

SonicWALL® Medallion Program	BENEFITS			REQUIREMENTS		
	Gold	Silver	Approved	Gold	Silver	Approved
Web-based Application				■	■	■
Annual Revenue Goals (different per level)				≥ \$100K	≥ \$50K	
6-month Business Plan				■	■	
Quarterly Business Review				■	■	
Bi-annual Review for Program Renewal				■	■	
<b>Pricing and Discount</b>						
Preferred Buying Conditions Through Authorized Distributors	■	■	■			
Recommended Reseller Product Discounts	34%	27%	Market Price			
Competitive Price Consideration	■	■	■			
Demo Kit Purchase at Special Prices				■	■	■
<b>Technical Support and Service</b>						
Access to Restricted Products	■	■	■			
Available to CSSA Staff Only						
Access to SonicWALL Technical Support <sup>1</sup>	■	■				
Dedicated Level 2 Support Line	■					
Tiered Access to Members-only On-line Discussion Group	■	■				
Tiered Access to Knowledge Portal	■	■				
Technical Champion Beta Program Participation	■					
<b>Partner Enablement</b>						
Participate in Instructor-led Training Courses	On-site Training	On-site Training		CSSA Lab	CSSA Lab	CSSA Lab Optional
CSSA Certified Employee on Staff				2	1	
Ongoing Training Updates on New Products	■	■	■	■	■	
Free Web Seminars Through SNWL Event Center	■	■	■			
Free On-site Sales Training to Reseller	■	■	■			
Free Sales and Technical E*training and Certification Program	■	■	■			

1. Requires registration of Asset and CSSA Certification

SonicWALL® Medallion Program (continued)	BENEFITS			REQUIREMENTS		
	Gold	Silver	Approved	Gold	Silver	Approved
<b>Marketing</b>						
SonicWALL in Region Marketing Resource	■	■				
Advance Noticed on New Products	■	■	■			
Access to Marketing Funds (Based Upon Request Approval)	■	■				
Tiered Access to Online Marketing Resource Center	■	■	■			
Active Support of SonicWALL Marketing Activities				■	■	
Local Marketing Events				1 per Quarter	1 per 6 Months	
Marketing Tools, Collateral, Pre-designed Lead Generation Kits	■	■	■			
<b>Sales Engagement</b>						
Named SNWL Sales Representative	■	■				
SonicWALL Pre-sales Systems Engineer	■	■				
Regular Communication of Promotions and Events	■	■	■			
Sales Incentive Programs	■	■	■			
Collateral Cost Reimbursement – Must Be Pre-approved by Field Marketing	Up to 100%	Up to 100%				
Branded Merchandise Cost Reimbursement – Must Be Pre-approved by Field Marketing	Up to 100%	Up to 100%				
Competitive Price Consideration Based Upon Business Case and SonicWALL Competitor (via SPR)	■	■	■			
Lead Distribution	■	■				