



**Q2
Promotions**

Check Point Sales Promotions Update: Second Quarter 2010

Our Check Point sales promotions update is a summary of the promotions offered during the quarter.
Do not miss out on special promotions and take advantage of great savings for first quarter!

Promotion	Description	NSP #	Valid Until						
New Software Blades Migration Promotion	<p>Customers can receive Software Blades products with equivalent functionality to their old products free of charge.</p> <p>Customers can upgrade to the full features of the Software Blades architecture for 20% or less of the cost of their original Check Point products.</p>	20000698	Until Further Notice						
Education Institution Promotion	<p>Check Point education customers can receive attractive discounts on software blades and category I, III, and V products. Categories, products, and discounts are outlined below:</p> <ul style="list-style-type: none"> • Receive up to 25% discount on list price for software products (category I). • Receive up to 20% discount on list price for hardware products (category III). • Receive up to 25% discount on list price for endpoint products (category V). • Receive up to 25% discount on list price for service blades. <p><small>* Distributors receive their regular program discounts based on partner level.</small></p>	20000708	December 31, 2011						
Uncovered Accounts Promotion	<p>This promotion gives renewal incentives to existing customers with expired support coverage on their User Center accounts. The incentive includes reducing the synchronization fee on those accounts renewing their support for one year.</p> <p>Uncovered accounts dated 2009 and prior are eligible for reduced fixed synch fees based on the terms in the table below:</p> <table border="1"> <thead> <tr> <th>Contract term</th> <th>Synch fee</th> </tr> </thead> <tbody> <tr> <td>3 to 6 months</td> <td>5%</td> </tr> <tr> <td>6 months +</td> <td>10%</td> </tr> </tbody> </table> <p>Please note: Only accounts with a renewal date of 2009 and prior are eligible for the discount in synch fees towards renewal of their support contract.</p>	Contract term	Synch fee	3 to 6 months	5%	6 months +	10%	20000709	September 30, 2010
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Promotion	Description	NSP #	Valid Until
Functionality Upgrade for Software Blades	Receive up to 100% discount on the new product list price when upgrading security gateways to Check Point R70 Software Blades.	20000692	June 30th, 2010
Special Trade-in for Nokia Customers	Special trade-in promotion when upgrading old Nokia security hardware and software to new Check Point appliances. Receive a credit of 70% on the returned software list price, which can not exceed 25% of the purchased appliance list price. Customer will also get a special \$1,000 credit for the returned IP hardware.	20000688	June 30th, 2010
IP, Power-1™ and UTM-1™ appliance Trade-in	Customers can receive a credit of 70% on the returned product to be applied to the list price of the purchased appliance. The credit can not exceed 20% of the list price of the purchased appliance.	20000685	June 30th, 2010
Special Trade-in for Crossbeam C-series Customers	Special trade-in promotion for existing Crossbeam C-series customers when upgrading their security hardware and software to new Check Point appliances. Receive a credit of 70% on the returned software list price, which can not exceed 25% of the purchased appliance list price. Customer will also receive a special \$1,000 credit for the returned C-series hardware.	20000693	June 30th, 2010
Competitive Replacement	Customers receive up to 20% discount on product list price when upgrading their competitive security gateways to Check Point market leading appliances.	20000686	June 30th, 2010

For promotion updates, more details, documentation and special promotions' FAQ please go to:

[PartnerMAP > Pricing/Promotions > Promotions Overview](#)

For more information contact your channel manager or send an email to partner alliance at cpp@checkpoint.com

Please note: This information is for Internal and Partners use only!