



EMEA Deal Registration Launch

Deal Registration Overview and Benefits

Deal Registration (DR) enables partners to register new sales opportunities and in turn receive enhanced sales support to help close the deal and additional discount at an authorized distributor. Deal Registration also protects Gold partners with a 'Deal Loss Protection' (DLP) rebate if a registered deal is won by SonicWALL, but lost to another SonicWALL partner.

Deal Registration Eligibility

Only SonicWALL Silver and Gold Medallion Partners with a Deals Portal Account are eligible to apply to register a deal. To clarify further, the Deals Portal is NOT the same as PartnerLink. Local SonicWALL Account Manager's will facilitate the request for Deals Portal Account activations.

To qualify, deals must meet the minimum deal size requirement of £5,000.00. Deal size is defined as the standard cost the SonicWALL SKU's in the deal based on the requesting partner's tier within the SonicWALL Medallion Program.

How Deal Registration Works

1. Partners navigate to the Deals Portal and provide detailed information about the deal which they would like to register.
2. Once the request is complete, a requested deal registration is routed to the appropriate SonicWALL Channel Account Manager.
3. The SonicWALL Channel Account Manager contacts the partner and ensures that the deal is as indicated in the deal registration request, that the partner is best qualified to service the client and that the partner has a complete understanding of the deal's stakeholders, requirements, timeline and value.
4. Once the Channel Account Manager approves the Deal Registration request, final approval is determined by SonicWALL Executive Sales.
5. With SonicWALL final approval, the submitting partner receives notification of the approved deal registration with 90-day terms.
6. To obtain Deal Registration discount, partners must provide SonicWALL Sales with a detailed order SKU list and the Deal Registration Reference Number at least 2

days prior to purchase to ensure that there are no delays in processing the Special Price Request (SPR).

7. The purchase is then made through authorized distribution at a Deal Registration discounted price.

For further information regarding Deal Registration discounts please contact your local SonicWALL Account Manager. Please also check out the following video for more details:

[https://na4.salesforce.com/sfc/p/300000001XWGNwnnsKUAU8Hjvr.Ua6RO9_vK7d0=.](https://na4.salesforce.com/sfc/p/300000001XWGNwnnsKUAU8Hjvr.Ua6RO9_vK7d0=)

Best regards,

Your SonicWALL team.



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