

SonicWall SecureFirst Partner Program

Partner FAQ's EMEA

SonicWall SecureFirst Partner Program FAQs

What is SecureFirst?

SecureFirst is SonicWall's Global Partner Program. Based on a reward for value structure and emphasis on growth, SecureFirst offers our partners competitive margins and deal protection, as well as rich rebates and growth accelerators.

How do I learn more about SecureFirst Partner Program?

Details on the SecureFirst Partner Program can be provided by your SonicWall Channel Account Manager, your Distributor, or by sending inquiries to securefirst@sonicwall.com. They can provide the SecureFirst Partner Program Guide that contains all of the program details.

What is the process to join the SecureFirst Partner Program?

Information on joining the program can be found on the page <https://www.sonicwall.com/en-us/partners>. There is a "Join Now" button that will direct you to the application form. You will then need to accept our new Terms & Conditions and submit the form. Once submitted, you will receive confirmation of enrollment within 5 business days.

How do I register an opportunity or request MDF funds in SecureFirst?

The SecureFirst partner program tools are now all available from the [SonicWall SecureFirst Partner Portal!](#) This new portal provides best in class functionality in a contemporary and easy to use environment. A new way to partner to win with SonicWall, in this portal you will get access to Deal Registration, MDF, SonicWall University – our training and enablement platform, OverDrive – our marketing enablement platform, Sales tools and more!

What are the Tier Structures and Requirements for the SecureFirst Partner Program?

SecureFirst Program requirements are outlined in the table below.

	Registered	Silver	Gold
Acceptance of SecureFirst Terms & Conditions	✓	✓	✓
Invitation Only	-	✓	✓
Annual Volume Commitment - based on MSRP less special price request (SPR) discounts	-	\$50,000	\$150,000
Training Requirements	-	1 CSSA 1 Sales Accreditation	2 CSSP 2 Sales Accreditations
Lead Generation Campaigns	-	✓	✓
NFR investment Required	-	✓	✓
Executive Business Planning	-	Recommended Annually	Bi-Annual

What are the recent changes to the SecureFirst Program in EMEA?

SonicWall is excited to announce enhancements to the SecureFirst Partner Program in EMEA. These enhancements, available starting on August 1, 2017, are designed to drive increased partner profitability and revenue growth leveraging the SecureFirst reward for value financial model. The enhanced program now offers financial protection on lost deals, a fixed reward for value discount structure and incremental rebate opportunities for Silver and Gold partners that meet growth targets. The chart below provides an overview of the updated list of SecureFirst Partner benefits and financial rewards.

What are the benefits of the SecureFirst Partner Program?

The core components of the SecureFirst program benefits are outlined in the chart below.

Benefits	Registered	Silver	Gold
Suggested Base Discount	20%	30%	34%
Deal Registration	8%	8%	8%
Deal Partnership	-	5%	5%
Reward for Value Bonus	5%	5%	5%
Growth Rebates (Based on Deal Value)	-	X	X
High Growth Accelerator Rebate	-	-	X
Lost Deal Registration Protection	-	3%	3%
MDF Access	-	X	X
NFR Discount	X	X	X

What is the initial term of the new SecureFirst Partner Program?

Once the Terms & Conditions are accepted you will then be invited to join the program at one of the three tiers. Once you join the program, you will have all of fiscal year 2018 (February 1st 2017 thru January 31st 2018) to achieve the requirements of the program.

Are there any product restrictions within the SecureFirst Partner Program?

Yes. On August 1, 2017, only partners who accept the Terms & Conditions into the SecureFirst Partner Program will have access to E-Class products. Please refer to your local SonicWall Distributor for details on SonicWall E-Class products.

How is the partner revenue measured?

Partner revenue is measured based on MSRP less special price request (SPR) discounts.

How can I achieve the Sales Accreditation?

To achieve the Sales Accreditation, you need to successfully complete 8 courses from our [Sales Accreditation Curriculum](#) available on SonicWall University which can be accessed through the SecureFirst Partner Portal.

For a net new partner, when can they become Silver/Gold partner?

They will need to meet the SecureFirst revenue and training requirements for that tier. Once these are met, they will be promoted from the 1st day of the following quarter. New partners will become eligible for the rebates only for their first full quarter as SecureFirst partner.

How do you define a net new partner?

A partner that never held the Network Security competency and has never been Premier, Preferred, Gold, Silver, or Registered before.

If a Gold/Silver partner is demoted due to lack of revenue, when can this partner be promoted again?

They have to meet the minimum revenue during the last 4 QTRs + have completed the latest training requirements. Once these are met, they will be promoted from the 1st day of the following quarter.

A Gold/Silver partner that will be demoted due to lack of certifications. When can this partner be promoted again?

They have to take the required trainings. Once these are met, they will be promoted from the 1st day of the following quarter.

What is the cost of CSSP and CSSA Certifications?

Average list price for the CSSP or CSSA Certification course is approximately \$2000 USD. Visit our website at <https://www.sonicwall.com/en-us/support/sonicwall-training-certification> to learn more and locate a SonicWall Authorized Training Partner near you.

How is Lost Deal Registration Protection qualified?

If a partner has an approved deal registration and they lose the opportunity to another partner, they can apply for the Lost Deal Protection rebate. The Lost Deal Registration form needs to be completed by the partner and sent to the SonicWall Channel Account Manager for review. Once completed, the Channel Account Manager will forward the form to the Deal Registration team for review and approval. Approved Lost Deal Registration payments will be issued quarterly with all other SecureFirst rebates. Please contact your Channel Account Manager for access to the form.

Silver and Gold partners are eligible for growth rebates. How are these calculated?

Growth rebates are based on average deal value. For deals with a 60% discount or higher SonicWall pays the rebate based on Net POS, not deal value. The maximum quarterly rebate payout is \$40K.

How is Deal value calculated?

Deal value is calculated as 70% of MSRP.

Are the SonicWall SecureFirst partner program benefits available in all countries in EMEA?

There are some specific countries that don't offer growth rebates and high growth accelerators. All other benefits are available in all countries in EMEA. Please contact your SonicWall Channel Account Manager to get more details.

What is the Reward for Value Bonus based on?

The Reward for Value bonus offers stackable up front discounts of 5% for opportunities that meet specific bonus criteria defined in the current RFV promotion period. These criteria are updated on a semi-annual, or annual basis and could include targets around specific industry or products. Partners are notified of Reward for Value bonus criteria changes via email and through the partner portal.

How is Deal Partnership Defined?

Deal partnership is a benefit afforded to partners who we have requested to work with SonicWall on a SonicWall identified opportunity. At times, when SonicWall uncovers an opportunity of at least \$7500 USD MSRP, the opportunity requires the assistance of a key partner to provide expertise, contacts, or

POC/SWARM support to that customer. This a valuable component of the SonicWall sales cycle, and for this value, SonicWall rewards the engaged partner with an additional 5% discount which can be added to the suggested base discount. Only one partner can be identified in a Deal Partnership scenario so only that partner receives the exclusive additional 5%.

Gold partners are eligible for a high growth accelerator every quarter. How do eligible partners find out the details of their accelerator target and attainment status?

Backend rebates are based on deal value. Deal value is calculated as 70% of MSRP. For Gold Partners, growth accelerator goals are based on a rolling 4 quarter deal value average. Growth accelerator targets will be communicated to eligible Gold partners via email and by their SonicWall Channel Account Manager on a quarterly basis. Partners can expect receipt of the High Growth Accelerator Target letter by the fourth week of every new quarter.

Can all partners purchase an NFR (Not For Resale)?

Yes, and we encourage them to. Contact your SonicWall Channel Account Manager to learn more about the SonicWall NFR program.

Do RFPs and RFIs qualify for Deal Registration?

No – public bids do not qualify for Deal Registration.

What is a "Net New" opportunity for a Deal Registration?

It is an opportunity that has a minimum of \$7,500 MSRP, has been uncovered by a partner, and has not been identified in SFDC as a qualified opportunity.

If the end user is an existing SonicWall customer and the partner finds an opportunity for an upgrade, will they get the Deal Registration?

Yes, partners can register the opportunity for the upgrade as long as the minimum deal size is \$7,500 MSRP.

Are renewals eligible for Deal Registration?

Yes, as long as they are \$7,500 MSRP and above, renewals are eligible for registration.

Do Deal Registrations expire?

Yes, they are effective for 90 days. In certain circumstances, your SonicWall Channel Account Manager can request an extension for another 90 days.

What is the SLA for processing a Deal Registration Request?

48 hours.

How do I get access to the SonicWall partner portal?

The first step to getting access to the SecureFirst Partner Portal is to register for the SecureFirst Partner Program. Once you've been accepted to the Partner Program, you will receive your Partner Portal login credentials. If you haven't received login credentials by email yet, please contact your SonicWall Channel Account Manager or email us directly at securefirst@sonicwall.com.

What is the status of the Dell EMC – SonicWall agreement?

We are pleased to announce that Dell EMC will continue to offer the SonicWall products globally via the S&P portfolio or purchase via our authorized Distribution partners

Will there be any change to the way Dell EMC partners' purchase?

Dell EMC Partners will continue to have the option to purchase SonicWall products through PartnerDirect just as they do now or via authorized SonicWall distribution partners.

Can legacy Dell GCC partners procure products from Dell under the current agreement?

SonicWall partners will continue to have the ability to order and support their products through the Dell EMC Enterprise Infrastructure and S&P portfolio.

If I still have questions about the SecureFirst Partner Program, whom should I contact?

Please reach out to your SonicWall Channel Account Manager or send us an email at securefirst@sonicwall.com

SonicWall University FAQs

Is there an actual certificate that I can print once I have passed all or certain modules?

Yes, under the My Achievements tab, you can hover your mouse over any passed Module or Accreditation/Specialization, and you will see an option to create a PDF.

I would like to see my legacy CSSA / CSSP certifications in my University curriculum. Will they be added?

Yes, SonicWall University includes a dashboard feature that displays information about each individual's Accreditation and Certification achievements. Select Training > My Achievements from the top navigation menu. Occasionally, individuals may have used a different email address for the Certification exam process. In this case, users have the option to transfer Certifications over to ensure they display in their SonicWall University dashboard and transcript.

Is there an option for a Partner Manager to assign curriculum in SonicWall University to their sales or technical employees?

Yes, this functionality is available in SonicWall University. Partner Manager roles must be assigned by the SonicWall Channel Account Manager. Please contact your SonicWall representative to request this functionality.

How can I reset my password?

This is a partner portal request, since SonicWall University is using SSO from the Portal. There is a "forgot your password" prompt on this page: <https://sonicwall.force.com/partner/login>