



TradeUp Promotion




 Valid from:
Oct. 12th to Dec. 31st 2023

 Multiply by 2 or 3 your
average standard Renewal
Revenue

 Deliver the latest
performance and
technology to our Partners
and Customers

 Secure your Renewal and
Retention Rate

Partner Benefits	Eligible Product	Program Details	Access the promo	Terms and Conditions
<ul style="list-style-type: none"> • 59% Discount on Hardware devices, Hardware Bundle devices • 55% Discount on FortiGuard Standalone • 44% Discount on FortiCare Support and Bundle Subscription • Free Transfer of Services for units reaching end of life indicated in the TradeUp Matrix 	<ul style="list-style-type: none"> • All Fortinet Portfolio (except products listed in exclusion list) • TradeUp program can be used to replace aged unit (with transfer of services for end of life) or Refresh and Upgrade to newest products 	<ul style="list-style-type: none"> • Follow the standard TradeUp program process, only discount is changing • More details on TradeUp Program: - TradeUp Brochure • This promotion can be cumulated with PRMA Promotion 	<ul style="list-style-type: none"> • Partner must request a special price quote (FTQ) to his distributor or to a Fortinet sales representative. The Distributor will have to reference the FTQ quote on its PO order to Fortinet. 	<ul style="list-style-type: none"> • Applicable only to NEW TradeUp deals • For Mid-High range models, a further verification is needed with Fortinet local team to avoid duplicate offers • If the TradeUp offer has already been submitted by Fortinet local team, Fortinet reserves the right to reject the promotional discount • A FTQ including the Trade up ID is mandatory to get the discount • FTQ to be requested and provided to distributor by Fortinet's team • Standard T&C program applies

	RESELLER RECOMMENDED	END-USER RECOMMENDED
 Hardware devices, Hardware Bundle devices	59%	49%
 FortiCare Support and Bundle Subscription	44%	34%
 FortiGuard Standalone	55%	45%

