FÜRTINET®

Campaign at a Glance Universal SASE

Q1 FY24

Fortinet Universal SASE Campaign Overview

What is this Program About?

Universal SASE – Zero Trust Reimagined

Fortinet Universal SASE is a cutting-edge cloud-centric networking and security solution specifically designed for the hybrid workforce, powered by a single OS, and unified management. It includes a high-performance and scalable Cloud network, and best-in-class AI-powered security such as Universal ZTNA, a Unified agent, Secure SD-WAN, and Digital Experience Monitoring. Universal SASE solution ensures the utmost security for all edges, devices, and users, whether they are accessing the web, corporate applications (private DC or public IaaS), or SaaS applications.
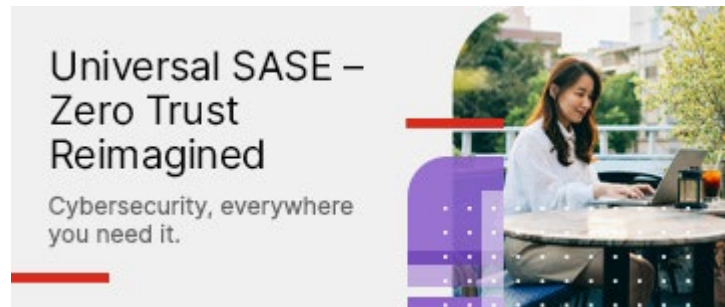
Who is this Campaign For?

Personas: CIO/CISO, VP of Infrastructure, VP Security, VP IT, VP IT, Director of Security, Director of IT
All Verticals

Segment: Enterprise, Commercial

Why Should I Use This Campaign?

Comprehensive Cloud-centric SASE solution, consistent security for the hybrid workforce with the same underlying OS, AI-powered services, unified agent, management and experience monitoring. Secure all edges, including micro-branches for the best flexibility for organizations, with disparate architectures and requirements.

According to Gartner, the SASE market will grow at a CAGR of 35.7% reaching almost $21B by 2026.

Universal SASE –
Zero Trust
Reimagined

Cybersecurity, everywhere you need it.

Fortinet Universal SASE Messaging

Partner Value
Universal SASE will enable partners to: • Accompany their customers on their journey to comprehensive security and experience, with the ability to easily upsell products across the journey from on-prem to remote security, • Centrally manage all components of their customer networking and security for multiple customers from a single dashboard (MSSP) • Ease of purchasing and upselling with simplified licensing and purchasing model.

Key Takeaways & Customer Value		
Pain	**Solution**	**Customer Benefit**
Safe web browsing	Secure Internet Access with FWaaS and SWG for WFA users. URL filtering, DNS filtering, deep SSL inspection, DLP	Full protection against web-borne threats from anywhere. Safely browse the Internet and get protection from malware, data exfiltration.
Secure access to corporate applications with Universal ZTNA	Shift from Implicit Trust to explicit application access between user to application for both on-prem and remote users, with FortiClient as the unified agent	Always-on secure access to applications with a higher level of security and better performance. Single agent for all endpoint security and secure access to applications.
Secure Remote Access to corporate applications with SD-WAN and edge to Cloud connectivity	• Secure SD-WAN is integrated with FortiSASE to offer an integrated, simpler, more automated service, also called SPA (Secure Private Access). • FortiSASE Secure Private Access (SPA) enables broader and seamless access to every private application at private datacenters or public cloud environments by automatically finding the shortest path to each application including VoIP and other Unified communication applications. • Also, on the edge side, to optimize user experience, Universal SASE lets you choose to perform security with your local FortiGate, or connect branch offices to FortiSASE for security inspection in the cloud through FortiGate NGFW and Fortinet Secure SD-WAN.	• SPA with SDWAN: Broader and seamless access to all corporate applications (TCP and UDP based) while using SD-WAN advanced routing and steering for improved user experience. • Edge to Cloud security: flexibility in choosing where to perform security (in the Cloud or on-prem)
Secure micro-branches with LAN/WLAN/WWAN connectivity to SASE	Always-on, granular security for direct internet access with LAN/WLAN/WWAN connectivity to simple cloud-delivered security from SASE	Always-on security with easy set up and configuration, secure access everywhere with consistent user experience, single cloud hosted dashboard for organizations
Unified management across all edges & consistent security	Consistent security across on-prem and remote locations with expanded micro-branch access and unified management and policies	Unified Management and logging for IT Teams for simple operations and a single dashboard. Faster troubleshooting and end-to-end visibility
End-to-end Digital Experience Monitoring (DEM) for all locations, edges and users	Unified visibility into users' experiences as they interact with applications and devices	Organizations obtain a comprehensive view of the end-user experience and translate it into measurable business outcomes.

Email Sequence and Campaign Assets

Email Send 1

Subject line: [Free Ebook] Single-Vendor SASE for Dummies
Content: eBook: Single-Vendor SASE for Dummies
Asset Link: Go

Email Send 2
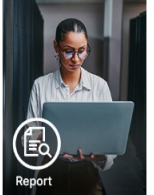

Subject line: [Complimentary Ebook] FortiSASE Case Studies
Content: eBook: FortiSASE Customer Success Stories
Asset Link: Go

Email Send 3

Subject line: What Are Industry Analysts Saying about Fortinet?
Content: Report: Analyst Recognition Doc on SD-WAN and SASE
Asset Link: Go

Resources

- **Cobranded Email Files**
  - Fortinet logo
  - HTML emails
  - Assets
  - Thumbnails

- **Copy Blocks**

*Links to assets on the Fortinet Partner Portal. Log in to the portal first to be directly sent to linked assets.

How to Build the Campaign

1. **Decide if you want to promote a single campaign or do a multi-touch nurture campaign**

    For a multi-touch nurture campaign, we recommend sending each promotional email 2 weeks apart.

2. **Select the asset(s) you want to promote in your campaign**

3. **Download the Universal SASE Campaign in a Box**

    - From the zip folder, use the co-brandable email in the folder to promote the selected assets.
    - Add your logo to the upper right corner of the HTML(s) (emltpl and oft files are also included) and update the CTA(s) under the asset thumbnail and at the bottom of the email with your landing page link(s) to track the number of downloads.
    - Build the right target list using the recommended personas and company size.

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How to Ensure Success

1. Get Sales trained-up on the solutions

   - [Fortinet Training Institute](#)— Learn about SASE during the Fortinet Certified Fundamentals (FCF) in Cybersecurity training to learn about the basics of cybersecurity, including a SASE lesson.
   - [NSE Solution Insider Webinar](#) — Understanding Fortinet's Universal SASE Approach and How to Effectively Position It *(May 31, 2023)*
   - [40Minutes to Grow Your Business](#) (NA only) – Universal SASE *(October 17, 2023)*
   - [SASE Solution Hub](#)

2. Execute your email campaign using the [co-brandable email package](#)

3. Utilize the [Universal SASE Copy Blocks](#) on website, social media or other marketing materials.

4. Leverage [Partner Social](#) to amplify Global Social posts that have been uploaded to Amplify and the digital assets to further promote the campaign assets.

5. Close more deals: Prepare for sales calls with the 2-page at-a-glance that covers the target personas, discovery questions, overcoming objections, and Why Fortinet messaging

   - [SASE Sell Sheet](#)

[Q1 FortiRewards](#) (NA only)

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