



AMAZON CHANNEL ACCELERATION PROPOSAL

Amazon Channel Acceleration

A strategic proposal for SonicWall to transform their Amazon presence with premium content, a world-class storefront, and advanced omnichannel intelligence that drives growth.

Channel Shield

Strategic 3P Seller

Storefront Revamp

Advanced Insights

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Prepared for: SonicWall Leadership

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SonicWall has done the hard work. Transparency is enrolled. BlueAlly manages the channel. MAP violations are minimal. But the real question isn't about protection anymore — it's about growth. Your Amazon presence is leaving millions on the table.

Stale

STOREFRONT
EXPERIENCE

Basic

PRODUCT CONTENT

Limited

CHANNEL
INTELLIGENCE

SECTION 01

Where the Real Opportunity Lives

SonicWall's Gen 8 portfolio represents cutting-edge cybersecurity backed by 30+ years of innovation and 500,000+ customers across 215 countries. But your Amazon storefront hasn't kept pace. Buyers researching firewalls see competitors with rich A+ content, professional imagery, and compelling storefronts — while SonicWall's presence feels dated. That gap is costing you conversions every single day.

Outdated Storefront Experience

Your Amazon storefront doesn't reflect the innovation of your Gen 8 portfolio. First impressions matter, and right now competitors like Fortinet are winning the visual battle on the world's largest marketplace.

Missing A+ Content

Products listed with basic descriptions and stock images. No comparison charts, no feature callouts, no lifestyle imagery. Every product deserves premium content that converts browsers into buyers.

Limited Channel Visibility

You see Amazon. But what about Walmart, Newegg, eBay, and the hundreds of web retailers? Without omnichannel monitoring, pricing violations and unauthorized activity happen in your blind spots.

Untapped Buying Signals

Pattern offers data, but are you getting the full picture? Search term trends, competitor pricing intelligence, demand forecasting, and conversion optimization require deeper marketplace expertise.

The Core Opportunity:

Your channel is protected. Now it's time to make it perform. The difference between a protected Amazon channel and a high-performing one is content, experience, and intelligence.

SECTION 02

What Cloud Care Delivers

Cloud Care is not just another marketplace partner. We combine premium content creation, storefront design, strategic 3P selling, and omnichannel intelligence into a single partnership — everything SonicWall needs to transform Amazon from a protected channel into a growth engine.

CONTENT EXCELLENCE

A+ Content & Product Imagery

Every SonicWall product gets premium A+ content with professional imagery, comparison charts, feature callouts, and technical specifications. Included — not an add-on.

- ✓ Professional product photography
- ✓ A+ content for every SKU
- ✓ Comparison charts and feature highlights

STOREFRONT TRANSFORMATION

World-Class Brand Experience

Complete Amazon storefront redesign that matches the innovation of your Gen 8 portfolio. Rich category navigation, hero banners, video integration, and organized product discovery.

- ✓ Custom storefront design
- ✓ Category-organized navigation
- ✓ Video and multimedia integration

CHANNEL SHIELD

Omnichannel MAP Monitoring

Real-time MAP dashboard covering every channel — Amazon, Walmart, Newegg, eBay, and the entire web. Not just detection — automated enforcement with C&D letters.

- ✓ Real-time MAP dashboard
- ✓ Amazon + Walmart + Newegg + eBay + Web
- ✓ Automated C&D enforcement

ADVANCED INTELLIGENCE

Buying Signals & Market Data

Deeper insights than Pattern.com. Search term intelligence, competitor pricing trends, demand forecasting, conversion analytics, and category performance — all in real-time.

- ✓ Search term & keyword intelligence
- ✓ Competitor pricing and positioning
- ✓ Predictive demand forecasting

SECTION 03

Content That Converts

Every product in your Gen 8 portfolio deserves content that matches its engineering excellence. Here's what Cloud Care delivers for every single SKU.

BEFORE: BASIC LISTING

- ✗ Generic product title
- ✗ Stock manufacturer image
- ✗ Bullet-point specs only
- ✗ No A+ content
- ✗ No comparison charts
- ✗ No lifestyle imagery

AFTER: CLOUD CARE LISTING

- ✓ SEO-optimized title with keywords
- ✓ Professional photography, multiple angles
- ✓ Rich A+ content with feature callouts
- ✓ Interactive comparison charts
- ✓ Lifestyle and deployment imagery
- ✓ Video integration

Product Photography

Professional studio photography, 360-degree views, lifestyle and deployment shots, infographics showing key specs and differentiators. Every image designed to build confidence and drive conversion.

A+ Content Pages

Premium below-the-fold content for every product: feature comparison modules, technical specification tables, use-case scenarios, and brand story integration. A+ content increases conversion rates by 3-10%.

SEO & Search Optimization

Backend keyword optimization, search term analysis, title and bullet point optimization to ensure your products appear for the right searches. More visibility means more sales.

SECTION 04

Omnichannel Intelligence: Beyond What Pattern Offers

SonicWall needs more than Amazon data. You need a complete picture of your brand's presence across every marketplace and every website. Cloud Care's intelligence platform delivers the buying signals and channel visibility that other providers — including Pattern — simply cannot match.

| CAPABILITY | PATTERN.COM | CLOUD CARE |
|---------------------------|-------------|---------------------------|
| Amazon Analytics | ✓ Yes | ✓ Yes |
| Walmart Monitoring | Limited | ✓ Yes — Real-Time |
| Newegg Monitoring | ✗ No | ✓ Yes — Real-Time |
| eBay Monitoring | ✗ No | ✓ Yes — Real-Time |
| Full Web MAP Scanning | ✗ No | ✓ Yes — Every Website |
| Real-Time MAP Dashboard | Basic | ✓ Advanced — All Channels |
| Automated C&D Enforcement | ✗ No | ✓ Yes — Automated |
| Search Term Intelligence | ✓ Yes | ✓ Yes — Enhanced |
| Competitor Pricing Intel | ✓ Yes | ✓ Yes — Omnichannel |
| Demand Forecasting | ✓ Yes | ✓ Yes — AI-Powered |
| Product Content Creation | Extra Cost | ✓ Included |
| Storefront Design | Extra Cost | ✓ Included |
| Transparency Management | ✗ No | ✓ Yes |

PATTERN'S APPROACH

*"Great data, but Amazon-focused.
Content and design are add-ons. No
enforcement capabilities."*

CLOUD CARE'S APPROACH

*"Everything Pattern does PLUS
omnichannel coverage, automated
enforcement, premium content
included, and storefront design — all
in one partnership."*

The Key Difference:

Pattern gives you a dashboard. Cloud Care gives you a dashboard AND the team that acts on the data — creating content, optimizing listings, enforcing MAP, and driving growth across every channel.

SECTION 05

Real-Time MAP Dashboard

Channel Shield isn't just monitoring — it's a command center for your entire brand presence across the internet.

Live Price Tracking

Real-time price monitoring across Amazon, Walmart, Newegg, eBay, and every authorized and unauthorized web retailer. Instant alerts when prices deviate from MAP.

Seller Identification

Automated identification of every seller listing SonicWall products anywhere online. Know who's selling, at what price, and where they're sourcing inventory.

Automated Enforcement

When violations are detected, Channel Shield automatically generates and sends C&D letters. No manual intervention. Problems resolved before they escalate.

Historical Analytics

Track pricing trends over time. Identify repeat offenders. Measure enforcement effectiveness. Data-driven decisions for your channel strategy.

Competitive Benchmarking

See how Fortinet, Palo Alto, and Cisco price on every channel. Understand your competitive position in real-time across every marketplace.

Executive Reporting

Weekly and monthly reports with actionable insights delivered to your team. No login required — the intelligence comes to you.

SECTION 06

Proven Results: NETGEAR AV

STRATEGIC 3P AMAZON PARTNER

NETGEAR AV partnered with Cloud Care as their strategic 3P Amazon partner. We transformed their Amazon presence with premium content, professional storefront design, and comprehensive channel intelligence.

+Sales

REVENUE GROWTH

+ROAS

AD PERFORMANCE

0

MAP VIOLATIONS

Key Results Achieved

- ✓ Complete content transformation with A+ content for every product
- ✓ Professional storefront driving higher engagement and conversion
- ✓ Real-time channel intelligence informing strategic decisions
- ✓ Zero MAP violations maintained across all monitored channels

Cloud Care didn't just protect our brand — they transformed our Amazon channel into a strategic growth engine. The combination of premium content, storefront design, and marketplace intelligence gave us visibility and performance we never had before.

— NETGEAR AV Leadership

SECTION 07

What This Means for SonicWall

SonicWall has built the most innovative cybersecurity portfolio in the market. Here's what partnership with Cloud Care unlocks for your Amazon channel.

Premium Brand Experience

Every SonicWall product represented with professional content that matches the quality of your Gen 8 engineering. Your Amazon presence finally matches your brand.

Complete Channel Visibility

See every seller, every price, every violation — not just on Amazon but across Walmart, Newegg, eBay, and the entire web. No more blind spots.

Actionable Intelligence

Buying signals, search trends, competitive pricing, demand forecasting — the data SonicWall needs to make strategic decisions about product positioning and channel strategy.

Content That Converts

A+ content, professional imagery, and an optimized storefront that turns browsers into buyers. Higher conversion rates mean more revenue from existing traffic.

Your Entire Gen 8 Portfolio — Elevated

Firewalls:

TZ280, TZ380, TZ480, TZ580, TZ680, NSa 2800, NSa 3800, NSa 4800, NSa 5800 — every model gets premium A+ content and professional imagery.

Wireless:

SonicWave 621, 641, 681 — complete content packages with deployment imagery and feature comparison charts.

Switches:

SWS12 and SWS14 series — full product content with technical specifications and use-case scenarios.

Security Services:

Capture ATP, Cloud App Security, Capture Client — subscription content optimized for Amazon conversion.

Management:

NSM, WNM licenses — service listing optimization with clear value proposition content.

SECTION 08

The Partnership Model

**STRATEGIC 3P AMAZON
SELLER**

**CHANNEL SHIELD
OMNICHANNEL
PROTECTION**

**CONTENT &
INTELLIGENCE
PLATFORM**

What We Handle

Amazon Excellence

- ✓ Listing optimization & A+ content
- ✓ Professional product imagery
- ✓ Storefront design & management
- ✓ Inventory management & FBA
- ✓ Pricing control & compliance
- ✓ Advertising strategy
- ✓ Buy box optimization
- ✓ Review management

Channel Intelligence

- ✓ Real-time MAP dashboard (all channels)
- ✓ Omnichannel seller monitoring
- ✓ Automated C&D enforcement
- ✓ Search term & buying signal analytics
- ✓ Competitor pricing intelligence
- ✓ Demand forecasting
- ✓ Competitive benchmarking
- ✓ Executive reporting

Performance Guarantees

- ✓ We guarantee measurable improvement in content quality scores, conversion rates, and channel visibility within 90 days.

SECTION 09

Why Act Now

Gen 8 Launch

NEW PRODUCTS NEED
NEW CONTENT

Competitors Moving

FORTINET IS
INVESTING IN
AMAZON

Data Advantage

INSIGHTS DRIVE
REVENUE GROWTH

SECTION 10

Proposed Next Steps

1. Discovery Call

30-minute discussion on content priorities, channel visibility needs, and intelligence requirements.

2. Channel Audit

Complimentary omnichannel audit: every seller, every price, every channel — delivered as a report showing what you're missing.

3. Content & Storefront Mockup

We'll create sample A+ content and storefront designs for your top-selling TZ Series products.

4. Partnership Launch

Content creation begins, storefront goes live, Channel Shield monitoring activates, intelligence platform connects.

Let's Elevate SonicWall's Amazon Presence

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SonicWall has built the most innovative cybersecurity portfolio in the market. Your Amazon channel should reflect that same level of excellence. Let Cloud Care transform your presence from protected to performant — with world-class content, a stunning storefront, and intelligence that drives growth.