



EMEA RESELLER GUIDE 2022/2023

TRADEUP PROGRAM



Trade up your products & save!

The Trade Up Program is a cost-effective way for end users to upgrade their existing Fortinet solutions with the latest features and performance benefits to protect their cybersecurity investment.

Which products are eligible for the 2022/23 Trade Up program?

Two categories of products are eligible:

1. EOO products with valid support subscriptions or expired within 12 months
2. Non-EOO products from the Price List* with valid support subscriptions or expired within 12 months not on the Exclusion List*.

What are End of Order (EOO) products?

End of Order products have reached the End of Order date, that is the last date on which a product may be ordered. After that date the product is no longer available for sale.

What rules apply?

- Replacements for non-EOO products should be chosen from the same model range
- We suggest the best replacement for EOO products be chosen from the Trade Up Matrix*
- Transfer of support and protection services are only allowed for EOO products with valid services. The Trade Up Matrix* shows a list of technically compatible replacements

What's new?

- More products are eligible for trade up, giving more end users the access the latest cybersecurity solutions
- Non-End of Order (EOO) products not on the Exclusion List* are now eligible for Trade Up, allowing users faster access to the latest products

Stronger benefits!



Greater eligibility to upgrade to the latest Fortinet solutions



Boost performance with updated security and advanced feature set





Real cost savings on the vast majority of new products

TradeUp Program	Non - EOO Products	EOO Products
Eligible to Discount	✓	✓
Eligible to Transfer of services		✓
Eligible products should have valid services or expiring within 12 months	✓	✓
Replacement chosen in Trade up Matrix		✓
Replacement chosen in Price List within same model range	✓	

* The [Price List](#), [Exclusion List](#) and [Trade Up Matrix](#) are all available on the Fortinet Partner Portal.

Discounts

RESELLER RECOMMENDED	END-USER RECOMMENDED
 <p>55%* on Hardware, Hardware Bundles & Standalone FortiGuard</p>	<p>45%</p>
 <p>44%* on FortiCare Support & Bundle Subscriptions</p>	<p>34%</p>

Discounts shown are recommendations, applicable to Entry Level models only. Please contact your Fortinet Distributor to get applicable discounts on Mid-High End models.

How can Resellers buy a trade Up?

1. Resellers can identify the serial number of the products to be replaced and reach out to the Distributor.
2. To create a Trade Up ID distributors must provide: End-User(s) and reseller(s) information, serial number(s) which will be replaced.
3. Trade Up ID **must be indicated on PO placed by Distributors** as a Trade Up identifier.

What happens to traded-up products?

End users cannot reuse, resell, lend, rent, or lease the replaced products. Neither can they use it for any kind of commercial services to third parties. Once a product has been traded-up, it no longer qualifies for further Trade Up or renewal.

How to transfer service support subscriptions from an EOO product to a recommended replacement product

End users can transfer their services in the “Asset/ Manage Products” area on [FortiCloud](#)

1. Select the serial number of the product to be replaced
2. Click on the “Registration/RMA Transfer” option and insert the serial number of the new product
3. Click on “Save” and ensure that the transfer of services has been confirmed

Once existing services have been transferred to the replacement product (hardware only), additional standalone services subscriptions can be registered.

For more information or help with the Trade Up Program, please contact your local Fortinet representative or email renewals_emea@fortinet.com



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