

FORTINET SMB SUMMIT

Fortinet makes MSSP Easy

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Agenda

1

Why move to MSSP?

2

Getting started with Fortinet is easy

3

A Fortinet MSSP journey

4

Call to Action



Why move to MSSP?

Market Drivers & Opportunities



Grow your Revenues x2 with MSSP Services

It is estimated that Managed Security Services are growing twice as fast as Network Security products for SMB's

x2

Advocate / Select Partners
with **MSSP** Business Model
generate **2 x more Revenues**
than Integrators only

6%

CAGR
2020-2025



NETWORK SECURITY PRODUCTS

22.1 Bn\$

Firewall, UTM ...

(Worldwide spend in 2025)

14%

CAGR
2020-2025



MANAGED SECURITY SERVICES

29.8 Bn\$

Firewall Management, Remote Monitoring ...

(Worldwide spend in 2025)

Source: Analysys Mason – [Worldwide SMB Security Spending, 2020-2025](#)

Improve your Margins with MSSP Services

Adopting MSSP business model have the potential to double gross margins

**x2
Margins**

THE CHANNEL CO.
CRN

News Companies Awards & Lists Events Industry Voices About



Services-led Partners Driving Twice The Gross Margin Vs. Product-led Peers



Recurring Revenues Drive Tangible Profit Differences

Partner Benefits from building Managed Security Services:



**Increase
profits**



**Growing your
business through
recurring revenue**



**Competitive
advantage**



**Customer
loyalty**

MSSP: Doing-it-Yourself is Not Easy

Managing Firewalls individually - without adequate MSSP management tools - is difficult



**Operational
Complexity**



**Lack of Scalability
& Flexibility**



**Time
& Resources**



Costs

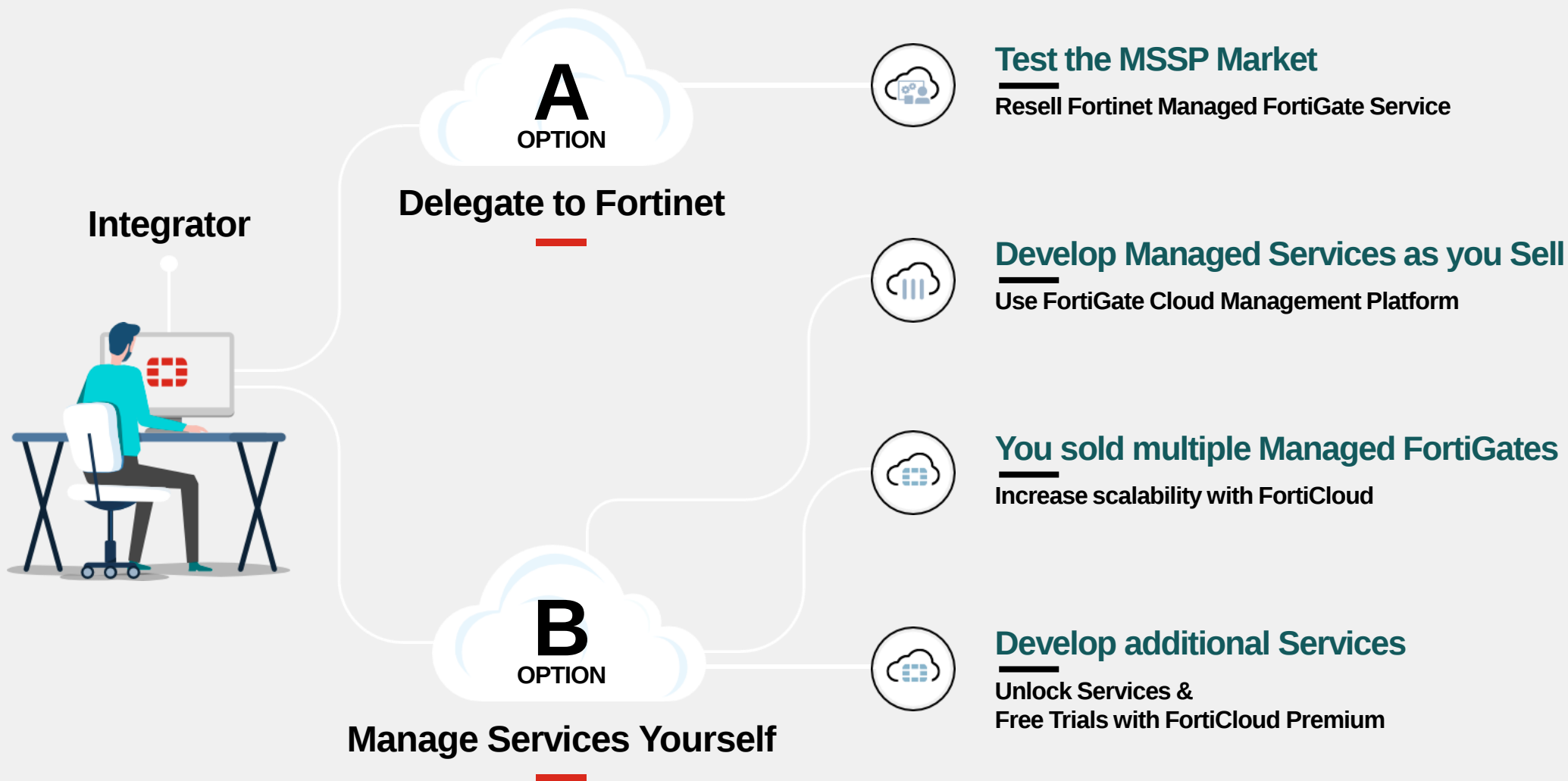
Fortinet makes MSSP Easy!

Setup your MSSP services quickly with Fortinet



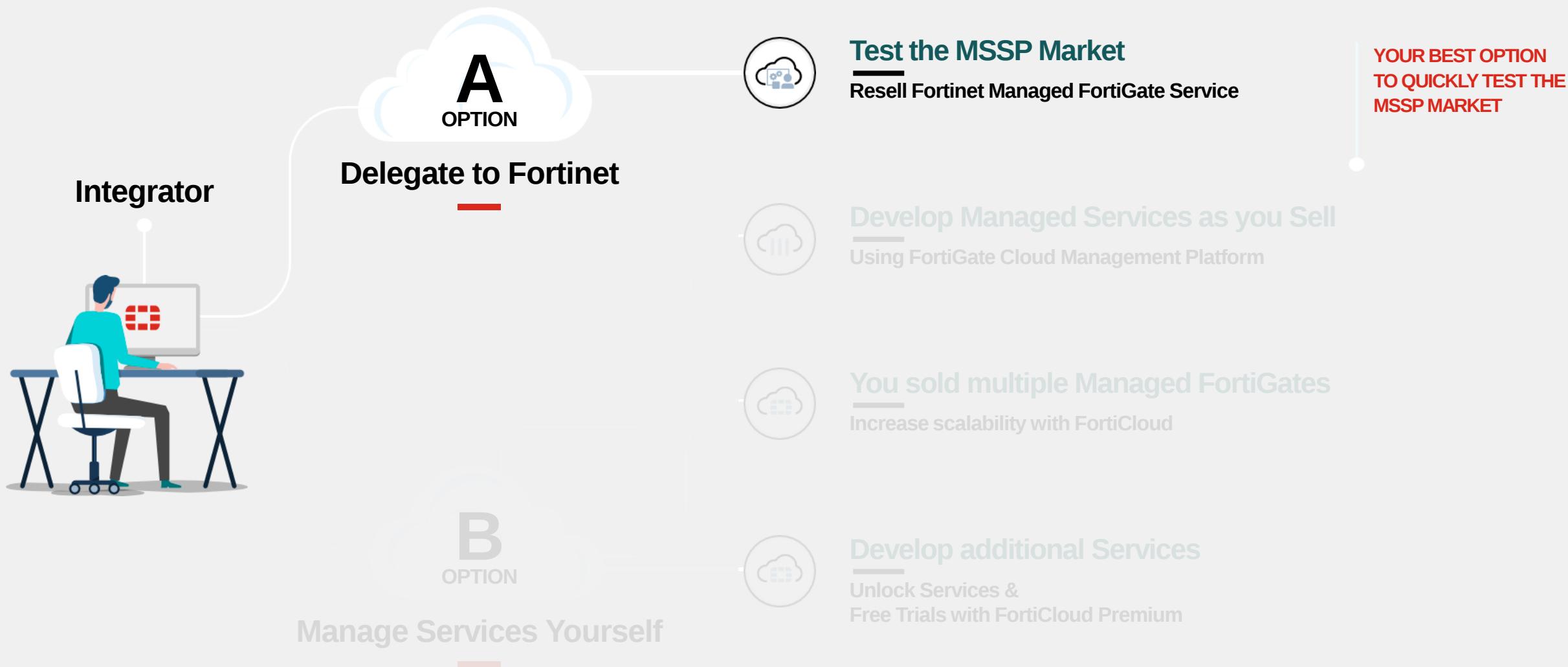
Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable



Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable



MFGS: Fortinet Managed FortiGate Services

No Upfront Investment, Immediately Actionable: your best option to quickly test the MSSP market

MFGS

Managed FortiGate Service

1 x SKU to add on top of any FortiGate device



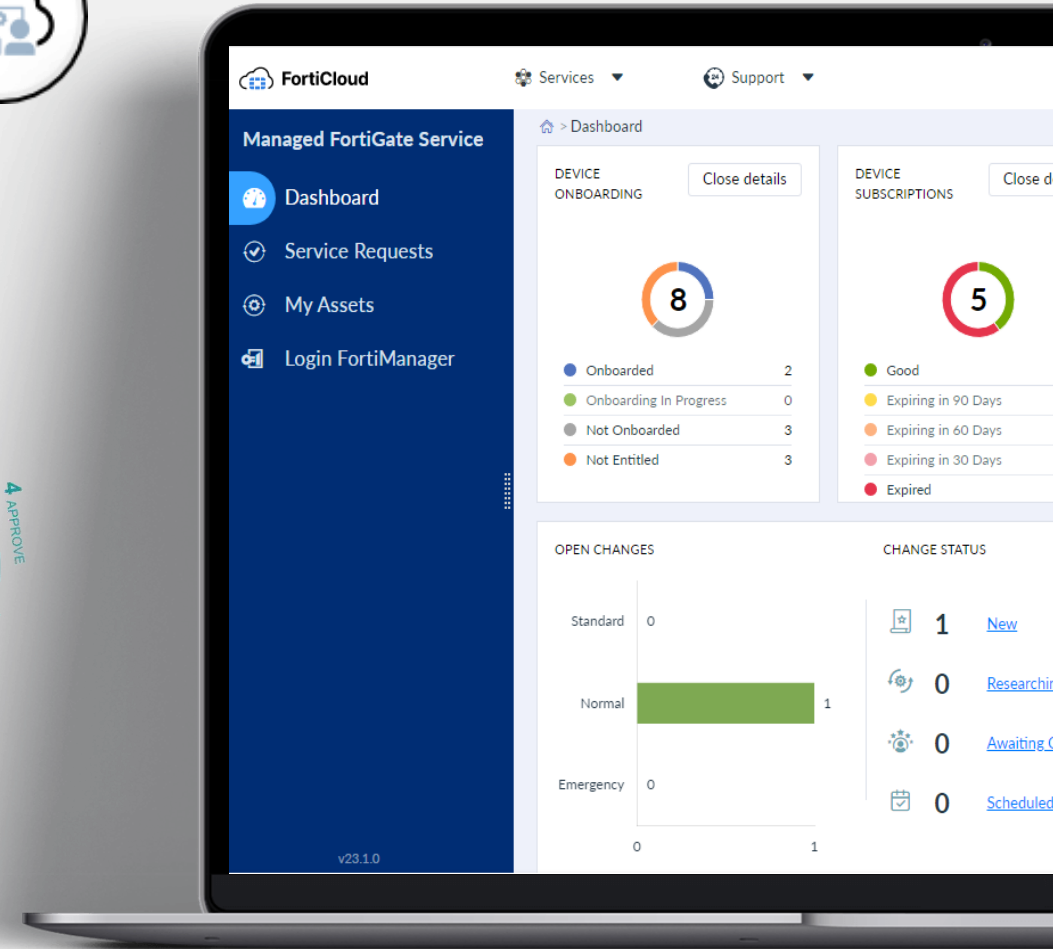
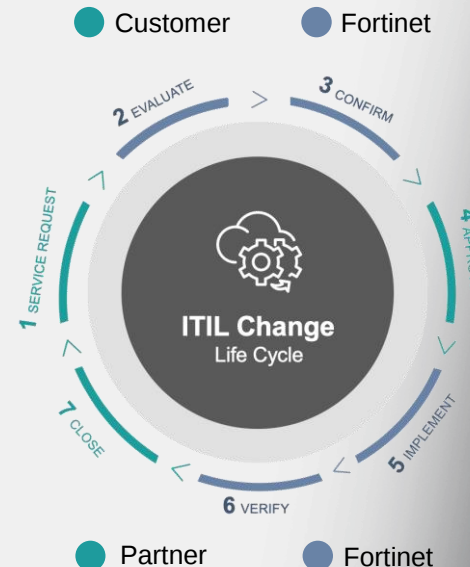
✓ Sell Through

Partner simply resells Fortinet Managed FortiGate Service to their Customers

or

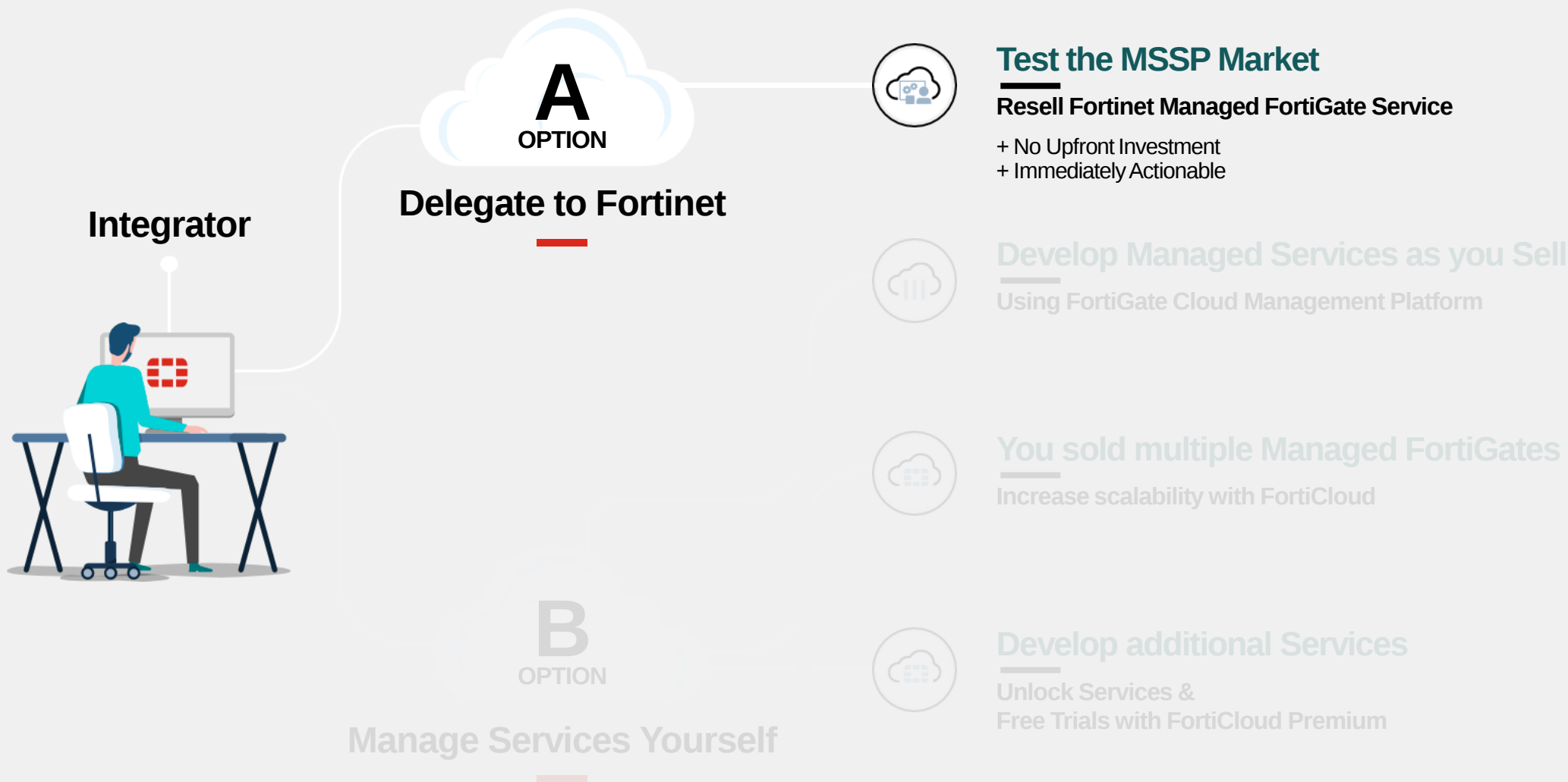
✓ Managed Through Partner

Partner is the interface of Fortinet Managed FortiGate Service to their Customers



Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable

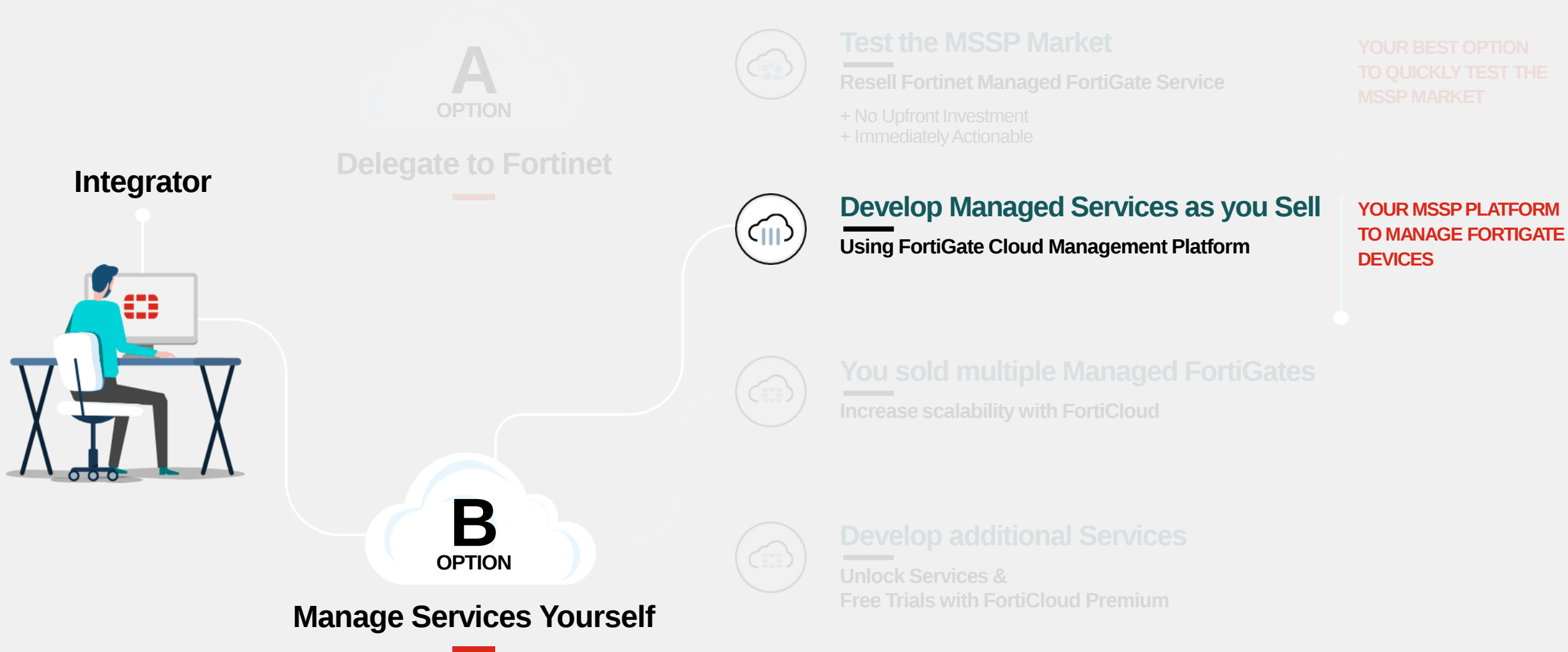


**YOUR BEST OPTION
TO QUICKLY TEST THE
MSSP MARKET**



Fortinet makes MSSP Easy!

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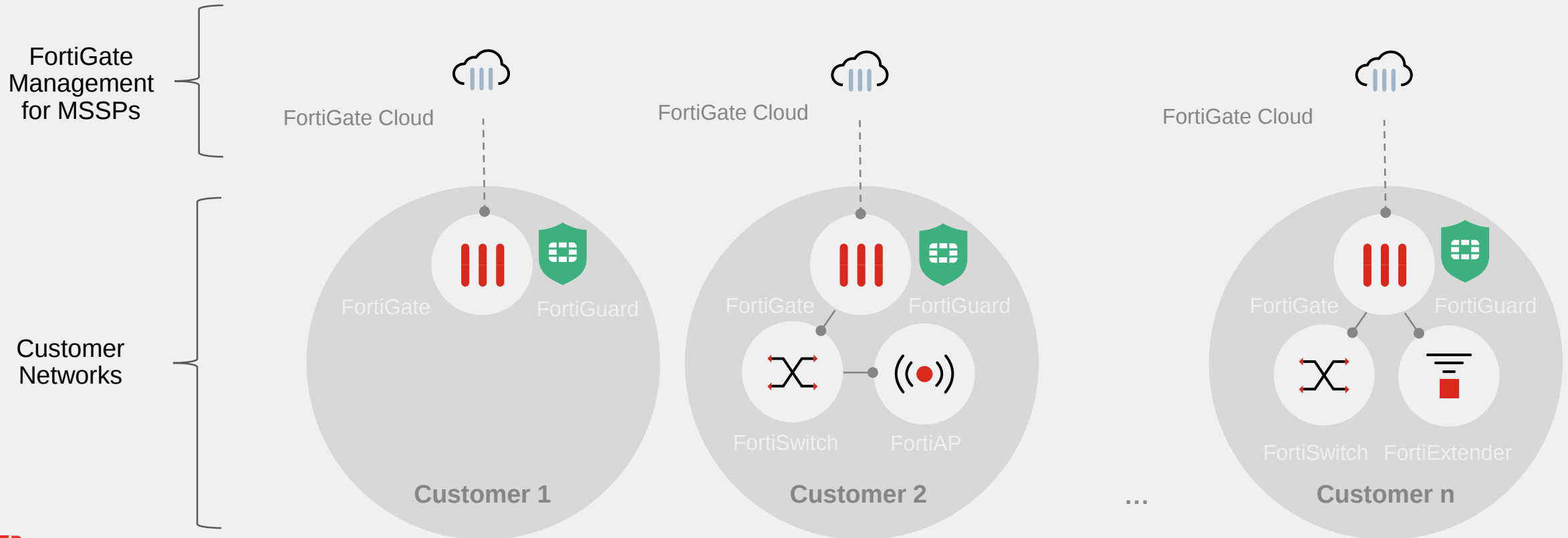


Easy Management (SaaS) of FortiGates for MSSPs

Introducing FortiGate Cloud, highly scalable Management platform for MSSPs



FortiGate Cloud



Easy Management (SaaS) of FortiGate for MSSPs

Manage Zero-Touch Deployment + Configuration + Reporting + Analytics + Backups



FortiGate Cloud

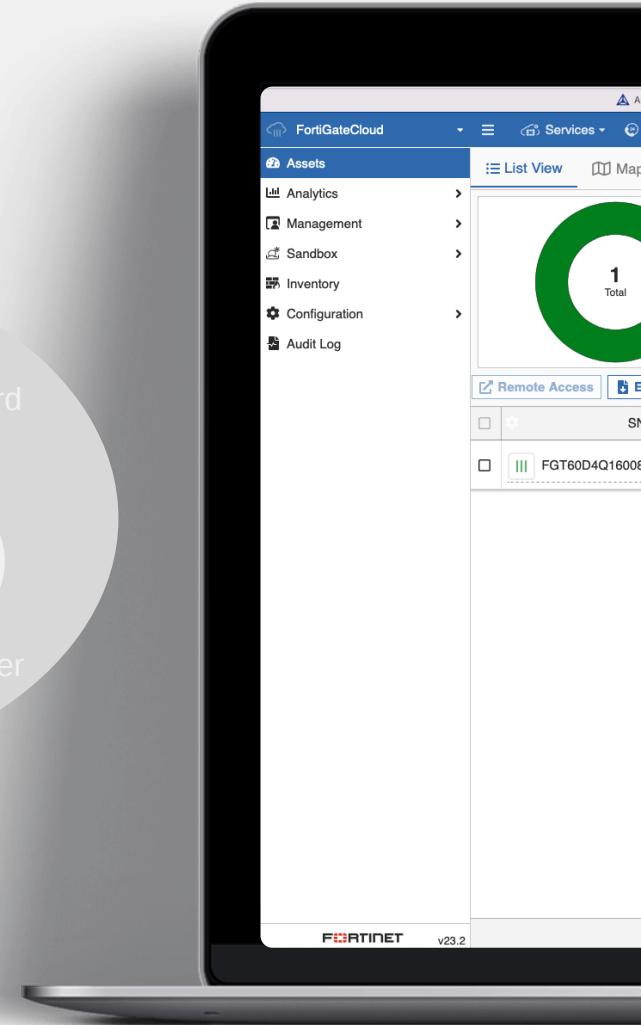
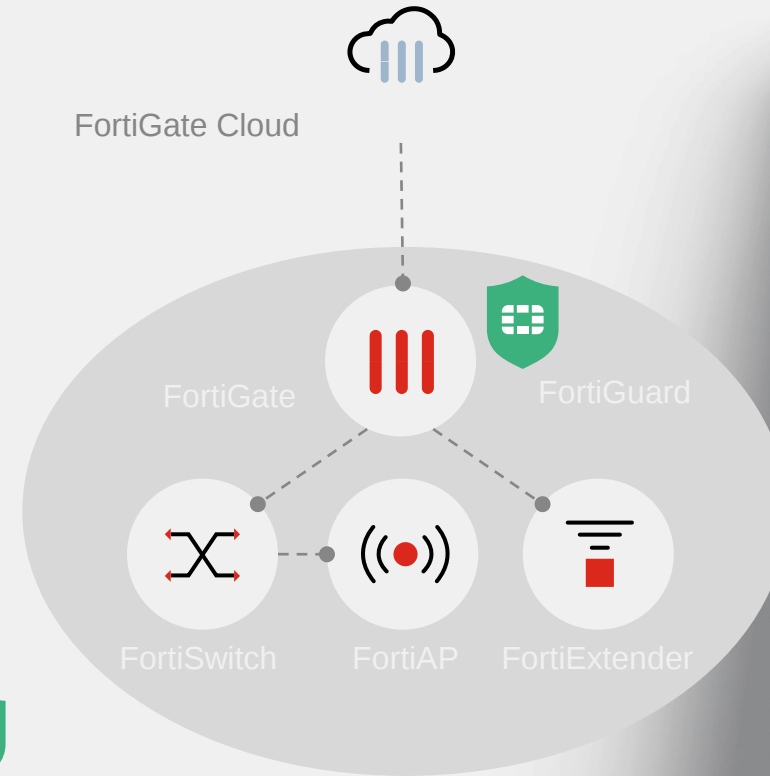


FortiGate Cloud

- Zero-touch deployment
- Configuration management
- Reporting & Analytics
- Cloud Backups
- Log storage in the Cloud (12 months)

Manages:

- FortiGate firewalls
 - Appliances & VM
- As well as **downstream**:
 - FortiGuard services
 - FortiSwitches
 - FortiAPs
 - FortiExtenders



FortiGate Cloud: Simple & Scalable Licensing

- ✓ **Easy:** Minimal upfront investment
- ✓ **Scalable:** Pay as you grow device-based license model



FortiGate Cloud



Per MSSP Partner:

1 x FortiGate Cloud Multi-Tenant License

< US\$ 1,500
(recommended price)

FCLE-10-FCLD0-161-02-12

Allows you to:

- *Create dedicate environments (Sub-Accounts) per customer*
- *Define roles and permissions across their own administrators*

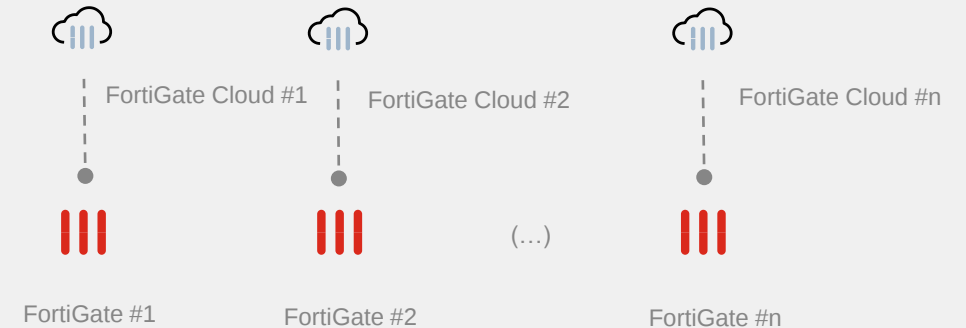
Per FortiGate device (Appliance or VM):



FortiGate Cloud Management, 1 Year Log Retention

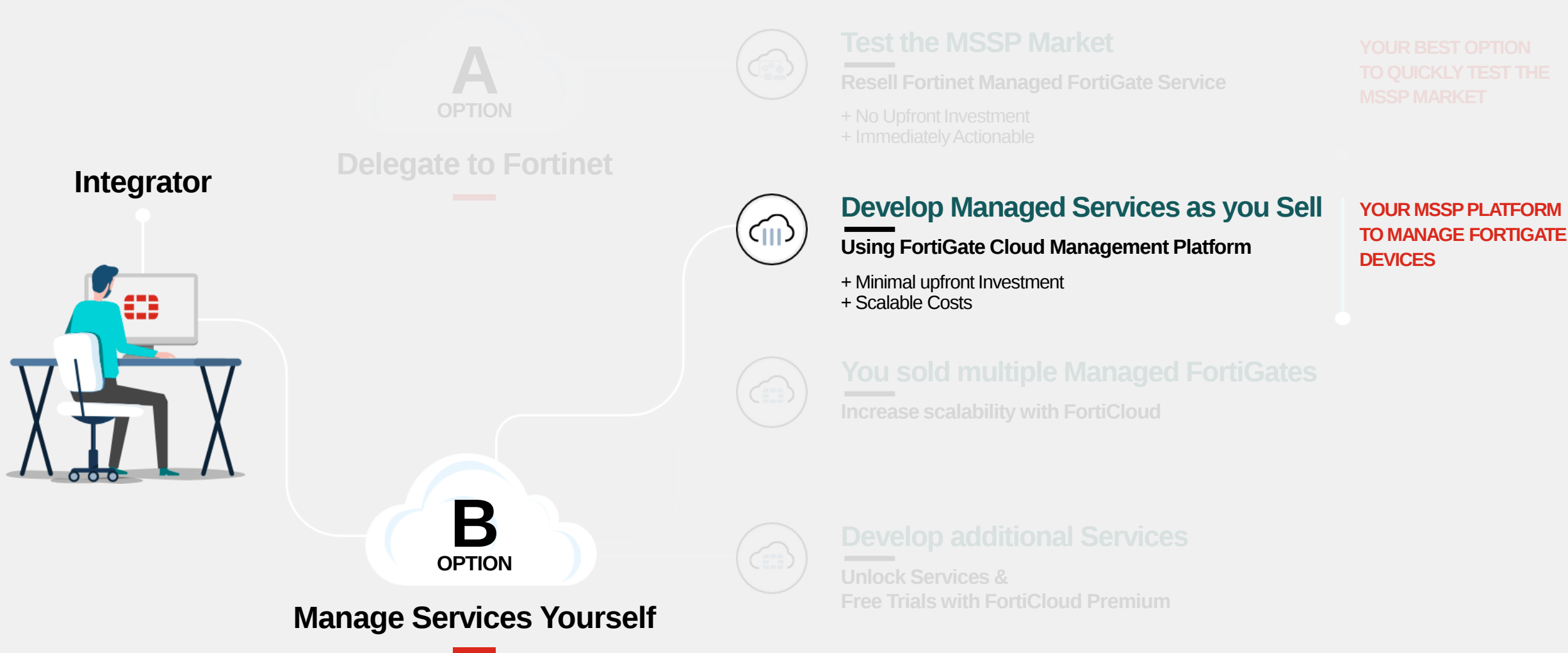
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Recommended price typically < 10-15% of hardware/UTP bundle



Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable

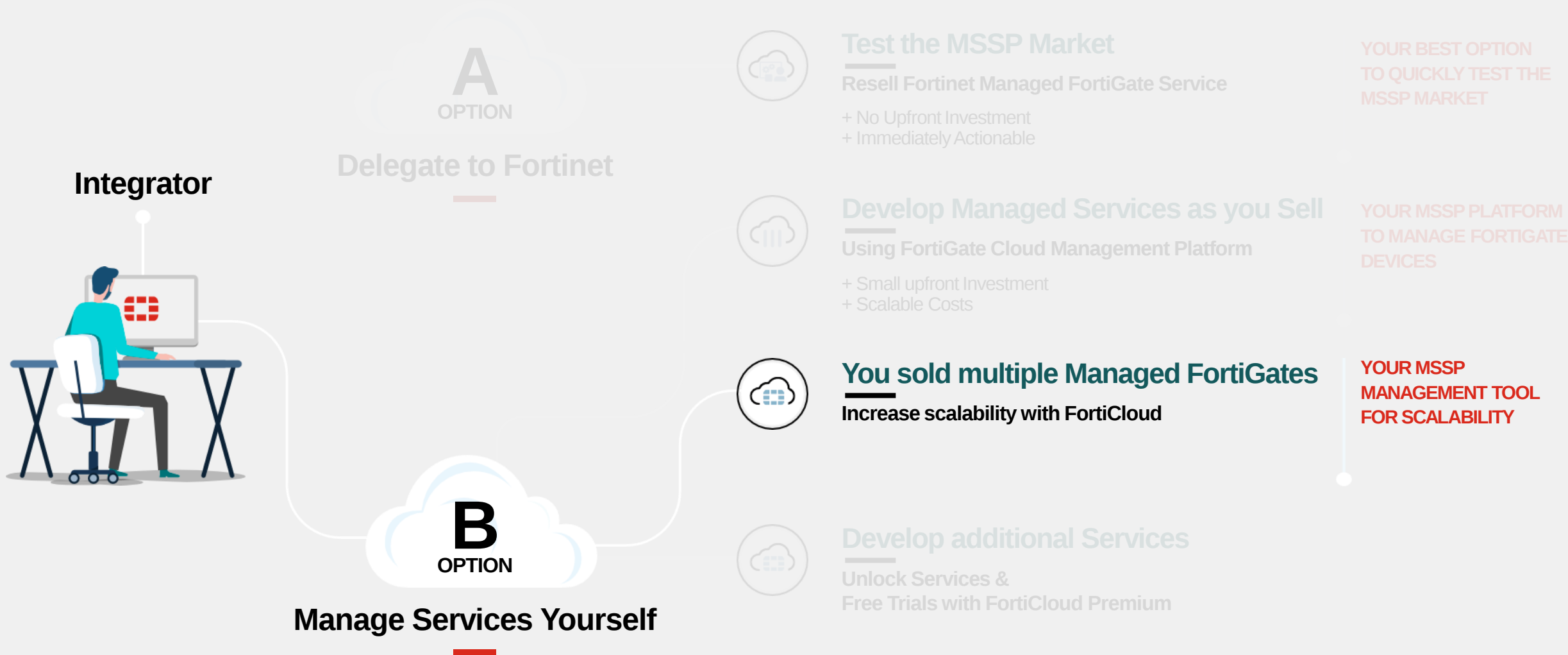


Easily manage large numbers of customers

- **Support :** How **easily** can you **search for a Support Ticket** across all your Customers?
- **Asset Management:** How **easily** an you **search for a Serial Number** across all your Customers?
How **easily** can you **search for a License Number** across all your Customers?
How **easily** can you **view all the expired** or decommissioned units?
- **Identity Management:** How **easily** can you **manage multiple Accounts**, each with its **Credentials**?
How **easily** can you **navigate between** these Accounts?
How can you **integrate** with third-party Identity Management components?

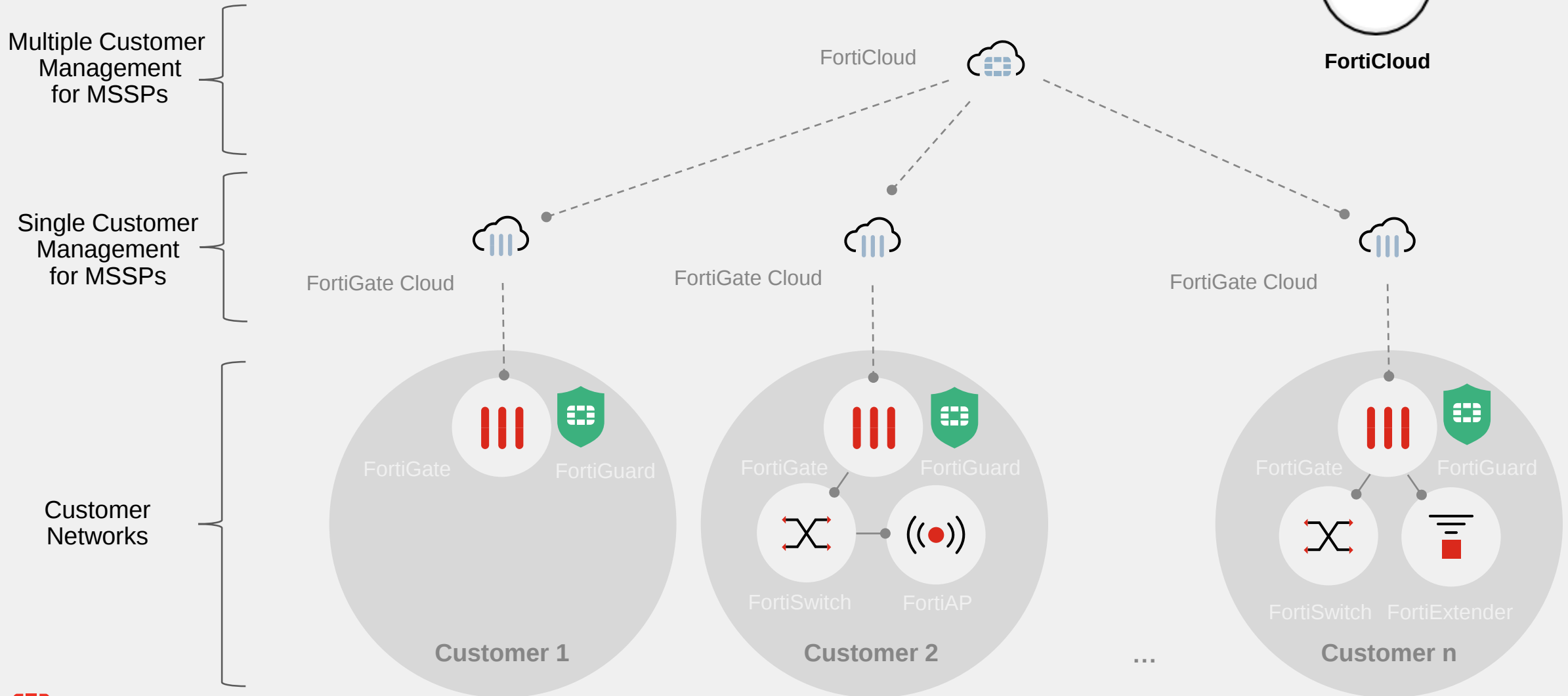
Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable



Managing large numbers of customers more effectively

Introducing FortiCloud

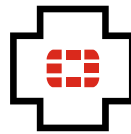


Managing large numbers of customers more effectively

Centrally manage Assets + Identities + Access Permissions + Support Tickets ...



FortiCloud
Critical Management
Functions



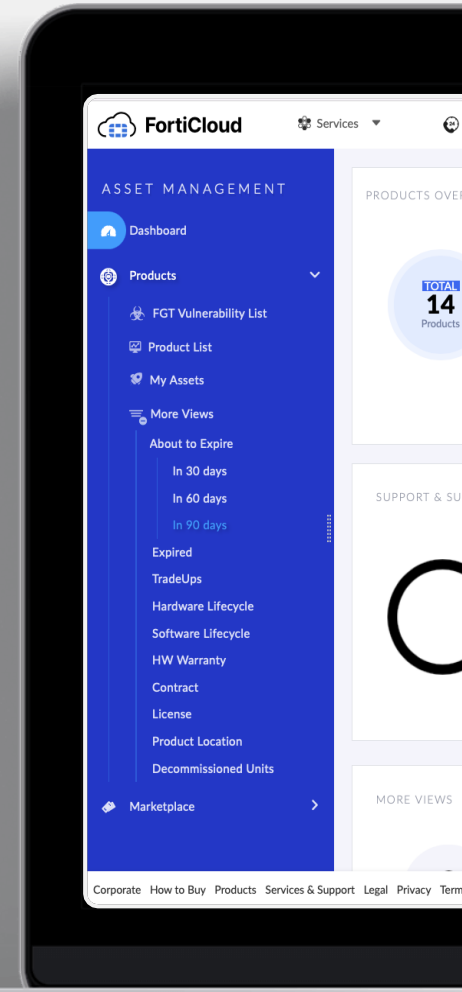
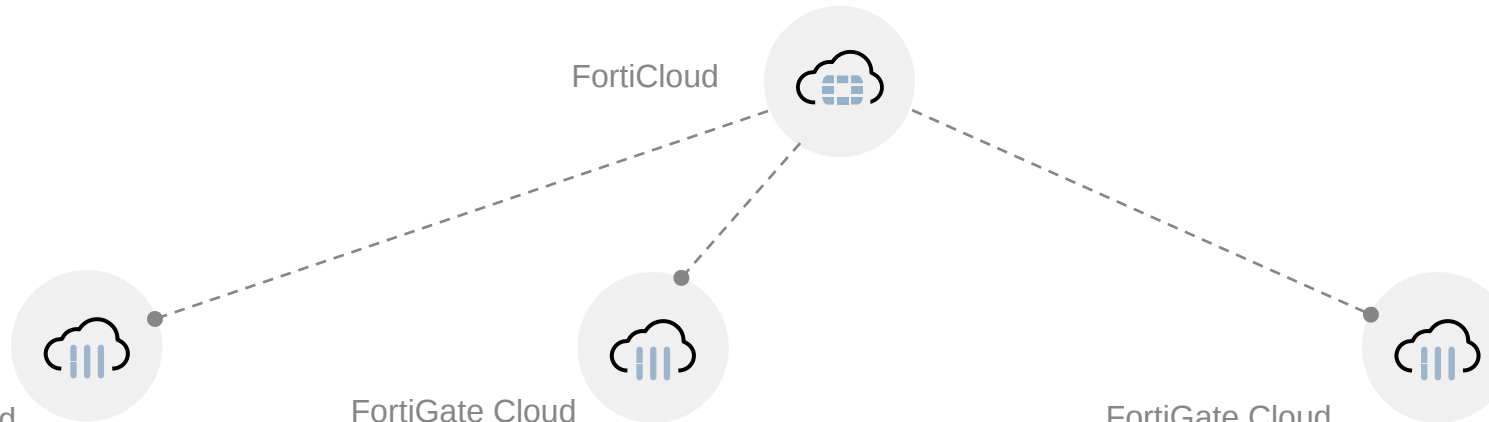
Support Tickets
Management



Asset
Management



Identity & Access Management



FortiCloud: free Platform for MSSPs

Your free MSSP management platform for scalability



FortiGate Cloud



Per MSSP Partner:

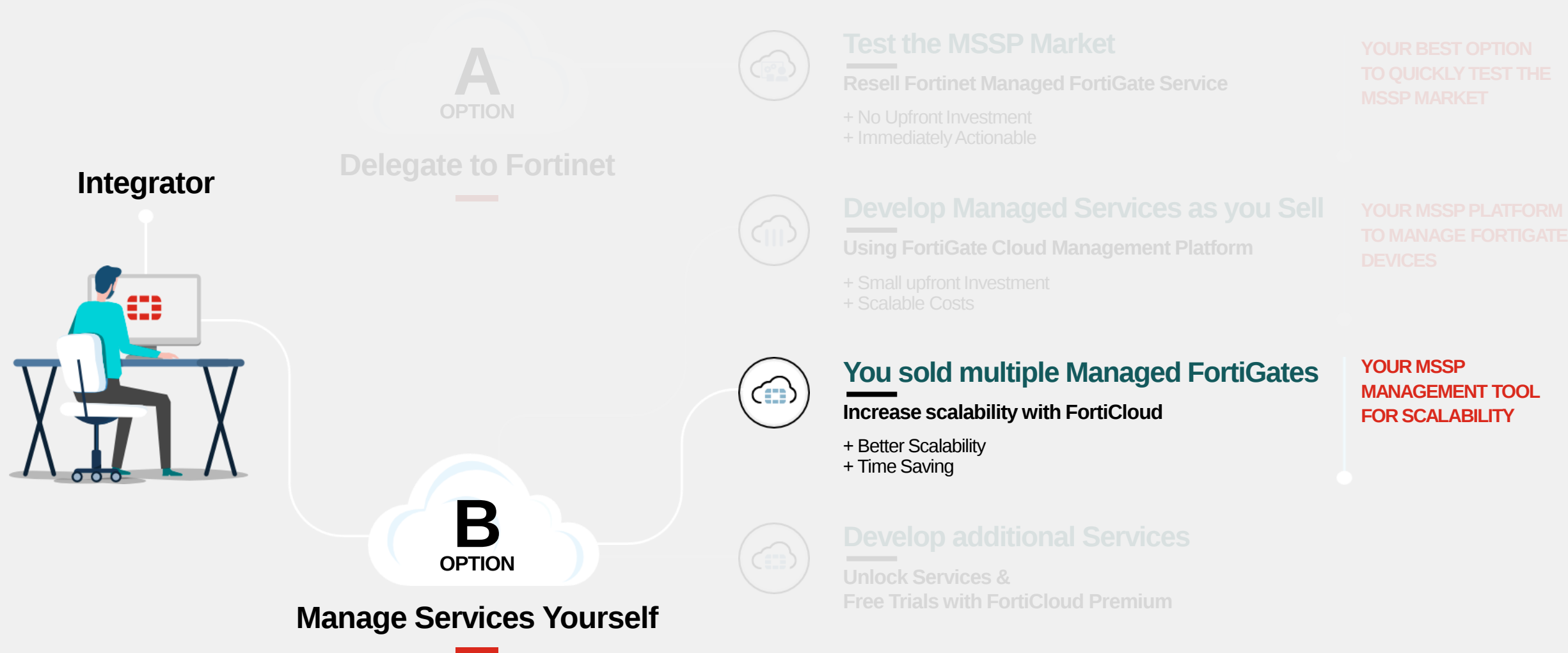
1 x FortiCloud Platform

Free

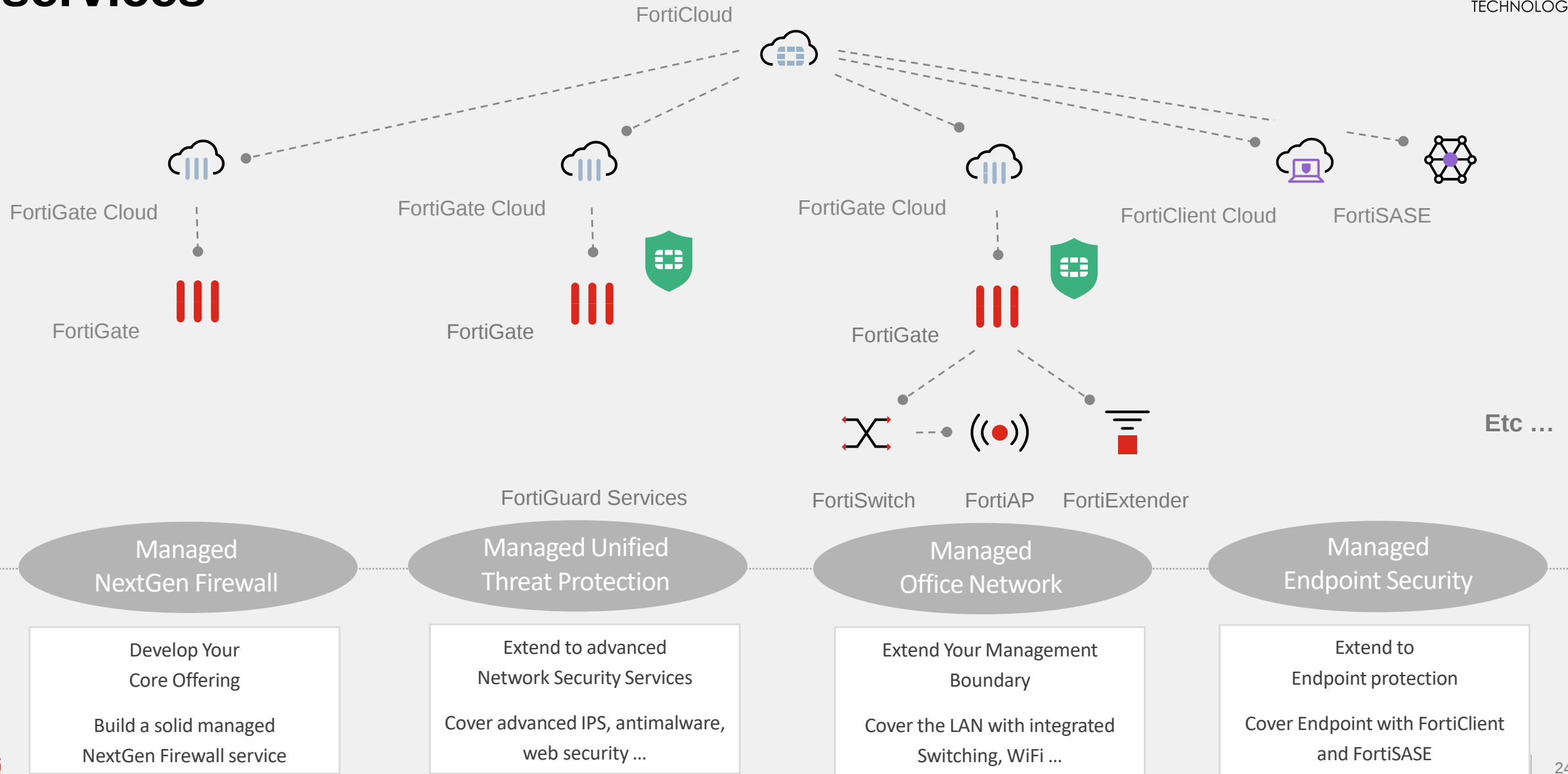


Fortinet makes MSSP Easy!

Introducing Options and Steps forward: from the easiest to the most profitable



Flexible & Future-Proof infrastructure to expand MSSP services



Fortinet makes MSSP Easy!

Build your MSSP Strategy at your own pace

- ✓ Minimal upfront investment
- ✓ Ready to start!

Develop your MSSP capabilities for a **more profitable Business**
and improve your **Customer retention**

The Fortinet MSSP Journey

Engaging With Fortinet



Flexible Engage Partner Program: **ADVOCATE Partners**

Integrator

MSSP

MSSP

**Grab your part of revenue coming from
Managed Services**

Key Benefits

ADVOCATE:

- Access to MSSP Portfolio
- Recognition of MSSP expertise

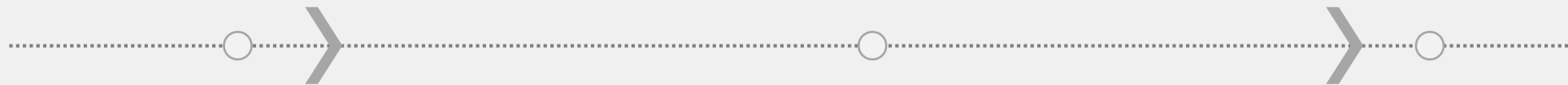
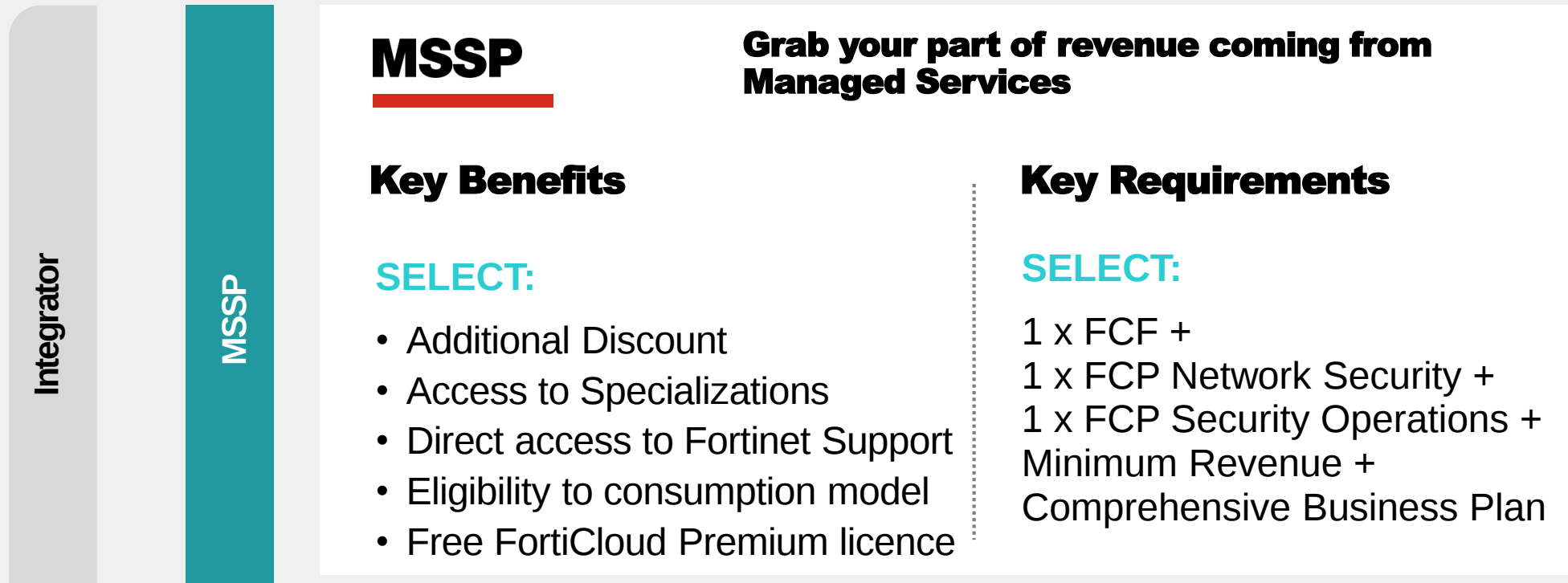
Key Requirement

ADVOCATE:

1 x FCF +
MSSP Eligibility Survey

Add MSSP Business Model in Addition to Integrator

Flexible Engage Partner Program: **SELECT Partners**



Add MSSP Business Model in Addition to Integrator

What's next for **SELECT MSSPs**: FortiCloud Premium

Your up-sale platform to develop advanced MSSP Services



FortiCloud
Premium

Develop Business
by proposing
free trials of new Services

Expand capabilities
to manage
advanced Services



FortiCloud
Premium

Free
for Select MSSPs

Enables access to trial licences:



FortiClient Cloud



FortiPhish Cloud



FortiLAN Cloud



FortiPenTest



FortiExtender Cloud



FortiCNP

Enables access to management of:



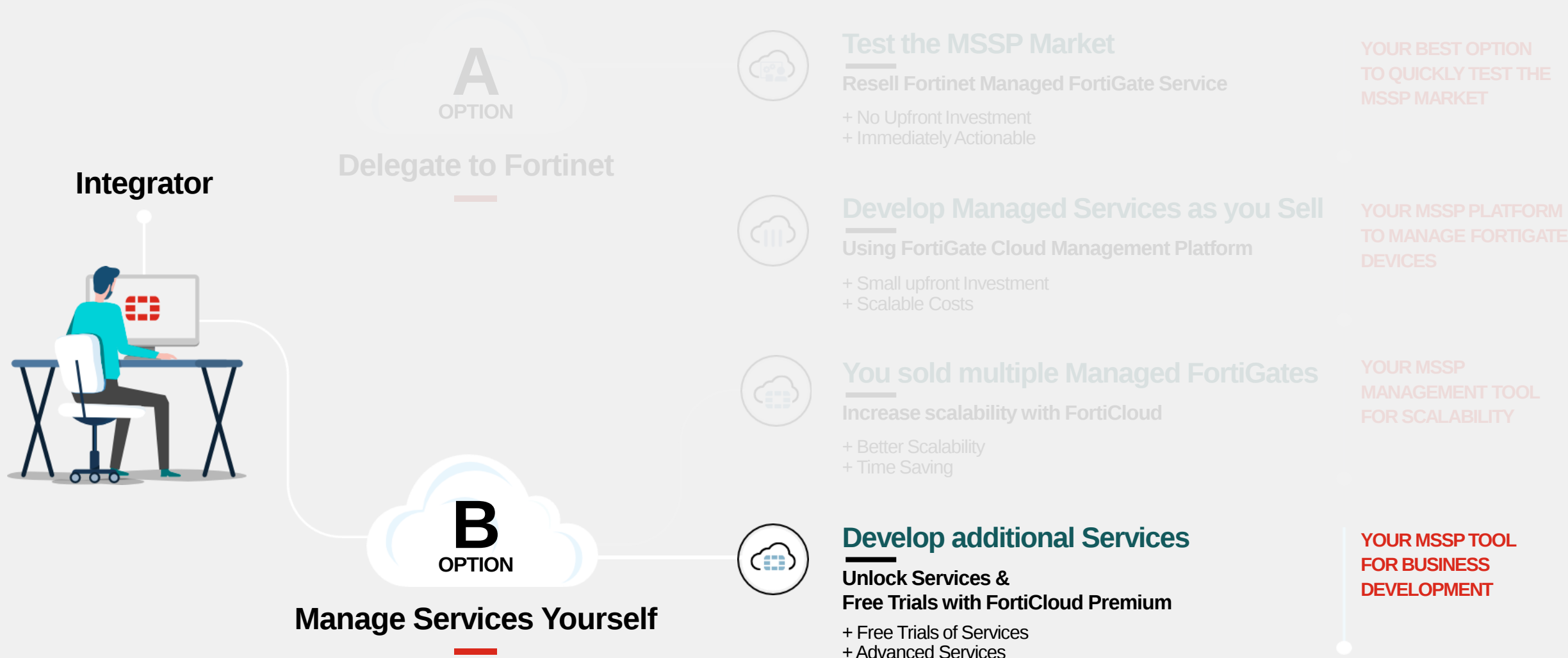
FortiSandbox Cloud



FortiSOAR Cloud

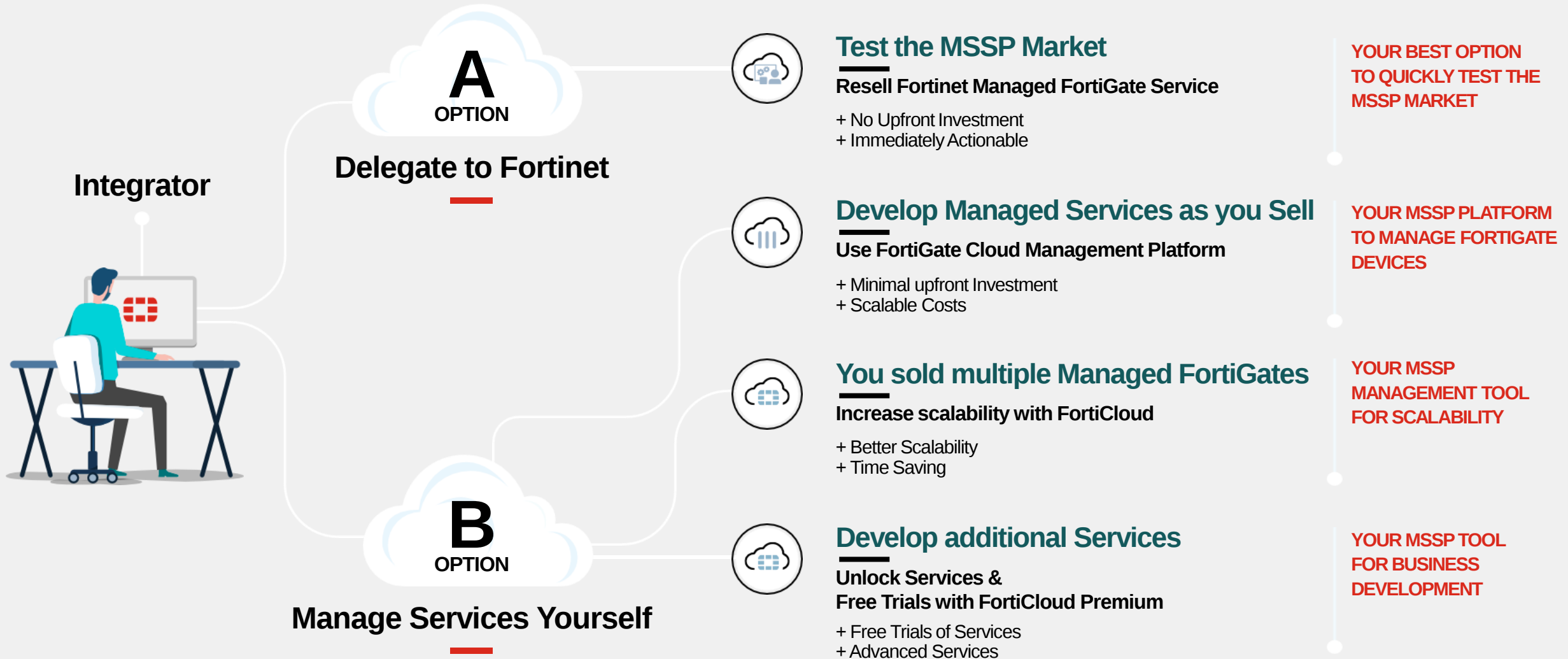
Fortinet makes MSSP Easy!

Options and Steps forward: from the easiest to the most profitable



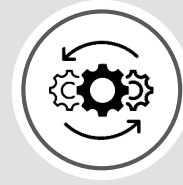
Fortinet makes MSSP Easy!

Wrapping it up: from the easiest to the most profitable



Summary

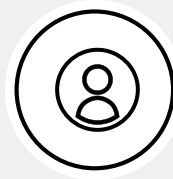
- Benefits for MSSPs



**Simpler
Operations**



**Scalability
& Flexibility**



**Better Customer
Experience**



**More
Profitability**

What's next for **SELECT MSSPs**: Fortinet MSSP Team Support

Take your MSSP ambitions to the next level with the Fortinet MSSP Team



#1

**Cybersecurity Company
in the World**

Assisting MSSPs

**Cybersecurity Company
in the World**

Leading every evolution of
cybersecurity



100% Channel &
dedicated team



Business mapping



Built on the power of
Fabric platform



Operational efficiency
& sustainability



Flexible
consumption



Bringing it all together!

Supporting Resources & Call To Action



Supporting Resources

Managed Services Content



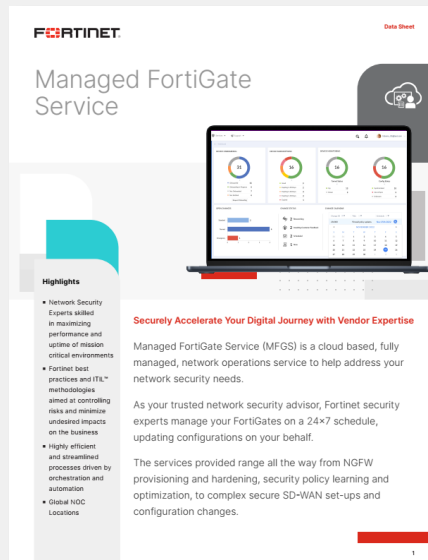
Best Practices

White Paper



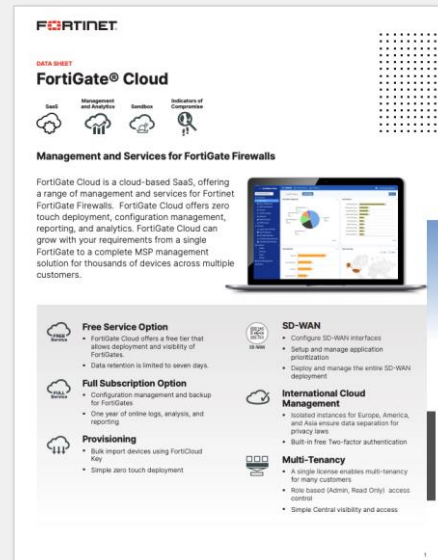
Managed FortiGate Service

Data Sheet



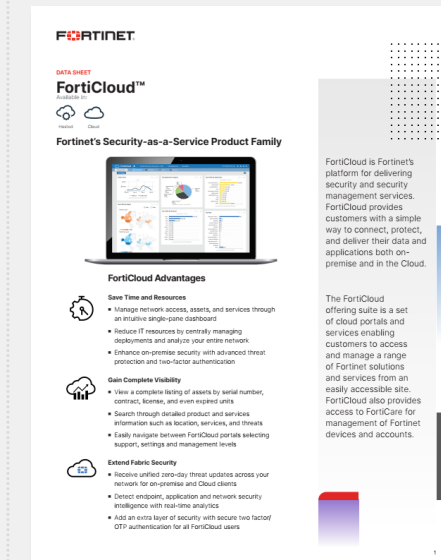
FortiGate Cloud

Data Sheet



FortiCloud

Data Sheet



Direct Access to Fortinet Support

Support Pin Overview



Management Platform

First Steps For An MSSP Using FortiCloud



Management
Platform



FortiCloud Account
Creation

[Guide](#)



FortiGate Cloud
Admin Guide

[Admin Guide](#)



FortiGate Cloud

[Video](#)

Getting Started

Once you have the multi-tenant license registered it's super easy to get your first devices set up and visible in sub-accounts in FortiGate Cloud, all possible in around 10 minutes.



1. Log in to (or create) your FortiCloud account at www.forticloud.com
2. Go to Services > FortiGate Cloud and create sub accounts for customers [guide](#)
3. Assign user access to sub accounts [guide](#)
4. Assign devices to sub accounts



What Can you Do?

Engage with your
CAM or **Distribution**
Representative

Adopt MSSP
Business
Model

Get your
free **FortiCloud**
Management
Platform

Develop your
Managed
NGFW Offering



FORTINET®

Contact us
security@ideal.gr