

SonicWALL FlexSpend Partner Brief

MSP ADVANTAGE PROGRAM

Improve Flexibility and Liquidity of Investment in SonicWALL Services

Overview

Traditionally, the procurement of support and service licenses by Managed Service Providers (MSPs) has been a labor-intensive process, one that becomes progressively more cumbersome as the number of customers and IT assets under management increases. In addition, the necessity to track and manage a large number of contracts with not a single but multiple expiration and renewal dates exacerbates the complexity and time-consuming nature of the purchase process.

Furthermore, while most MSPs offer their customers a monthly billing cycle, they are required to make a large upfront investment in support and subscription services supplied by their upstream vendors as, typically, those vendors sell the licenses for these services in one- year increments. The inability to reassign that investment to other services quickly and easily in case end customers stop servicing their monthly bill further aggravates the situation.

In order to address the above issues and to achieve consistently high profitability, MSPs need a powerful tool that reduces their cash flow burdens, increases their flexibility, accelerates new client acquisition and maximizes their service delivery options.

Introducing SonicWALL FlexSpend

SonicWALL® FlexSpend is a powerful, partner-enabling tool that dramatically improves the flexibility and liquidity of partners' investments in SonicWALL services, while lowering initial and operating expenses of partners.

FlexSpend is the industry's first and only licensing program that makes monthly service billing easy, flexible and cash-flow friendly for MSPs.

Benefits

FlexSpend enables the alignment of monthly service revenues with license expenditures, thus improving cash flow. In addition, FlexSpend reduces sunk cost and service procurement time, provides rapid cost insight and adds significant flexibility to the management of services.

Minimize Cash Flow Fluctuations

With FlexSpend, rather than having to invest in a full year of services, partners have the option to limit their cash outlays for services into shorter time increments, for as few as 30 days. Service duration can now be set in terms of days rather than years, or to end on a specific date. Hence, partners can better align outgoing cash flow for SonicWALL support contracts and subscription services with incoming cash flow from clients.

With FlexSpend's ultra-flexible approach to service management, services are not limited to pre-defined, fixed-unit increments (e.g., 25 or 50 client licenses, or 50 or 100 gigabytes). Therefore, in addition to providing the ability to customize service duration, FlexSpend also empowers partners with the ability to customize or change on the fly the number of clients or gigabytes on applicable services. For example, to implement a unique quarterly CDP offsite storage contract, FlexSpend enables a partner to quickly deploy a 90-day service for exactly 45 gigabytes of offsite storage, yet have the option to change the service's number of gigabytes at anytime.

Drastically Reduce Time Spent on Service Procurement

FlexSpend cuts procurement down to one step. As long as SonicWALL FlexSpend Credits are available in a partner's account, the partner can enable multiple services instantly on multiple units at once, all without having to purchase and activate a large number of individual service SKUs.

Similar to the different paper money banknotes or denominations of cash currencies, a manageable number of SKUs representing different amounts of FlexSpend Credits are available for purchase from distribution to replenish a partner's FlexSpend Credit account.



DYNAMIC SECURITY FOR THE GLOBAL NETWORK™

Registration

To access FlexSpend, partners can register today for the SonicWALL MSP Advantage Program online at <http://www.sonicwall.com/MSPAdvantage>

FAQ

Q: How many credits do I need in FlexSpend for each service?

A: For most services, the number of credits consumed depends only on the number of service days, the service type and the product type. For other services, the rate will also depend on the number of nodes (client licenses) or gigabytes (CDP only) required. This rate is displayed in the FlexSpend Service Management interface, allowing partners to estimate the number of credits needed for a particular deployment.

Q: I haven't purchased FlexSpend Credits yet. Can I try it first?

A: Yes. FlexSpend has a simulation mode that allows partners to experience how quickly and flexibly they can manage services. Under simulation mode, no actual services will be enabled. However, it will let partners estimate the number of credits needed based on actual products currently under management for any particular deployment.

Q: Can FlexSpend be used to add Comprehensive Support for GMS (CGMS)?

A: No. CGMS is only available outside FlexSpend. However, please note that adding or removing nodes from a GMS deployment that has CGMS will override the expiration date of all Dynamic Support contracts running on the same nodes. CGMS customers wishing to migrate to FlexSpend, should first allocate additional support value in FlexSpend to the units under management to ensure no loss in support value provided by the CGMS contract and then call SonicWALL Customer Service to remove the CGMS contract from the account.

Q: Are FlexSpend Credits restricted to the account in my company that activated a FlexSpend SKU serial number?

A: No. FlexSpend Credits can be managed by any user that is added to the account under which a FlexSpend SKU serial number was activated. The functionality to add users to the same account is available in 'My Groups' in MySonicWALL.com. Credits are consumed on a first-in, first-out (FIFO) basis, starting with the earliest FlexSpend SKU purchased.

Q: Does FlexSpend apply to Secure Upgrade units?

A: Yes. The expiration date of services or support in those units is extended by the number of service or support days added in FlexSpend.

Q: Can FlexSpend Credits be applied to products that my company did not register?

A: Yes. In order to manage products registered by end customers, customers must either share their products with a partner through the "My Groups" menu in MySonicWALL.com or transfer those products to the partner account. The latter option still allows the partner to transfer the products back to the end customer after allocating FlexSpend credits to them.

Q: How long does it take for products to actually reflect any changes made to them in FlexSpend?

A: It is conveniently fast. Typically, it ranges from 15-30 minutes (or up to one hour in rare circumstances). Each service in the process of being synced up will be highlighted in the FlexSpend interface until it reflects the requested changes.

Q: Is it possible in FlexSpend to reallocate the value of a service or support contract that was originally activated outside FlexSpend?

A: No. FlexSpend can only manage the value of services or support contracts that was originally allocated through FlexSpend.

SonicWALL's line-up of dynamic security solutions



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