

## 10 Reasons You Should Partner with SonicWall

Increased Revenue. More Profitability. More Choice.

The SecureFirst Partner Program was developed through actively listening to our partner community. It demonstrates SonicWall's continuing commitment and investment in the channel, providing a flexible, multi-tiered approach with a broad range of benefits for partners. Our primary goal with this program is to empower our partners to thrive and excel in their respective industries, leveraging their own unique business models.

From superior products and technical expertise, to highly competitive margins and partner loyalty — when you become a SecureFirst partner with SonicWall, you partner to win.

Here are 10 reasons why more than 17,000 registered solution and service providers have partnered with SonicWall.

### 1. Access a superior cybersecurity ecosystem

By leveraging real-time detection and prevention and technologies, SonicWall delivers visibility into threats regardless of file size — even encrypted threats. SonicWall's ability to scale and leverage automation and machine learning means you get more security with fewer resources needed. Our solutions offer:

- Protection against targeted cyberattacks
- Remote workforce access
- Secure cloud adoption
- Distributed network security
- Zero-trust security
- Software-defined networking

### 2. Know it's 100 percent channel

SonicWall is on your team. Our two-tier channel model — with no direct sales — is designed to help partners deliver superior cybersecurity services to their customers, build lasting relationships and boost revenue.

As part of our SecureFirst partner program, SonicWall also offers an optional Service Provider overlay. While designed with MSSPs and MSPs in mind, the Service Provider add-on is open to any SecureFirst partner organization that meets the eligibility requirements.

To further your ability to promote SonicWall to your customers, we offer dedicated sales and marketing resources, as well as value-added distribution networks. Our commitment is to enable you, not compete with you.

We live our "outside-in" approach every day, listening to our partners and customers and working hard to ensure that they have the tools and support they need to be successful.

### 3. Gain attractive margins & lucrative discounts

SonicWall offers partners sizeable margins on hardware, software and services. This includes:

- **Differentiated discounts based on partner tier**
- **Incremental margin opportunity through back-end rebates**
- **Significant renewal opportunities via a large installed customer base**
- **New Customer Deal Registration:** Get up to 50% on the deal regardless of your tier for a qualified new customer
- **Tier Match +1:** SonicWall will exceed your existing status with a competing firewall vendor. Eligible partners can have their SonicWall partner account matched to the closest equivalent tier plus one for 180 days.



#### 4. Build recurring revenue

Secure anyone, anywhere, on your terms. SonicWall offers you flexible deployment options for all our solutions across cloud, hybrid and traditional environments. But we also provide you with a flexible set of pricing options to grow your profitability regardless of your business model, including a monthly recurring billing model. Choose what works best for growing your business.

#### 5. Improve your business via online training and certification

Enhance your skill sets and market knowledge via SonicWall University, a sophisticated learning platform designed to train partners on new cybersecurity threats. SonicWall University empowers partners with interactive, role-based curricula that are continually updated to address the latest changes to the cyber landscape.

With SonicWall University, you can track your progress and earn discounts by completing a variety of classes and certifications. It's the most dynamic way to build both your business and your expertise.

#### 6. Ease of doing business

Our award-winning partner program is powered by SonicWall's easy-to-use Partner Portal. Exclusive to authorized SecureFirst partners, the portal offers tools and information designed to accelerate your success in selling and supporting SonicWall solutions.

From robust deal registration with lucrative discounts to ready-made marketing campaigns and access to marketing development funds — these tools empower you to be successful in creating demand and building your pipeline. It's the turnkey approach to getting to market fast.

#### 7. Purpose-built to protect industries

We offer industry-specific security architecture designed to successfully meet the needs of your customers in healthcare, education, retail, hospitality and governments. Our partner support includes use cases, deployment blueprints, case studies and marketing assets on a by-industry basis to fuel your business growth.

#### 8. Showcase products with demos and trials

Need to show a prospect how a SonicWall product works firsthand? Use our dedicated live demo site, where you can see real product demonstrations on demand. SonicWall also offers highly discounted, not-for-resale products for demo and test environments. Even better, the SonicWall Capture Threat Assessment Evaluation Program enables you to show your customers how their installed legacy firewall is performing and what threats are entering their environment. It's a compelling approach to selling powerful solutions.

#### 9. Trust that's earned and certified

We're honored to receive accolades across several categories, including outstanding excellence in our products and services, leadership, customer service, innovative spirit, and performance in emerging markets. And SonicWall has always been committed to continuous independent third-party security testing. SonicWall's certifications reflect our dedication and commitment to providing an extensive portfolio of cybersecurity products that adhere to industry-recognized security standards and evaluation criteria.



## 10. Know you're partnering with a company dedicated to cybersecurity

SonicWall has been preventing cybercrime for more than 30 years, defending small- and medium-sized businesses and enterprises worldwide. Since 1991, we have been awarded over 300 patents and sold over 3.2 million security solutions — forming the foundation of our rich history and strong leadership. We are powered by the resources and expertise of more than 17,000 loyal registered channel partners around the globe. They help secure more than a million active security solutions in 200+ countries.



### Global Footprint

500,000+ customers in 200+ countries and territories



### 100% Channel

17,000+ global channel partners



## READY TO JOIN?

Become a SonicWall SecureFirst partner to reap the benefits of the award-winning global partner program.

Visit [sonicwall.com/partners](https://sonicwall.com/partners).

[JOIN NOW](#)



### Industry Veteran

Trusted 30+-year veteran of the cybersecurity industry



### End-to-End Portfolio

Comprehensive cybersecurity product and service platform



### Global Threat Intelligence Network

Hundreds of terabytes, artifact threat data



### Cybersecurity Innovation

More than 300 innovative patents granted, including RTDMI™

## About SonicWall

SonicWall delivers stable, scalable, seamless cybersecurity for the hyper-distributed era and a work reality where everyone is remote, mobile and unsecure. By knowing the unknown, providing real-time visibility and enabling breakthrough economics, SonicWall closes the cybersecurity business gap for enterprises, governments and SMBs worldwide. For more information, visit [www.sonicwall.com](https://www.sonicwall.com).



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Refer to our website for additional information.

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

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