



WATCHGUARD® TRADE UP PROGRAM AMERICAS END USER

By participating in the WatchGuard Trade Up Program, you ensure your network is protected by the very latest in security, reliability, and performance available without hurting your bottom line. The WatchGuard Trade Up Program is available to both current WatchGuard customers with earlier generation products wishing to upgrade to our latest line of threat management solutions and to customers of competing products ready to step up to the unmatched security and ease of use offered only by WatchGuard.

Details

Trade in earlier generation WatchGuard appliances or any appliance-based security solution, and trade up to any eligible new WatchGuard appliance at an average of 25% off the standard purchase price.

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

Trade in These WatchGuard Products	
For Trade Up to Any Available Firebox® X e-Series or SSL Device*	For Trade Up to X Edge and X 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)	
WatchGuard SSL (Core VPN Gateway, 500, 1000)	

*If trading up to WatchGuard SSL 100, only WatchGuard SSL devices are eligible.

Get one of these new WatchGuard Products		
Firebox X Edge e-Series	X1250e UTM Bundle	X8500e w/ LiveSecurity
X20e UTM Bundle	X1250e w/ LiveSecurity®	X8500e-F UTM Bundle
X20e-W UTM Bundle	Firebox X Peak e-Series	X8500e-F w/ LiveSecurity
X55e UTM Bundle	X5500e UTM Bundle	WatchGuard XTM 1050
X55e-W UTM Bundle	X5500e w/ LiveSecurity	XTM 1050
Firebox X Core e-Series	X6500e UTM Bundle	XTM 1050 Security Bundle
X750e UTM Bundle	X6500e w/ LiveSecurity	XTM 1050 w/ LiveSecurity
X750e w/ LiveSecurity	X8500e UTM Bundle	WatchGuard SSL
		SSL 100

Eligible Products for Trade Up to an XTM 1050

All WatchGuard Firebox Peak (legacy and e-Series)
All WatchGuard Firebox Vclass V80 and higher
Check Point: Power-1 5070, UTM-1 1076, UTM-1 3076
Cisco: ASA5580, ASA5540
Fortinet: 620B, 800A and 800F, 500A, 3016B, 3810A, 3600A, 1000A
Juniper: SSG 550M, SRX650, PIX 535
Sonicwall: NSA E5500, E6500, E7500, PRO 5060

Note: Eligible WatchGuard device must be active and registered on the same account you will use for your new Trade Up product in order to complete activation.

Eligible non-WatchGuard Devices

If you are currently in possession of a **comparable*** non-WatchGuard device it may be eligible for upgrade to a qualifying Trade Up product. A comparable device must meet the follow two criteria:

1. Device must be a network appliance dedicated to any (or any combination) of the following: firewall, VPN endpoint, URL content filter, spam filter, AV/IPS scanner.
2. 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: 3com, Astaro, Checkpoint, Cisco, Cyberoam, Fortinet, Juniper/NetScreen, Palo Alto Networks, SonicWall Symantec, and Zyxel.

How to Purchase WatchGuard Trade Up Products

If you have an eligible product you would like to trade up, simply purchase the unique Trade Up part number that corresponds to the desired available Trade Up product. WatchGuard products with unique 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

When trading up from an earlier generation WatchGuard product - During activation of the Trade Up product you will be required to identify an eligible product on your account to be replaced. The specific device must be active in order to complete the activation of the Trade Up product.

(To verify that the device you wish to replace is active and registered to the correct account, 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.")

Once the eligible device has been identified, it will be retired and the new box will become active.

- Retired product will be removed from the customer's LiveSecurity account

- Retired product will not be eligible for upgrades, support, or software updates
- Feature keys are not available for retired products

When Trading Up with a non-WatchGuard device - During activation, you will be prompted to identify the device by the manufacturer, model, and serial number. Once identified, and the terms and conditions of the program have been accepted, the new Firebox X e-Series product will become active.

***IMPORTANT* – Certificate of Destruction Required Within 60 Days**

To complete the process, a [certificate of destruction](#) (COD) must be completed and returned to WatchGuard **within sixty (60) days of activation**. The COD can be returned via fax to Attn: “WatchGuard Trade Up” at +1 206 299 3803, or in an email 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. WatchGuard Technologies reserves the right to deactivate a Trade Up product at any time if found to be in violation of program guidelines.
2. Distributors or resellers found to be abusing the WatchGuard 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.
3. WatchGuard reserves the right to change or cancel any aspect of this program at any time.

Trade Up With WatchGuard Product

4. 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.
5. Firebox SOHO, Edge and V10 appliances are not eligible for trade up to Firebox X Peak e-Series appliances and UTM Bundles.
6. 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.
7. Device being traded up must not have been previously retired or otherwise deactivated prior to activation of new Trade Up product.

Trade Up With non-WatchGuard Device

8. For a non-WatchGuard 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.
9. For a non-WatchGuard 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.
10. Certificate of destruction (COD) must be completed and returned to WatchGuard within sixty (60) days following activation of new Trade Up product.
11. WatchGuard Technologies reserves the right to require non-WatchGuard appliances to be physically shipped to a WatchGuard representative in lieu of disposal if deemed appropriate.