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## Featured Promotions

### Day-1 DLP Try & Buy

**Valid Until:** **December 31, 2011** **NSP:** N/A **Audience:** All Partners

Check Point provides customers with an affordable, proven, and secure DLP solution with our Day-1 DLP Try & Buy. Customers can try our solution free of charge for 30 days using the following simple steps:

1. Choose the Day-1 DLP appliance that fits your needs:
  - Mid-Range appliance (up-to 1500 users) for the price of \$13,500
  - High-End appliance (unlimited users) for the price of \$45,000
2. Fill out the [Conditional Sales Order](#) and submit to the Check Point ordering team

If the customer decides to return the product within 30 days, the sales order is not recognized and no charge is incurred.

[Day-1 DLP FAQ](#)

 [Day-1 DLP Webinar](#)

 [Day -1 DLP Promotion Flyer- Partner](#)

 [Day -1 DLP Promotion Flyer - Customer](#)

 [Day-1 DLP Promotion FAQ](#)

 [DLP R75 Demo Pack](#)



## Appliance Trade-in

**Valid Until:** December 31, 2011 **NSP:** 20000685 **Audience:** All Partners

Check Point offers a special trade-in promotion to encourage customers to upgrade their security gateways and appliances to new Check Point appliances. Customers can receive a credit of up to 75% on the returned product to be used for credit against the list price of the purchased appliance. The maximum credit on the new appliance cannot exceed 25% discount from the list price of the new purchased appliance.

\* The returned product must be covered by support otherwise the credit will be half of the specified credit amount up to half of the discount.

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## Other Promotions

### Software Blades Migration Promotion

**Valid Until:** December 31, 2011 **NSP:** 20000698 **Audience:** All Partners

Check Point offers customers two migration alternatives when upgrading to Software Blades architecture:

- Equivalent functionality free of charge  
or
- Enhanced functionality with full features of the Software Blades architecture for 20% or less of the cost of the original Check Point product

For both options the returned product must be covered by support.

 [Special Migration Promotion to Software Blades architecture \[PDF\]](#)

 [Migration FAQ \[PDF\]](#)

 [Migration Tool User Guide \[PDF\]](#)

 [Migration Calculator \[XLS\]](#)



## Elite Support Promotion

**Valid Until:** December 31, 2011 **NSP:** 20000728 **Audience:** Partners

Partners receive an additional **5 point discount** on all new and upgraded Elite/Co-Elite/Co-Premium and Elite/Co-Elite/Co-Premium Onsite contracts booked during second thru fourth quarter of this year.

*Note: This promotion does not apply to Appliance Collaborative Support Providers (ACSP).*



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## Receive R80 Management Free when Upgrading Existing Endpoint Clients to Endpoint Security R80

**Valid Until:** December 31, 2011 **NSP:** 20000725 **Audience:** All Partners

Current endpoint security customers with endpoint security containers and software blades, can now receive any of the following endpoint management packages free of charge when upgrading to Endpoint Security R80:

- Endpoint management package for unlimited endpoints- CPSM- PU003-E
- Endpoint management package for up to 2,500 endpoints- CPSM- P2503-E
- Endpoint management package for 1,000 endpoints or below- CPSM- P1003-E

New endpoint security customers who do not have endpoint containers or endpoint blades should purchase the endpoint R80 management package.

Note: Based on current support level, the initial support coverage is free up until closest renewal date.

## Competitive Replacement

**Valid Until:** December 31, 2011 **NSP:** 20000686 **Audience:** All Partners

Check Point offers customers a competitive replacement promotion that enables them to receive up to 20% discount on product list price when upgrading their competitive security gateways to Check Point market leading appliances. In addition Distributors and direct resellers are entitled to the standard Category III discount.

 [Competitive Replacement Matrix \[PDF\]](#)

 [Certificate of Decommission \[DOC\]](#)



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## Special On-site Support Upgrade

**Valid Until:** December 31, 2011 **NSP:** 20000700 **Audience:** All Partners

Partners (distributors and resellers) will receive additional discount of 15 % for upgrading their customers' current support contract to an on-site SLA. The promotion applies to existing contract upgrades only. It does not apply to support renewals or new on-site contracts purchased with new appliances.

 [Special On-site Support Upgrade \[PDF\]](#)

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## Functionality Upgrade for Software Blades

**Valid Until:** December 31, 2011 **NSP:** 20000692 **Audience:** All Partners

Check Point offers customers a Functionality Upgrade for Software Blades promotion that enables them to receive 100% credit on the old product list price when upgrading their security solutions to Check Point Software Blades.

\*The returned product must be covered by support otherwise the credit will be half of the specified credit amount up to half of the discount.

 [Software Blades Functionality Upgrade Matrix \[XLS\]](#)

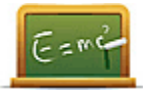
## Appliance Demo Units

**Valid Until:** December 31, 2011 **NSP:** 20000689 **Audience:** Distributors, Platinum and Gold Partners

Buy Check Point appliance demo units and use your Co-op budget to pay 33% towards the demo unit list price. When submitting the purchase order simply calculate using net amount and state: Demo unit will be partially funded by Co-op budget at 33% of demo unit price list.

 [Demo Units FAQ \[PDF\]](#)

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## Educational Institutes Promotion

**Valid Until:** December 31, 2011 **NSP:** 20000708 **Audience:** All Partners

Check Point is offering Education institutions special discounts on our products. Education institutions eligible to participate in this promotion can receive the following:

- 25% discount on list price for software products (category I)
- 20% discount on list price for all appliances and hardware products (category III)
- 25% discount on list price for endpoint products (category V)
- 25% discount on list price for service blades

**Distributors and partners will receive their regular program discounts based on their partner level.**

 [NSP for Educational Institutes \[PDF\]](#)