



Available through December 31, 2007

FIREBOX[®] TRADE UP PROGRAM AMERICAS END USER

OVERVIEW

All networks face the same issue. No matter the size or scope, networks need to be secure without sacrificing productivity. Network administrators want the best security, highest performance, and most intuitive user experience available. Smart customers have discovered the solutions they need with the WatchGuard[®] Firebox[®] X e-Series.

WatchGuard's newest e-Series line provides solutions for the security issues plaguing business networks today. And now you can get **25% off** select Firebox X e-Series appliances and bundles when you participate in the Firebox Trade Up Program.

WHY TRADE UP?

By participating in the Firebox Trade Up Program, you ensure your network has the security, reliability, and performance you need at a significant savings. If you have an earlier generation WatchGuard product, you will notice great advances in performance and useful new features in the e-Series, offering smart solutions for your most important network issues. If you currently use a competitive product, you will be amazed with the ease of use and strength of security available only with WatchGuard.

Those who have become accustomed to our competitors' solutions are relieved to find in the Firebox e-Series an intuitive interface and capabilities to fully integrate a complete UTM solution. WatchGuard's security is unmatched in its market space. Others offer only stateful packet inspection or, at best, deep packet inspection. Only WatchGuard Technologies can offer *deep application inspection*, **superior protection against threats which have yet to be identified**. The choice is simple.

HOW DO I TAKE ADVANTAGE OF THE TRADE UP PROGRAM?

New and existing customers alike can trade in earlier generation WatchGuard Firebox appliances or their current appliance-based solution manufactured by a competitor, and trade up to a new Firebox e-Series model at 25% off standard purchase price. These specially priced solutions include Firebox X Edge e-Series UTM Bundles, Core[™] e-Series appliances/UTM Bundles, and Peak[™] e-Series appliances.

To activate a specially priced Trade Up product, simply retire the earlier generation WatchGuard appliance on your account, or certify the responsible disposal of the competitive product.



DETAILS

PRODUCTS AVAILABLE TO TRADE UP TO

Firebox® X Edge™ e-Series	Firebox® X Core™ e-Series	Firebox® X Peak™ e-Series
DESCRIPTION	DESCRIPTION	DESCRIPTION
X20e UTM Bundle	X750e Appliance*	X5500e Appliance*
X20e-W UTM Bundle	X750e UTM Bundle	X5500e UTM Bundle
X55e UTM Bundle	X1250e Appliance*	X6500e Appliance*
X55e-W UTM Bundle	X1250e UTM Bundle	X6500e UTM Bundle
		X8500e Appliance*
		X8500e UTM Bundle
		X8500e-F Appliance*
		X8500e-F UTM Bundle

*Non-UTM Bundles include Firewall/VPN Appliance and a 1-Year Subscription to LiveSecurity

ELIGIBLE PRODUCTS TO TRADE UP FROM

Current WatchGuard Customers

To be eligible to participate in the Trade Up Program, the device you wish to replace must be active on the same LiveSecurity account that the new Trade Up device will be activated on.

WatchGuard Devices Eligible	
For Trade Up to Any Available Device	For Trade Up to X Edge and Core e-Series Only
Firebox® II (All Models)	Firebox® X Edge (X5/X5w, X15/X15w, X50/X50w)
Firebox® III (500, 700, 1000, 2500, 4500)	Firebox® V10
Firebox® Vclass (V60L, V60, V80, V100 Not including: V10, V200)	Firebox® SOHO (Wired or Wireless Models: SOHO, SOHO 5, SOHO 6, SOHO 6tc)
Firebox® X Core™ (X500, X700, X1000, X2500)	
Firebox® X Peak™ (X5000, X6000, X8000)	

Customers with Competitive Devices

If you are currently in possession of a **comparable** device from a competitor, which may be outdated and vulnerable, it may be eligible to be traded up to a qualifying Trade Up product.

- A **comparable** device is defined as a network appliance dedicated to any (or any combination) of the following: firewall, VPN endpoint, URL content filter, spam filter, AV/IPS scanner.
- A **comparable** device must have a current or original retail value of **at least one third** the discounted purchase price of the desired WatchGuard Trade Up device.
- Examples of competitive manufacturers include but are not limited to: Cisco, Fortinet, Juniper/NetScreen, Symantec, SonicWALL, 3com, Checkpoint and Astaro.

HOW TO PURCHASE TRADE UP PRODUCTS

If you have an eligible product you would like to Trade Up, simply purchase the unique Trade Up part number which corresponds to the desired available product. Special Trade Up part numbers are available through any authorized WatchGuard Reseller. The 25% discount is built into the price so you see the savings instantly.

ACTIVATING TRADE UP PRODUCTS

With Earlier Generation WatchGuard Product

During activation of the new Trade Up e-Series model, you will be required to identify the device to be replaced. In order to properly identify the product to be replaced, the new Trade Up product **must be activated using the same account as the replaced product**, and the replaced product must still be designated as active.

To verify that the device you wish to replace is active, log on to the same [LiveSecurity account](#) you will use to activate a new Trade Up product. Under the “Manage Products” heading, go to “Your Products.” The device to replace must be listed as active in order to complete the activation of the Trade Up product.

Once the older device has been identified, it will be retired and the new box will become active. Note that when a device is retired:

- Product will be removed from the customer’s LiveSecurity account
- Product will not be eligible for upgrades, support, or software updates
- Feature keys are not available for the product

With Competitive Product

During activation, you will be prompted to identify the competitive device to be replaced by the manufacturer, model, and serial number. Once identified, and the terms and conditions of the program have been accepted, the new Firebox e-Series product will become active.

***IMPORTANT* – Further Action Required**

To complete the process with a competitive device, a [certificate of destruction](#) (COD) must be completed and returned to WatchGuard within sixty (60) days following activation. The COD can be returned via fax to Attention: Firebox Trade Up at +1 206.521.8342, or as an email attachment to fb_tradeup@watchguard.com. The COD will certify that the competitive device used in the trade up has been destroyed and properly disposed of in accordance with local environmental standards.

WatchGuard reserves the right to deactivate the new Trade Up product if the COD for the appropriate comparable device is not received within sixty (60) days, or at any time if the Trade Up product is determined to have been activated in violation of any of the Trade Up Program’s **Terms and Conditions**.



TERMS AND CONDITIONS

GENERAL

1. The Firebox® Trade-Up Program is in effect until December 31, 2007.
2. WatchGuard® Technologies reserves the right to deactivate a Trade Up product at any time if found to be in violation of program guidelines.
3. Distributors or resellers found to be abusing the Firebox Trade-Up Program may face penalties from WatchGuard, which may include but are not limited to: termination of partnership status, loss of specific partnership benefits as deemed appropriate by WatchGuard, and/or exemption from participating in any or all WatchGuard promotions and/or programs that benefit partners and/or end users.
4. WatchGuard reserves the right to change or cancel any aspect of this program at any time.

TRADE UP WITH WATCHGUARD PRODUCT

5. Trade-Up offer valid for Firebox II, Firebox III, select Firebox Vclass, Firebox SOHO, Firebox X Edge, Firebox X Core™, and Firebox X Peak™ products only.
6. Firebox SOHO, X Edge and V10 appliances are not eligible for Trade-Up to Firebox X Peak e-Series appliances and UTM Bundles.
7. In order to be eligible for the Trade Up Program, the device being traded up must be activated in the same LiveSecurity account that the new Trade Up product will be activated in.
8. Device being traded up must not have been previously retired or otherwise deactivated prior to activation of new Trade Up product.

TRADE UP WITH COMPETITIVE PRODUCT

9. For a competitor's device to be considered comparable and therefore eligible, its primary function must be one of the following: firewall, VPN endpoint, URL content filter, spam filter, AV/IPS scanner.
10. For a competitor's device to be considered comparable and therefore eligible, its current or original retail value must be at least one third that of the Trade Up product's purchase price.
11. Certificate of destruction (COD) must be completed and returned to WatchGuard within sixty (60) days following activation of new Trade Up product.
12. WatchGuard Technologies reserves the right to require competitive appliances to be physically shipped to a WatchGuard representative in lieu of disposal if deemed appropriate.