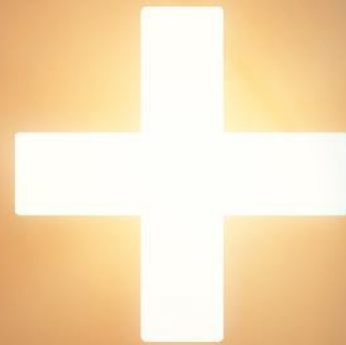


Refresh+

Delivering increased security and performance
while generating more revenue





Glossary

- [Next-gen firewall refresh](#)
- [FY20H2 Refresh+ bundle offer](#)
- [Refresh sales playbook](#)
- [Taking the next step](#)
- [Additional resource](#)

Delivering increased security and performance while generating more revenue

Industry trends driving NGFW refreshes

Hybrid cloud and SaaS apps driving higher bandwidth to/from enterprise networks

Cloud adoption driving increased security risks (e.g. unauthorised access and lack of infrastructure visibility)

Encrypted traffic is becoming the norm and must be secured

Data Centre consolidation driving higher performance requirements

Why should channel partners drive Refresh rather than Renewal?

- **Higher Revenue:** Refresh delivers higher revenue than Renewal
- **Secure and maximise ongoing business:** Lock in customers for another lifecycle
- **Increased customer satisfaction:** Differentiate yourself from the competition by proactively helping them to manage their deployment lifecycle

Why should end-users consider a Refresh over a Renewal?

- **Optimised protection:** Protect yourself against new and emerging threats
- **Optimised performance:** Keep up with increasing enterprise networking requirements regarding speed and bandwidth
- **Optimised resourcing and streamlined budgeting:** Newly integrated features make multi-tool, multivendor patchworking redundant

Refresh+ Bundle Offer

Exclusive bundle for Palo Alto Networks
customers with refresh eligible hardware
FY20H2



Trade-in credit for
existing hardware, and
prorated credit for
unused services and
support



Bundle pricing for
hardware subscriptions
to help customer
increase security
posture



Security posture tools
like Policy Optimizer,
IronSkillet, SLR and
BPA



Bundle pricing for
Professional
Services to help
with migration, etc.

Refresh+ bundle trade-in levels and credit amount

Generation 1	Generation 2	Current Product
		PA-7000 Chassis & 100G Cards
PA-40x0	PA-5060	PA-5280
		PA-5260
	PA-5050	PA-5250
	PA-5020	PA-5220
PA-20x0	PA-3060	PA-3260
	PA-3050	PA-3250
	PA-3020	PA-3220

Hardware level to be equivalent to current product or higher as denoted by direction of arrow to qualify for trade-in credit.

Product being purchased	Credit
PA-3220	\$ 900
PA-3250	\$ 1,250
PA-3260	\$ 1,500
PA-5220	\$ 2,250
PA-5250	\$ 4,500
PA-5260	\$ 7,500
PA-5280	\$ 8,500
PA-7000 Chassis	\$5,000
PA-7000 100G NPC	\$5,000

Example

A customer who currently has a PA-5020 must upgrade to a PA-5220 (or higher). Assuming they purchase a PA-5220, they will get a \$2,250 credit on their new hardware to offset some of the residual value of their existing hardware.

Refresh+ Bundle Eligibility Criteria

Hardware



- Customers must currently have PA-20xx, PA-30xx, PA-40xx, and PA-50xx hardware; applies to Production hardware only, and customer will be asked to sign “Certificate of Decommission”
- Customers must be purchasing equivalent or better hardware than the hardware they are refreshing
- Value of prorated services and support must be less than cost of services and support on new hardware; prorated credit will only be applied if decommission date is greater than 90 days from contract expirations
- Prorated service and support credits can only be applied if the distributor is the same as the last booked order or renewal of services and support

Subscriptions



- Offer applies to 3-year and 5-year subscriptions only
- For any 3 subs, 20% discount on each. For any 4 or more subs, 30% discount on each

Security Posture Tools



- Customers are not required to utilize these tools to take advantage of the offer

Support



- For hardware list price of \$500K or greater only; 8% discount on PS for hardware list price value <\$1M, and 12% above \$1M
- Consult Services Sales to determine the right package for the customer; PS must be added to the quote to qualify for the discount

How to get the offer



Create a new or modify an existing opportunity

- Under Primary Campaign Source, copy/paste this campaign code:
FY20 HW Refresh Offer Bundle
- Confirm the conditions in the prior slide are met for the customer's current hardware and replacement hardware



Create a quote

- Add the new hardware and 3 or more subs to the quote
- If desired by the customer, add PS to the quote
- Talk to the customer about the decommission date for old hardware




Submit a request via Google form

- ["Refresh Offer Request"](#) google form
- Sales Ops will validate the request, apply the offer discounts, and contact you with an update



Certificate of Decommission

- Send your customer a certificate of Decommission
 - Have your customer e-sign the certificate
 - [Palo Alto Networks PowerForm Signer](#)
- Bundle offer FAQ 

Hardware Refresh Sales Playbook



The Value Proposition

Attackers are using new techniques and resources at an unprecedented scale. Result: 300 million brand new malware samples every month¹. In addition, more than 80% of traffic is encrypted² and provides an easy way to get through your defences. As a Palo Alto Networks customer you can stay ahead of the adversaries and leverage the latest technology. Decrypt traffic to gain visibility and secure your organization. Receive 100+ cutting-edge innovations that protect your organization against the latest attacks. Prevent sophisticated attacks with ML. Increase security without compromising performance.

Before the Refresh	After the Refresh
You need higher firewall throughput to match the growth in your business. You want to enable all security capabilities, which require more horsepower.	Utilize new security capabilities to meet your organization’s security needs. Plan for the future and take advantage of new hardware and its increased performance.
Visibility into and protection for encrypted traffic requires more processing power (Encrypted https traffic increased from 39% to 80% over the last 3 years - Mozilla Firefox’s telemetry data)	Decrypt traffic to gain visibility and secure your organization with up to 10x throughput improvement. Enable decryption with confidence and ease.
Adversaries are misusing DNS for command and control, and to exfiltrate sensitive data	DNS Security service applies predictive analytics to disrupt attacks that use DNS for command and control (C2) or data theft.
Branch office traffic is either backhauled to a central location, leading to poor user experience, or is sent direct to internet, leading to poor security	Minimize latency and ensure reliability to deliver a great user experience with end-to-end SD-WAN. Apply consistent security for your branches through hardware, virtual-machines or delivered from the cloud.

¹ Based on Unit 42 data, ². Based on [Google Transparency Report](#)

Hardware Refresh Sales Playbook

Qualifying questions



How long ago did you purchase your oldest firewall?

Are you aware of the latest enhancements in PAN-OS?

How are you protecting users from common DNS-based attacks like DNS tunnelling?

Have you been able to move all your legacy port-based rules over to App-ID?

Do you have visibility into malicious encrypted traffic?



If it's more than 3 years, it is time to have a refresh conversation

Palo Alto Networks is continuously providing innovations on PAN-OS to enhance your network security

Rapidly identify threats hidden in DNS traffic with shared threat intelligence and machine learning. Our cloud-based protections are always up to date and scale infinitely.

Policy Optimizer strengthens your security by closing dangerous policy gaps and uses intelligence gathered by PAN-OS. Simplify the workflows to easily move from legacy rules to App-ID based rules.

Since 80% of traffic is now encrypted you need visibility into threats. Now you can decrypt with 10x higher throughput on our firewalls.

Hardware Refresh Sales Playbook

Adapting the pitch to your audience

The buyer	The pain point	The sales argument
BUDGET OWNER VP of IT/ CIO or CISO (in large organizations)	Privacy and security	Simplify security and management, reducing your overall people and equipment costs. See this TEI study.
	Reducing people and equipment cost (budgetary pressure)	Replacing legacy functionality and manual processes with the automation removes dangerous holes in security
	Availability and operational readiness of all IT resources	Reduce the chances of human error, the leading cause of breaches
TECHNICAL DECISION Security Architect or Security Operations Manager	Operating multiple disconnected tools, leading to complexity	Replacing disconnected security tools with our firewall, along with its tightly integrated security services
	Lack of reliability and stability of security tools	Have deep visibility and consistent control of all traffic, based on classification of applications, users, and content
INFLUENCER Head of Network Security, Network Security Engineers and Network Operations Engineers	Lack of automation	Create consistent security policies, which persist as a user or application moves between locations
	Spending too much time on tactical items and firefighting	Use machine learning and automated actions to improve security effectiveness with faster response to attacks
		Reduce your risk of attack by easily implementing best practices

Hardware Refresh Sales Playbook

Positive business outcomes

Simplify security by replacing disconnected tools with innovations that are tightly integrated into the NGFW

Close dangerous policy gaps with policy optimizer

Minimize latency and ensure reliability to deliver a great user experience with end-to-end SD-WAN

Apply consistent security for your branches through hardware, virtual-machines or from the cloud, without compromising performance.

Decrypt traffic to gain visibility and secure your organization

Receive 100+ cutting-edge innovations that protect your organization against the latest attacks.

Hardware Refresh Sales Playbook

Objection handling

Objection	Reframing	Response
My current hardware is good enough	Refreshing provides you with an increased ROI and capabilities for future	All of current new hardware can support the latest PAN-OS which will allow you to consume 100+ new innovations that protect your organization against the latest attacks. Apply security without compromising performance.
I just want to renew because its cheaper	Have you compared the cost to renew vs investing in refreshing?	Most organizations refresh their technology because they can use the new technology over a longer period of time while protecting their organization from advance threats.
Competitor delivers the same performance for half the price	Is this statement based on datasheet numbers and steep one-time discounts?	Fortinet measures FW performance in a special mode, with an unknown enterprise traffic mix and unknown configuration. They also hook prospects on highly discounted FortiGates and then upsell all the helper products needed to match our solution later.



Hardware Refresh Sales Playbook

Competitive Discussion

Fortinet

- **Cheap on paper. Costs arise later -**

How will Fortinet enable you to protect your enterprise?

FTNT is very transactional and does not care about customer success. Bring up our high scores for support

Check Point

- **No hardware SSL acceleration -**

Are you ready to performance tune all your security gateways?

Despite efforts like Maestro load balancers, Check Point continues to struggle with performance

Cisco

- **Very complex -**

Are you prepared to manage many different solutions?

Cisco has many different products with overlapping functionality resulting in high opex costs.

Zscaler

- **Proxies are legacy technology -**

How do you inspect all applications on all ports?

Zscaler can only inspect HTTP, FTP and DNS. All other protocols are not inspected



Are you ready to take the next step?

FIND the opportunity

Westcon can support you with detailed data incl most suitable refresh path:

- End of Life
- End of Support
- End of Sale

CONVERT the opportunity

Westcon can support you with:

- [Security Lifecycle Review](#)
Help customers understand where they have potential security risks on their network.
- [Best Practice Assessment](#)
Compare current configurations to best practices, producing a guide detailing best practice recommendations per feature

EXPAND the opportunity

Let Westcon help you expand the discussion to integrate other next-gen technology solutions, such as Prisma Access.

CLOSE the opportunity

Westcon's flexible credit facilities can help to e.g. overcome budget shortages, manage payment holidays or pulling forward payments

- Expedition Migration Tool Migrate policies and make security policies more efficient to manage.

SUPPORT the opportunity

- Strata QuickStart Services help streamline the deployment – no need for a statement-of-work or lengthy scoping process
- Westcon's Services can help you fill any capacity/ capability gaps at any stage of the technology lifecycle

Additional resource

- NextWave Partner Portal Hardware Refresh+ Programme Overview [click](#)
- Hardware Refresh Enablement Presentation [click](#)
- Reseller Partner Sales Playbook [click](#)
- Customer Presentation [click](#)
- NextWave Partner Portal: Strata QuickStart Services [click](#)
- Partner Up Training; presentation: [click](#) – recording: [click](#)
- Palo Alto Networks Project Team Slack Group [click](#)



Let's start delivering increased security and performance together, while generating more revenue

Contact your Westcon Account Manager

Or email
PANWSupportCentral.emea@westcon.com

About Westcon-Comstor

Westcon-Comstor (Westcon International) has been a leading global technology distributor for over 30 years. Today, we continue to lead the market through unrivalled channel support and expertise in global deployment, digital distribution and services. Deep market insight and vendor relationships coupled with a uniquely collaborative approach enables our partners across the supply chain to deliver the solutions they need to grow and thrive in today's digital world.

