

Fortinet Marketing

Co-Op Process



The Co-Op Process

Partner / EXN / Fortinet discuss marketing plan & ideas

Partner completes a

<u>Co-Op Request Form</u> Tab 1

& emails to EXN with 3rd Party Quotes

Fortinet CAM completes Tab 2 with justification & revenue/pipeline stats

EXN forwards to UK Channel Marketing Manager & Channel Director for approval

Once approved, EXN raise FN Code PO reference and email partner with confirmation and instructions

Fortinet EMEA approve or reject the request for funds from EXN Co-Op

EXN raise request in smartsheet and in Fortinet co-op portal attaching quotes

Fortinet UK approve concept and email S Duce to raise paperwork

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Partner executes campaign and once complete sends proof of execution, 3rd party invoices and partner invoice to **EXN** 10 **EXN submits claim to Fortinet Partner Portal** 11 **Fortinet approve claim 12 EXN** pay partner invoice



The Co-Op Process

CRF Form

Fund Activity Guidelines

Co-Branding Guidelines

- Fortinet will generally approve marketing co-op to partners based on a number of criteria:
 - Revenue to date on Fortinet
 - Pipeline of Fortinet opportunities
 - Partner NSE Accreditations
 - Partner Status
- Fortinet will consider funding up to 50% cost of a marketing plan.
- Activities such as incentives, promotions, hospitality etc are not covered by co-op.



Co-Op Activity

Activites not supported:

- Incentives
- Hospitality
- Anything involving alcohol
- Price promotions or discounts
- Training or exams
- NFR or demo kit
- Events where Fortinet are already present

The plan should include lead generation and be able to demonstrably deliver return on investment (ROI). Plans that aim to drive new business / incremental revenue will always be favoured.



2023 Focus Areas

SMB

SD-WAN

ZTNA

CLOUD

OT

SASE