EMEA Deal Registration Partner Guidelines

The SonicWall Partner Terms and Conditions apply to this Program.

Overview

Deal Registration is considered one of the most valuable components of our SecureFirst reward for value framework. When Partners uncover net/new incremental opportunities for us, we want to acknowledge and reward that Partner with an additional 8% discount. In the SecureFirst Partner Program, the minimum deal threshold is $7,500 MSRP and is intended for opportunities that have not been identified by SonicWall.
Deal Registration provides partners with an incentive to engage SonicWall early in the sales cycle.

Deal Eligibility

- Minimum deal size is >US$7,500 MSRP. E-Class products do not have a minimum deal size.
- Registered, Silver, Gold, and Platinum Partners
- Requires Registration in the Secure First Partner Program
- Deal Registration is reserved for net new incremental sales opportunity
- Deal Registration is designed for Partner discovered and Partner led opportunities
- In most cases, the first partner to submit an eligible deal is protected. If a duplicate opportunity is pending, sales will review and determine which deal is eligible.

Benefits

- 8% Deal Registration Discount applied upfront at distribution
- Price protection

How it works:

1. Partners navigate to the SecureFirst Partner Portal and provide detailed information about the deal they would like to register.
2. Once the request is complete, a requested deal registration is routed to the appropriate SonicWall Sales contact.
3. SonicWall Sales contacts the partner and ensures that the deal is as indicated in the deal registration request, that the partner is best qualified to service the client and that the partner has a complete understanding of the deal's stakeholders, requirements, timeline, and value.
4. With SonicWall final approval, the submitting partner receives notification of approved deal with a 90-day term.
5. To obtain DR discount, partners must provide SonicWall Sales with a detailed order SKU list and the DR# at least 2 days prior to purchase to ensure there are no delays in processing the Special Price Request (SPR).
6. The purchase is then made through authorized distributor at a DR discounted price.

Exclusions:

- Public bids (RFPs and RFIs) are not eligible for DR.
- Partners who have not met all aspects of the SonicWall SecureFirst Partner Program are not eligible for DR.
- Partners who do not have a significant relationship with a client or a detailed understanding of the deal will not qualify for DR approval.
- Stocking orders are not eligible for DR.
- MSSP SKUs
- Training and Professional Services

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Frequently Asked Questions

Q. What is SonicWall's definition of a "deal"?
A. SonicWall defines a deal as an incremental opportunity for a sale of products and/or services to a client to be included in a single purchase order.

Q. Can my company register deals that are less than $7,500 MSRP?
A. At this time, we are not honoring DR discounts on purchases of less than $7,500 MSRP or long-term roll-out deals which will be ordered in installments of less than $7,500. However, purchases that include E-Class SKUs do not require any deal registration threshold. E-Class SKUs are designated as "Deal Registration Eligible Any Value" on the EMEA Distributor Price List.

Q. What is the turnaround time for Deal Registration to be approved or rejected?
A. 24 hours.

Q. How long does a DR last?
A. An approved Deal Registration is valid 90 days from the approval date.

Q. Can my company extend a previously registered deal?
A. Yes, SonicWall will allow up to one 90-day extension per deal if necessary.

Q. Can SonicWall change which partner is registered to a deal?
A. Technically, no. If SonicWall has overwhelming proof to show that the client is not receiving appropriate service from the registered partner, we may offer a way for the client to disassociate themselves from the registered partner, but this will not be without providing the registered partner with an opportunity to remedy the client support issue.

Q. What if my company needs more than 8% off to meet a competitive situation?
A. SonicWall's Special Price Request (SPR) process can be used in this case. However, should a SPR be requested on a registered deal by the registered partner, the deal will be released from "registered status."