

Discovery Tour

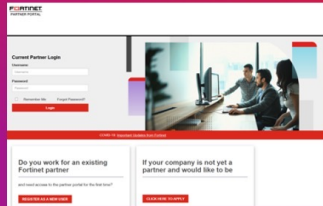


Source: Partner Portal Discovery Tour, Fortinet partner portal

#BFF
Be Forever Fortinet

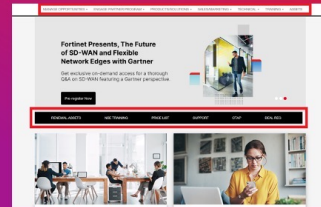
Summary

How to log into the Partner Portal



1. Open the Fortinet Partner Portal link: <https://www.fortinet.com/partner>
2. Use your username and password
3. You are ready to start your partner journey with us!

Navigation



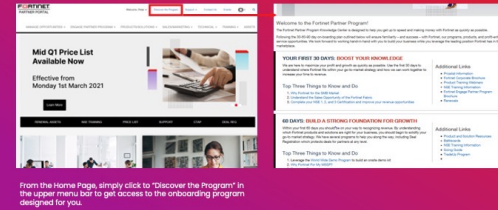
Once you are logged in, the Partner Portal Home Page is displayed.

The home page is split into 6 easy to navigate sections:

- Deal Registration - Manage opportunities
- Engage Partner Program
- Products/Solutions
- Sales/Marketing
- Technical
- Training

As well as a quick access toolbar that contains useful resources that you will need as a partner.

Get started with our tailored onboarding plan



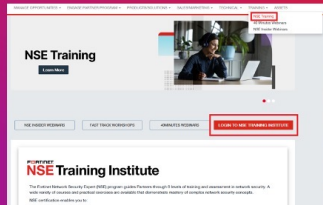
From the Home Page, simply click to "Discover the Program" in the upper menu bar to get access to the onboarding program designed for you.

SMB Hub for resellers



Under the section **PRODUCTS/SOLUTIONS**, you can leverage the subsection: SMB Hub for Resellers to have access to a large variety of useful assets that will provide you with information you need to **LEARN, PROMOTE** and **SELL**.

Enablement – How to enroll in NSE Institute



The second way is to go to the **TRAINING** > NSE Training Subsection and then click to: **"LOG IN TO NSE TRAINING INSTITUTE"**.

You will then be redirected to the Fortinet Network Security Institute (NSE) Training website.

Then, click on **login** (in the top right corner) and use your Fortinet Partner credentials to get access.

Marketing – Go Social with Fortinet

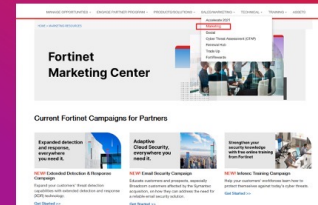


Click on **SALES/MARKETING** > Social to find out more about social tools available to you.

Then, you can click the button "Use The Tool" to get access to the social posts that you can share on your own social media.

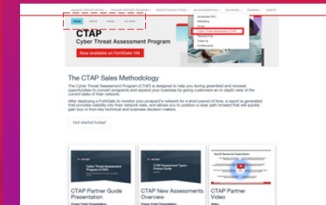
This page provides you with posts created by Fortinet, and you can review, edit, discard or approve these new posts on the right corner of each post.

Marketing Centre



Under the section **SALES / MARKETING**, click on the subsection Marketing to have access to the Fortinet Campaigns for Partners, that you can leverage in your communications, Corporate brochure and presentation and more marketing materials.

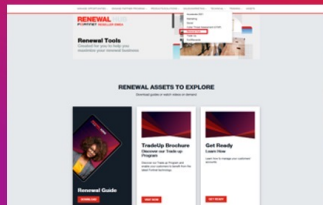
Cyber Threat Assessment Program (CTAP)



Learn more about CTAP to increase your close rates and accelerate prospect's purchase decision by clicking on **SALES/MARKETING** > Cyber Threat Assessment (CTAP).

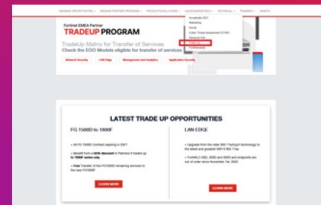
You can navigate through different CTAP sections: **NGFW**, **EMAIL** and **SD-WAN**.

Renewal Hub



Find the Renewal Hub by clicking on **SALES/MARKETING** > Renewal Hub, where you will find all the information concerning renewals such as Renewals Guide, Renewal Asset, Upsell opportunities and more.

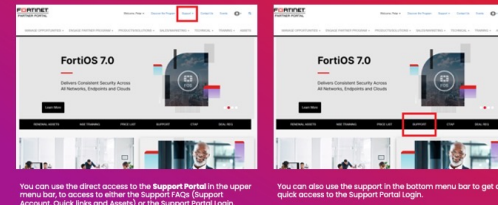
Trade Up



To get access to the Trade-Up section, click on **SALES / MARKETING** > Trade Up.

Trade Up program allows you to access the latest Fortinet solutions, bringing you improved performance, updated security, and an advanced feature set whilst benefitting from real cost savings.

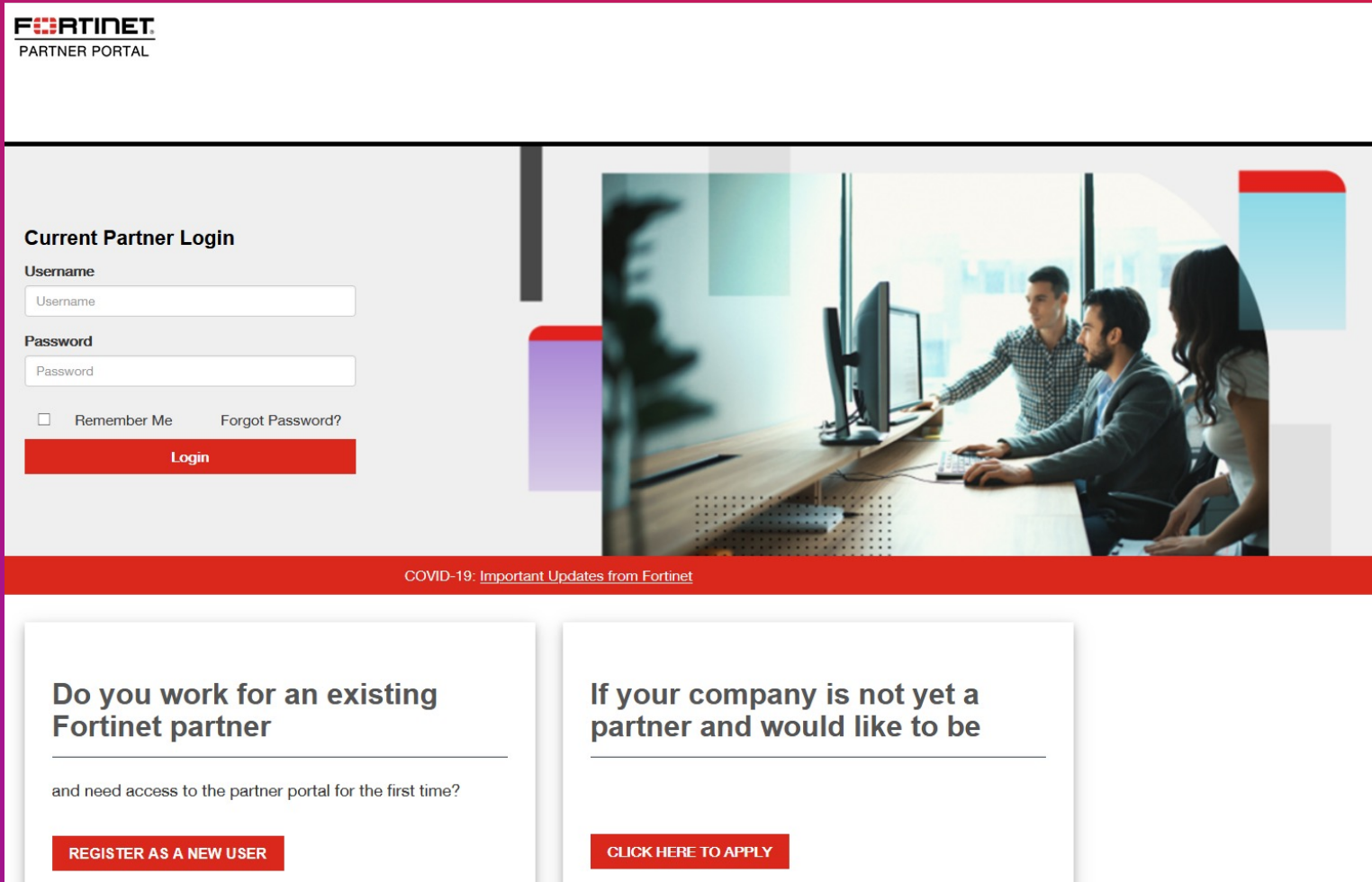
Support



You can use the direct access to the **Support Portal** in the upper menu bar, to access to either the **Support FAQs** (Support Account, Quick links and Assets) or the **Support Portal Login**.

You can also use the support in the bottom menu bar to get a quick access to the support portal login.

How to log into the Partner Portal



FORTINET
PARTNER PORTAL

Current Partner Login

Username

Password

☐ Remember Me [Forgot Password?](#)

Login

COVID-19: [Important Updates from Fortinet](#)

Do you work for an existing Fortinet partner

and need access to the partner portal for the first time?

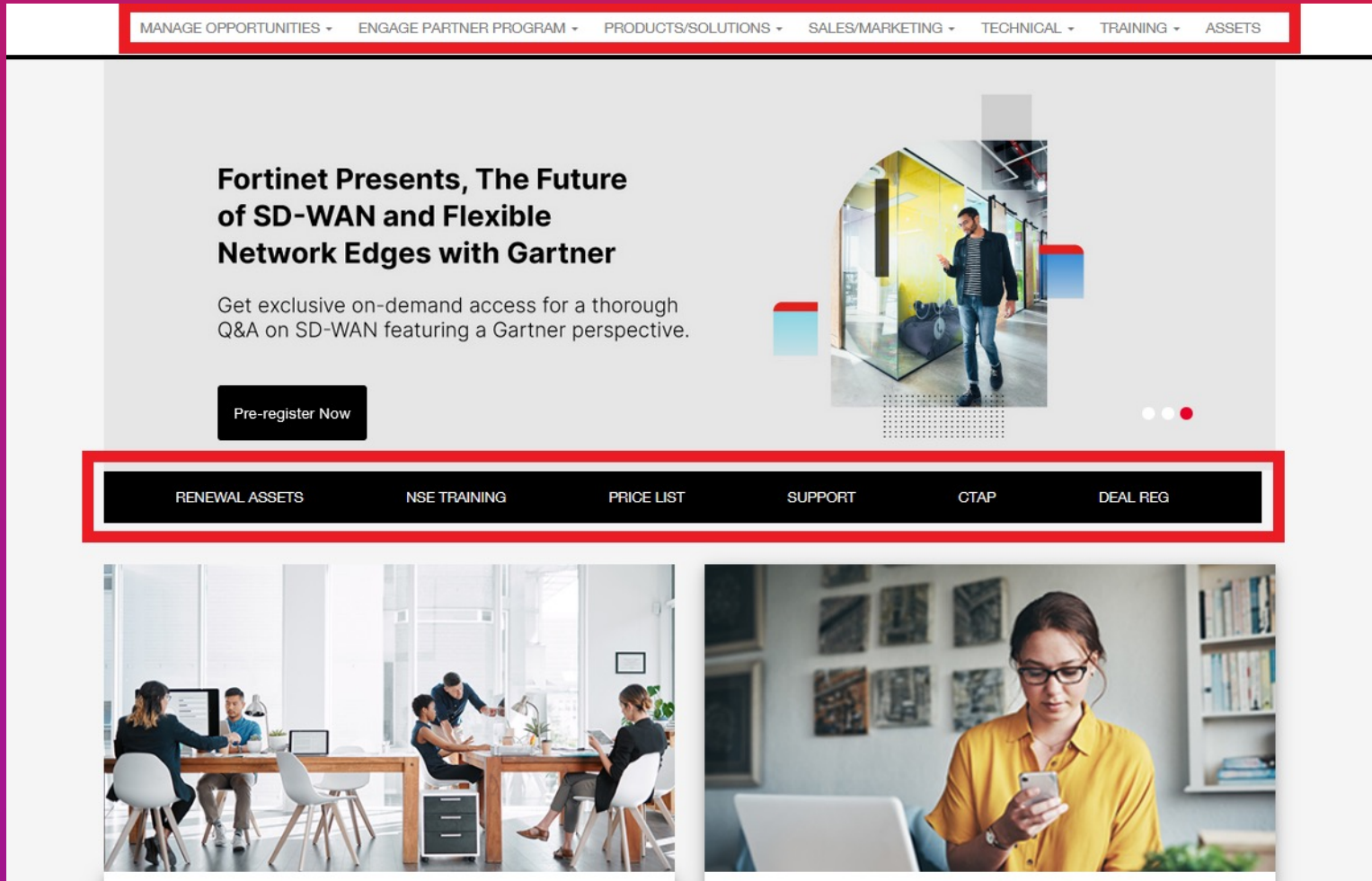
REGISTER AS A NEW USER

If your company is not yet a partner and would like to be

CLICK HERE TO APPLY

1. Open the Fortinet Partner Portal link:
<https://partnerportal.fortinet.com/English/>
2. Use your username and password
3. You are ready to start your partner journey with us!

Navigation



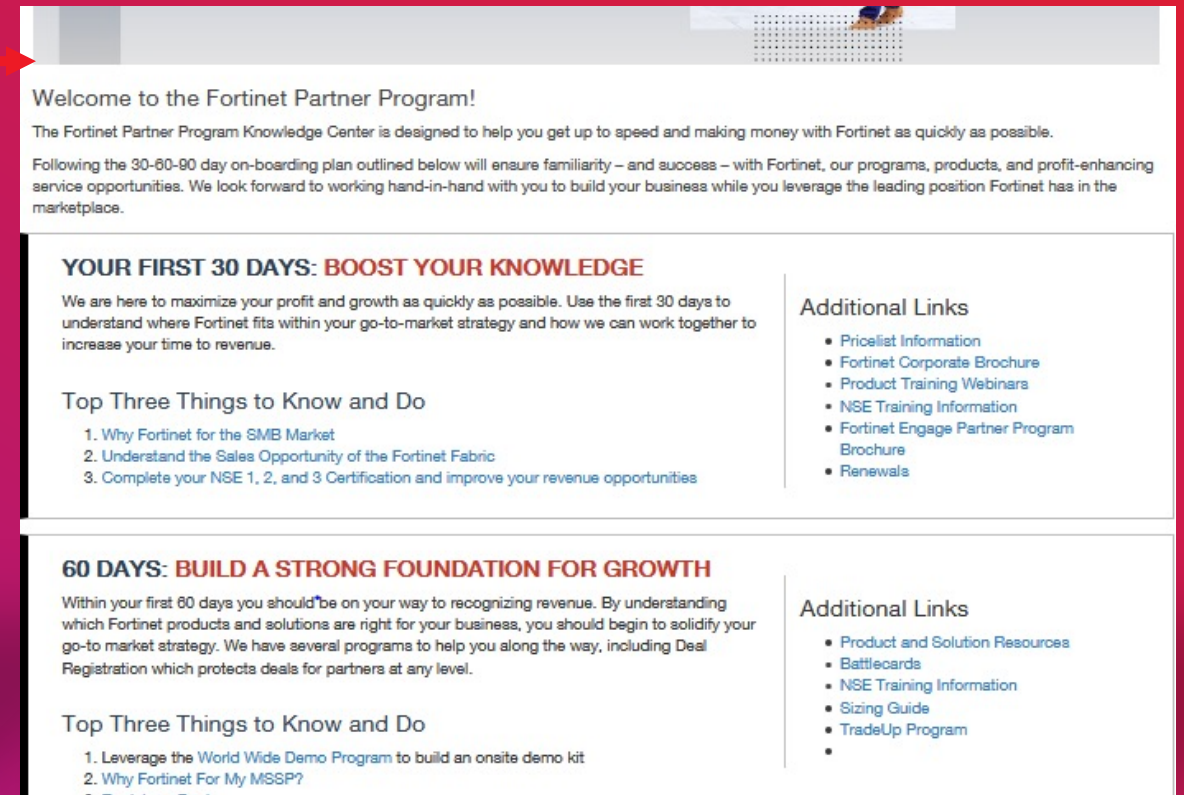
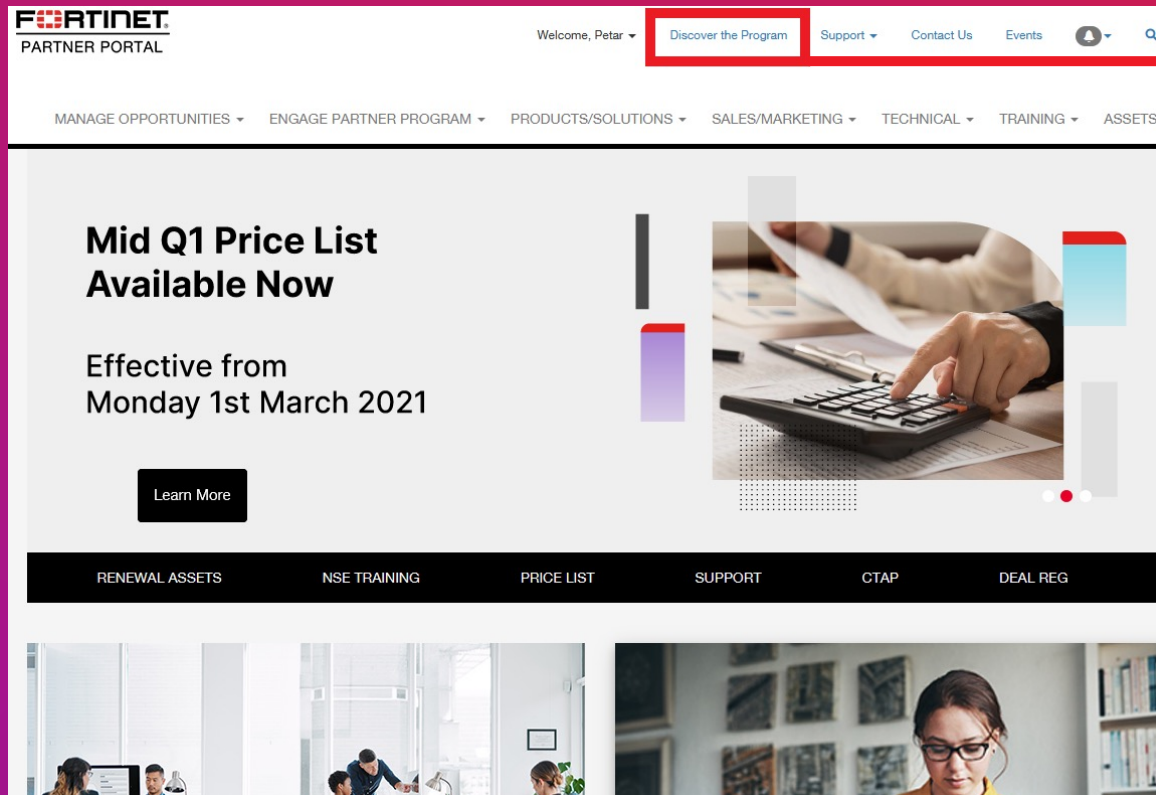
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As well as a quick access toolbar that contains useful resources that you will need as a partner.

Get started with our tailored onboarding plan



From the Home Page, simply click to “Discover the Program” in the upper menu bar to get access to the onboarding program designed for you.

Succeeding with Fortinet



Welcome to the Fortinet Partner Program!

The Fortinet Partner Program Knowledge Center is designed to help you get up to speed and making money with Fortinet as quickly as possible.

Following the 30-60-90 day on-boarding plan outlined below will ensure familiarity – and success – with Fortinet, our programs, products, and profit-enhancing service opportunities. We look forward to working hand-in-hand with you to build your business while you leverage the leading position Fortinet has in the marketplace.

YOUR FIRST 30 DAYS: BOOST YOUR KNOWLEDGE

We are here to maximize your profit and growth as quickly as possible. Use the first 30 days to understand where Fortinet fits within your go-to-market strategy and how we can work together to increase your time to revenue.

Top Three Things to Know and Do

1. Why Fortinet for the SMB Market
2. Understand the Sales Opportunity of the Fortinet Fabric
3. Complete your NSE 1, 2, and 3 Certification and improve your revenue opportunities

Additional Links

- [Pricelist Information](#)
- [Fortinet Corporate Brochure](#)
- [Product Training Webinars](#)
- [NSE Training Information](#)
- [Fortinet Engage Partner Program Brochure](#)
- [Renewals](#)

60 DAYS: BUILD A STRONG FOUNDATION FOR GROWTH

Within your first 60 days you should be on your way to recognizing revenue. By understanding which Fortinet products and solutions are right for your business, you should begin to solidify your go-to market strategy. We have several programs to help you along the way, including Deal Registration which protects deals for partners at any level.

Top Three Things to Know and Do

1. Leverage the World Wide Demo Program to build an onsite demo kit
2. Why Fortinet For My MSSP?
3. Register a Deal

Additional Links

- [Product and Solution Resources](#)
- [Battlecards](#)
- [NSE Training Information](#)
- [Sizing Guide](#)
- [TradeUp Program](#)
-

90 DAYS: INCREASE PROFITABILITY WITH FORTINET

Did you know that partners who charge for assessments are proven to be more profitable? Take the opportunity to find out why by engaging a customer in a Cyber Threat Assessment, where you'll uncover additional opportunities to cross sell and upsell with the Fortinet Security Fabric.

Top Three Things to Know and Do

1. Use Fortinet's Cyber Threat Assessment Program (CTAP) to Help You Close Deals
2. Discover the Sales Assets for Successful Selling
3. Use Current Incentives to increase your profitability

Additional Links

- [Sales Resources](#)
- [Best Practices Center](#)
- [Why Charging for Technical Assessments Leads to Higher Growth and Profit](#)
- [Marketing Resources](#)

Follow our tailored **30-60-90 day onboarding** program in order to accelerate your success with Fortinet!

This plan gives you all the useful resources and best practices to help you build a valuable, highly-differentiated security practice that leverages the industry's best solutions to drive Customer Success.

At the end of the 90 days, you will:

- Increase your knowledge of our core products and services
- Strengthen your Go-To-Market strategy
- Increase your profitability and develop new cross-sell and up-sell opportunities

SMB Hub for resellers

The screenshot displays the Fortinet Partner Portal interface. At the top, a navigation bar includes links for MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. The PRODUCTS/SOLUTIONS dropdown menu is open, highlighting 'SMB Hub for Resellers'. Below this, the 'SMB Solution Hub' section is visible, featuring a description of Fortinet Small Business security solutions and a list of benefits: Implement Easily, Work Reliably, and Demonstrate ROI. At the bottom, three columns are dedicated to LEARN, PROMOTE, and SELL, each with a list of resources and a 'GET MORE IN ASSET LIBRARY' button.

SMB Solution Hub

SMB Solution Hub for Resellers

Fortinet Small Business delivers a path to consolidate security into a handful of easy-to-manage solutions spanning network, cloud, and endpoint security that automatically share threat intelligence and scale as your prospects grow.

Fortinet delivers solutions to SMB customers that:

- Implement Easily**
Nobody has a lot of time to dedicate to implementation and deployment – we understand you need quick time to value
- Work Reliably**
And it has to work and be effective. It has to be complete security to protect against a variety of ways attackers can get into your business.
- Demonstrate ROI**
It has to be affordable – all these other things are great but if you can't afford the solution you're not going anywhere

LEARN

- + Video: Quick Pitch - Fortinet Secure Office Networking
- + Video: Quick Pitch - Why Fortinet for SMB

PROMOTE

- + Small and Mid-Size Business Security - 4 Steps to Success
- + Secure Office Networking Campaigns in a Box
- + Endpoint Protection Campaign in a Box
- + Teleworker Campaign
- + Ransomware Campaign

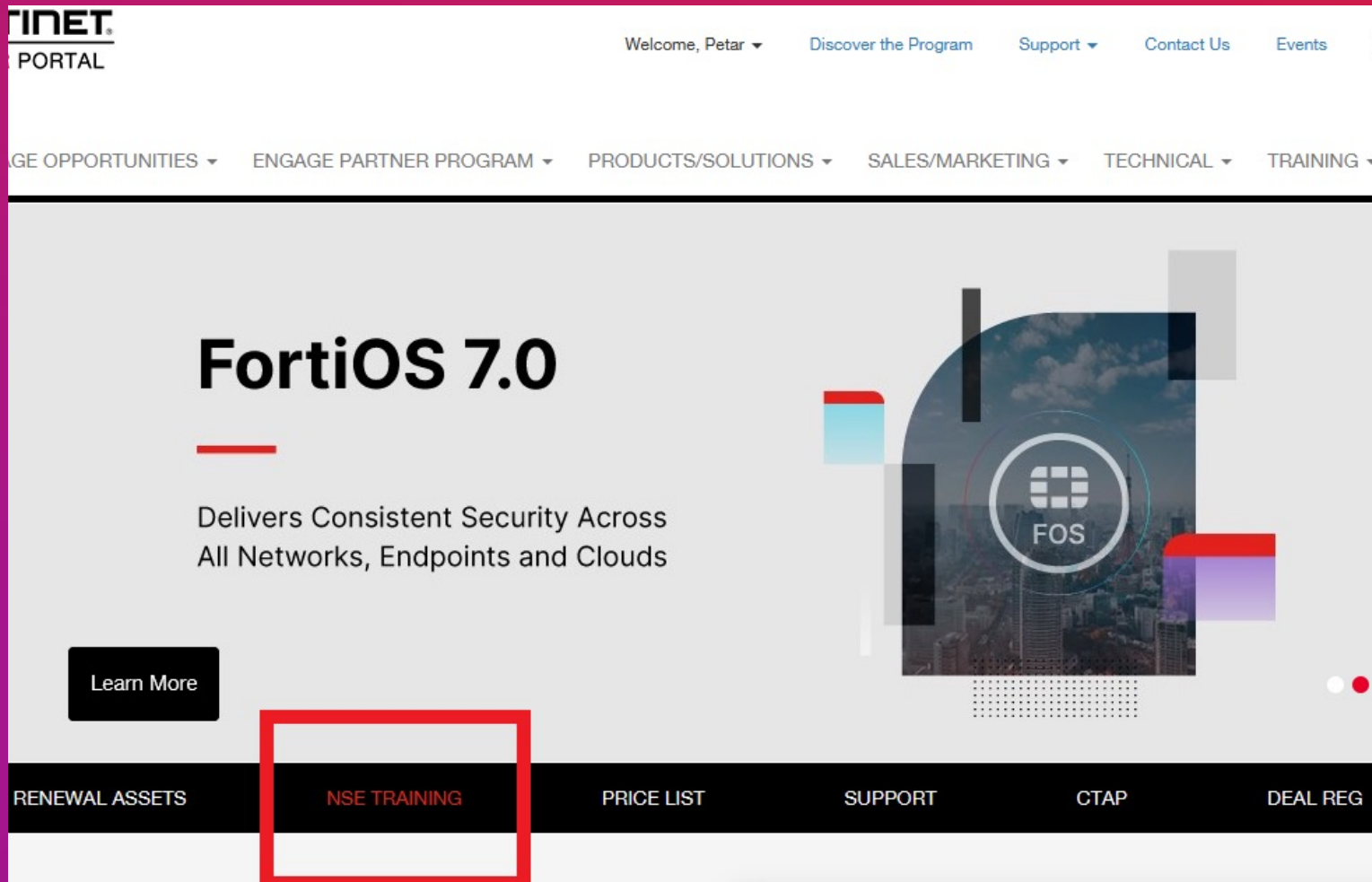
SELL

- + Fortinet SMB Sell Sheet
- + Customer Presentation: Secure Office Networking
- + SELL: Fortinet SMB Solutions Customer Presentation

[GET MORE IN ASSET LIBRARY](#)

Under the section **PRODUCTS/SOLUTIONS**, you can leverage the subsection: SMB Hub for Resellers to have access to a large variety of useful assets that will provide you with information you need to **LEARN, PROMOTE** and **SELL**.

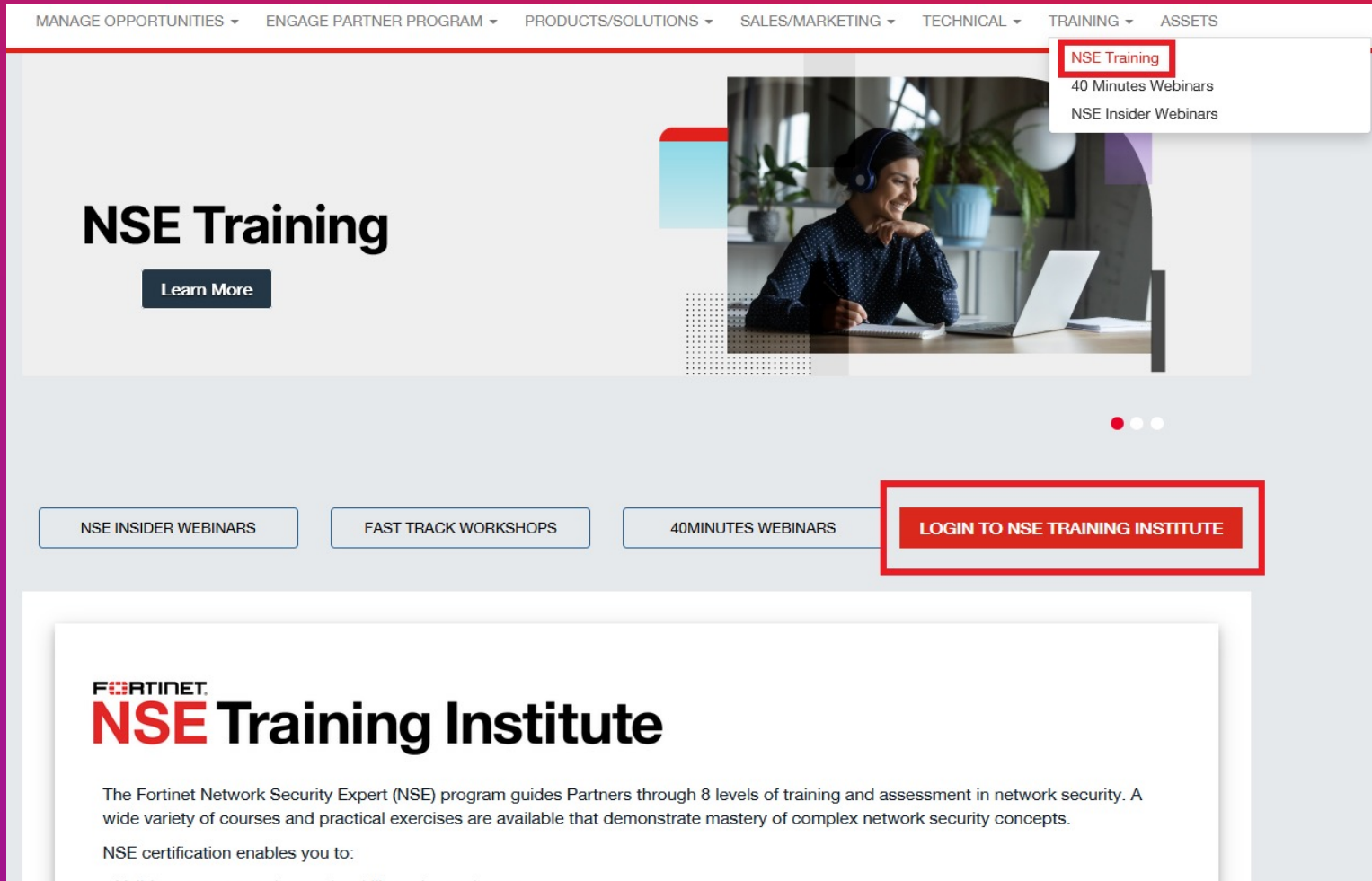
Enablement – How to enroll in NSE Institute



The first way is to go to the **NSE TRAINING** in the black ribbon, that will redirect you to the Fortinet Network Security Institute (NSE) Training website.

Then, click on **login** (in the top right corner) and use your Fortinet Partner credentials to get access.

Enablement – How to enroll in NSE Institute

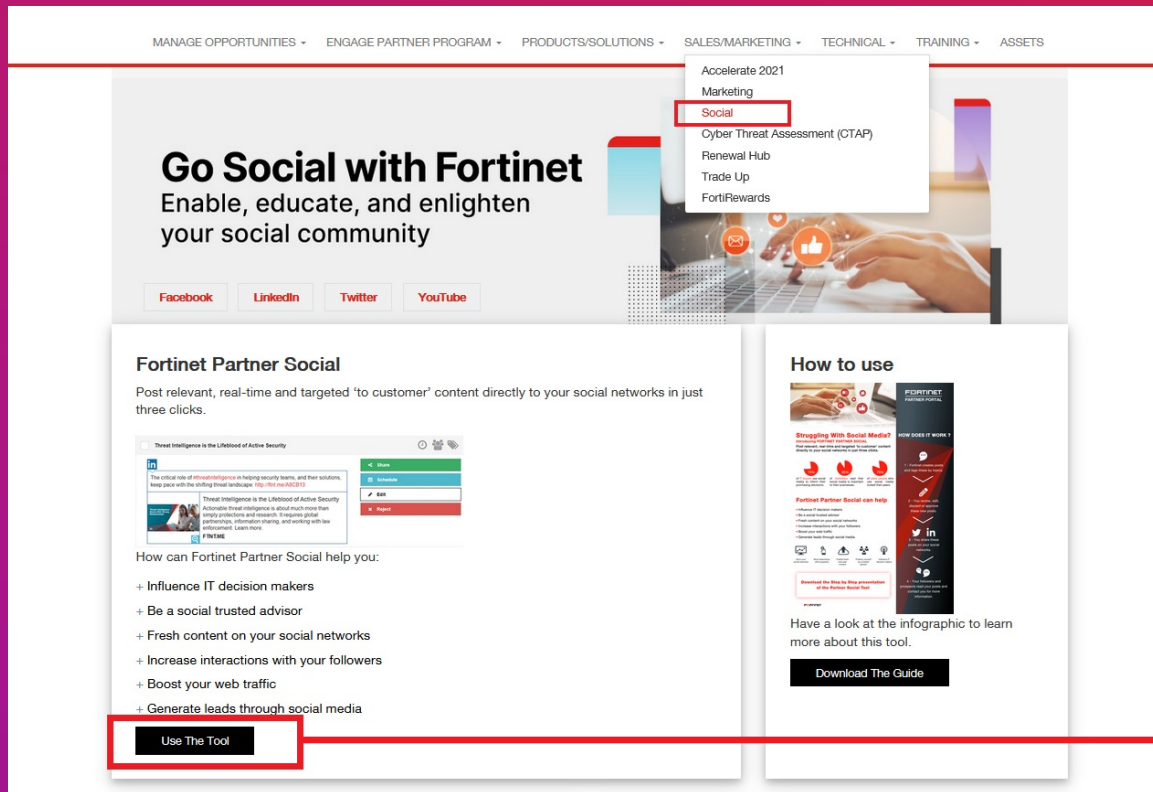


The second way is to go to the **TRAINING** > NSE Training Subsection and then click to: **“LOGIN TO NSE TRAINING INSTITUTE”**.

You will then be redirected to the Fortinet Network Security Institute (NSE) Training website.

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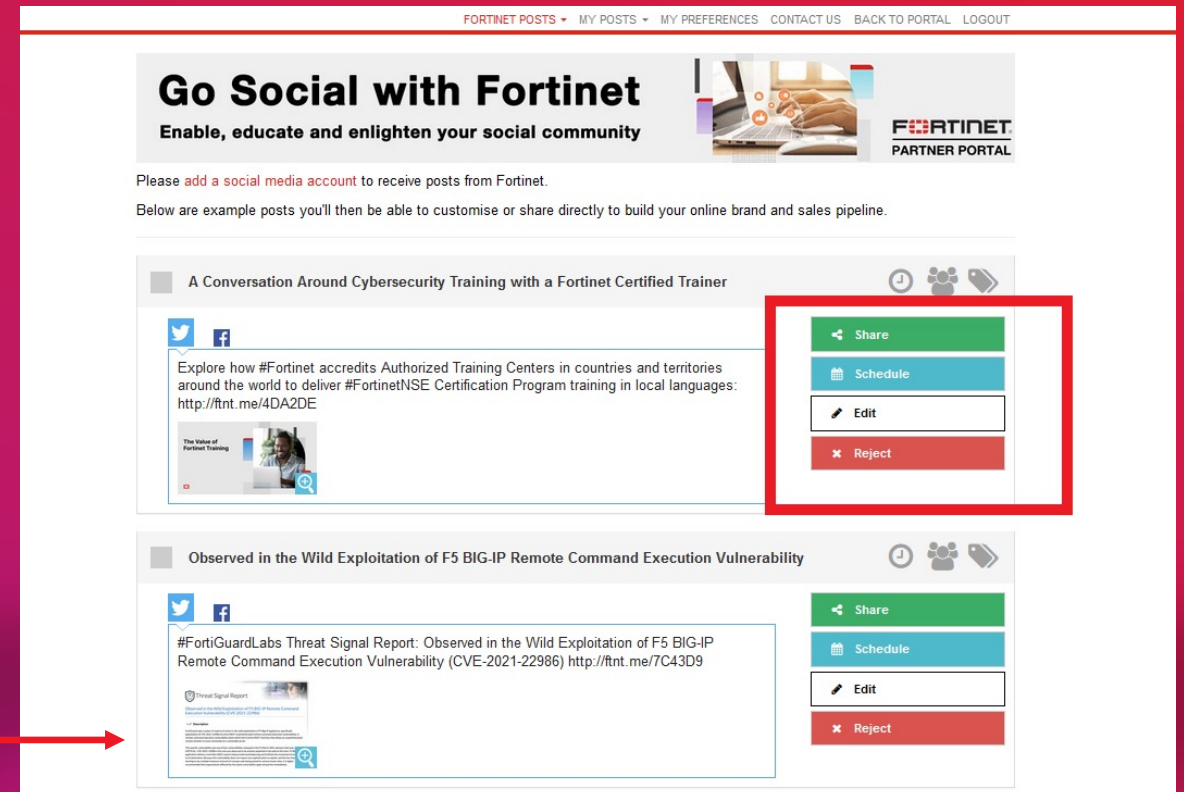
Marketing – Go Social with Fortinet



The screenshot shows the Fortinet Partner Portal navigation bar. Under the 'SALES/MARKETING' dropdown, the 'Social' option is highlighted with a red box. Below the navigation bar, the 'Go Social with Fortinet' section is visible, featuring a large heading and a subheading: 'Enable, educate, and enlighten your social community'. Below this, there are social media icons for Facebook, LinkedIn, Twitter, and YouTube. The 'Fortinet Partner Social' section is also visible, with a subheading: 'Post relevant, real-time and targeted 'to customer' content directly to your social networks in just three clicks.' Below this, there is a list of benefits: 'How can Fortinet Partner Social help you:'. The list includes: '+ Influence IT decision makers', '+ Be a social trusted advisor', '+ Fresh content on your social networks', '+ Increase interactions with your followers', '+ Boost your web traffic', and '+ Generate leads through social media'. A red box highlights the 'Use The Tool' button at the bottom of this list.

Click on **SALES/MARKETING** > Social to find out more about social tools available to you.

Then, you can click the button “Use The Tool” to get access to the social posts that you can share on your own social media.



The screenshot shows the Fortinet Partner Portal interface. The top navigation bar includes 'FORTINET POSTS', 'MY POSTS', 'MY PREFERENCES', 'CONTACT US', 'BACK TO PORTAL', and 'LOGOUT'. The main heading is 'Go Social with Fortinet' with the subheading 'Enable, educate and enlighten your social community'. Below this, there is a text prompt: 'Please add a social media account to receive posts from Fortinet. Below are example posts you'll then be able to customise or share directly to build your online brand and sales pipeline.' The main content area displays two example posts. The first post is titled 'A Conversation Around Cybersecurity Training with a Fortinet Certified Trainer' and includes a Twitter and Facebook share icon. The second post is titled 'Observed in the Wild Exploitation of F5 BIG-IP Remote Command Execution Vulnerability' and includes a Twitter and Facebook share icon. Both posts have a red box highlighting the 'Share', 'Schedule', 'Edit', and 'Reject' buttons on the right side of the post.


This page provides you with posts created by Fortinet, and you can review, edit, discard or approve these new posts on the right corner of each post.

Marketing Centre

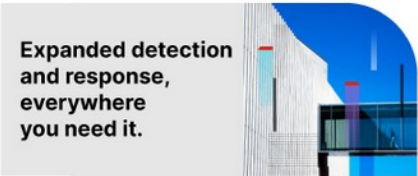
[MANAGE OPPORTUNITIES](#) [ENGAGE PARTNER PROGRAM](#) [PRODUCTS/SOLUTIONS](#) [SALES/MARKETING](#) [TECHNICAL](#) [TRAINING](#) [ASSETS](#)

HOME > MARKETING RESOURCES

Fortinet Marketing Center



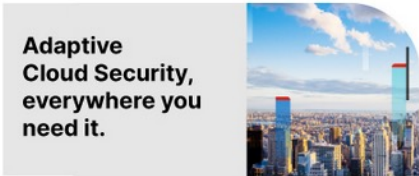
Current Fortinet Campaigns for Partners



NEW! Extended Detection & Response Campaign

Expand your customers' threat detection capabilities with extended detection and response (XDR) technology.

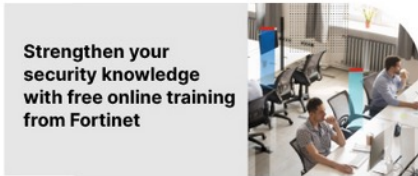
[Get Started >>](#)



NEW! Email Security Campaign

Educate customers and prospects, especially Broadcom customers affected by the Symantec acquisition, on how they can address the need for a reliable email security solution.

[Get Started >>](#)



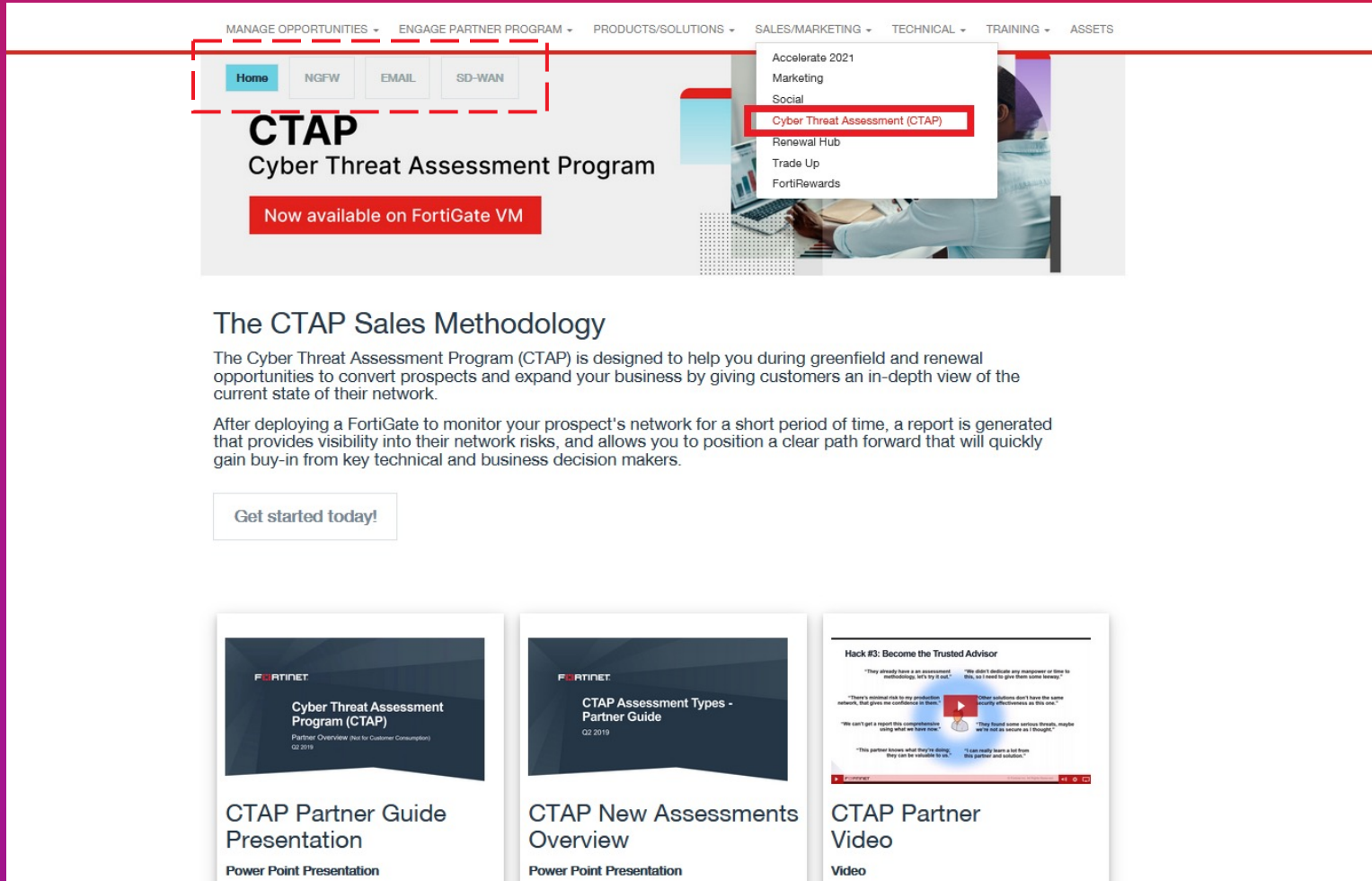
NEW! Infosec Training Campaign

Help your customers' workforces learn how to protect themselves against today's cyber threats.

[Get Started >>](#)

Under the section **SALES / MARKETING**, click on the subsection Marketing to have access to the Fortinet Campaigns for Partners, that you can leverage in your communications, Corporate brochure and presentation and more marketing materials.

Cyber Threat Assessment Program (CTAP)



The screenshot displays the Fortinet Partner Portal interface. At the top, a navigation bar includes links for MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. Below this, a secondary navigation bar features buttons for Home, NGFW, EMAIL, and SD-WAN. A red dashed box highlights the CTAP section, which includes the text "CTAP Cyber Threat Assessment Program" and "Now available on FortiGate VM". A dropdown menu is open under SALES/MARKETING, showing options like Accelerate 2021, Marketing, Social, Cyber Threat Assessment (CTAP), Renewal Hub, Trade Up, and FortiRewards. The CTAP option is highlighted with a red box. Below the navigation bar, the main content area is titled "The CTAP Sales Methodology" and contains text explaining the program's purpose and benefits. A "Get started today!" button is also visible. At the bottom, three featured content items are shown: "CTAP Partner Guide Presentation", "CTAP New Assessments Overview", and "CTAP Partner Video".

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL ▾ TRAINING ▾ ASSETS

Home NGFW EMAIL SD-WAN

CTAP

Cyber Threat Assessment Program


Now available on FortiGate VM

The CTAP Sales Methodology

The Cyber Threat Assessment Program (CTAP) is designed to help you during greenfield and renewal opportunities to convert prospects and expand your business by giving customers an in-depth view of the current state of their network.

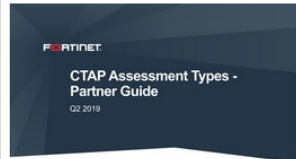
After deploying a FortiGate to monitor your prospect's network for a short period of time, a report is generated that provides visibility into their network risks, and allows you to position a clear path forward that will quickly gain buy-in from key technical and business decision makers.

Get started today!




CTAP Partner Guide Presentation

Power Point Presentation



CTAP New Assessments Overview

Power Point Presentation



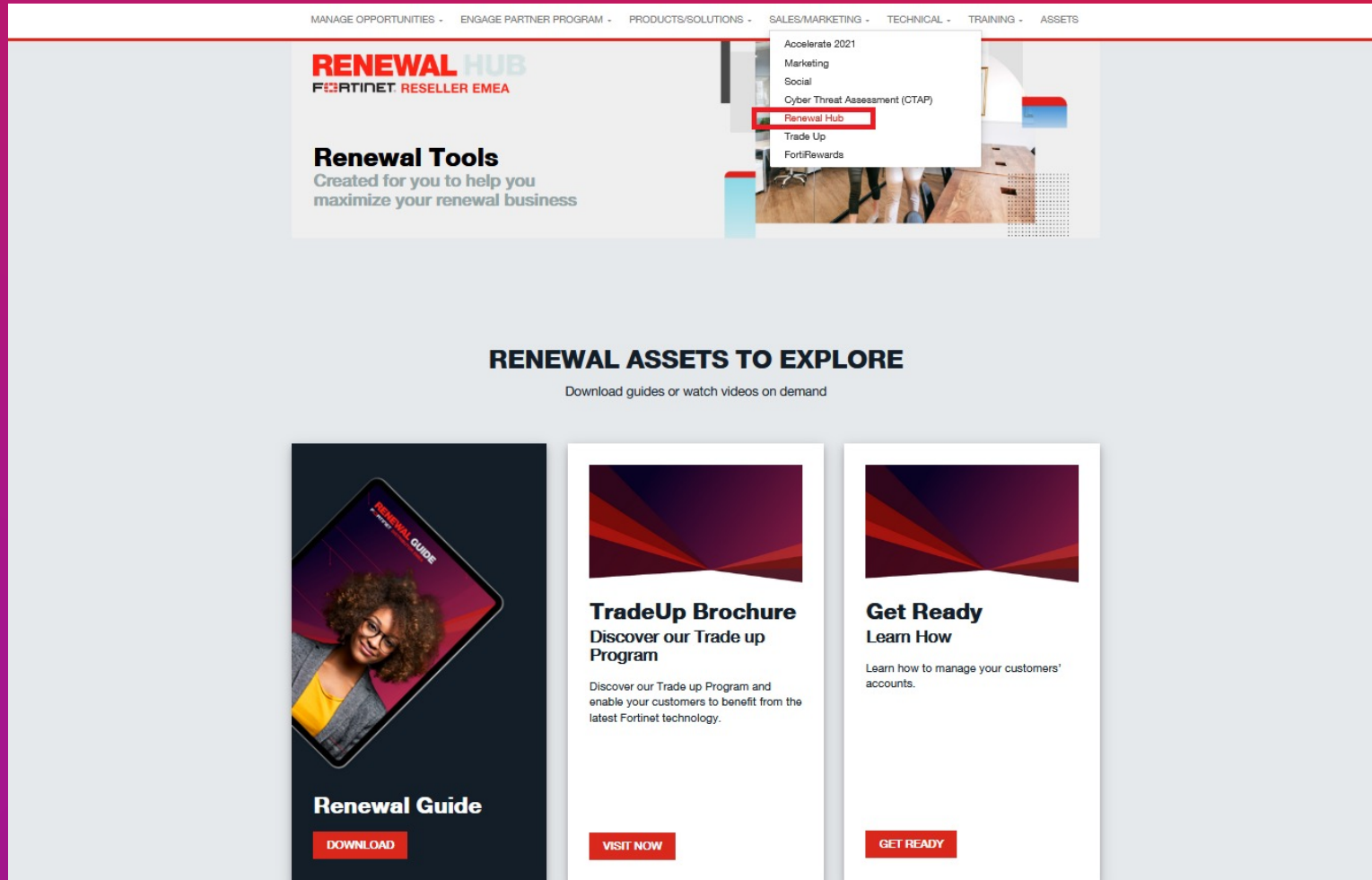
CTAP Partner Video

Video

Learn more about CTAP to increase your close rates and accelerate prospect's purchase decision by clicking on **SALES/MARKETING** > Cyber Threat Assessment (CTAP)

You can navigate through different CTAP sections: **NGFW**, **EMAIL** and **SD-WAN**.

Renewal Hub



Find the Renewal Hub by clicking on **SALES/MARKETING** > Renewal Hub, where you will find all the information concerning renewals such as Renewals Guide, Renewal Asset, Upsell opportunities and more.

Trade Up

The screenshot displays the Fortinet Partner Portal interface. At the top, a navigation bar includes links for MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. The 'SALES/MARKETING' dropdown menu is open, showing options like Accelerate 2021, Marketing, Social, Cyber Threat Assessment (CTAP), Renewal Hub, Trade Up (highlighted with a red box), and FortiRewards. Below the navigation bar, the 'Fortinet EMEA Partner TRADEUP PROGRAM' is featured, with a sub-header 'TradeUp Matrix for Transfer of Services' and a call to action 'Check the EOO Models eligible for transfer of services'. Four categories are listed: Network Security, LAN Edge, Management and Analytics, and Application Security. Below this, a section titled 'LATEST TRADE UP OPPORTUNITIES' is divided into two columns. The left column, 'FG 1500D to 1800F', lists benefits such as contract expiration in 2021, a 55% discount, and free transfer of services. The right column, 'LAN EDGE', lists benefits like upgrading to the latest WiFi 6 802.11ax technology and FortiWLC-50D, 200D, and 500D endpoints. Each column has a 'LEARN MORE' button.

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL ▾ TRAINING ▾ ASSETS

Fortinet EMEA Partner
TRADEUP PROGRAM

TradeUp Matrix for Transfer of Services
Check the EOO Models eligible for transfer of services

Network Security LAN Edge Management and Analytics Application Security

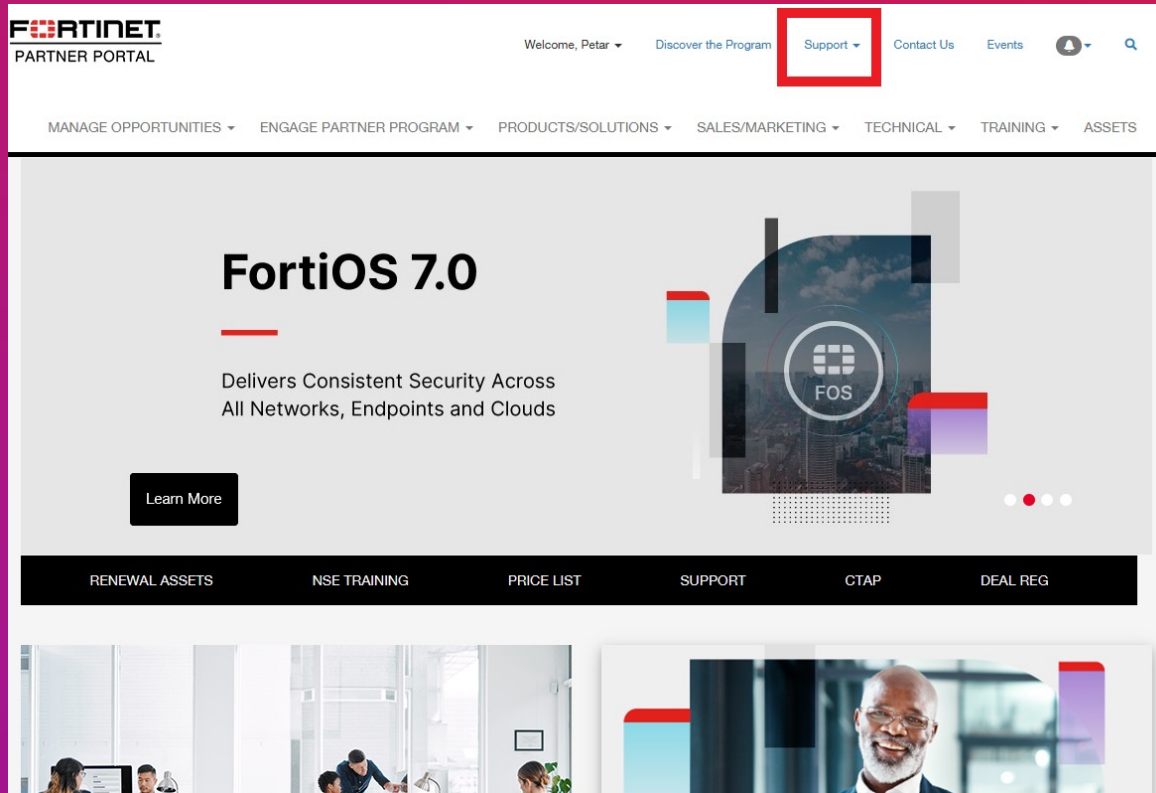
LATEST TRADE UP OPPORTUNITIES

FG 1500D to 1800F	LAN EDGE
<ul style="list-style-type: none">+ All FG 1500D Contract expiring in 2021+ Benefit from a 55% discount to Partners if traded up to 1800F series only.+ Free Transfer of the FG1500D remaining services to the new FG1800F	<ul style="list-style-type: none">+ Upgrade from the older 802.11a/b/g/n technology to the latest and greatest WIFI 6 802.11ax+ FortiWLC-50D, 200D and 500D and endpoints are out of order since November 1st, 2020
LEARN MORE	LEARN MORE

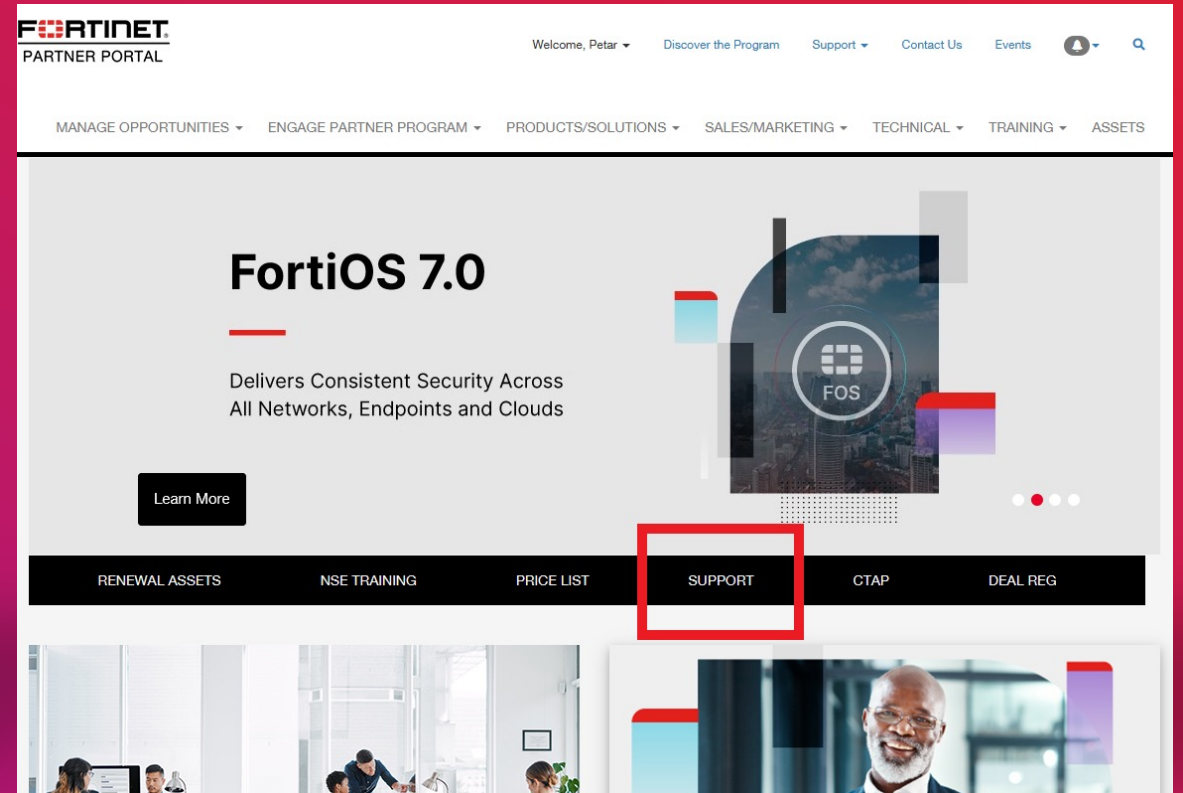
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Go to

www.exclusive-networks.com/fortinet-bff/
to learn more and visit your dedicated
partner microsite!



Source: Partner Portal Discovery Tour, Fortinet partner portal

