

# HOW TO BUILD A CLOUD PIPELINE?

**Preferably start with your existing customers, you know their business model, way of thinking and purchasing decision process.**

**The first step is to identify customers with security pain points that are relatively simple to ease. (Use the template Page 2).**

- STEP 1** List your customers that are using cloud services and what services (Application)
- Customers with M365 should be the core audience due to Fortinet's strong offer
  - SAP Hana not for beginners, that scenario more complex, demands advanced skill set
  - Customers that are using multiple cloud services are the best (focus on AWS, MSDT, GCP, OCI)
- STEP 2** Add known compliance requirements to your created pipeline (Platform)
- Any regulation you are aware of and must do something with IT
  - Solutions are used for compliance, control, visibility
  - If you know anything about the integration/compatibility of aforementioned tools
- STEP 3** Add mobility status (Network)
- All information you know about edges on prospect side
  - Anything you know about remote work/home office policies and practice
- STEP 4** Trusted relationship n Better to start with a customer that we have known well, having a good relationship 1. 2. 3. 4.
- GOAL** Create a pipeline for the next 6-12 months (at least 5 customers). Our purpose is to gain Cloud security sales experience, to establish Cloud security sales practices and to acquire net new Cloud security customers. The revenue has secondary relevance, more important to win our first deals and develop basic competencies.



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**Example of a template you could use to build your Cloud pipeline following the steps above:**

Customer's Name	Contact Details	Industry Regulations	Customer's Size	Cloud Services	Remote Work	Estimated Budget	Estimated Deal Date	Referrals