

Commercial Offer

# The incentive is very attractive for three years.

The annual cost for Ultimate Threat Protection is 56% off the list price of hardware.



Next-Generation Firewall promotional bundles for Branch, Remote Office and Perimeter that include the Ultimate Threat Prevention bundle:

- ▶ 3 subscriptions minimum
- ▶ All Subscriptions eligible
- ▶ HW and VM-Series
- ▶ Continued discount on HW
- ▶ Cortex XDR Prevent added with an additional discount
- ▶ Available On-prem, Virtually and with Cortex XDR Prevent

<p><b>Hardware included in the promotional bundle:</b></p> <ul style="list-style-type: none"> <li>▶ PA-820, PA-850, PA-3220, PA-3250, PA-3260, PA-5220 (High availability options available)</li> </ul>	<p><b>Ultimate Threat Prevention subscription bundle:</b></p> <ul style="list-style-type: none"> <li>▶ Threat Prevention, WildFire, URL Filtering and DNS Security</li> <li>▶ 1-year and 3-year subscription options</li> <li>▶ SD-WAN option is available as an add-on at an additional cost</li> </ul>	<p><b>Backline support:</b></p> <ul style="list-style-type: none"> <li>▶ ASC distributors supported/or partner supported; no frontline option</li> </ul>
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**Partner Recommended Services or Palo Alto Network Professional Services:**

- ▶ Security Lifecycle Review recommended for new customers
- ▶ Best Practice Assessment (BPA) before and after installation or health check and configuration audit:
  - One month after installation, partners should perform new BPA to show improvements in security posture
- ▶ Professional Service opportunity for installation and upgrade services

**Target Audience:**

- ▶ Prospects using competitive products from Fortinet, Cisco, Checkpoint and Juniper primarily
- ▶ Existing Palo Alto Networks Next-Generation Firewall customers who:
  - Are not currently on PAN-OS 9.0+
  - OR
  - Have Next-Generation Firewall devices that are 3 to 7 years old
- ▶ Applicable titles include: NetOps/NetSec, Architects – Security, Network, IT, Infrastructure, Enterprise, Data Center, IT and SecOps (for security services)

**Deal Registration:**

- For this program, submit a deal registration with the following:
- ▶ Campaign name: FY20 – Ultimate Threat Protection – bundle
  - ▶ Primary competitor
  - ▶ Opportunity naming: Start with UTB + Opportunity name (to enable tracking)

## Talk to us about:

### Finance and Leasing & Managed Security Services Distributor (MSSD)

As enterprise customers increasingly shift their costs from CAPEX to OPEX, IT leasing has become more relevant than ever. We provide everything you need to take advantage of.

MSSD enables you to:

- ▶ Provide world-class managed security services simply and quickly
- ▶ Generate significant MSS revenues without investing in infrastructure or skills
- ▶ Capitalise on the growing enterprise demand for security-as-a-service
- ▶ Extend the value of cybersecurity deals and engagements
- ▶ Develop profitable new income streams without experiencing channel conflict

## Key benefits of Finance and Leasing & MSSD:

- ▶ Convert more sales opportunities
- ▶ Get paid more quickly, improving business cash flow
- ▶ Differentiate your offering in the market
- ▶ Reduce their costs of sale
- ▶ Pursue bigger deals without financial or reputational risk
- ▶ Extend more valuable, strategic customer relationships
- ▶ A world-class, foundational managed security service you can offer today to your customers
- ▶ No channel conflict and no need to invest in infrastructure or skills
- ▶ Capitalise on the cyber skills shortage and growing enterprise demand for security-as-a-service
- ▶ Higher lifetime value (LTV)
- ▶ Easier cross-sell and upsell
- ▶ More loyalty
- ▶ Monthly recurring revenue
- ▶ Competitive advantage
- ▶ Increased market relevance
- ▶ Closer, more strategic customer relationships

Exclusive Networks, Alresford House, Mill Lane, Alton, Hampshire, GU34 2QJ  
Tel: +44 (0)845 521 7217  
Web: [www.exclusive-networks.com/uk/](http://www.exclusive-networks.com/uk/)

Contact your Palo Alto Networks Product Sales Specialists  
[paloalto@exclusive-networks.com](mailto:paloalto@exclusive-networks.com)  
Visit [exclusivelypaloaltonetworks.com](http://exclusivelypaloaltonetworks.com)  
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