

Welcome to the ISBU Special Pricing Promotion Program



Overview

CA's Internet Security Special Pricing Promotion provides eligible ISBU partners the opportunity to quickly receive competitive discounts on registered opportunities.

Purchase any CA Total Defense Competitive Upgrade Product at **discounted rates**.

Three discount options give partners the flexibility to **win opportunities** based on the competitive situation.

Partner will be eligible for **20%, 30% or 40%** discount rates.

Receive Promo Discount approval in **one business day**.

How It Works

1. Opportunity must be registered via Deal Registration prior to a Special Pricing Promotion submission. Deal Registration is available through the ISBU Partner Portal.
2. For the Special Pricing Promotion, click the 'Registration Form' link.
3. After filling out and submitting the ISBU Promo Registration form, it will be sent directly to CA for approval.
4. If registered opportunity is approved, partner will be sent a confirmation email with promo certificate.
5. Partner will then submit their order to the distributor with the promo certificate.
6. Eligible partners include Platinum, Gold and Silver

Register form: <http://home3.ca.com/b2b/ISBUSpecialPricingRegistration.aspx>

Promotion Requirements

- Deals must be greater than \$2000 USD distributor pricing
- Must provide incumbent information when registering opportunity
- Must provide promo certificate when submitting order to distributor
- Deals cannot be combined with any other offers

Final price is between you and your participating authorized CA distributor.

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