

# DbProtect Competitive Replacement Promotion



AUTOMATION

## DbP Channel Promo

### *Provides Wedge Conversation*

Being able to provide “No Charge” migration services for prospects that have a competitive\* database security product will open conversations and prospect consideration.

\* Any competitive database security product; IBM, Imperva, Tenable, Qualys, McAfee, etc.

### Objectives - build on DbP value prop

- 1) **Complete database protection** with “Continuous Assessment” and “Continuous Monitoring” approach – key competitive differentiator
- 2) **Management simplicity** – implementation and support ease
- 3) **Cloud database focus** – market and clients are moving to cloud
- 4) **TCO reduction** – hardware costs and support costs decrease
- 5) **Price guarantee** – no increase based on database

**DbP Channel Offer valid through  
March 31, 2021**

# DbProtect Channel Offer Details



## “No Charge” implementation services

**TW Channel Partners** receive free CPS implementation / training services based on number of licenses purchased:

- **\*16 hours free for every 25 production DbP licenses** – DBP-AM or VM or RM
- **6 hours free for every 25 non-prod DbP licenses** – DBP-NON-PROD for AM, VM, RM
- Up to 96 free hours free possible with this offer

*\* Avg hourly CPS cost = \$325/hr*

## Contract commit maintenance discount

- **20% maintenance discount** for 2-year contract commit
- Maintenance paid at renewal time frame, not up front **(annual billing status)**
- **30% maintenance discount** for 3-year contract commit

## Channel Partners

- Channel Partners that do not use the Implementation offer, can extend a Hardware Credit offer. Contact CAM for details.