Virtual Peak Performance 2016

Come for knowledge. Leave with power.

March 17, 2016 | 8am - 1pm PST

Agenda

Technical agenda		
Time	Session	Presenter(s)
8:00 a.m. - 9:00 a.m.	General session	**Steve Pataky**, VP, WW Security Sales **Patrick Sweeney**, VP, WW Marketing
9:00 a.m. - 10:30 a.m.	**Technical deep dive session:** How multi-layer sandboxing detects more zero-day threats	**Jane Wasson**, Product Manager
10:30 a.m. - 10:45 a.m.	Break	
10:45 a.m. - 12:15 p.m.	**Technical deep dive session:** Multi-tenancy for security-oriented networks	**Dmitriy Ayrapetov**, Director of Product Management
11:30 a.m. - 1:00 p.m.	**Technical deep dive session:** Make it fit — Sizing your firewall	**Robert Krug**, Senior Systems Engineer

Business agenda		
Time	Session	Presenter(s)
8:00 a.m. - 9:00 a.m.	General session	**Steve Pataky**, VP, WW Security Sales **Patrick Sweeney**, VP, WW Marketing
9:00 a.m. - 9:45 a.m.	Best Practices for Solution Selling	**Rob Krug,** Senior Systems Engineer
9:45 a.m. - 10:30 a.m.	Selling SonicWALL into the education market	**Scott Grebe**, Product Manager
10:30 a.m. - 10:45 a.m.	Break	
10:45 a.m. - 11:30 a.m.	Increase your footprint, revenue, and the security of privileged accounts	**Kelly Hardy,** Product Marketing Manager
11:30 a.m. - 12:15 a.m.	Developing a multiple location opportunity. The distributed enterprise sale.	**Kent Shuart,** Product Marketing Manager
12:15 p.m. - 1:00 p.m.	Security insights: Examining 2015 to predict what's coming in 2016	**Ken Dang,** Product Manager

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Session details

Technical deep dive session: How multi-layer sandboxing detects more zero-day threats

Discover this industry-first, multi-engine approach to advanced threat analysis.

Join this session to:

- See why our sandboxing is more effective at discovering zero-day threats
- Find out about features and benefits of the new service
- Learn more about beta participation and service availability

Technical deep dive session: Multi-tenancy for security-oriented networks

Learn about the upcoming multi-tenancy capabilities of SonicOS 6.3.

During this session you will:

- Get an overview of SonicWALL's implementation of multi-tenancy
- See why this allows for maximum security without affecting individual tenant performance
- Explore predictable multi-tenant infrastructure allowing MSPs to maintain their SLAs

Technical deep dive session: Make it fit — Sizing your firewall

What end users care about is getting the features they need and not have it slow down the network and at a price point they like. Sizing our firewalls is a bit of an art form. Partners Sales' reps job is to get the customer to say YES to the security services they need, it's the partner engineer's job to figure out what model gets the job done and then properly install it. Can't have one without the other and be successful SELLING.

Best practices for solution selling

Hear from one our Senior Systems engineers and how he and his team successfully close deal after deal with the best approach for solution selling.

Selling SonicWALL into the education market

Education is an important market for SonicWALL and our partners. It represents a big opportunity for you to sell to K-12 schools and higher education institutions.

Join this session and learn:

- Key deciding factors that influence the education market
- Why SonicWALL solutions are a perfect fit for education customers
- How to sell into this market

Increase your footprint, revenue, and the security of privileged accounts

Attend this session to learn about:

- Dell One Identity Safeguard for Privileged Passwords
- The newest solution available to you from Dell Security
- Simplified secure privileged access management

Developing a multiple location opportunity. The distributed enterprise sale

Retail is underserved in security, find out how you can sell into this market.

During this session you'll learn:

- What unique security challenges distributed enterprises face
- How to position the TZ Series, X-Series switch and SonicPoint
- Why Dell Security solutions are the superior choice

Security insights: Examining 2015 to predict what's coming in 2016

Attend this session to gain new security insights from Dell Security's recently published Threat Report 2016.

In this session, you'll:

- Find out the most common attacks observed by our Threat Research Team
- Learn how these emergent threats affect businesses of all sizes
- See how to help your customers avoid falling victim to cybersecurity breaches

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