

# Customer Loyalty Program

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

The SonicWall Customer Loyalty 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that customers have made and helps them maintain optimal security by letting them easily and affordably replace outdated security appliances.

## HIGHLIGHTS

- 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
- Provides a broader choice of qualifying solutions
- Features flexible, simplified subscriptions
- Expanded offers with Cloud Secure Edge



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 subscription cost of that solution, compared to the cost of buying the hardware separately and renewing services each year. Subscriptions are available in two-year and three-year terms to maximize savings.

The Customer Loyalty Program offers Secure Upgrade Plus which covers SonicWall upgrades and Competitive Trade-Ins.

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. See Terms and Conditions for qualified upgrade paths. For details on arranging upgrades to SonicWall high-end NSa and NSsp Series products, contact your reseller or SonicWall representative.

Additionally, as part of the Secure Upgrade Program, 3 & Free with Cloud Secure Edge (CSE) allows you to bundle our easy and secure remote access solution with a qualifying 3-year security service subscription and upgrade to any of our Gen7 firewalls for free. SonicWall Cloud Secure Edge is a simplified and integrated approach to remote access capabilities.

## 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 subscription cost (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.

**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 path and dependent on product model). The transfer will equal the subscription time remaining on the old appliance. For SonicProtect subscribers, when you upgrade to an eligible firewall\*, the service will transfer to the highest tier of the security service



bundle of the replacement firewall, for the term remaining on the subscription.

**Broader choice of qualifying solutions** – The Customer Loyalty Program features a wide range of network security, cloud remote access (CSE), wireless access, secure mobile access (SSL VPN) and email security solutions.

**Flexible, efficient subscriptions options** – Gives customers a choice of two-year and three-year terms.

**Real-time breach prevention** – Customers can add Capture Advanced Threat Protection service, a multi-engine sandbox to discover and stop newly developed, advanced threats with Secure Upgrade Plus. This security bundle includes a new SonicWall Firewall and a multi-year Essential Protection Services Suite/Advanced Protection Services Suite subscription for generation 7 (Gen 7) firewalls or AGSS subscription for all firewall models, excluding Gen 7 series.

**Simplified and Integrated with Cloud Secure Edge** - with a few easy steps, you can enable remote access for Secure Private Access wherever you have a SonicWall Firewall.

## The Customer Loyalty Program

To qualify for the Customer Loyalty 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 on page 4.

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.

\*The eligibility of the firewall is as defined in SonicProtect Subscription terms and conditions. For more information on SonicProtect Subscription, please refer to: <https://www.sonicwall.com/sonicprotect-subscription>.

## Customer Loyalty Program Terms and Conditions

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 Loyalty 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.'
- It is mandatory to enable licensing bundles for TZ80 to operate Secure Connect, APSS or MPSS.

## Customer Loyalty Program

### Secure Upgrade Plus

- 2-year Threat Protection Services Suite (TPSS) option for generation 7 (Gen 7) TZ270/370/470 series
- 2-year Essential Protection Services Suite (EPSS) or Advanced Protection Services Suite (APSS) option for Gen 7 firewalls
- 2-year Advanced Gateway Security Suite (AGSS) or Comprehensive Gateway Security Suite (CGSS) subscription options for all firewall models, excluding Gen 7 Series
- Subscription service transfer (on SonicWall upgrade only)
- Paths for each SonicWall product line

### 3 & Free with CSE (Cloud Secure Edge)

- Permanent part of Secure Upgrade Program
- Option for both Advanced Protection Services Suite (APSS) and Essential Protection Services Suite (EPSS)
- 1 year Cloud Secure Edge includes Secure Private Access and Secure Internet Access
- Paths for both SonicWall replacement and competitive takeout

Upgrade SonicWall appliances

Or

Trade in other brands of appliances



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

Firewall Appliances	
Eligible Upgrades	Eligible Replacements
TZ 100 Series, TZ 105 Series, TZ 200 Series, TZ 205 Series, TZ 210 Series, TZ 215 Series, TZ 150, TZ 150W, TZ 170, TZ 170W, TZ 170 SP, TZ 170 SPW, TZ 180, TZ 180W, TZ 190, TZ 190W, PRO 100, SOHO2, SOHO3, SOHO TZW, SOHO Telecommuter, SonicWall DMZ, XPRS, XPRS2, SonicWall Plus, TELE, TELE2, TELE3, TELE3 SP, SOHO, SOHOW, SOHO 250, SOHO 250W	TZ 80
TZ 150, TZ 100, TZ 105, SOHO, SOHO 250, TZ 170, TZ 200, TZ 205, TZ 300, TZ 350, TZ 180, TZ 210, TZ 215, TZ 400, TZ 190, NSA 220, NSA 240, NSA 250, TZ 500, TZ 600, PRO 100 Series, SOHO Series, Telecommuter, DMZ, XPRS Series, Plus, TELE Series	TZ 270, TZ 370, TZ 470, TZ 570, TZ 600, TZ 670
TZ 190, NSa 220, NSa 240, NSa 250, TZ 400, TZ 470, TZ 500, TZ 570, TZ 600, TZ 670	TZ 570, TZ 670, NSa 2700, NSa 2800
NSa 2400, NSa 2600, NSa 2650, NSa 2700, PRO 200, PRO 230, PRO 1260, PRO 2040	TZ 570, TZ 670, NSa 2700, NSa 2800, NSa 3700, NSa 3800
NSa 3500, NSa 3600, NSa 3650, NSa 3700, PRO 3060, PRO 4000, PRO 4100, PRO 4060, PRO-VX, PRO 300, PRO 330 GX250	NSa 2700, NSa 2800, NSa 3700, NSa 3800, NSa 4700
NSa 4500, NSa 4600, NSa 4650	NSa 3700, NSa 3800, NSa 4700, NSa 5700
NSa 5000, NSa E5500, NSa 5600, NSa 5650, PRO 5060c, PRO 5060f, GX650	NSa 4700, NSa 5700, NSa 6700
NSa E6500, NSa 6600, NSa 6650, NSa E7500, NSa E7510, NSa E8500, NSa E8510	NSa 5700, NSa 6700, NSsp 10700, SM 9400, NSsp 11700
SM 9200, NSa 9250, SM 9400, NSa 9450	NSa 6700, NSsp 10700, NSsp 11700
SM 9600, NSa 9650, SM 9800, SM E10200, SM E10400, SM E10800, NSsp 12400	NSsp 11700, NSsp 13700, NSsp 15700
Virtual Appliances	
Eligible products	Replacement products
NSv 10, NSv 25, NSv 50, NSv 100, NSv 200, TZ 150, TZ 100, TZ 105, SOHO, SOHO 250, TZ 170, TZ 200, TZ 205, TZ 300, TZ 350, TZ 180, TZ 210, TZ 215, TZ 400, TZ 190, NSa 220, NSa 240, NSa 250, TZ 500, TZ 600, PRO 100 Series, SOHO Series, Telecommuter, DMZ, XPRS Series, Plus, TELE Series	NSv 270
NSv 200, NSv 300, NSv 400, NSa 2400, NSa 2600, NSa 2650, NSa 3500, NSa 3600, NSa 3650, NSa 4500, NSa 4600, NSa 4650, NSa 5000, NSa E5500, NSa 5600, NSa 5650, NSa E6500, NSa 6600, NSa 6650, NSa E7500, NSa E7510, NSa E8500, NSa E8510, SM 9200, NSa 9250, SM 9400, NSa 9450, SM 9600, NSa 9650, SM 9800	NSv 470
NSv 200, NSv 300, NSv 400, NSv 800, NSv 1600, NSv 800, NSa E6500, NSa 6600, NSa 6650, NSa E7500, NSa E7510, NSa E8500, NSa E8510, SM 9200, NSa 9250, SM 9400, NSa 9450, SM 9600, NSa 9650, SM 9800	NSv 870
Wireless Access Point Appliances	
Eligible products	Replacement products
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 231c, SonicWave 224w, SonicWave 231o, SonicWave 432e, SonicWave 432i	SonicWave 432o*, SonicWave 621, SonicWave 641, SonicWave 681
Email Security Appliances	
Eligible products	Replacement products
ESA 200, ESA 300, ESA 400, ESA 3300	ESA 5000 or ESA 7000 Virtual Appliance or Hosted Email Security
ESA 500, ESA 6000, ESA 4300	ESA 7000 or ESA 9000 Virtual Appliance or Hosted Email Security
ESA 8000, ESA 8300	ESA 9000 or Virtual Appliance or Hosted Email Security
Secure Mobile Access	
Eligible products	Replacement products**
SSL VPN 200, SSL VPN 2000, SRA 1200, SRA 1600, SMA 200	SMA 210, 410, 500v
SSL VPN 2000, SSL VPN 4000, SRA 1200, SRA 1600, SRA 4200, SRA 4600, SMA 400	SMA 410, SMA 500v
EX6000, EX7000, SMA 6200, SMA 7200	SMA 6210, SMA 7210, SMA 8200v

## 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 Loyalty Program:

- SonicProtect Subscription\*\*\*
- Security Service Bundles
- 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.

**For information** on competitive replacements, [contact Sonicwall Sales](#). An authorized reseller or SonicWall Sales representative will contact you to provide product pricing and help you determine the best solutions for your business.

### Email Security Appliances

SonicWall appliance	Eligible competitive products
ESA 5000, 7000, Email Security Virtual Appliance, Hosted Email Security	1 to 1,000 user Barracuda, Cisco IronPort, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier
ESA 5000, 7000, Email Security Virtual Appliance, Hosted Email Security	1,000 to 5,000 user Barracuda, Cisco IronPort, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier
ESA 9000, Email Security Virtual Appliance, Hosted Email Security	1 to 1,000 user Barracuda, Cisco IronPort, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier

### Secure Mobile Access Appliances

SonicWall appliance	Eligible competitive products
SMA 210, SMA 410, SMA 500v	1 to 250 user appliance from Pulse Secure, Cisco, Citrix, Barracuda or WatchGuard
SMA 6210, SMA 7210, SMA 8200v	100 to 20,000 user appliance from Pulse Secure, Cisco, Citrix, Barracuda or WatchGuard

*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 Loyalty Program at any time without notice.*

\* Requires professional installation

\*\* Please refer to data sheet for sizing guide

\*\*\* Transfer of SonicProtect Subscription service from Eligible Sonic Product to Replacement Product will adhere to SonicProtect Subscription terms and services.

### Customer Loyalty Offer Eligible Products

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





## PARTNER ENABLED SERVICES

**Need help to plan, deploy or optimize your SonicWall solution? SonicWall Advanced Services Partners are trained to provide you with world class professional services. Learn more at:**

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

## About SonicWall

SonicWall is a cybersecurity forerunner with more than 30 years of expertise and a relentless focus on its partners. With the ability to build, scale and manage security across the cloud, hybrid and traditional environments in real time, SonicWall can quickly and economically provide purpose-built security solutions to any organization around the world. Based on data from its own threat research center, SonicWall delivers seamless protection against the most evasive cyberattacks and supplies actionable threat intelligence to partners, customers and the cybersecurity community.



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Refer to our website for additional information.

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

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