

The background of the banner features a low-angle, blue-tinted photograph of a modern skyscraper with a grid-like facade. Overlaid on this are several abstract geometric shapes: a large grey rounded rectangle in the upper left, a teal rounded rectangle in the lower left, and a teal rounded rectangle on the right side. Three horizontal red bars are also present: one on the right side, one on the lower left, and one on the bottom right.

FORTINET SMB SUMMIT

ENGAGE Partner Program Benefits & Tools –Programs for Success

November 7th 2024 | Athens

3D Approach ... at Partner's Pace

Engagement

Relationship

1

How Fortinet will be supporting your growth

You will determine the type of expertise, benefits & revenue we develop together

Business Model

Go To Market(s)

2

Choose your route to market

You can add several and you are not locked to a single GTM type

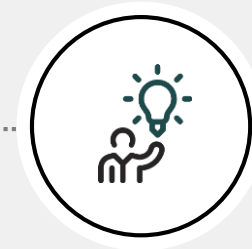
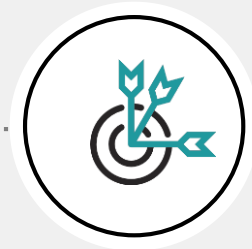
Specialization

Stand Out!

3

Focus on key business growth areas

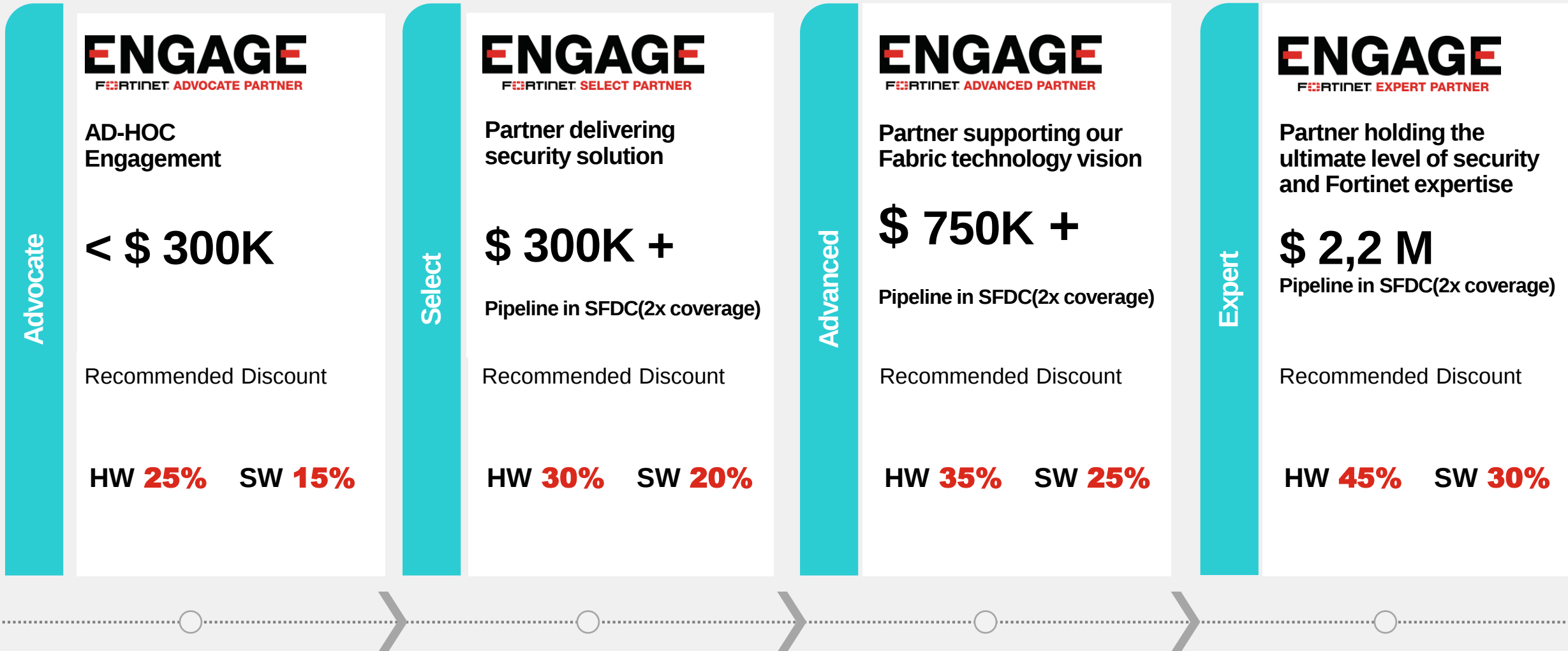
To be officially recognized as a Fortinet Partner of choice in key technologies



Adapt to Partner needs & strategy

Define your own Partner Journey with Fortinet

1 What kind of relationship do you want to build with us?



Integrator Business Model – Requirements

		Advocate	Select	Advanced	Expert
TECHNICAL	FCF	1	1	2	2
	FCA			1	2
	FCP – Network Security ^l		1	1	1
	FCSS – Network Security			1	2
	FCX				
BUSINESS	Fortinet Integrator Questionnaire	✓	✓	✓	✓
	Valid Partner Agreement	✓	✓	✓	✓
	Primary Business Face-to-Face Selling Model	✓	✓	✓	✓
	Sales Volume Requirement:		✓	✓	✓
	Provide Level 1 Support		✓	✓	✓
	Sales Forecasting			✓	✓
	Lead Follow Up and Reporting			✓	✓
	Quarterly Business Plan Review			✓	✓
	Hold Co-Marketing End-User Events			✓	✓
	Provide Level 2 Support				✓



- 1x [Introduction to the Threat Landscape](#)
- 1x exam below:
 - > [Getting Started in Cybersecurity](#)
 - > [Technical Introduction to Cybersecurity](#)



- 1x [FortiGate Operator](#)



- 1x [NSE 4 FortiOS](#)
- 1x exam below:
 - > [NSE 5 FortiManager](#)
 - > [NSE 5 FortiClient EMS](#)
 - > [NSE 6 FortiSwitch](#)
 - > [NSE 6 Secure Wireless LAN](#)
 - > [NSE 6 FortiNAC](#)
 - > [NSE 6 FortiAuthenticator](#)
 - > [NSE 6 FortiAnalyzer Administrator](#)



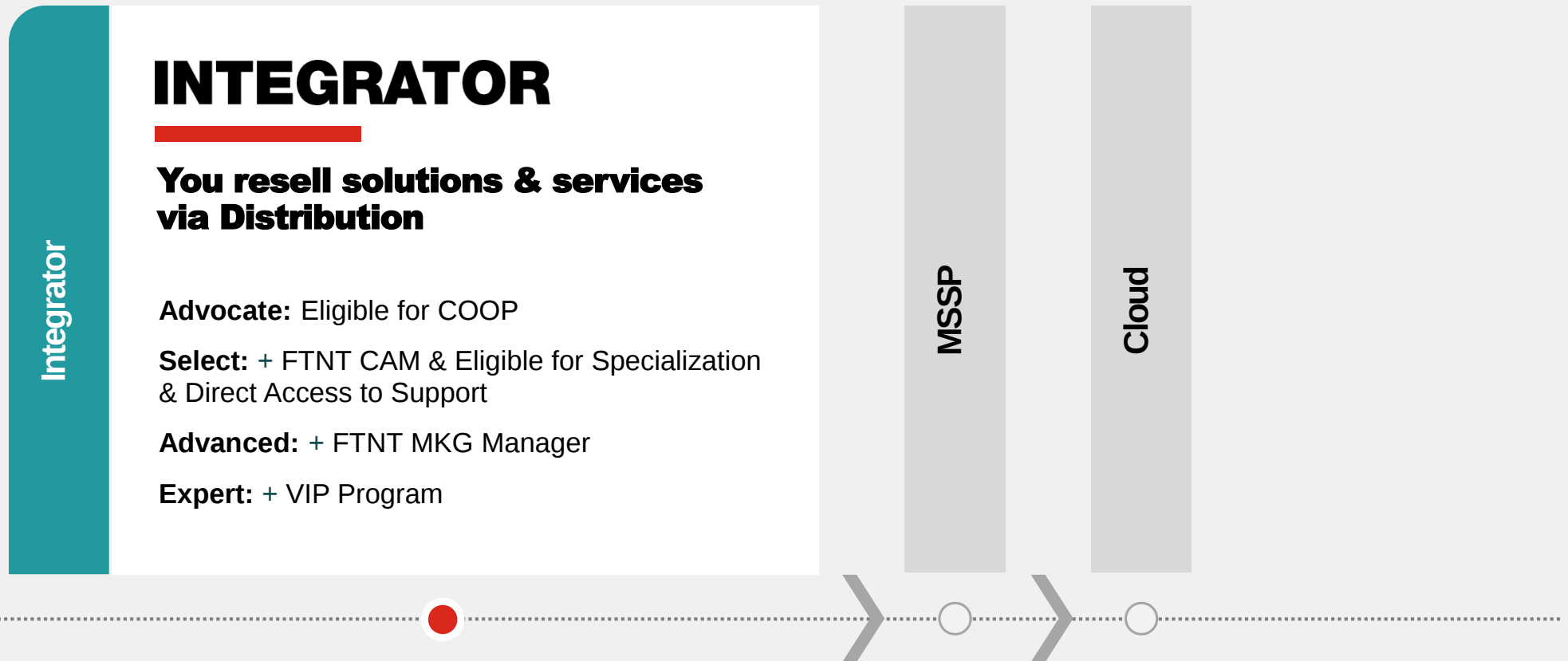
FCF: Fortinet Certified Fundamentals FCA: Fortinet Certified Associate FCSS: Fortinet Certified Solution Specialist FCX: Fortinet Certified Expert

* Recommended

** FCX can be used in place of any lower requirements

Define your own Partner Journey with Fortinet

2 What business model are you using to structure your growth?

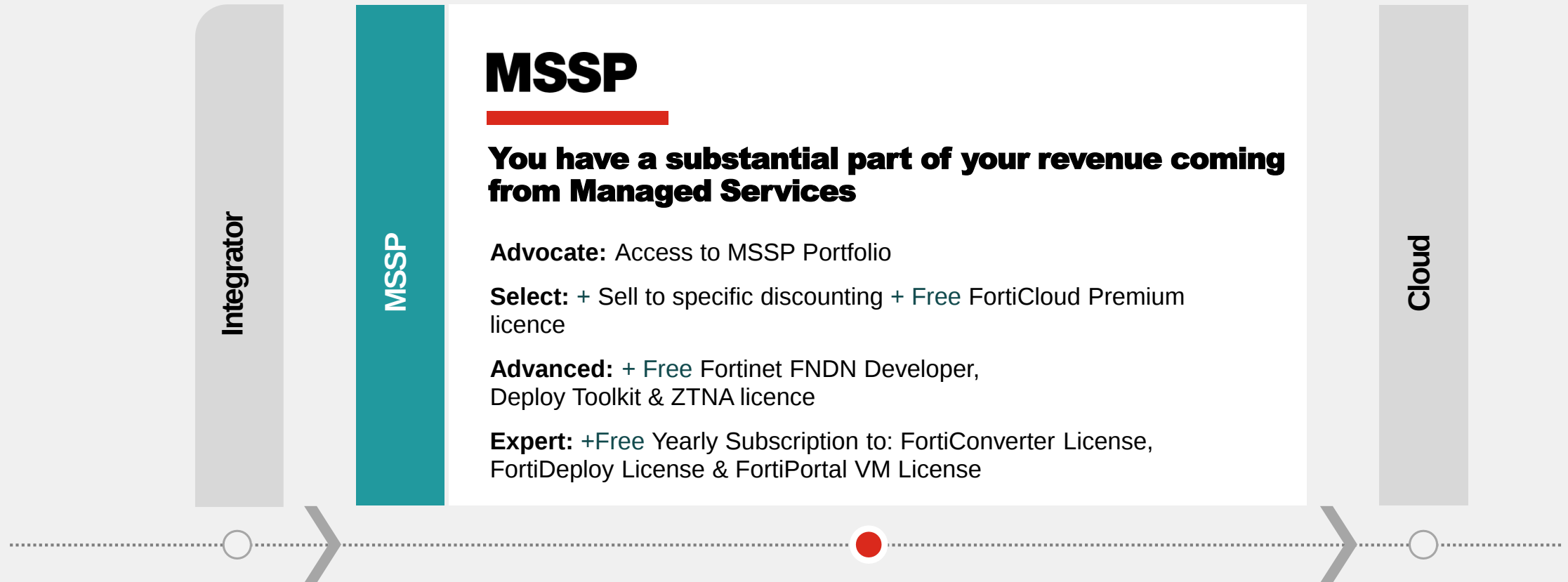


You can add different business models to your profile – it's your choice



Define your own Partner Journey with Fortinet

2 What business model are you using to structure your growth?

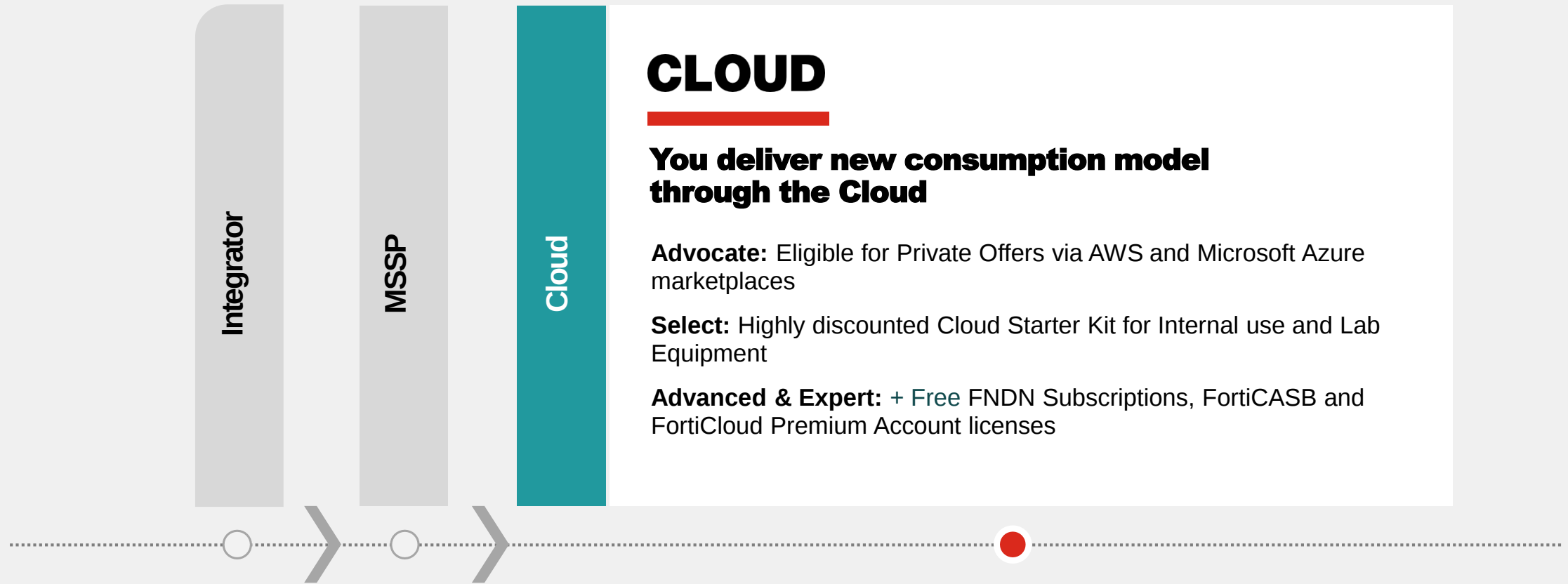


You can add different business models to your profile – it's your choice



Define your own Partner Journey with Fortinet

2 What business model are you using to structure your growth?



You can add different business models to your profile – it's your choice



Define your own Partner Journey with Fortinet

3 Fortinet ENGAGE Specializations

Secure Networking



Data Center Sales Training



Secure Connectivity Sales Training

Unified SASE



SASE Sales Training



SD-WAN Sales Training



Public Cloud Security Sales Training

Security Operations



Security Operations Sales Training

Verticals



Operational Technology Sales Training



NSE a key attribute to Fortinet Engage Partner Program

A la carte approach



What kind of engagement do you have with us



Advocate
Select
Advanced
Expert



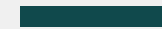
How are you securing your customers, what Business Model are you offering



Integrator
MSSP
Cloud



Do you want to become a specialist on



SD-WAN
LAN Edge
ZTNA
OT
Hybrid Cloud

Don't Forget!

You can use different Business Models or add several Specializations



New NSE Program

Launch: Oct. 1st 2023

Automatic Conversion
Equivalence Program
Re-certification Program

<https://www.fortinet.com/training-certification>



New NSE Program

New NSE Levels

Expert

••••

FORTINET
CERTIFIED
EXPERT
Cybersecurity

Solution Specialist

••••

FORTINET
CERTIFIED
SOLUTION
SPECIALIST
Zero Trust
Access

FORTINET
CERTIFIED
SOLUTION
SPECIALIST
Network
Security

FORTINET
CERTIFIED
SOLUTION
SPECIALIST
Public Cloud
Security

FORTINET
CERTIFIED
SOLUTION
SPECIALIST
Security
Operations

FORTINET
CERTIFIED
SOLUTION
SPECIALIST
OT Security

Professional

•••

FORTINET
CERTIFIED
PROFESSIONAL
Network
Security

FORTINET
CERTIFIED
PROFESSIONAL
Public Cloud
Security

FORTINET
CERTIFIED
PROFESSIONAL
Security
Operations

Associate

••

FORTINET
CERTIFIED
ASSOCIATE
Cybersecurity

Fundamentals

•

FORTINET
CERTIFIED
FUNDAMENTALS
Cybersecurity

Current NSE Levels





Tools for your Success



EMEA Onboarding Program 2024

1. Introduction

Welcome

Learn about our mission to protect people, devices, and data everywhere and how to position Fortinet as a global leader in cybersecurity solutions and services.

[LEARN MORE](#)

ENGAGE

FORTINET PARTNER PROGRAM

Engage. Expand. Specialize.

Discover how our Engage Partner Program can help you build a profitable and highly-differentiated security practice.

[LEARN MORE](#)

NSE Program

Learn about Fortinet's Training Certification Program

[LEARN MORE](#)

Fortinet Corporate Social Responsibility (CSR)

Learn about Fortinet's Corporate Social Responsibility

[LEARN MORE](#)

2. Tools for your early success



Partner Portal

Take a virtual tour of the Partner Portal – a one stop shop for all Partner resources

[LEARN MORE](#)

Price Lists

Quickly find product and service prices so that you can provide customers with accurate quotes.

[LEARN MORE](#)

Fortinet Promo Catalog

Learn about Fortinet's incentives and rewards

[LEARN MORE](#)

Deal Registration

Get a quick overview to the Deal Registration and Lead Distribution tools.

[LEARN MORE](#)

3. Fortinet Opportunity



SMB

Learn about Fortinet's unique advantage in the SMB space

[LEARN MORE](#)

Enterprise

Learn about Fortinet's solutions for Enterprise

[LEARN MORE](#)

MSSP

Learn about Fortinet's unique advantage in the MSSP space

[LEARN MORE](#)

OT

Learn about Fortinet's unique advantage in the OT space

[LEARN MORE](#)

SASE

Learn about Fortinet's unique advantage in the SASE space

[LEARN MORE](#)

SecOps

Learn about Fortinet's unique advantage in the SecOps space

[LEARN MORE](#)

Cloud

Learn Fortinet's unique advantage in the Cloud space.

[LEARN MORE](#)

SoCaaS

Learn about Fortinet's unique advantage in the SOCaaS space

[LEARN MORE](#)

https://partnerportal.fortinet.com/prm/English/c/EMEA_Partner_Onboarding_2024



EMEA Onboarding Program 2024

4. Build Sales Pipeline



Cyber Threat Assessment Program (CTAP)

Secure 80% close rate with Fortinet's Cyber Threat Assessment Program

[LEARN MORE](#)

Channel Marketing Tools

Learn about marketing tools and resources available to help grow your business.

[LEARN MORE](#)

FortiFlex

Learn about Fortinet's Usage-based Security Licensing and Services

[LEARN MORE](#)

FortiPoints

Learn about Fortinet's consolidated credit-based points

[LEARN MORE](#)

Marketplace Public

Bring incremental revenue and shortens the sales cycle with public cloud marketplaces

[LEARN MORE](#)

6. Retain your Customers



Renewal

Learn about how to handle Fortinet renewals and maximize those opportunities.

[LEARN MORE](#)

Trade UP

Learn about Fortinet Trade up program and how to leverage it to retain your customers

[LEARN MORE](#)

7. How to:



Registration and service activation

Learn about our service activation policy and how to register your customer assets.

[LEARN MORE](#)



We reward you for your business contribution

Deal Registration



We reward you for your business contribution

EMEA Deal Registration

Deal



Net New Opportunity



Relevant Opportunity details are required

Partner



Open to all Fortinet Partners



90 Days Validity
(extend twice)



Monthly Updates

Benefit



Up to **6% Additional Discount***



Deal protection

See at a glance, the number of:

Open Opportunities

Closed Won Opportunities

Deal Registration Dashboard

[+REGISTER NEW OPPORTUNITY](#)

Your pending and approved opportunities are listed in the dashboards below.

Open
Opportunities
0

🏆 YTD Closed Won
0

Register a Deal

- Log in to the Partner Portal
- Click on Deal Reg or Register a Deal
- Fill in the Opportunity form
- Accept the Fortinet Deal Registration T&Cs
- Submit

REGISTER

UPDATE

REVIEW

Review

Closed Won Opportunity

Closed Won Opportunity Registrations

These are your opportunities that have been closed won.

Search

Deal Name ▲ Customer Company Closed*

No closed won opportunities were found

[EXPORT](#)

Closed Lost Opportunity

Closed Lost Opportunity Registrations

These are your opportunities that have been closed lost.

Search

Deal Name ▲ Customer Company Closed*

No closed lost opportunities were found

[EXPORT](#)

Denied Opportunity

Denied Opportunity Registrations

These are your opportunities that have been denied.

Search

Company ▲ Contact Status Date Created* Last Updated*

No denied opportunities were found

[EXPORT](#)

REGISTER

UPDATE

REGISTER

UPDATE

REVIEW





We reward you for your continuous commitment

FortiRewards, Champion Program



Q4 FortiRewards incentives



Secure and Earn

Valid from: Oct. 1st - Dec. 31st 2024

Open to: All Fortinet Partners



Partner Benefits

- Earn up to **\$100K** when selling eligible SKU!
- Take advantage of unprecedented rewards on FortiGates, FortiAPs, FortiSwitches and FortiExtender

Eligible Product and Rewards		Program Details	Access the Promo	Terms and Conditions
FortiGate/FortiWifi: FG-40F FG-40F-BDL-950-12 FG-40F-BDL-950-36 FG-40F-BDL-950-60 FG-40F-BDL-809-12 FG-40F-BDL-809-36 FG-40F-BDL-809-60 FG-40F-3G4G FWF-40F-3G4G	\$50	FortiSwitch: FS-224D-FPOE FS-224E FS-224E-POE FS-248E-FPOE FS-248E-POE	▪ Receive up to \$175 per unit sold! ▪ Find qualifying FortiGate, FortiAP, FortiSwitch and FortiExtender opportunities (see eligible product tab). ▪ Close the deal before December 31st 2024 and, after quarter end, check on your FortiRewards account the amount you have earned!	1. Register for FortiRewards, opt for "Partner Pay" preference and confirm your company XTRM ID. 2. Partner doesn't have to submit any claim as Fortinet will do all calculations. 3. Maximum backend rebate a partner can earn within the FortiRewards program is \$100K per quarter per partner. 4. Fortinet will calculate the amount of the reward based on Distributor POS (Point of Sales) reports received for the period of the program term. Eligibility: ▪ All Fortinet Partners ▪ Partner must achieve, during the program term, a minimum amount of \$35K (List Price) on any Fortinet SKU reported on Distributor POS ▪ Access Promo Flyer with complete T&Cs
		FS-424E-FPOE FS-M426E-FPOE FS-548D-FPOE		
	\$100	FortiAP*: FAP-23JF FAP-U231F FAP-U234F FAP-431F FAP-U431F FAP-U433F FAP-U432F FAP-831F		
FortiExtender: FEX-311F	\$125			

*Use the SKU with the Country Code available in your country

At a Glance

Distributor Advocate Select Advanced Expert

BACKEND REBATE - **SECURE AND EARN** | Earn up to **\$100K** when selling eligible SKU!

BACKEND REBATE - **ADVANCED/EXPERT/REGIONAL/GLOBAL REWARD PROGRAM** | Up to **3% backend rebate** on selected solutions

FREE! - **THIN-EDGE SASE** | **FREE** FortiSASE Service on FortiAP 431F for the rest of 2024

FREE! - **HIGH AVAILABILITY** | Deliver FortiGuard Services High availability for **FREE** on your second FortiGate

FREE! - **CERTIFICATION** | Your Fortinet Secure Access Service Edge, Security Operations and OT Security certifications are **FREE**

TAKE OUT - **VMWARE SD-WAN** | Get **62% off** to replace VMWARE SD-WAN solution

UPFRONT DISCOUNT - **PARTNER EDR PROMO** | Up to **66% off** eligible FortiEDR SKUs | Up to **50% off** Best Practices Service SKUs

FORTINET ENGAGE PARTNER PROGRAM | Build your **cybersecurity journey** with Fortinet.

https://partnerportal.fortinet.com/prm/English/c/Fortirewards_EMEA

<https://partnerportal.fortinet.com/prm/English/s/assets?id=721082&renderMode=Collection>



We reward you for your continuous commitment

FortiRewards Process

ENROLL

Primary Member logs in to the Partner Portal

Click on SMB opportunity on Solutions Menu

Click on Enroll to Fortirewards incentive program

 [Enroll to FortiRewards incentive program](#)

Quarterly Program rewarding you for your success.

CLAIM

Click

Upload

Submit

START CLAIMING NOW

WELCOME TO THE FORTINET FAMILY!

You are placing a Fortinet order for the very first time; get rewarded \$100 for every \$5,000 ordered

- From \$2000* to \$5,000* you earn \$100
- For every additional \$5,000* you earn additional \$100

*End user value without VAT.

Proof of Performance Requested:

1. Reseller invoice to End-user dated between 1st April, 2023 and 30th June, 2023.

Eligibility:

- One invoice per partner per End-user.
- Claims must include End-user company name and invoice.
- Maximum reward is \$500 per partner.
- Cannot be cumulated with the SMB Booster incentive.

SECURE REMOTE WORKERS WITH FORTISASE

Wherever they work, make sure your remote workforce gets the highest level of security

- Earn \$200 when you order FortiSASE SKU FC2-10-EMS05-547-02-DD (FortiTrust-SASE Subscription for 50-499 Users) during Q2.

Proof of Performance Requested:

1. Reseller invoice to End-user including the SKU FC2-10-EMS05-547-02-DD and dated between 1st April, 2023 and 30th June, 2023.

Eligibility:

- Maximum reward is \$500 per partner.

GET READY FOR THE NEW NSE PROGRAM

GET PAID

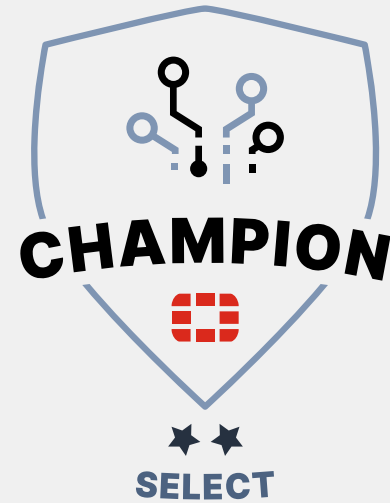
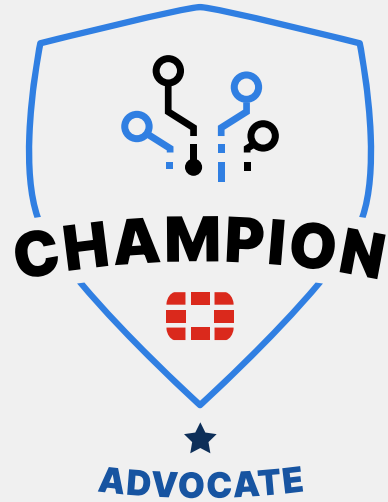
Cash in

Points are automatically converted to cash

Approved Claims are paid in 4–6 weeks

Payments are made via XTRM





Champion Program - 2024

Rewarding Fortinet Advocate and Select Partners for consecutive performance

The diagram illustrates the 'Advocate Champion' program. At the top is a shield-shaped logo with the word 'CHAMPION' in blue and 'ADVOCATE' in red below it. A central arrow points down from the shield to a blue box labeled 'RECOGNITION'. From 'RECOGNITION', two arrows branch out to 'Advocate Champion Plaque' and 'Social Media Kit'. Below 'RECOGNITION' is a blue box labeled 'FINANCIAL'. From 'FINANCIAL', two arrows branch out to '\$1,000 in FortiPoints' and '\$1,000 for Lead Generation Activities²'. Below 'FINANCIAL' is a blue box labeled 'EVENTS'. From 'EVENTS', an arrow points to '2025 Accelerate Pass for TOP 5 partners³'. At the bottom, a blue box labeled 'ADDITIONAL REGIONAL BENEFITS¹' has an arrow pointing to 'SMB Summit Invitation'. A red 'ACCELERATE' logo is positioned to the left of the '2025 Accelerate Pass' box.

CHAMPION
ADVOCATE

RECOGNITION

- Advocate Champion Plaque
- Social Media Kit

FINANCIAL

- \$1,000 in FortiPoints
- \$1,000 for Lead Generation Activities²

EVENTS

- 2025 Accelerate Pass for TOP 5 partners³

ADDITIONAL REGIONAL BENEFITS¹

- SMB Summit Invitation

ACCELERATE





SELECT CHAMPION

- ▶ **RECOGNITION**
 -  **Select Champion Plaque**
 -  **Social Media Kit**
- ▶ **FINANCIAL**
 -  **\$2,000 in FortiPoints**
 -  **\$2,000\$ for Lead Generation Activities²**
- ▶ **EVENTS**
 -  **2025 Accelerate Pass³**
 -  **2025 Xperts Summit Pass³**
- ▶ **ADDITIONAL REGIONAL BENEFITS⁴**
 -  **SMB Summit Invitation**
 -  **2025 Business Development & Growth Plan**



FORTINET®