every Partner must submit an application. The term for each program is a calendar year beginning on January 1. Each year Partners must re-apply for program participation.

SonicWALL will review each application and determine program acceptance and program tier placement based upon a number of factors including performance and territory coverage needs. Partners will receive an e-mail confirmation regarding the disposition of their application. The application is located within the [www.sonicwall.com/partners](http://www.sonicwall.com/partners) web page.

## Medallion Program Guide

### Annual Revenue Goals

Annual revenue goals are associated with each program tier. Annual revenue goals are calculated based upon SonicWALL Authorized Distributor Point of Sales Data at the MSRP value of products and services that were sold to each partner.

The Following Table is a Summary of the Benefits and Obligations of Participants in the Medallion Program at Various Tier Levels:

SONICWALL Medallion Partner Program	Benefits/Requirements		
	Gold	Silver	Approved
<b>General</b>			
Web-based Application	■	■	■
Annual revenue goals (different per level)	≥\$100K	≥\$50K	
6-month business plan	■	■	
Quarterly Business Review	■	■	
POS report	■	■	
Bi-Annual review for program renewal	■	■	
<b>Pricing &amp; Discount</b>			
Preferred Buying Conditions Through Authorized Distributors	■	■	■
Recommended Reseller Product Discounts	34%	27%	Market Price
Product and Service Portfolio (some products require special certification)	E7500, EX-Series, Email Security, CDP, PRO, TZ	E7500, EX-Series, Email Security, CDP, PRO, TZ	Email Security, CDP, PRO, TZ
EX-Series Product Access	Restricted	Restricted	n.a.
Competitive Price consideration	■	■	■
Demo Kit Purchase at special prices	■	■	■
<b>Partner Certification</b>			
Participate in instructor-led training courses	on site training	on site training	
CSSA Certified Employee on staff	2	1	
EX-Series Administrator Certification	Optional	Optional	
<b>Marketing</b>			
Access to Marketing Funds (based upon request approval)	■	■	
1. For Partners in good program standing and complying to branding requirements			
2. Requires registration of asset & CSSA Certification			
3. Requires CSSE Certification			

### Preferred Buying Conditions

SonicWALL works with our Authorized Distributors to support this program structure. Our distributors are responsible to determine a reseller's discount. In general, discounts are available to participants in the Medallion Program as follows:

- **Program Product Discounts** are recommended on all products within the local regional price list.
- **Reimbursable Expenses**  
Certain certification and marketing expenses may be partially reimbursed through Marketing Development Funds (MDF). Approval from SonicWALL MDF Administration is required prior to the expenses being incurred.
  - Marketing Activities
  - SonicWALL collateral expenses
  - SonicWALL branded merchandise
- **Product and Service Portfolios** vary by partner category. The EX-Series products require certification to gain access through distribution.

## Medallion Program Guide

### Demonstration Equipment

The SonicWALL Demo Equipment Program enables registered SonicWALL partners to acquire the latest SonicWALL hardware, software and security services for the purposes of internal education and customer demonstrations. Designated "Not for Resale" (NFR) security appliances are available at a reduced price from the SonicWALL price list.

#### Program Benefits:

- Reduced price on select SonicWALL hardware products
- Access to the latest SonicWALL software and security services
- Greater familiarity with SonicWALL solutions
- Enhanced customer demonstrations helps close deals and drive incremental revenue
- Increased sales advantage over competitors and enhanced long term sales success
- Demo Gear Annual Maximums
  - Gold: \$25,000
  - Silver: \$20,000
  - Approved: \$10,000

### Business Planning and Review

Membership in the SonicWALL Medallion Partner Program includes Semi-Annual Business Plan and Quarterly Business Reviews designed to develop the relationship between SonicWALL and each program partner.

Direct Marketing Resellers must supply a Point of Sale (POS) report to SonicWALL at the conclusion of each calendar month. Such POS report is due within 24 hours of calendar month close.

### Partner Advisory Council (2 year term)

Beginning in January 2008, SonicWALL Partners will elect a Partner Advisory Council. This group of partners will represent a cross-section of the Medallion Partner community and will review and provide advice to SonicWALL on potential changes to our programs.

Details will be released covering the application process for these positions in Fall 2007.

## Partner Enablement

### SonicWALL Starter Kit Bundle Discount

Partners joining the Medallion Program for the first time are required to purchase a bundled set of SonicWALL products called the Starter Kit. The Starter Kit is offered to new partners at a price equal to a 50% discount off list price.

Required	Optional	Included	Conditions
<ul style="list-style-type: none"><li>▪ 1 Network Security appliance</li><li>▪ 1 SSL-VPN appliance</li><li>▪ 1 CDP appliance</li><li>▪ 1 Email Security appliance</li></ul>	<ul style="list-style-type: none"><li>▪ Any additional appliances on the price list</li><li>▪ Email Security Software</li><li>▪ GMS Software</li></ul>	<ul style="list-style-type: none"><li>▪ Security Services for one year</li><li>▪ 5 GB CDP offsite storage for 1 year</li><li>▪ Email Security subscription for 1 year</li></ul>	<ul style="list-style-type: none"><li>▪ Maximum 2 of each appliance</li><li>▪ Support must be included in purchase as standard program discounts</li><li>▪ One kit per new partner per location</li><li>▪ For demo/internal use only, not for resale</li><li>▪ Must come through the partner's territory SE</li><li>▪ SPR or RAC Number will be supplied once approved</li></ul>

# Medallion Program Guide

## Certifications and Ongoing Training

### Medallion Program Certifications

Through appropriate training, partners can increase the power of each certified technical employee and sales person to generate new revenue while helping keep customers' networks safe from security and data threats. SonicWALL offers the following methods to complete certification training for our partners:

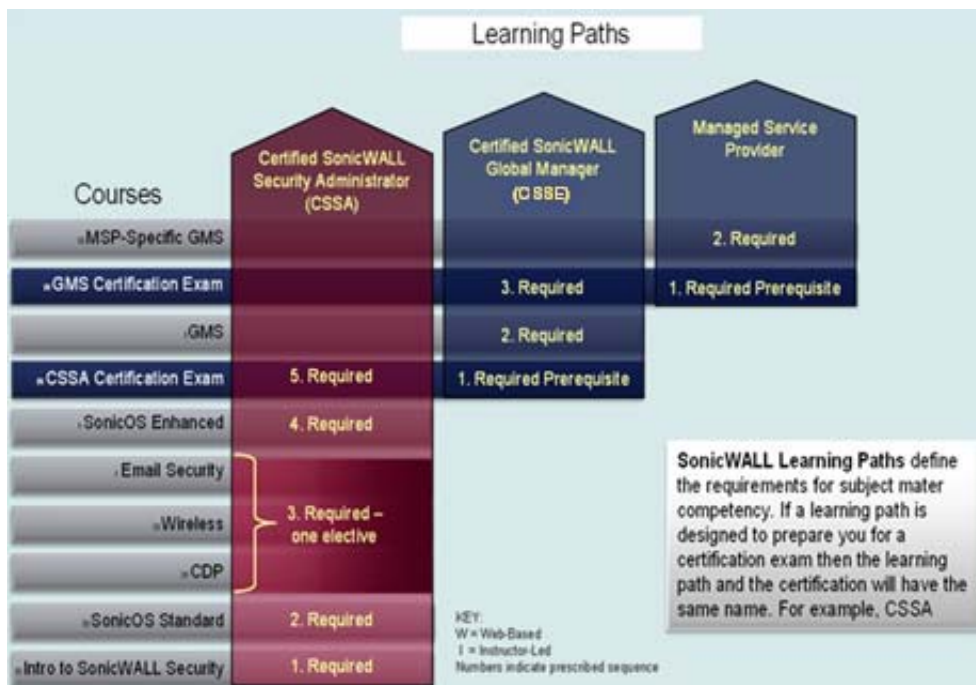
- Technical certifications through technical e\*Training
- On-site certification training for resellers (coming soon)
- Participate in instructor-led training courses (Fee based)
- Test out capability for re-certifications or industry experts

Medallion Partners entering the program for the first time have 90 days after acceptance to meet the technical certification requirements at their designated program level. A Medallion Partner must maintain these minimum certification levels as a condition to continued participation in the program.

### A Summary of the Technical Certification Requirement is as Follows:

Medallion Partner Program	Gold	Silver	Approved
<b>Partner Certification</b>			
CSSA Certified Employee on staff	2	1	
EX-Series Certification	Optional	Optional	
Ongoing training updates on new products	▪	▪	▪
Free Web Seminars through SNwL Event Center	▪	▪	▪
Free On-site Sales Training to Reseller	▪	▪	▪
Free Sales & Technical E*training & certification	▪	▪	▪
1. For Partners in good program standing and complying to branding requirements 2. Requires registration of asset & CSSA Certification 3. Requires CSSE Certification			

The following chart summarizes the current certification curriculum. The complete list of courses is found on [mysonicwall.com/Training/Overview](http://mysonicwall.com/Training/Overview).



## Medallion Program Guide

### Managing Your Certifications

- Certifications must be held by full-time permanent employees of the channel partner who must satisfy all certification requirements.
- Partners have 90 days after acceptance into the Medallion Program to satisfy the certification requirements.
- All CSSA Certifications received prior to June 1, 2007 are valid up to June 1, 2008. CSSA Certifications received after June 1, 2007 satisfy the certification requirement for two years. Individuals are required to refresh their program certifications prior to his/her certification expiration date.
- Certifications are based upon individual performance and remain with the individual.
- The partner has 30 days to replace lost certified individuals in the event the certified individual leaves their employ.
- The failure of a partner to maintain the required number of certified individuals may result in a relegation to a lower level program tier or loss of benefits under the program.
- One CSSA Electives for Email Security, Wireless, and CDP will be required once they become available.

### Training

#### SonicWALL e\*Training

SonicWALL's e\*Training provides top quality, "anytime, anywhere" business, technical and sales training. Partners can take courses whenever, from the office, home, hotel room or airport. No scheduling. No costly travel. This flexible, self-directed way to stay ahead of the technology curve will help you meet business and technical objectives. Partners will also be invited to participate in monthly technical Web seminars to learn new technologies, techniques and best practices. A complete list of e\*Training courses can be found within mySonicwall.com under the Training Tab.

#### Online Resources

SonicWALL Medallion Partners have access to an extensive range of electronic resources. Partners also have access to the SonicWALL Forum, an on-line community where they can share technical information and ideas with other SonicWALL Partners.

### Technical Support and Service

SonicWALL's Medallion Partner Service program provides an extensive range of tiered services—including problem resolution, proactive support and consulting, enhanced escalation management, access to an online community of users and partners, technical training and workshops. This program extends the benefits of SonicWALL's Medallion Partner program and offers you services that you can leverage to grow your business and exceed your customers' expectations.

The following Technical Support Services are available for CSSA Partner Staff:

Medallion Partner Program	Gold	Silver	Approved
<b>Technical Support &amp; Service</b>			
Available to CSSA Staff Only			
Access to SonicWALL Technical support <sup>1</sup>	▪	▪	
Direct Access Level 2 Support Line	Up to 3 CSSA		
Tiered access to members-only on-line discussion group	▪	▪	
Tiered Access to Knowledge Portal	▪	▪	
Technical Champion Beta Program Participation	▪		
Available to EX-Series Certified Partners			
	EX-Series Sales Access	EX-Series Sales Access	
<sup>1</sup> For Partners in good program standing and complying to branding requirements <sup>2</sup> Requires registration of asset & CSSA Certification <sup>3</sup> Requires CSSE Certification			

## Medallion Program Guide

### Access to SonicWALL Technical Support

All access to SonicWALL Technical Support is based upon the parameters of the services purchased and being referenced during each call. Partners' certified technical staff can contact SonicWALL Technical Support within the hours of the covered asset about which they are calling. Business hours for North America's Technical Support Center are 9:00 AM PST to 6:00 PM PST Monday through Friday excluding holidays.

### Direct Access to Level 2 Engineers

CSSA Certified staff of our Gold Partner's will receive access to SonicWALL's Level 2 telephone number. These CSSA members should complete their analysis of the issue up through problem duplication prior to contacting the Level 2 support line. Contact SonicWALL's Support organization to request access to this telephone number.

### Tiered Access to KnowledgePortal

All Partners receive tiered access to SonicWALL's Knowledge Portal. Leverage SonicWALL's KnowledgePortal and Forum to provide additional, value-added support for end users. The KnowledgePortal includes thousands of solutions and links to deployment scenarios, troubleshooting techniques and documentation.

### Technical Champion Beta Program Participation

The Beta Program allows partners, of specific tiers, priority access to SonicWALL beta testing. Access to beta testing gives partners the opportunity to get advanced hands on training on SonicWALL pre-released products. The Beta Program opens the channels of communications between the Partners and our Product Management staff on the products readiness for market. This important information exchange will ensure SonicWALL products are market ready and volume production can begin.

The following Sales services are available for EX-Series Administrator-trained Partners:

### EX-Series Sales Access

By completing the three day EX Series Administrator training and passing the related certification test, Gold and Silver partners gain access to EX-Series products through SonicWALL Authorized Distributors.

## Marketing

Participant in the SonicWALL Medallion Partner Program Receive the Following Marketing Related Benefits:

SonicWALL Medallion Program	Gold	Silver	Approved
<b>Marketing</b>			
Named SNwL Marketing Resource	■	■	
Advance noticed on new Products	■	■	■
Cooperative Marketing Dollars - Based upon Pre-Approval			
Access to Marketing Funds (based upon request approval)	■	■	
Tiered access to online marketing resource center	■	■	■
Active support of SNwL marketing activities	■	■	
Local marketing activities per quarter	2	1	
Marketing tools, collateral, pre-designed lead generation kits	■	■	■
1. For Partners in good program standing and complying to branding requirements 2. Requires registration of asset & CSSA Certification 3. Requires CSSE Certification			

### Named SonicWALL Marketing Resources

SonicWALL provides our partners with Field Marketing Managers in region to assist with marketing resources in building marketing plans and programs that will effectively meet our Partner's business objectives and return on investment.

## Medallion Program Guide

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### **Pre-developed Marketing Tools**

Whether it is direct mail, seminars or newsletters, SonicWALL has the tools at our Partner's disposal to build relationships, identify new opportunities and generate demand for SonicWALL solutions.

### **Advance Notice on New Products**

SonicWALL builds market readiness for our products by providing all partners access to new product information prior to public launch. This information is made available on through the Partner Portal and Partner Newsletters.

### **Marketing Development Funds (MDF)**

**Gold and Silver:** Access to MDF Dollars (SonicWALL Funded Program)

SonicWALL offers eligible partners access to marketing dollars to help fund their SonicWALL demand generation activities. These funded marketing activities are designed to drive incremental business for both the partner and SonicWALL. MDF funds will be considered for partners who meet their program requirements. All activities must be funded in advance by the Partner and show valid third-party receipts to receive reimbursement.

NOTE: For more specific information regarding these programs consult the document entitled "MDF Guidelines" available on the Partner Portal Web site under MDF.

Both Marketing Fund programs include an application approval and a claim validation and approval process.

#### **With SonicWALL's MDF application a partner can:**

- Request funds
- Create a program contract for SonicWALL approval
- Request claim payment from the fund
- Track marketing activities, spend and claim payment status

#### **Use of the SonicWALL's MDF application process:**

- To get requests approved by SonicWALL
- Speeds the request approval process
- Increases the claim approval rate for the partner
- Shortens the payment lead time for claims
- Increases the amount of claims paid

#### **Requests for access to MDF dollars are considered based upon the following factors:**

- Availability of funds not otherwise committed
- The use of funds is within the scope of the MDF
- The activity has a positive expected return on investment (ROI)

#### **A Request for payment claim will be approved and paid based upon:**

- The MDF guidelines
- Valid proof of performance
- Documentation of expenses identified in the original request

### **Local Marketing Events**

SonicWALL has made the investment in MDF so that our Medallion Partners will actively market SonicWALL solutions. Each Program tier should maintain a number of marketing activities for SonicWALL each quarter as listed in the Marketing Chart above.

### **Partner Portal**

The Partner Portal is your one-stop location for all SonicWALL information. Partner status as a Medallion Partner entitles tiered access to the Partner Portal. Whether it is pricing, online marketing tools, collateral, pre-designed lead generation kits or MDF, you will find it all within the Partner Portal.

## Medallion Program Guide

### Sales Engagement

Participation in the Medallion Partner Program includes the following Sales Engagement activities:

SonicWALL Medallion Program	Gold	Silver	Approved
<b>Sales Engagement</b>			
Named SNwL Sales Representative	■	■	■
Dedicated SNwL Sales Representative			
Joint Sales Call Support	1 per Quarter	2 per Quarter	
SNwL pre-sales Systems Engineer	■	■	
Access PERCs Service Renewals Tracking System	■	■	■
Regular communication of promotions and events	■	■	■
Sales Incentive Programs	■	■	■
Collateral Cost Reimbursement - (pre-approval through MDF/CoOp required)	Up to 50%	Up to 50%	
Branded Merchandise Cost Reimbursement - (pre-approval through MDF/CoOp required)	Up to 50%	Up to 50%	
Competitive Price Consideration based upon business case & SNwL Competitor (via SPR)	■	■	■
Lead Distribution	■	■	■
1. For Partners in good program standing and complying to branding requirements 2. Requires registration of asset & CSSA Certification 3. Requires CSSE Certification			

#### Sales and Pre-sales Technical Resources

All SonicWALL business goes through a two-tier distribution model. This means all sales resources are focused on our partner community. SonicWALL offers the following sales resources for our partners:

- Named SonicWALL Sales Representatives are available for all partners no matter their program tier
- SonicWALL pre-sales Systems Engineers are available to assist with technical pre-sales questions
- Joint sales call support based upon opportunity

#### Regular Communication of Promotions and Events

All promotions and events are listed regularly in the Partner Portal and will be communicated through the SonicWALL Partner Newsletters.

#### Promotions, Incentives and Rebates

Each quarter, SonicWALL offers our Medallion Partners a variety of ways to increase demand for SonicWALL solutions.

#### Competitive Price Support for Medallion Partners

SonicWALL provides the flexibility to review and approve special pricing requests from partners. Each request will be based upon business case, the value the partner has brought to the transaction and the SonicWALL competitor.

## Medallion Program Guide

### Program Regulation and Change Management

Partner performance is reviewed quarterly as well as during the annual application process.

#### Program Tier Changes



#### Program Tier Promotions are based upon:

- Four-quarter run rate within 75% of new program tier volume
- Accepted business plan for the subsequent year supporting new program tier volumes
- CSSA Certifications completed that meet the new program tier requirements
- Satisfaction of other new program tier requirements completed prior to promotion to the new tier and discount level

#### Relegation of Program Tier

- Inability to satisfy CSSA Certification requirements at any time
- Inability to satisfy then current business plan (if applicable)
- Four-quarter run rate below 50% of program tier volume

#### Program Participation

Participation in the Medallion Partner Program is voluntary and both SonicWALL and the partner can end participation in this program at any time by providing the other party 30-day notification.

#### Brand Integrity

Continued participation in the Medallion Partner Program requires that the integrity of the SonicWALL brand be maintained. Actions involving the following are considered to be detrimental to the integrity of the SonicWALL brand and may result in the reduction of benefits for participation in the program or the immediate disqualification of a partner from further participation in the Medallion Partner Program for the remainder of the current calendar year.

- Failure to use the SonicWALL logo in accordance with SonicWALL published guidelines located within the Portal under the [Resource Tab / Sales Tools / Logos and Artwork](#).
- Failure to use SonicWALL corporate colors and product pictures in accordance with SonicWALL published guidelines located within the Portal under the [Resource Tab / Sales Tools / Logos and Artwork](#).
- Auctioning products using online auction sites
- Misappropriation of Marketing Development Funds or Co-operative Marketing Funds
- Selling into regions beyond the territorial scope of the Medallion Partner
- Misrepresentation of SonicWALL products or SonicWALL warranties including the misrepresentation of refurbished product as new product
- Sale of SonicWALL products in the gray market

#### Program Updates

Updates to the then current Medallion Program may be made effective at the end of any quarterly period during the one year term of the program. Partners will receive not less than 30 days advanced notice of such updates. A current copy of this program guide is available on the Partner Portal.

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