

# SONICWALL PARTNER ENABLED SERVICES PROGRAM

Accelerating Service Opportunities for SecureFirst Partners

Technology solution providers are rapidly shifting their business models to address the growing demand for professional services. This demand is even more prevalent in the security sector where companies of all sizes are recognizing that today's cyberthreat landscape requires support from providers that have demonstrated expertise in providing security-focused professional services.

As a result, solution providers willing to incorporate services into their business model are recognizing significant margins — upwards of 70 percent.

The Partner Enabled Services Program is designed to accelerate highly profitable service opportunities for SecureFirst Partners. Through training and enablement resources, this program equips partners to deliver specialized security services including design, implementation, configuration and training to optimize their customers' SonicWall investments.

## Why Become a SonicWall Security Services Partner?

- Improve your profitability with margin-rich security services offerings
- Increase your SonicWall product refresh rates and pull-through revenue
- Enhance customer loyalty and satisfaction by offering a more strategic value through protection of business network and assets
- Leverage your SonicWall Security Services authorization to drive industry recognition and credibility with customers and prospects
- Expand your market opportunity, and demonstrate leadership by supporting the growing demand for security focused services



### Program Details

The SecureFirst Partner Enabled Services Program — available to Silver, Gold or Platinum SecureFirst Partners — offers the flexibility to achieve one or more of the following Services Authorizations:

#### Implementation Authorization

- Available to Silver, Gold and Platinum Partners
- Equips SecureFirst Partners to deliver remote and onsite implementation services for SonicWall products

#### Solution Services Authorization

- Available only to Gold and Platinum Partners
- Equips SecureFirst Partners to deliver security solution-based services, such as wireless deployments, campus or distributed network solutions

#### Architecture Services Authorization

- Available only to Gold and Platinum Partners
- Equips SecureFirst Partners to deliver security services with more complex or large-scale SonicWall solutions and customer environments, such as firewall sandwich or SuperMassive implementations

Each Services Authorization requires completion of the associated training

curriculum tracks available in SonicWall University. Training tracks will be added or updated on an annual basis.

Authorized Services Partners can leverage this exclusive designation to offer their SonicWall prospects and customers their own branded security services based on their area of authorization.

Partners that have been invited to achieve the Advanced Services Partner designation must complete requirements for all three authorizations. Advanced Services Partners can then be contracted by SonicWall based on capability and location to deliver SonicWall-branded services resold by SecureFirst partners. Program components include:

#### Enablement

- Annual product update training bootcamps
- Exclusive access to comprehensive training and technical guides and services templates via SonicWall University and the partner portal

#### Support

- Access to SonicWall solution architects for active project support/mentoring
- Restricted services partner resources via SecureFirst Portal

“In our continued commitment to helping our SecureFirst Partners grow their profitability and extend their marketshare, the SonicWall Partner Enabled Services Program is designed to develop — not compete with — partner capability and capacity to deliver world-class SonicWall security services globally.”

**STEVE PATAKY,**  
**SENIOR VICE PRESIDENT,**  
**CHIEF REVENUE OFFICER**

#### Acceleration

- Co-brandable demand-generation resources
- Use of SonicWall Security Services Partner logo
- Services opportunities routed to qualified Advanced Services Partner

## Program Benefits

BENEFITS	AUTHORIZED SERVICES PARTNER	ADVANCED SERVICES PARTNER
Use of SonicWall Security Services Partner logo	✓	✓
Service builder toolkits for partner-branded service offering development and demand generation	✓	✓
Exclusive annual online bootcamp training	✓	✓
Exclusive access to co-brandable demand-generation resources	✓	✓
Access to service delivery technical guides	✓	✓
Access to restricted Security Service Partner online portal	✓	✓
Use of SonicWall Discovery and Statement of Work service delivery templates	✓	✓
Access to SonicWall Solutions Architects for active project support/mentoring (on SonicWall Services SKU orders)		✓
Invitation to attend SonicWall SE Summits		✓
Annual face-to-face product update training bootcamp		✓
Services opportunities routed to qualified Advanced Services Partner		✓
Joint development of new services offerings		✓
Use of SonicWall Advanced Services Partner logoed apparel		✓

## Program Requirements

	AUTHORIZED SERVICES PARTNER		ADVANCED SERVICES PARTNER
<b>Prequalification Profile</b>			
Established Professional Services Practice with security expertise	3 years + recommended		5 years + required
Staffing and capabilities to support customers of varying sizes and complexities	✓		✓
Minimum required approved SecureFirst Partner level	Assessment & Implementation	Solution and Architecture Services	Gold or Platinum
	Silver, Gold or Platinum	Gold or Platinum	
<b>Program Specifications &amp; Requirements</b>			
Invitation only (must be approved by SonicWall Regional Sales Director)			✓
Approved application	✓		✓
2 individuals must complete training associated with each Services Authorization (Implementation Services, Solution Services, Architecture Services)	Silver = Implementation Services Gold or Platinum = Implementation Services or Solution Services or Architecture Services		All 3 Services Authorizations
Stay current on services training curriculum as new courses are made available	✓		✓
Complete onsite shadow test			✓
Minimum number of SonicWall Technical Certifications (CSSA - Certified SonicWall Security Administrator and CSSP - Certified SonicWall Security Professional)	1 CSSA / 2 CSSP (2+ individuals)		2 CSSA / 3 CSSP (3+ individuals)
Maintain minimal level of services capability with SonicWall products	Tracked via SonicWall Customer Support call volume		Measured via customer survey and annual service capabilities audit

- Each Services Authorization is achieved through completion of associated authorization training curriculum
- Partner training available in SonicWall University exclusively to SonicWall Services Program applicants
- Authorization training tracks updated on a quarterly basis

## Become a SonicWall Services Partner

The Partner Enabled Services Program is restricted to SecureFirst Partners that are in good standing. To apply to become an Authorized Services Partner, log in to the SecureFirst Partner Portal at [sonicwall.com/partners](http://sonicwall.com/partners) and complete your application. Once approved, you'll have access to the required Services Authorization training curriculum available via SonicWall University.



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### About Us

SonicWall has been fighting the cyber-criminal industry for over 25 years, defending small, medium size businesses and enterprises worldwide. Our combination of products and partners has enabled a real-time cyber defense solution tuned to the specific needs of the more than 500,000 businesses in over 150 countries, so you can do more business with less fear.

If you have any questions regarding your potential use of this material, contact:

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Refer to our website for additional information.

[www.sonicwall.com](http://www.sonicwall.com)