

Overview

Infoblox is announcing an incentive program for customers and prospects that want to take advantage of the latest generation of Trinzic appliances. This document reviews frequently asked questions.

Note: Four enhancements were recently made to the program. They are reviewed within the FAQs. The headlines are:

1. New customers are now eligible for the promotional discount
2. List price discounts are increased by five percentage points
3. Customers can renew subscriptions at the promotional discount in subsequent years
4. ActiveTrust Cloud is now one of the ActiveTrust options

Frequently Asked Questions

Q. Why use or upgrade to the newest Trinzic appliances?

- A. The latest Trinzic physical and virtual appliances deliver numerous functional benefits:
- Capability: The newest Trinzic appliances introduce advanced features that continue to scale core protocol services, enabling seamless expansion of network services.
 - Compelling economics: A subscription-based licensing option reduces upfront acquisition costs while moving license fees from CapEx to OpEx and includes future upgrades.
 - Flexibility: Subscription licenses can be moved from physical appliances to virtual appliances to the cloud, without additional cost.

Q. Why adopt these appliances now?

- A. For a limited time, a new or current customer can take advantage of a significant promotional discount by licensing the combination of DNS Traffic Control (DTC), Active Trust or ActiveTrust Cloud, Software ADP and Reporting & Analytics on a subscription basis.

Q: What is this promotion?

- A: This promotion allows customers to upgrade or purchase the latest Trinzic appliances and license value-added software on a subscription basis at a significant discount. Final customer pricing is determined by the channel partners and discounts vary based on partner level, volume, subscription term (<36M or >=36M) and other specifics to each deal.

Q. Who qualifies for the promotional offer?

- A. Any current Trinzic customer with an active maintenance agreement that is upgrading to second generation Trinzic or renewing maintenance. Any new customer that acquires the latest generation Trinzic appliances. All customers must execute a subscription license for the required software components: DNS Traffic Control (DTC), Active Trust or ActiveTrust Cloud, Software ADP and Reporting & Analytics.

Q. If a customer wants to license a lesser combination of software modules, do they still qualify for the special offer?

- A. No, the discount is valid only on the combination of DNS Traffic Control, Active Trust or ActiveTrust Cloud, Software ADP and Reporting & Analytics.

Q. When is the special offer available?

- A. From August 14, 2017 to July 31, 2018.

- Q. If a customer wants to license additional modules, beyond DNS Traffic Control, Active Trust, Software ADP and Reporting & Analytics, will those modules qualify for the special offer?**
- A. Yes. Once the minimum qualifications for the offer are met, special discounts are applicable to subscription licenses on the additional modules.
- Q. Let's take an example of a customer that wants to upgrade their Trinzic appliances and license the four advanced network services. Do they qualify for the special discount if they upgrade to a Trinzic appliance with a lower model number? For example, move from a 1410 to an 825?**
- A. Yes, the promotional discount is applicable. In this example make sure the appliance they upgrade to has the capacity to meet current and future needs.
- Q. Can a non-customer (i.e., net new prospect) take advantage of the promotion?**
- A. Yes.
- Q. If multiple Trinzic appliances are used in a configuration, must the customer license the four add-on software modules on every appliance to qualify for the special discount?**
- A. No. The customer must execute a subscription license for all modules on at least one appliance.
- Q. The promotional discount applies only to subscription pricing. Why?**
- A. A growing number of Infoblox customers asked for subscription pricing for a number of reasons including:
- Lower up-front cash outlay
 - Spending predictability
 - Clearer insight to IT costs
 - Inclusion of software upgrades
 - License mobility between physical appliances, virtual appliances and the cloud
- In addition, subscription-based fees are often classified as Operating Expense and this is an advantage to many organizations.
- Q. Does the special discount apply to Trinzic hardware?**
- A. No. The special discounts do not apply to hardware or to maintenance. Normal discounts do apply, however, to hardware and maintenance.
- Q. Can NIOS and the software modules still be procured with a perpetual license?**
- A. Yes, traditional perpetual licensing remains available.
- Q. Are there other changes to maintenance plans and pricing?**
- A. For discontinued Trinzic appliances their maintenance prices will increase 5% in February 2018. The affected appliances are listed in "End of Sales FAQ: Selected Trinzic Appliances."
- Q. Does the discontinuation of some Trinzic models mean that a customer must upgrade to new appliances?**
- A. No, it does not. A customer can continue to use Trinzic appliance that will reach End-of-Sale. See "End-of-Sale FAQ: Selected Trinzic Appliances" for more information.
- Q. How does someone compare the discontinued Trinzic appliances to the equivalent new models?**
- A. See the Trinzic Appliance [Datasheet](#) on Infoblox.com.

Infoblox Sales/Channel Partner FAQs

Q. What are the key messages for customers?

A. They are:

- The subscription license option reduces the *first year* cash outlay ~50% compared to purchasing with a perpetual software license. Licenses can be transferred from physical appliances to virtual appliances to the cloud without incremental cost, facilitating the evolution of the data center network while also shifting budget from CapEx to OpEx.
- For a limited time, customers can upgrade their appliances and license NIOS with a suite of advanced network services on a subscription basis, at a significant discount from list price.

Q. Beyond the discount, why else would a current customer upgrade Trinzi appliances now?

A. A number of first generation Trinzi appliances will be discontinued. These appliances may not support newer, advanced features, so a customer wanting to expand network services could be constrained unless they upgrade their appliance. In addition, maintenance for those discontinued appliances will end at a future date per the milestones in "End of Sales FAQ: Selected Trinzi Appliances." To be future-ready, a customer should consider getting ahead of the curve and upgrading while the economic incentive is available.

Q: What components are required to take advantage of this promotion?

A: This promotion requires Trinzi DDI Software Subscription, ActiveTrust or ActiveTrust Cloud, Software ADP, DNS Traffic Control, and Reporting Subscription (1GB or higher). All components must be purchased together to qualify for this promotion. The list of eligible/representative SKUs are included in the SFDC promo case for reference.

An exception to this rule for ActiveTrust Cloud is the \$0 SKU for 100 users. That is not a qualifying module.

A second, temporary exception to the rule relates to Software ADP. Software ADP is only available for the 815, 825, and 1415 appliance today. Software ADP for 1425 and larger appliance will be available when NIOS 8.4 launches. Customers with 1425 or larger appliances that wish to take advantage of this Promo may receive the discount without the Software ADP component until NIOS 8.4 is available. After Software ADP becomes generally available for the 1425 and larger appliances, Software ADP will become a requirement

Q: Why *these* software modules? Why subscription licenses?

A: We believe the modules required represent the de facto standard set of functions that customers should run on a modern, secure DDI infrastructure. No Infoblox customer should have vulnerable DNS nor should they lack visibility into what's happening within their network and on our appliances. The intent of this promotion is to accelerate refresh capture, promote secondary product adoption and incentivize transition from perpetual license to software subscriptions.

Q: Do all components need to be on every appliance in a deal?

A: No, we recognize that in many cases the customer's architecture does not require that all the required software components be installed on every appliance. The requirement therefore is to have all components be included as part of the solution. In most case, that means the actual number required is greater than one, but less than the total number of appliances in the customer's grid.

- Q: What if my customer wants ActiveTrust Plus, ActiveTrust Advanced or ActiveTrust Cloud in place of ActiveTrust Standard? Can I get the same discount?**
- A:** Yes, customer may subscribe to ActiveTrust Plus, Advanced or Cloud instead of Standard as part of this promotion and receives the same promotional discount.
- Q: Can I add additional product subscriptions as part of this promo? For example – What if I also want to add Threat Insight or Cloud Network Automation?**
- A:** Yes, if the required components are licensed all other software subscriptions can be added to the order and receive the same promotional discount.
- Q: Can I combine this promotion with other offers?**
- A:** No, this promo cannot be combined with other offers. Products receiving this promo should be placed as a separate order and not be combined with other products receiving other concessions. If some customized terms are required, please contact your Infoblox sales representative.
- Q: I want to position this promo to my customers with maintenance renewal? What is the process and how do I coordinate with the Renewal team?**
- A:** The Infoblox Renewal team will continue business as usual– quotes will go out -120 days ahead of renewal to incumbent partners. Renewals team will continue working renewals to ensure the machine stays on track. Please contact your Infoblox sales or renewal team representative if you have a customer looking to take advantage of this promo and get pricing.
- Q: What happens to the discounts in year 2 or beyond if my customer only purchased the promo for one year?**
- A:** The promo discount offer will end at the conclusion of FY18 and discounts will revert to standard discounts. A customer that takes advantage of this promotional discount for any duration will be able to renew their subscription with the same discount provided (1) they renew the license for the entire combination of modules and (2) do not let the subscription lapse.
- Q: What if I have a Trinzic-A customer with lapsed maintenance, can I offer this promo?**
- A:** We will handle those on a case by case basis, please contact the your Infoblox sales representative for more information. The promo is for customers with existing maintenance only.
- Q: What customers I should target?**
- A:** This promo is designed to be attractive to customers that fall into one of three categories:
- (1) Customers with an impending upgrade in the next 18 months (i.e. early Trinzic adopters with appliances that are 4-5 years old).
 - (2) Customers that have expressed interest in the add-on products included in this promo (e.g. DTC, ADP, ActiveTrust), but cannot take advantage of them in their current Trinzic appliance due to capacity constraints.
 - (3) Prospective new customers that need a financial incentive to move off their current solution and onto Infoblox/Trinzic.
- This promo is *not* targeted at customers that already have newer Trinzic appliances or customers that were *not* sold on the value of our secondary add on products, especially security.