

COMPETITIVE REPLACEMENT PROMOTION GUIDELINES

**Competitor's product can be replaced with any
Check Point product**

**The replaced product price should be at least
80% of the Check Point product price**

For different replacement options, please contact Dealreg@checkpoint.com



Competitive Replacement Example

COMPETITIVE PRODUCT

Juniper SRX-1400

List Price
\$30,000

NEW CHECK POINT PRODUCT

Check Point 12200

List Price
\$31,650



Receive 20% on top of the
partner-level discount!

***OTHER ALTERNATIVES FOR SRX 1400: CHECK POINT 4800, 4600, 4400, 4200, 2200**



Competitive Replacement Example

COMPETITIVE PRODUCT

**PAN Appliance
PA-2020**

**List Price
\$13,800**

NEW CHECK POINT PRODUCT

**Check Point
4600 Appliance**

**List Price
\$15,000**



**Receive 20% on top of the
partner-level discount!**

***OTHER TRADE-IN OPTIONS FOR PA-2020: CHECK POINT 4400, 4200, AND 2200**