

DATASHEET

# 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that customers have made and helps them maintain optimal security by letting them easily and affordably replace outdated security appliances.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 transfers of support and security suite subscriptions
- Provides a broader choice of qualifying solutions
- Features flexible, simplified subscriptions
- Expanded offers with Cloud Secure Edge



[sonicwall.com](https://sonicwall.com)

SONICWALL®

Customers who purchase the comprehensive security 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 suite subscription and upgrade to any of our Gen 7 or higher 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 security 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 Advanced Protection Security Suite subscription for Gen 7 or Gen 8 firewalls.

**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 Advanced Protection Security Suite (APSS) option for Gen 7 or 8 firewalls
- Subscription security 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
- Advanced Protection Security Suite (APSS)
- 1 year Cloud Secure Edge that 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 300, 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, TZ 170, TZ 180, TZ 190 Series, SOHO Series, SOHO 250, TZ 200, TZ 205, TZ 210 Series, TZ 215 Series, Z 270 Series, TZ 300 Series, TZ 350 Series, TZ 370 Series, TZ 400 Series, TZ 470 Series, TZ 500 Series, TZ 570 Series, TZ 600 Series, TZ 670 Series, NSa 220 Series, NSa 240 Series, NSa 250 Series, PRO 100 Series, Telecommuter, DMZ, XPRS Series, Plus, TELE Series	TZ 270 Series, TZ 280 Series, TZ 370 Series, TZ 380 Series, TZ 470 Series, TZ 480 Series, TZ 570 Series, TZ 580 Series, TZ 600, TZ 670, TZ 680 Series
TZ 190 Series, NSa 220 Series, NSa 240 Series, NSa 250 Series, TZ 400 Series, TZ 470 Series, TZ 500 Series, TZ 570 Series, TZ 600 Series, TZ 670	TZ 570 Series, TZ 580 Series, TZ 670, TZ 680 Series, NSa 2700, NSa 2800
NSa 2400, NSa 2600, NSa 2650, NSa 2700, PRO 200, PRO 230, PRO 1260, PRO 2040	TZ 570 Series, TZ 580 Series, TZ 670, TZ 680 Series, 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 4800
NSa 4500, NSa 4600, NSa 4650, NSa 4700	NSa 3700, NSa 3800, NSa 4700, NSa 4800, NSa 5700, NSa 5800
NSa 5000, NSa E5500, NSa 5600, NSa 5650, NSa 5700, NSa 6700, PRO 5060c, PRO 5060f, GX650	NSa 4700, NSa 4800, NSa 5700, NSa 5800, NSa 6700, NSa 6800
NSa E6500, NSa 6600, NSa 6650, NSa 6700, NSa E7500, NSa E7510, NSa E8500, NSa E8510	NSa 5700, NSa 5800, NSa 6700, NSa 6800, NSsp 10700, SM 9400, NSsp 11700
SM 9200, NSa 9250, SM 9400, NSa 9450, NSa 6700	NSa 6700, NSa 6800, 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 621, SonicWave 641, SonicWave 681

Email Security Appliances	
Eligible products	Replacement products
ESA 200, ESA 300, ESA 400, ESA 3300, ESA 5000, ESA 7000	ESA 5050 or ESA 7050 or Virtual Appliance or Hosted Email Security
ESA 500, ESA 6000, ESA 4300, ESA 7000	ESA 7050 or ESA 9000 or 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**
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 security 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 5050, 7050, Email Security Virtual Appliance, Hosted Email Security	1 to 1,000 user Barracuda, Cisco IronPort, Proofpoint, MX Logic, Postini, FortiMail, Astaro, Eleven, MailFrontier
ESA 5050, 7050, 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 6210, SMA 7210, SMA 8200v	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.

\*\* Please refer to datasheet 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)

### SonicWall, Inc.

1033 McCarthy Boulevard | Milpitas, CA 95035 | Refer to our website for additional information.

#### © 2025 SonicWall Inc. ALL RIGHTS RESERVED.

SonicWall is a trademark or registered trademark of SonicWall Inc. and/or its affiliates in the U.S.A. and/or other countries. All other trademarks and registered trademarks are property of their respective owners. The information in this document is provided in connection with SonicWall Inc. and/or its affiliates' products. No license, express or implied, by estoppel or otherwise, to any intellectual property right is granted by this document or in connection with the sale of SonicWall products. Except as set forth in the terms and conditions as specified in the license agreement for this product, SonicWall and/or its affiliates assume no liability whatsoever and disclaims any express, implied or statutory warranty relating to its products including, but not limited to, the implied warranty of merchantability, fitness for a particular purpose, or non-infringement. In no event shall SonicWall and/or its affiliates be liable for any direct, indirect, consequential, punitive, special or incidental damages (including, without limitation, damages for loss of profits, business interruption or loss of information) arising out of the use or inability to use this document, even if SonicWall and/or its affiliates have been advised of the possibility of such damages. SonicWall and/or its affiliates make no representations or warranties with respect to the accuracy or completeness of the contents of this document and reserves the right to make changes to specifications and product descriptions at any time without notice. SonicWall Inc. and/or its affiliates do not make any commitment to update the information contained in this document.

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



**SONICWALL®**