

# Customer Advantage Program

Straightforward upgrades and competitive trade-ins for current and new SonicWall customers

The SonicWall Customer Advantage Program offers an upgrade path from current SonicWall products, and a trade-in path from competitors' products, in addition to special pricing on a wide range of SonicWall products. This offer recognizes the past investments that customers have made and helps them maintain optimal security by letting them easily and affordably replace outdated security appliances.

Customers who purchase the comprehensive subscription services and support option when upgrading a SonicWall product or trading in a competitive product can save up to 50 percent on the total annual cost of that solution, compared to the cost of buying the hardware separately and renewing services each year. Subscriptions are available in two- and three-year terms to maximize savings.

The Customer Advantage Program is comprised of two different offers: Secure Upgrade Plus (which covers SonicWall upgrades and Competitive Trade-Ins) and the SonicWall Loyalty Bundle offers.

Secure Upgrade Plus is designed for current, qualifying SonicWall customers who wish to upgrade from older SonicWall appliances, as well as those who want to trade in appliances from other manufacturers. The Secure Upgrade Plus offer lets qualified customers and prospects trade in their old firewalls, secure mobile access and email security products for the latest

SonicWall technology in each category all at significant discounts. Additionally, for customers who make an upgrade or trade-in purchase, the Customer Loyalty Bundle offer provides special pricing on SonicWall's other product solutions not represented in the Secure Upgrade Plus purchase. For example, a customer upgrading a firewall may also, within a limited period of time, receive special pricing on an Email Security solution, a Secure Mobile Access appliance, WAN Acceleration appliances and/or SonicWave wireless access points - up to one complete solution from all four categories.

See Terms and Conditions for qualified upgrade paths. For details on arranging upgrades to SonicWall SuperMassive™ Series products, contact your reseller or SonicWall representative.

## Features

**Special pricing** — Enables customers to upgrade their SonicWall products, replace competitive products for SonicWall products and obtain additional special pricing on other SonicWall products.

**Financial rewards for enhancing security** — Lets customers save up to 50 percent on total annual solution costs (in contrast to the cost of buying the hardware separately, plus one year of services each year) making it far more affordable and manageable to remain optimally protected with the best and latest technology available.

## Benefits:

- Special pricing on upgrades, SonicWall products or trade-ins of a competitive product
- Provides a credit for your old appliance
- Enables service transfers for subscription services and support services
- Includes qualification for the Customer Loyalty Bundle
- Provides a broader choice of qualifying solutions
- Features flexible, simplified subscriptions

**Transfer of service and support subscriptions**

— Customers can transfer any remaining or unused service and support subscriptions from their old SonicWall appliance to their new appliance (within approved upgrade paths). The transfer will equal the subscription time remaining on the old appliance.

**Customer Loyalty Bundle offer qualification**

— Customers who participate in the Customer Advantage Program are eligible for preferred pricing (30 percent less than MSRP on an appliance) on the purchase of additional products from select SonicWall product lines

**Broader choice of qualifying solutions**

— The Customer Advantage Program features a wide range of network security, wireless access secure mobile access (SSL VPN) and email security solutions.

**Flexible, efficient subscription options**

— Gives customers a choice of two- and three-year terms.

**Real-time breach prevention with Secure Upgrade Plus – Advanced Edition**

— Customers can add Capture Advanced Threat Protection service, a multi-engine sandbox to discover and stop newly developed, advanced threats as part of Advanced Gateway Security Suite (AGSS). Secure Upgrade Plus – Advanced Edition includes a new SonicWall Firewall and a multi-year AGSS subscription that stops known and unknown, late-breaking threats to your organization.

**Customer Advantage Program terms and conditions**

**The Customer Advantage Program**

To qualify for the Customer Advantage Program, the participant must be the legal Owner of the Eligible SonicWall Product or Eligible Competitive Product. In order to purchase either the corresponding SonicWall Replacement Product or a corresponding Competitive

Replacement Product, that Product must be (i) currently registered with the manufacturer, and (ii) listed in the Eligible Product Matrix shown below.

In all cases, both customers and resellers are advised to consult the Eligible Product Matrices for each product line prior to completing any purchase. End-customer contact information must be provided at the time of registration regardless of which party (i.e., the end customer or reseller) is completing the registration process.

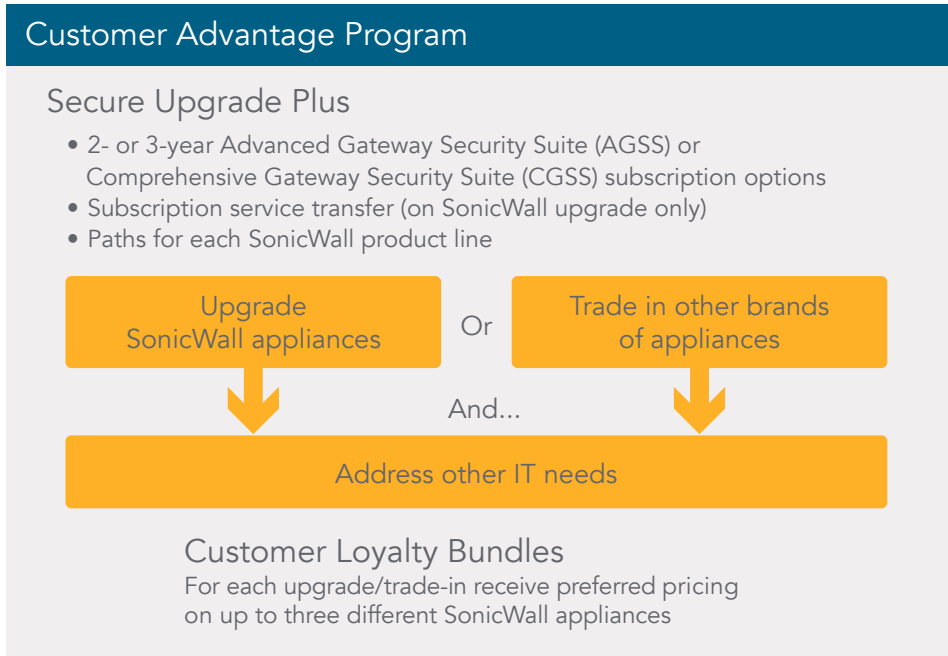
SonicWall reserves the right to validate legal ownership (e.g., by requiring a receipt or invoice showing proof of ownership).

**Definitions**

For purposes of the Customer Advantage Program, the following definitions apply:

- Registration Date means the day the Owner registers the Replacement Product within a valid account on [www.MySonicWall.com](http://www.MySonicWall.com).

- Eligible SonicWall Product means the SonicWall product the Owner has agreed to replace and remove from service that is listed in the Eligible Product Matrix below.
- Eligible Competitive Product means the competitive manufacturer’s product that the Owner has agreed to replace and remove from service and (listed in the Eligible Product Matrix below).
- Replacement Product means (i) the SonicWall appliance that replaces the Eligible Product, (ii) as listed in the Eligible Product Matrix below and (iii) is purchased through Secure Upgrade Plus.
- Owner means the person who has legal ownership of the Eligible SonicWall or Eligible Competitive Product.



## Customer Advantage Program Eligible Product Matrix: Eligible SonicWall products and replacement products

Firewall/Wireless Access Point Appliances	
Eligible products	Replacement products
TZ 100 Series, TZ 105 Series, TZ 150, TZ 150W, TELE, TELE2, TELE3, TELE3 SP SOHO, SOHO2, SOHO3, SOHO TZW, SOHO Telecommuter SonicWall Plus, SonicWall DMZ XPRS, XPRS2, PRO 100	SonicWall SOHO Series TZ300 Series
TZ 170, TZ 170W, TZ 170 SP, TZ 170 SPW, TZ 180, TZ 180W, TZ 200 Series, TZ 205 Series	TZ300 Series, TZ400 Series
TZ 190, TZ 190W, TZ 210 Series, TZ 215 Series	TZ400 Series, TZ500 Series
NSA 240, NSA 220 Series, NSA 250MW, PRO 1260, PRO 2040	TZ500 Series, TZ600
NSA 220 Series, NSA 240, NSA 250 MW, PRO, PRO 200, PRO 230, PRO 300, PRO 330, PRO 1260, PRO 2040, PRO 3060, NSA 2400, NSA 2400MX, NSA 3500	NSA 2650, NSA 3600
PRO-VX, PRO 300, PRO 330, PRO 3060, NSA 3500, NSA 4500	NSA 3600, NSA 4600
PRO 4060, NSA 4500, PRO 5060c, PRO 5060f, GX250	NSA 4600, NSA 5600, NSA 6600
GX650, NSA 5000, NSA E5500, NSA E6500, NSA E7500, NSA E8500, NSA E8510	NSA 5600, NSA 6600, SuperMassive 9200, SuperMassive 9400, SuperMassive 9600, SuperMassive 9800
SonicPoint, SonicPoint A/B/G, SonicPoint G, SonicPoint-N Dual-Band, SonicPoint-Ne Dual-Band, SonicPoint-Ni Dual-Band, SonicPoint-N Dual-Radio, SonicPoint ACe, SonicPoint ACi, SonicPoint N2	SonicWave 432e, SonicWave 432i, SonicWave 432o*
Email Security Appliances	
Eligible products	Replacement products
ESA 200 ESA 300 ESA 400 ESA 3300	ESA 5000 or Virtual Appliance
ESA 500 ESA 6000 ESA 4300	ESA 7000 or Virtual Appliance or Hosted Email Security
ESA 8000 ESA 8300	ESA 9000 or Virtual Appliance
Secure Mobile Access Appliances	
Eligible products	Replacement products
SSL VPN 200, SSL VPN 2000, SRA 1200, SRA 1600	SMA 200
SSL VPN 2000, SSL VPN 4000, SRA 1200, SRA 1600, SRA 4200, SRA 4600	SMA 400

\*Requires professional installation

## SonicWall service transfers

The following service and license subscriptions will be transferred from the Eligible SonicWall Product to the corresponding Replacement Product pursuant to the Customer Advantage Program:

- Comprehensive Gateway Security Suite (CGSS)
- Anti-Virus Services (all versions)
- Licenses for VPN Client
- Other applicable service and support licenses
- 24x7 Support for SSL VPN

- Email Protection with Support for Email Security

Term subscription licenses will be transferred and continue on the Replacement Product for the remaining term. Purchased service and support licenses will be transferred for the remaining term of such service. Outstanding warranty or firmware upgrade terms (including but not limited to “free firmware for life”) are not transferable.

The Owner must identify an Eligible SonicWall Product before the Owner can register the Replacement Product. Once the Replacement Product has been registered, the user must transfer

services from the Eligible SonicWall Product to the Replacement Product within sixty (60) days. The Eligible SonicWall Product will be removed from [www.MySonicWall.com](http://www.MySonicWall.com) at the time that the services are transferred to the Replacement Product. If the services are not transferred within sixty (60) days, SonicWall will automatically transfer such services after such time period. The Eligible SonicWall Product will be deactivated and may not be re-registered, updated, supported, returned or upgraded.

The subscription services included with the applicable Replacement Product SKU purchased will be activated at the time of registration.

## Customer Advantage Program Competitive Product Matrix

### SonicWall replacement and eligible competitive products

Competitive Upgrades								
SonicWall	Barracuda	Check Point	Cisco	Fortinet	Juniper	Palo Alto Networks	Symantec	WatchGuard
TZ300 Series TZ400 Series TZ500 Series TZ600	SGS 400 Series, F10, F100, F200, X200, X201, X300	Safe@Office Series, UTM-1 Edge Series, 600 Series (620/640/680), 1100 Series (1120/1140/1180)	PIX 501 PIX 506 ASA 5505 ASA 5510 ASA 5512-X MX84 MX100	FG 30B/D Series, FG 40C Series, FG 50B Series, FG 60 Series FG 80C/D Series, FG 70D Series FG 90D Series FG 92D Series FG 100 Series, FC 110C	NetScreen 5GT Series SSG-5 Series SSG-20 Series SRX-100 Series SRX-110 Series SRX-210 Series SRX-220 Series, SRX-240 Series NS-25	PA-200 PA-500 PA-2020	SGS 400	X-Edge Series, X-Edge eSeries, SOHO6 Series, Firebox T10, XTM 22/23/25/ 26/33/115/330, X550e, X750e, X700, X500, XTM525, XTM535
NSA 2650	F200, F300, X300	1400 Series	ASA 5510 MX84 MX100	FG 100 Series FG 101 Series FG 140 Series FG 200 Series FG 300 Series	NS-25	PA-200 PA-220		T70 M300 X500, X550e X700, X750e XTM525 XTM535
NSA 3600	SGS 5620, F300, F400, X300, X400		PIX 506 PIX 515 ASA 5510 ASA 5520 ASA 5512-X ASA 5540	FG 200 Series FG 400 Series	NS 50 SSG-140 NS-204 NS-240 SSG-320 SRX 220 SRX 550	PA-500 PA-2020	SGS 5620	XTM 510 XTM 520 X1250e X1000 X1000e XTM 535 XTM 545
NSA 4600	SGS 5620, F400, X400	UTM-1450	PIX 515 ASA 5515-X ASA 5520 ASA 5525-X ASA 5540	FG 200 Series FG 300 Series FG 310B FG 500 Series FG 600C FG 800C	NS-204 SSG-320 SRX 550	PA-500 PA-2050	SGS 5620	XTM 530 XTM 810 X5500e X2500e X5000 X6500e X6000 XTM545 XTM850

## Customer Advantage Program Competitive Product Matrix (continued)

Competitive Upgrades								
SonicWall	Barracuda	Check Point	Cisco	Fortinet	Juniper	Palo Alto Networks	Symantec	WatchGuard
NSA 5600	SGS 5640, F600, X600	UTM-1 1050 2205 2207 2208 2210	PIX 535 ASA 5515-X ASA 5520 ASA 5525-X ASA 5540 ASA 5550	FG 300 Series FG 310B FG 400 Series FG 600C FG 800 Series	NS-208 NS-500 SSG-520 SRX 650	PA-2020 PA-3020 PA-4020	SGS 5640	XTM 810 XTM 820 X6500e X6000 XTM 850 XTM 860
NSA 6600	SGS 5660, F800	UTM-1 2050 4200	ASA 5540 ASA 5545-X ASA 5550	FG 600C FG 1000C FG 1240B FG 3000 FG 4000 FG 4010 FG 3000 FG 3016B FG 4000P/S FG 4010B FG 5000	NS-1000 SSG-520	PA-3020 PA-2050 PA-4050	SGS 5660	XTM 820 X8500e X8000 XTM 870
SuperMassive 9200	F900	FW-1 NG VPN-1 NG 4600	ASA 5540 ASA 5550 ASA 5585 ASA 5585-X	FG 1240B FG 3000 FG 3016B FG 3810A	ISG 1000/2000 SRX 650	PA-3050 PA-4020 PA-4060 PA-5020		XTM 1050 XTM 1520 XTM 1525 X8500e-F
SuperMassive 9400		FW-1 NG VPN-1 NG 4600	ASA 5540 ASA 5550 ASA 5585 ASA 5585-X	FG 1240B FG 3000 FG 3016B FG 3810A	ISG 1000/2000 SRX 650	PA-3050 PA-4020 PA-4060 PA-5020		XTM 1050 XTM 1520 XTM 1525 X8500e-F
SuperMassive 9600		FW-1 NG VPN-1 NG 4600	ASA 5540 ASA 5550 ASA 5585 ASA 5585-X	FG 1240B FG 3000 FG 3016B FG 3810A	ISG 1000/2000 SRX 650	PA-3050 PA-4020 PA-4050 PA-4060 PA-5020 PA-5050		XTM 1050 XTM 2050 X8500e-F
SuperMassive 9800		FW-1 NG VPN-1 NG 4600	ASA 5540 ASA 5550 ASA 5585 ASA 5585-X	FG 1240B FG 3000 FG 3016B FG 3810A	ISG 1000/2000 SRX 650	PA-3050 PA-4020 PA-4050 PA-4060 PA-5020 PA-5050		XTM 1050 XTM 2050 X8500e-F

Note: Other eligible vendors include: Sophos (Astaro), Barracuda (Phion), Netasq, Arkoon, Cyberoam, Clavister, Internet Security Systems (IBM), Secure Computing, SourceFire

### Customer Loyalty Offer Eligible Products

Select SonicWall products are included in the SonicWall Loyalty Offer. Please contact your sales representative for details.

Email Security Appliances	
SonicWall appliance	Eligible competitive products
ESA 3300 or ESA 4300	1 to 1,000 user Barracuda, Cisco IronPort, Symantec BrightMail, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier
ESA 4300 or ESA ES 8300	1,000 to 5,000 user Barracuda, Cisco IronPort, Symantec BrightMail, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier.
ESA ES 8300	1 to 1,000 user Barracuda, Cisco IronPort, Symantec BrightMail, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier.

Secure Mobile Access Appliances					
Replacement products	Eligible competitive products				
SonicWall appliance	Juniper	Cisco	Citrix	Barracuda	WatchGuard
SMA 200 SMA 400	SA700 MAG 2600	ASA 5505	CAG 2010	Model 280 380, 480	SSL 500 SSL 560

Purchase and registration of the Eligible Competitive Product requires six (6) months prior ownership of an Eligible Competitive Product. As a condition of this program, the Owner agrees that he/she will dispose of the Eligible Competitive Product within sixty (60) days of the Registration Date. If proof of ownership of the Eligible Competitive Product is not available within fifteen (15) days upon written request from SonicWall or if the Eligible Competitive Product is not disposed of within sixty (60) days of Registration Date of the Replacement Product SonicWall reserves the right to terminate the services applicable to the Replacement Product SKU.

In order to register the Replacement Product, the Owner must provide current contact details (i.e., contact person's name, e-mail address, business phone number, organization name, and physical address) and certify that all responses in the required fields of the Competitive Replacement Form are true and correct.

To qualify for the applicable Customer Loyalty Offer, the Owner must participate in the Secure Upgrade Plus or Competitive Trade-in offers.

**Important notice and disclaimer**

In all cases, end-users and Resellers should consult the Eligible Product Matrices for each product line in advance of any purchase. SonicWall

reserves the right to either deny or adjust entitlements to reflect any misrepresentation of eligibility. SonicWall reserves the right to make changes to the Customer Advantage Program at any time without notice.

**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 global businesses in over 150 countries, so you can do more business with less fear.