

SecureFirst MSSP Program Guide

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Security threats are becoming increasingly sophisticated and organizations are looking for proactive ways to secure their IT environments. Whether their environment is in the Cloud, on-premise or a hybrid, organizations look to managed security services providers (MSSPs) to provide the best-in-class security to protect their business and mitigate future risk.

Leveraging SonicWall's extensive threat intelligence, RTDMI, market-leading product portfolio and award-winning SecureFirst Partner Program, SonicWall has designed the SecureFirst MSSP Program to empower MSSPs with the resources and tools they need to protect their customers while improving their operational efficiency and costs.

Why SonicWall?

By joining the SecureFirst MSSP Program, partners can access SonicWall's robust set of threat intelligence solutions in a subscription pricing model that matches the way they do business. The SecureFirst MSSP Program provides go-to-market collaboration, flexible pricing, simplified operations and priority technical support to assure that partnering with SonicWall is secure, simple and profitable.

Key Program Features

- Flexible pricing options that match the way customers want to buy
- Exclusive access to monthly and annual subscription pricing
- Automated provisioning, billing and license management via MySonicWall
- Unified visibility and management across customers' security environment with Capture Client
- Access to an assigned account manager and a sales engineer for partner development and co-selling, and an assigned Solution Architect (Powered Plus tier only)
- MSSP-tailored content and training for sales and technical staff
- Deal Registration protection and co-selling support
- Access to MDF with accrued MDF at the Powered Plus tier
- Access to Tier 3 Premier Technical Support and dedicated Services Account Manager (SAM) at the Powered Plus tier

MSSP Program Benefit Details



	MSSP Protect	MSSP Powered	MSSP Powered Plus
Volume Pricing - monthly and annual pricing models	Tier 3 discounts; varies by product	Tier 2 discounts; varies by product	Tier 1 discounts; varies by product
SonicWall Partner Staffing Support	Assigned CAM and SE	Assigned CAM and SE	Assigned CAM, MSSP Specialist and SE; access to Solution Architect
Technical Support Access and Collaboration	Unlimited access to online Knowledgebase and support tools; engage SonicWall through web, email and phone; unlimited access to Standard Support		
	Can purchase Premier Support for 5 or 10 call instances specially priced packages (\$4,500 for 5 calls; \$8,500 for 10 calls) for 24x5 coverage.	Premier Support included (10 instances) for 24x5 coverage	Premier Support included (10 instances) for 24x5 coverage plus access to an assigned Service Account Manager (SAM)
Access to MDF	Proposal based	Proposal based	5% accrued
Pricing Models	Flexible pricing models to facilitate customer choice (annual commit, monthly subscription, pre-paid credits)		
MSSP Revenue	Counts toward SecureFirst overall program tiering and incentive eligibility		
Deal Registration	Ability to register deals only on MSSP SKUs (min. deal size \$2500 USD) endpoint/license for co-selling support and price protection		
Access to Beta Programs	All levels based on beta program requirements		
Training curriculum and assessments	Unique content for the MSSP business model delivered through SonicWall University		
Automated Billing and License Management Tools	My SonicWall includes online tutorial specifically for MSSP partners		
MSSP Branding	Exclusive SonicWall MSSP logos and visibility on Partner Finder		

Eligibility and Requirements

Core Capabilities

Please see the MSSP Program Operations Guide for a full list of the required Core Capabilities.

- Partners wishing to enroll in the MSSP Program must demonstrate they have established and documented Core Capabilities around their Managed Security Services practice in the areas of:
 - Business Management
 - Network Management
 - Contract/Service Management

This includes the ability to handle Level 1/2 Technical Support calls on behalf of SonicWall, with minimum of 8x5 coverage.

- The review of Core Capabilities will be applied whether the partner is new to SonicWall or already a member of the SecureFirst program.

Program Requirements

- Be a partner in good standing, having met the Silver-level requirements of the SonicWall SecureFirst Program
- Have an established NOC or SOC (depending on program tier) where managed security services will be provided
- Complete the MSSP-specific specialization training and L1/L2 technical assessment
- Provide end-customer detail in ongoing transactional POS reporting at the end-customer level
- Commit to development of an ongoing SonicWall joint business and marketing plan around the MSSP practice

MSSP Program Requirements Details

In addition to the Silver level requirements of the SecureFirst Partner Program, MSSP partners will be required to meet the following specific MSSP requirements for revenue, staffing, services and support.



	MSSP Protect	MSSP Powered	MSSP Powered Plus
Total MSSP annual revenue – includes monthly and annual pricing models	min. 1,000 endpoints/users or 100 firewalls under management ¹	min. 5,000 endpoints/users or 250 firewalls under management ¹	min. 10,000 endpoints/users or 500 firewalls under management ¹
	\$2,000 USD minimum billable amount for transactions through monthly pricing models		
Service Management Capabilities	Network Operations Center (NOC) with at least 8x5 support	Security Operations Center (SOC) with at least 24x5 support	Security Operations Center (SOC) with at least 24x5 support
Specialization Training	1 or more staff completed integrated Specialization training for each product sold in MSSP monthly or annual models	2 or more staff completed integrated Specialization training for each product sold in MSSP monthly or annual models	3 or more staff completed integrated Specialization training for each product sold in MSSP monthly or annual models
L1/L2 Technical Assessment	2 or more with completed L1/L2 assessment ²	3 or more with completed L1/L2 assessment ²	4 or more with completed L1/L2 assessment ²
Common Requirements			
SecureFirst program level	SecureFirst Silver Level achieved and in good standing		
	Specialization required for products supported under MSSP model		
Security Infrastructure and Management Capabilities	Demonstrate capabilities in business, network and contract administration		
Technical Support Delivery Capabilities	Ability to handle Level 1 and Level 2 support calls with a minimum of 8x5 call coverage. Please see the SonicWall MSSP Program Operations Guide for more detail		
POS Reporting at End-User Level	Required at all levels		
Marketing Programs	Annual marketing plan as part of the business plan; quarterly marketing activities		

(1) Licenses cannot be transferred to end-customer, must be owned and assigned to MSSPs (disclaimer to be reviewed with Legal/SalesOps)

(2) Named individuals with complete Assessment are those with access to the SonicWall L3 Support group

How to Enroll

1. Complete the SecureFirst Program requirements for the Silver level
2. Submit an application for the MSSP Program via the Partner Portal
3. Once you have been approved, you will have access to the required MSSP training through SonicWall University
4. Your Channel Account Manager (CAM) will contact you to review your managed security services Core Capabilities (see further definition in the MSSP Operations Guide)
5. Once approved, you will be set up as an authorized MSSP partner, with a chosen primary authorized distributor, and active in SonicWall's internal transactional and operational systems.

About SonicWall

SonicWall has been fighting the cybercriminal industry for over 28 years defending small and medium businesses, enterprises and government agencies worldwide. Backed by research from SonicWall Capture Labs, our award-winning, real-time breach detection and prevention solutions secure more than a million networks, and their emails, applications and data, in over 215 countries and territories. These organizations run more effectively and fear less about security. For more information, visit www.sonicwall.com or follow us on Twitter, LinkedIn, Facebook and Instagram.

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