

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

FORTINET SMB SUMMIT

ENGAGE Partner Program Benefits

November 28th , 2024 | Nicosia, Cyprus

Fortinet is one of the largest cybersecurity companies in the world.



Founded: **October 2000**

Founded by: **Ken Xie and Michael Xie**

Headquarters: **Sunnyvale, CA**

Fortinet IPO (FTNT): **November 2009**

Listed in both: **NASDAQ 100 and S&P 500 Indices**

Member of: **2023 Dow Jones Sustainability World and North America Indices**



Global Customer Base

775K+

Customers

1,354

Global Patents

2023 Billings

\$6.4B+

(as of Dec. 31, 2023)

~\$2.5B+

Investment in Innovation
since 2017, with 91% R&D
(as of Dec. 31, 2023)

Market Capitalization

\$46.1B

(as of June 30, 2024)

Security Investment
Grade Rating:

BBB+ Baa1

Customers get access to FULL Security Stack



Global Coverage
superior user
experience



**Cloud
Locations**
superior user
experience



**Dedicated IP
and Localization
zones**



**Low Latency,
High SLA**





The Broadest Platform in Cybersecurity



Secure Networking



FortiGate
NGFW with ASIC acceleration and industry leading Convergence



FortiAP
Protected Wi-Fi connectivity via Secure Networking convergence with FortiGate



FortiNAC
Visibility, access control and automated responses for all networked devices



FortiGate Cloud
SaaS platform offering zero-touch deployment, network management and security analytics



FortiAIops
AI based insights for rapid analysis and remediation of network issues



FortiVoice
Unified communications with secure voice, chat, conferencing, and fax



FortiRecorder
Secure NVR with smart AI analysis and centralized visibility



FGaaS
Hardware as a service for FortiGate



FortiSwitch
Protected Ethernet connectivity via Secure Networking convergence with FortiGate



FortiManager
Centralized management of your Fortinet security infrastructure



FortiExtender
Extend scalable and resilient LTE and LAN connectivity



FortiEdge Cloud
Cloud management for standalone LAN, WLAN and 5G gateway equipment



FortiFone
Robust IP phones and softclient to stay connected from anywhere



FortiCamera
Physical security with intelligent motion detection in any light condition



FortiConverter
Secure and automated firewall migration from a broad spectrum of vendors



Unified SASE

SASE



FortiGate SD-WAN
Application-centric, scalable, and Secure SD-WAN with NGFW



FortiClient ZTA Agent
Remote access, application access, and risk reduction



FortiProxy
Enforce internet compliance and granular application control



FortiCASB
Prevent misconfigurations of SaaS apps and meet compliance



FortiClient EPP Agent
Endpoint Protection Agent with AV, URL and Sand-box



FortiSASE
Cloud-delivered Security Services Edge



FortiMonitor
SaaS based DEM platform, performance monitoring

CLOUD



FortiGate VM
NGFW w/ SOC acceleration and industry-leading secure SD-WAN



FortiWeb
Prevent web application attacks against critical web assets



FortiGSLB
Ensure business continuity during unexpected network downtime



FortiFlex
Flexible daily usage-based consumption licensing for a broad catalog of solution



FortiGate CNF
Hosted cloud-native firewall for simplified cloud network security



FortiADC
Application-aware intelligence for distribution of application traffic



FortiDDoS
Machine-learning quickly inspects traffic at layers 3, 4, and 7



FortiPoints
Simplified, flexible licensing for annual contracts, renewals, upgrades, and co-terms



AI-Powered FortiGuard Security



Web Filtering



IPS



AV



Sandbox



IL MPS



Application Control



Attack Surface



DLP



OT Security Services



IoC



IL CASB



Security Operations



FortiAnalyzer
Security Fabric log management, monitoring and response



FortiSIEM
Enterprise-wide monitoring, threat detection, and response



FortiEDR/XDR
Automated endpoint protection and correlated incident response



FortiSOAR
Automated security operations, investigation, and response



FortiNDR
AI-driven analysis to detect and respond to threats



SOCaaS
Continuous security monitoring, incident triage, and escalation



IR Services
Rapid detection, containment, and recovery of cyberattacks



FortiDeceptor
Active deception platform for early in-network attack detection and response



FortiTrust Identity
Identity and Access Management as a Service (IDaaS)



FortiGuest
Access management solution for temporary access to guests and visitors



FortiCNAPP
Secure code to cloud with a single, data-driven platform



FortiNextDLP
Endpoint DLP and Insider Risk management



FortiMail
AI-powered, protection against email-borne threats



FortiSandbox
AI-powered real-time protection against unknown and 0-day threats



FortiToken
Cloud/HW/Mobile MFA provide passwordless adaptive authentication



FortiAuthenticator
Centralized identity and access management solution



FortiGuard MDR Service
Managed threat detection, investigation, and response



FortiRecon
Proactive digital risk protection service and external/internal threat monitoring



FortiPAM
Privileged identity and access management, and session monitoring



FortiTester
Network performance testing and breach attack simulation (BAS)



FortiDevSec
Orchestrated and automated continuous application security testing



FortiDAST
Automated black-box dynamic application security testing



FortiScanner Cloud
Cyber Asset Attack Surface Management Service



FortiAI
Integrates with third-party SOC and NOC



OT Security Platform



OT Security Service
FortiGuard subscription for FortiGate NGFW enables protection against OT-specific threats



Ruggedized Products
Rugged NGFW, switch, AP, and 5G extenders provide secure connectivity in harsh outdoor environments



FortiSRA
Agentless secure remote access offers robust remote access control, management, session logging, monitoring, and recording



SecOps for OT
Advanced cybersecurity controls bring OT networks into the SOC and incident response plans



Open Ecosystem



FNDN
Advanced tools for Fortinet community to develop custom solutions



Fabric Connectors
Fortinet-developed integrations for automation and security



Fabric API
Partner-developed integrations for end-to-end visibility and protection



DevOps Tools
Community-driven scripts automate network/security tasks



Extended Ecosystem
Integrates with third-party systems and orgs for sharing threat-intel



Resources



Product Matrix
Specifications for top selling models



Free Training
Fortinet is committed to training over 1 million people by 2025



FortiOS
The Heart of the Fortinet Security Fabric



Fortinet Brochure
Highlighting our broad, integrated, and automated solutions, quarterly



Free Assessment
Perform an assessment in your network to validate your existing controls



FortiCare
Support and mitigation services



The Broadest Platform in Cybersecurity

50+ tightly integrated product lines

Secure Networking

- Network Firewall
- Wireless and Wired LAN
- 5G
- OT Security
- NAC

Security Operations

- SOC Platform
- Endpoint Protection
- Network Detection & Response
- CNAPP
- Data Protection
- Identity
- Exposure Assessment

Unified SASE

- SD-WAN
- SSE
- Single-Vendor SASE
- ZTNA
- DEM
- Cloud Firewall
- WAF

The Fortinet cybersecurity platform protects the entire attack surface while integrating tightly into your current and future infrastructure

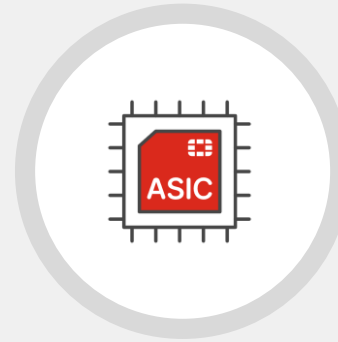


Delivering Unrivaled Security and Performance Through Innovation

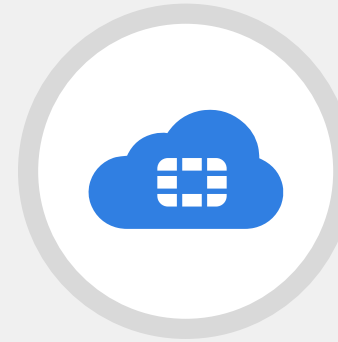
Fortinet's competitive differentiation lies in our core technologies, which together provide unprecedented performance, unrivaled security, maximum flexibility, and seamless integration across diverse environments.



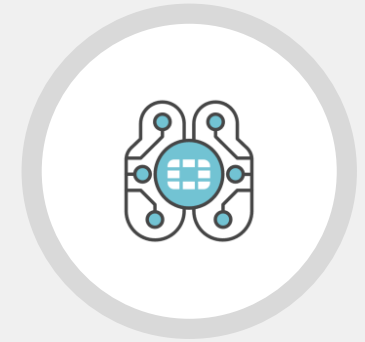
FortiOS
NETWORKING SECURITY
OPERATING SYSTEM



FortiASIC
ASIC
POWERED



FortiCloud
CLOUD
INFRASTRUCTURE



FortiAI
AI/ML THREAT INTELLIGENCE
& GENERATIVE AI



FortiClient
UNIFIED
CLIENT



OT Security
DEDICATED OT
SOLUTIONS



Ecosystem
EXTENSIVE PARTNER
ECOSYSTEM



Fortinet's Industry Leading Open Ecosystem

370+ Alliance Partners and 700+ Security Fabric Ecosystem Integrations



Fabric Connectors

Fortinet-developed deep integration automates security operations and policies



servicenow

ORACLE



openstack.

vmware

BROADCOM

Google Cloud



IBM Cloud



Fabric APIs

Partner-developed integration using Fabric APIs provides broad visibility for end-to-end solutions

Microsoft

Schneider Electric

SIEMENS

DRAGOS

NVIDIA

CROWDSTRIKE

ARISTA

CLAROTY

ARMIS

MegaPort

intel

NOZOMI NETWORKS

tufin

+360 other Fabric-Ready Partners



Fabric DevOps

Community-driven DevOps scripts automate network and security provisioning, configuration, and orchestration



ORACLE

HashiCorp

Microsoft Azure

Alibaba Cloud

Google Cloud

Red Hat

refractor

openstack.

vmware

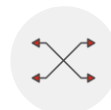


Extended Ecosystem

Integrations with other vendor technologies and open systems



NGFW



Switch



WiFi



Management



Analytics



SIEM



SOAR



NAC



EDR/NDR



Client



Figures as of Oct 5, 2023

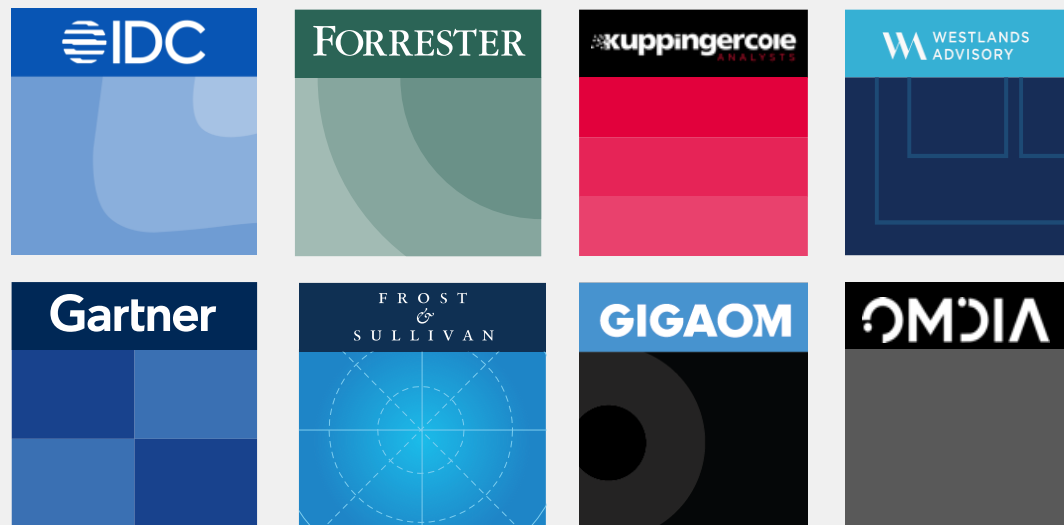
Note: Logos are a representative subset of the Security Fabric Ecosystem

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125+

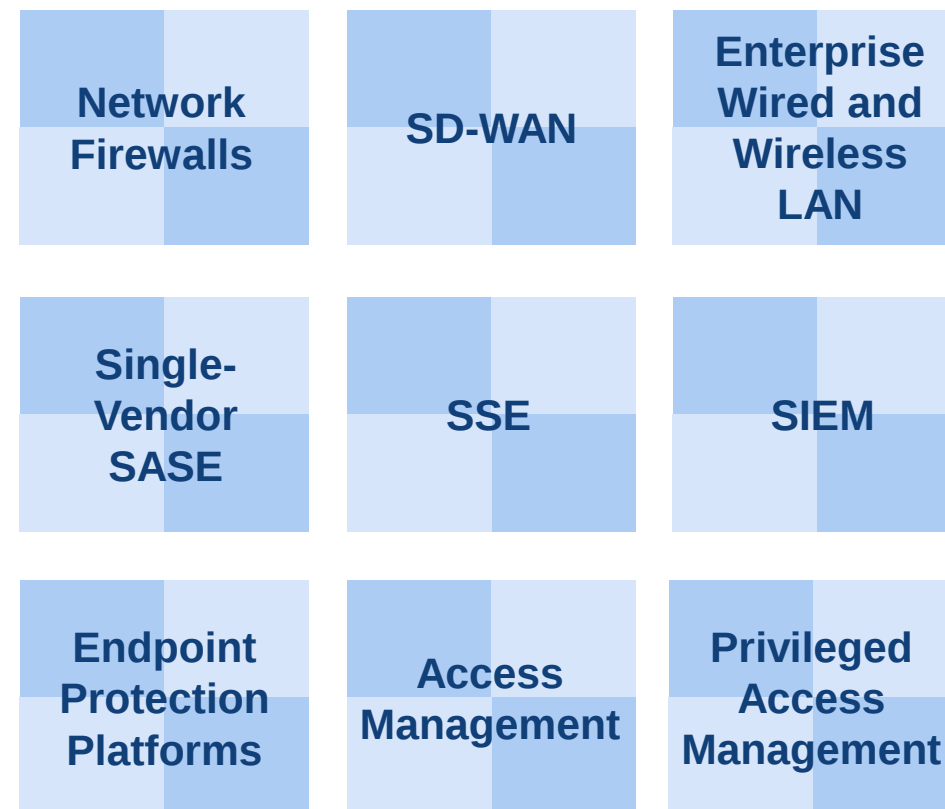
Industry Analyst Research Validates Fortinet Across Networking & Security

Fortinet is one of the most validated cybersecurity companies in the world. Fortinet is continually positioned in a leadership position across more than 100+ research reports from the major industry analyst firms like Gartner, IDC and Forrester, and is recognized in **9** Gartner Magic Quadrants.



Gartner®

 Magic Quadrant



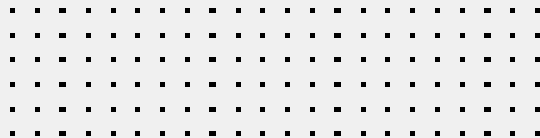
Magic Quadrant for Endpoint Protection Platforms - Published 31 December 2023 - ID G00789052
Magic Quadrant for Security Information and Event Management - Published 10 October 2022 - ID G00755317
Magic Quadrant for SD-WAN - Published 27 September 2023 - ID G00776908
Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure - Published 06 March 2024 - ID G00785075
Magic Quadrant for Network Firewalls - Published 19 December 2022 - ID G00761497
Magic Quadrant for Security Service Edge - Published 10 April 2023 - ID G00766751
Magic Quadrant for Access Management - Published 16 November 2023 G00781727
Magic Quadrant for Single-Vendor SASE - Published 16 August 2023 - ID G00785023

Engage Partner Program



The Fortinet Difference

How can we support you?



Unique Vision

Offering innovative solutions



Breadth Portfolio

Covering all market segments



Customer Footprint

Expand your footprint and win new customers



100% Channel

Partner with a Vendor committed to the Channel



A 3D Approach – at Partner's Pace



Relationship

Partner wants to grow with Fortinet. You will determine the type of expertise, benefits & revenue we can develop together



GTM(s)

Choose your route to market
Partner can add several and is not locked to a single GTM Type



Stand Out!

Focus on key business growth areas to be officially recognized as a Fortinet Partner of choice in key technologies

**To adapt to your business needs
and company strategy**



1

Define your own Partner Journey with Fortinet

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

Advocate

ENGAGE

FORTINET ADVOCATE PARTNER

AD-HOC
Engagement

FPP Click Through approval
NO minim Revenue
NO Technical Certification

Recommended Discount
HW **25%** SW **15%**

Select

ENGAGE

FORTINET SELECT PARTNER

Partner delivering
security solution

Advocate Promotion
\$ 150K +
Pipeline in SFDC(2x coverage)

Certification depends on the
Business Model(s)

Recommended Discount
HW **30%** SW **20%**

Advanced

ENGAGE

FORTINET ADVANCED PARTNER

Partner supporting our
Fabric technology vision

Select Promotion
\$ 460K +
Pipeline in SFDC(2x coverage)

Certification depends on the
Business Model(s)

Recommended Discount
HW **35%** SW **25%**

Expert

ENGAGE

FORTINET EXPERT PARTNER

Partner holding the ultimate level
of security and Fortinet expertise

Advanced Promotion
\$ 1M +
Pipeline in SFDC(2x coverage)

Certification depends on the
Business Model(s)

Recommended Discount
HW **45%** SW **30%**



2

Define your own Partner Journey with Fortinet

What business model are you using to structure your Growth?

Integrator

INTEGRATOR

You resell solutions & services via Distribution

Advocate: Eligible for COOP

Select: + FTNT CAM & Eligible for Specialization & Direct Access to Support

Advanced: + FTNT MKG Manager

Expert: + VIP Program

MSSP

MSSP

You have a substantial part of your revenue coming from Managed Services

Advocate: Access to MSSP Portfolio

Select: + Sell to specific discounting

Advanced: + Free FortinetFNDN Developer & Deploy Toolkit

Expert: Free Yearly Subscription to: FortiConverter License, Free FortiDeploy License & Free FortiPortal VM License

Cloud

CLOUD

You deliver new consumption models through Cloud

Advocate: Access to Cloud Portfolio

Select: + Adapted training path

Advanced & Expert: + Free FortinetFNDN Developer & Deploy Toolkit & Free FortiCWP



3

Define your own Partner Journey with Fortinet

What specific expertise would you like to be recognized for?



Network Security

Deliver Enterprise-grade protection and user experience across all network edges.



Zero-Trust Access

Know and control everybody and everything on and off your network.



AI Driven Security Operations

Accelerate prevention, detection, and response with AI and automation.



Adaptive Cloud Security

Secure any application on any Cloud.



3

Define your own Partner Journey with Fortinet

Fortinet ENGAGE Specializations

Network Security



 SPECIALIZATION

Data Center



 SPECIALIZATION

SD-WAN



 SPECIALIZATION

**LAN Edge
and SD-Branch**



Zero-Trust Access



 SPECIALIZATION

**Zero Trust
Access**



 SPECIALIZATION

**Operational
Technology**



AI Driven Security Operations



 SPECIALIZATION

**Security
Operations**



Adaptive Cloud Security



 SPECIALIZATION

**Adaptive Cloud
Security**



3

Define your own Partner Journey with Fortinet

Fortinet ENGAGE Specializations Benefits



FORTINET SPECIALIST
PARTNERS



Partner of Choice

Our preferred partner to
deal with our Direct
Touch Team on large and
strategic deals



Discount

Receive +3% additional
discount on Deal
Registration



NFR

Access specific NFR Kits
for Internal and Lab
equipment



Recognition

Official recognition on
Fortinet website partner
locator



New NSE Program

Launch: Oct. 1st 2023

Automatic Conversion
Equivalence Program
Re-certification Program



A Tailored Made Training Path

1 YOUR LEVEL
OF ENGAGEMENT

2 YOUR BUSINESS
MODEL(S)

3 **OPTIONAL**
YOUR SPECIALIZATION(S)

**Your Channel Account Manager or Distributor will
Determine Your Personalized Training Path**



Only complete training
which make sense to
your Business



We will adapt and only
require training you are
missing



Training evolves with
your Partner Journey

FORTINET
NSE Training Institute

FREE CYBERSECURITY ONLINE TRAINING

With >1M of self-paced course registrations*, our NSE Training
Institute is the reference for Cybersecurity professionals.



* Since the beginning of 2020

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



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

MSSP Business Model – Requirements

		Advocate	Select	Advanced	Expert
TECHNICAL	FCF	1	1	2	2
	FCA	-	-	1	2
	FCP – Network Security	-	1	-	-
	FCP – Security Operations	-	1	1	1
	FCSS – Network Security	-	-	1	2
	FCSS – Security Operations	-	-	1	1
	FCX	-			
BUSINESS	Valid Partner Agreement	✓	✓	✓	✓
	Fortinet MSSP Eligibility Survey	✓	✓	✓	✓
	Certain percent ¹ of revenue must come from services	✓	✓	✓	✓
	Sales Volume Requirement		✓	✓	✓
	Test Lab Environment		✓	✓	✓
	Annual Sell To and Sell Through Revenue		✓	✓	✓
	12-Month Business Plan Review		✓	✓	✓
	POS Reporting		✓	✓	✓
	Annual Support Ticket Review		✓	✓	✓
	Business Review, 3 Months Prior to Contract Renewal		✓	✓	✓
	Minimum 8x5 Security Operations Center			✓	✓
	24x7 Security Operations Center				✓
	Semi-Annual Support Ticket Review				✓



- 1x [Introduction to the Threat Landscape](#)
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 - > [Technical Introduction to Cybersecurity](#)



- 1x [FortiGate Operator](#)



- 2x exams below:
 - > [NSE 4 FortiOS](#)
 - > [NSE 5 FortiEDR](#)
 - > [NSE 5 FortiSIEM](#)
 - > [NSE 5 FortiAnalyzer Analyst](#)
 - > [NSE 6 FortiSOAR Administrator](#)



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

* Recommended

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

Cloud Business Model – Requirements

		Advocate	Select	Advanced	Expert
TECHNICAL	FCF	1	1	1	2
	FCA	-	-	1	1
	FCP – Public Cloud Security	-	1	1	1
	FCSS – Public Cloud Security	-	-	-	1
	FCX	-			
BUSINESS	Valid Partner Agreement	✓	✓	✓	✓
	Fortinet Cloud Eligibility Survey	✓	✓	✓	✓
	Existing relationship with Cloud Service provider (AWS, Microsoft Azure, Google Cloud, Oracle Cloud, AliCloud)	✓	✓	✓	✓
	Sales Volume Requirement		✓	✓	✓
	Cloud Business Plan			✓	✓
	Established cloud provider at AWS, Microsoft Azure, Google Cloud, Oracle Cloud, and/or AliCloud with either: - Managed Partner Level - Certified Cloud Engineer/Architect			✓	✓

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

* Recommended

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



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



- 1x [FortiGate Operator](#)



- 1x exam below:
 - > [NSE 6 Cloud Security for AWS](#)
 - > [NSE 6 Cloud Security for Azure](#)
- 1x exam below:
 - > [NSE 6 FortiMail](#)
 - > [NSE 5 FortiWeb](#)
 - > [NSE 6 FortiOS](#)



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](#)

Our commitment

Programs and tools to optimize your Partner's experience

Increase Your Profitability



DEAL REGISTRATION

Up to +6%
Additional Discount
on top of the
recommended one



VIP PROGRAM

Grants up to 4%
Back-End rebate on
target achievement



FORTIREWARD

**Quarterly
Incentive
program**
to reward sales and
Fortinet knowledge
acquisition



FORTIDEMO

Online Demo
Platform for you to
demonstrate the
Fortinet Fabric in
action
Free 60 days trial



CTAP

Assess Risk
To shorten the sales
cycle



MARKETING

**COOP and
Marketing
resources**
To build and fund
your Marketing
activities



FortiRewards, Champion Program

We reward you for your
business commitment



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	FS-224D-FPOE	▪ 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.
	FG-40F-BDL-950-12	FS-224E		
	FG-40F-BDL-950-36	FS-224E-POE		
	FG-40F-BDL-950-60	FS-248E-FPOE		
	FG-40F-BDL-809-12	FS-248E-POE		
	FG-40F-BDL-809-36	FS-424E-FPOE		
	FG-40F-BDL-809-60	FS-M426E-FPOE		
	FG-40F-3G4G	FS-548D-FPOE		
	FWF-40F-3G4G			
	FG-60F			
FortiSwitch:	FS-224D-FPOE		▪ Register or connect to your FortiRewards account	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-224E			
	FS-224E-POE			
	FS-248E-FPOE			
	FS-248E-POE			
	FS-424E-FPOE			
	FS-M426E-FPOE			
	FS-548D-FPOE			
FortiAP*:	FAP-23JF			
	FAP-U231F			
	FAP-U234F			
	FAP-431F			
	FAP-U431F			
	FAP-U433F			
	FAP-U432F			
	FAP-831F			
FortiExtender:	FEK-311F			

*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



A Team to Support

FORTINET EMPLOYEES

FORTINET DISTRIBUTOR

CLOUD SERVICE
PROVIDER
AWS, Azure, Oracle, Google

Your local Fortinet Channel Team

Focused by segment to deliver the BEST partner experience



Direct touch
Sales Team



COLLABORATION



Subject Matter Experts
Cloud, MSSP, OT...

System Engineers &
Consulting System
Engineers

Field Marketing



FORTINET®