

BROCHURE

Moving to a Select Level of Engagement



Introduction


Fortinet's ENGAGE Partner Program provides you with a valuable, flexible platform to build a profitable and highly-differentiated security practice that leverages the industry's best solutions to drive customer success.

As an Advocate Partner, you have limited requirements and benefits. That's why moving to the Select level of engagement will allow you to deliver superior security solutions that best fit small-to-medium business security concerns while increasing your benefits at the same time!

Requirements




1x certified professional with **NSE 1**



1x certified professional with **NSE 2**



1x certified professional with **NSE 4**



Local revenue requirements



2022 PROMOTION: To help you get certified, until 31 December 2022 Fortinet Authorized Training Centers (ATCs) are offering a 50% discount on exam list prices (NSE 4 to NSE 8 written). [Find out more.](#)

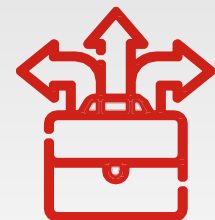
Did you know that Select partners...



Have on average **8x** more revenue than Advocate partners



Were on average **2x** more successful in closing deals than Advocate partners



Have **2.3x** more pipeline than Advocate partners

Source: Fortinet, As of 2021



Exclusive Benefits for Select Partners



* Compared to Advocate Level of engagement

** Subject to regional availability



A dedicated Channel Account Manager (CAM)

We offer a dedicated Fortinet CAM for SMB resellers. Partners have a direct point of contact with Fortinet, who will work closely with them to create a trusted relationship and help grow their business.

Our CAMs can help you with:



A business plan to help build your growth strategy



Cybersecurity market insights and knowledge



Tools and resources to generate more leads

Additional % on the recommended discount

The further you progress in your Fortinet level of Partner engagement, the more discount you receive. Select partners receive up to 5% additional recommended discount compared to Advocate partners, giving you a total of up to 30% of the recommended discount for Hardware and 20% for Software.

Specialization eligibility

Focused on Key Use Cases



Elevates Your Partner Status



Dedicated Sales and Technical Training

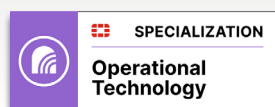
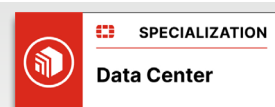


Sets You Up for Success



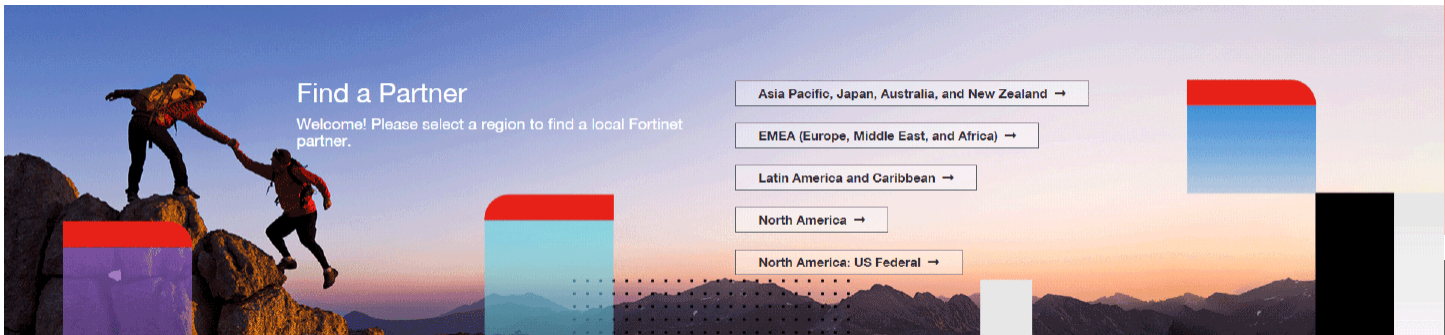
Select partners are eligible for Specialization.

Specializations help partners further distinguish their expertise among current and potential customers as trusted partners who have the knowledge, services and technologies to fulfill customer business needs. Holding a Specialization badge elevates your Fortinet partner status.



A presence on the Partner Locator

The Fortinet [Partner Locator](#) is an online directory where potential customers can find Fortinet Distributors and Resellers globally. Select Partners have a featured position which gives them greater visibility.



Access to level 2 phone/web support

Compliant Select partners have access to a faster resolution of technical problems by phone (using a private PIN code) or online with Fortinet Level 2 Support experts.

Preferential access to marketing funds

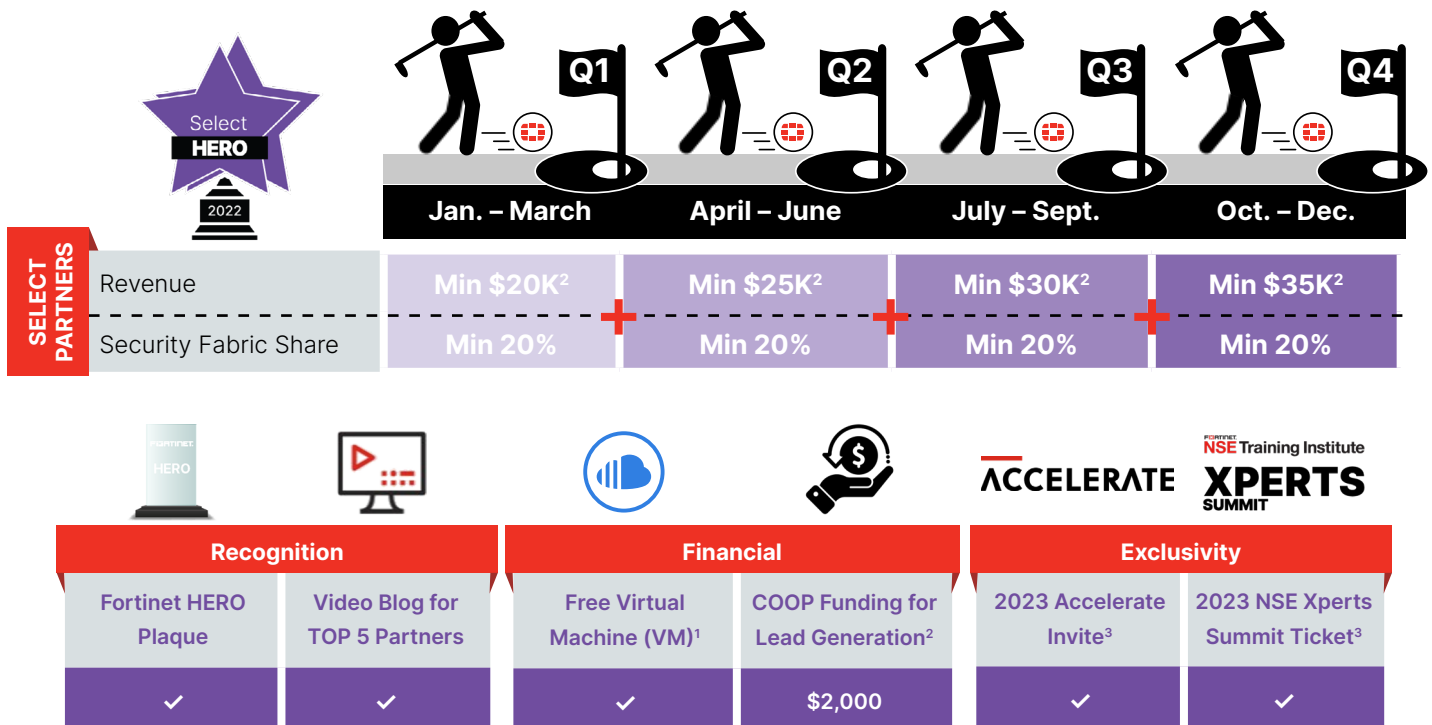
Co-operation (COOP) funds are available from your preferred distributor. They can help you organize lead generation and other marketing activities to grow your Fortinet business.

Here are some examples of approved activities which qualify for COOP funding:

- **Integrated Campaigns:** lead generation campaigns built from multi-touch activities such as email, telemarketing, events, online advertising
- **Collateral:** co-branded brochures, white papers or data sheets
- **Customer Case Studies:** examples of successful customer cases that highlight the benefits of Fortinet solutions and your technical expertise
- **Partner Enablement Training:** knowledge transfer and workshops on a particular solution or technology
- **End User Seminars/Workshops/Webinars:** event to introduce Fortinet technologies to prospective customers

Select Hero eligibility

The Hero Program rewards partners who consistently sell Fortinet solutions each quarter with exclusive benefits at the end of the year! By having a Select level of engagement, you will have the opportunity to become a Select Hero and earn additional benefits!¹



Access to FortiRewards Select Partner incentives



Our FortiRewards incentive program is designed to increase partners' profitability, engagement and expertise. Select partners get access to additional incentives.

Next Steps

Contact your local distributor today to find out if you meet the revenue requirements to become a Fortinet Select Partner.

Get NSE 4 certified

¹ Terms & Conditions

Free VM offered through this Program can only be claimed until the end of Q1 2023. Please check with your local Channel Account Manager your eligibility and the ordering process. Fortinet does not cover the renewal of the VM. This offer cannot be combined with any other VM offer. Coop funding can only be used for lead generation activities such as integrated campaign, webinar, advertorial promoting Fortinet solutions and your company. The COOP policy and guidelines remain the same and a third-party invoice is needed to have the budget funded. Fortinet EMEA on-site events subject to change of local health restrictions.

² Net to Fortinet in Commercial (Low and Mid solutions)





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