



# SONICWALL SECUREFIRST PARTNER PORTAL

**Three engines. One simple path to success.**



## Introduction

Our award-winning SecureFirst Partner Program is powered by SonicWall's easy-to-use Partner Portal. Exclusive to authorized SecureFirst partners, the portal offers tools and information designed to accelerate your success in selling and supporting SonicWall solutions.

Succeed more when you harness the power of the SonicWall SecureFirst partnering engines in the SecureFirst Partner Portal.



### Enablement Engine

Enhance your skill sets and market knowledge via SonicWall University, a sophisticated learning platform designed to train partners on the new cyber security threats.

SonicWall University empowers partners with interactive, role-based

curricula that are continually updated to address the latest changes to the cyber landscape. Track your progress and earn discounts by completing various classes and certifications.

SonicWall University is the most dynamic way to build both your business and yourself.



### Marketing Engine

Gain access to SonicWall Overdrive 2.0, the partner marketing engine that empowers you to run successful campaigns to create demand, build your pipeline, increase your social media footprint and close more deals with proven sales resources. It's the turnkey approach to getting to market fast.

Via the platform, you have access to the SonicWall SecureFirst MDF Program that enables partners to take advantage of co-operative funding in support of building SonicWall brand awareness, demand generation and training opportunities that are mutually beneficial to SonicWall and its certified partner community.





### Sales Engine

The SonicWall SecureFirst Partner Portal empowers partners to close deals in three key ways.

#### Accelerate your sales with proven sales resources.

In this expansive library of assets you will have access to the same sales tools, assets and resources that our SonicWall sales team use successfully. Neatly organized in a central location, you can quickly download presentations, data sheets, sales aides, case studies and more on the way to your next sales meeting.

#### Register your deal in the SecureFirst Partner Portal.

The SonicWall Deal Registration program is one of the many benefits of the SecureFirst Partner Program. Deal Registration provides partners with an incentive to engage SonicWall early in the sales cycle. Early deal engagement also ensures that deals are staffed with proper supporting SonicWall resources.

#### Gain attractive margins and lucrative discounts.

In the SonicWall SecureFirst Partner Program we offer partners sizeable margins on hardware, software and services. These include:

- Differentiated discounts based on partner tier
- Incremental margin opportunity through back-end rebates
- Significant renewal opportunities via a large installed customer base

The SecureFirst incentives and promotions are highlighted in our Quarterly Partner Playbook that can be downloaded through the Partner Portal.



## Ready to Succeed?

Access the SonicWall SecureFirst Partner Portal to succeed more with our three partner engines.

[LOG IN NOW](#)

[REGISTER NOW](#)

Not a SonicWall SecureFirst Partner?

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

If you have any questions regarding your potential use of this material, contact:

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