

# 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that customers have made and helps them maintain optimal security by letting them easily and affordably replace outdated security appliances.

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- and three-year terms to maximize savings.

The Customer Loyalty Program is comprised of two different offers: Secure Upgrade Plus (which covers SonicWall upgrades and Competitive Trade-Ins) and the SonicWall Customer 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, Secure Mobile Access, or WAN Acceleration solution and/or SonicWave 802.11ac Wave 2 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 high-end NSa and NSsp 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 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.



## 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 Loyalty 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 Loyalty Program features a wide range of network security, wireless access secure mobile access (SSL VPN) and email security solutions.

**Flexible, efficient subscriptions options** – Gives customers a choice of two- 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 loyalty 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.

**Customer Loyalty Program terms and conditions**

**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 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 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.

**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).



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

FIREWALL APPLIANCES	
Eligible products	Replacement products
TZ 100 Series, TZ 105 Series, TZ 200 Series, TZ 205 Series, TZ 210 Series, TZ 215 Series, TZ 150 Series, TZ 170 Series, TZ 180 Series, TZ 190 Series, PRO 100, SOHO, SOHO2, SOHO3, SOHO TZW, SOHO Telecommuter, DMZ, XPRS, XPRS2, Plus, TELE, TELE2, TELE3, TELE3 SP	SOHO 250 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ600 Series, TZ670 Series, TZ570 Series, TZ470 Series, TZ370 Series, TZ270 Series
SOHO Series, TZ300 Series, TZ400 Series, TZ500 Series, SOHO250 Series, TZ350 Series	SOHO 250 Series, TZ300 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ600 Series, TZ670 Series, TZ570 Series, TZ470 Series, TZ370 Series, TZ270 Series
NSA 240, NSA 220 Series, NSA 250M Series	SOHO 250 Series, TZ350 Series, TZ400 Series, TZ500 Series, TZ270 Series, TZ370 Series, TZ470 Series, TZ570 Series, TZ600, TZ670, NSa 2650, NSa 2700
TZ600 Series	NSa 2700, NSa 2650, TZ570 Series, TZ670 Series, TZ570 Series, TZ470 Series, TZ370 Series, TZ270 Series
PRO, PRO 200, PRO 230, PRO 1260, PRO 2040	TZ600, NSa 2650, NSa 2700, NSa 3650, TZ570 Series, TZ670
NSA 2400 Series, NSA 2600	TZ570 Series, TZ670
NSA 2400 Series, NSA 2600, NSA 3500, NSA 3600, NSA 4600, NSA 4500, PRO 4060, PRO 4100, PRO-VX, PRO 300, PRO 330, PRO 3060, GX250	NSa 2650, NSa 2700, NSa 3650, NSa 4650
NSA 2400, NSA 2400MX, NSA 2600, NSA 4500, NSA 4600	NSa 2650, NSa 2700, NSa 3650, NSa 4650, NSa 5650 NSa 6650
NSA 5000, NSA E5500, NSA 5600	NSa 4650, NSa 5650, NSa 6650
NSA 5000, NSA E5500, NSA 5600, NSA E6500, NSA 6600, NSA E7500, NSA E7510, NSA E8500, NSA E8510	NSa 5650, NSa 6650, NSa 9250, NSa 9450, NSa 9650, SuperMassive 9800
PRO 5060c, PRO 5060f, GX650	NSa 4650, NSa 5650, NSa 6650, NSa 9250, NSa 9450
SM E10200, SM E10400, SM E10800, SM 9800	NSsp 12400, NSsp 12800, NSsp 15700
SM 9200, SM 9400, SM 9600	NSa 9250, NSa 9450, NSa 9650, SM 9800, NSsp 12400, NSsp 12800, NSSP 15700
SM 9650, SM 9450, SM 9250	NSsp 12400, NSsp 12800, NSSP 15700
SOHO/SOHO 250/TZ300/TZ350 (All Models), TZ100, TZ105, TZ200, TZ205, TZ210, TZ215, NSA 220, NSA 240, NSA 250, TZ400/500/600 (All Models including Wireless, Unrestricted)	NSv 200 (ESXi/Hyper-V/KVM/Azure/AWS)
NSa 2650/2700/3650/4650/5650, NSA 2600/3600/4600/5600, NSA 3500/4500/5000/E5500/E6500/E7500/E8500/E8510, NSA 2400/2400MX	NSv 400 (ESXi/Hyper-V/KVM/Azure/AWS)
NSA 6600, NSa 6650, SM 9250/9450/9650, SM 9200/9400/9500, SM 9800/E10200/E10400/E10800	NSv 800 (ESXi/Hyper-V/KVM/Azure/AWS)
WIRELESS ACCESS POINT APPLIANCES	
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*
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 APPLIANCES	
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

\* Requires professional installation

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

### Customer Loyalty Offer Eligible Products

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

## 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:

- Advanced Gateway Security Suite (AGSS)
- 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.

**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, Symantec BrightMail, 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, Symantec BrightMail, 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, Symantec BrightMail, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier

## SECURE MOBILE ACCESS APPLIANCES

Replacement products	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.

## About SonicWall

SonicWall delivers Boundless 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](http://www.sonicwall.com)