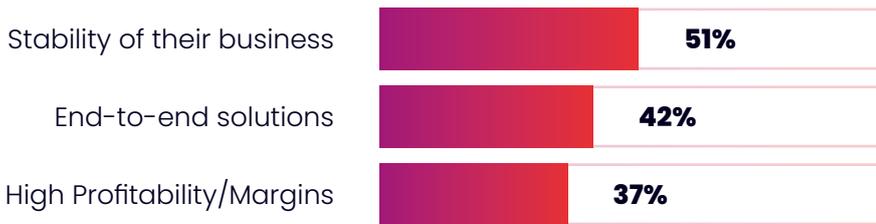


SMB Welcome Talking Point

Introduction

- Why have you enrolled in Fortinet Engage Partner Program?
- Why now?
- Integrator/MSSP/Marketplace?
- Revenue?
- Competitive Vendors?
- Employees?

Channel Partners: Important Vendor Partnership Criteria



Discovery

Profits are down on traditional hardware, software, maintenance (Gartner, 2017).

We estimate margins have declined to 17% on product resale.

Statista estimates SMB spending on IT services will be \$331bn in 2023.

~1/3 of IT services are managed services, like hardware support, network outsourcing and more.

Many SMB partners are moving to a service orientation to increase margins.

We estimate margins on managed services to reach nearly 53%.

SMB Customers want partners to manage all their security and often IT.

Survey results from Osterman Research 2 in 3 want partners to manage all of security, 1 in 3 all of IT.

Fortinet offers the Best foundation for a services-oriented partner offering.

Market leading network security foundation, broad portfolio and revenue opportunity, integration and automation among components for high operational efficiency.



Why Fortinet for the Service-oriented Partner

Stability

- #1 in network security, 6.5M units shipped, 2x the next 2 vendors

- Profitable \$3.09bn company, 75% from network security

- 20+ independent certifications, most in the industry

End-to-End

- Endpoint and access
- Network and cloud
- Email and web applications

High Profitability

- Integrated and automated components
- Open APIs
- Dedicated MSSP resources

SMB Welcome Talking Point

Qualification Questions

What percentage of your revenue comes from product resale vs. services?

We find that services-oriented partners generate 60% of their revenue from services.

How valuable would it be for a technology partner to also guide you in each stage of service definition through delivery?

Fortinet offers a range of resources- documents, videos and subject matter experts to help you determine tiered service offerings, quickly learn about the key technology components and support you during implementation.

How important is high operational efficiency to your business success?

Not only is the Fortinet Security Fabric broad enough to cover most all network and security solution offerings, it is also integrated and automated to reduce administration with open APIs to be tied directly in to service provider systems.

Small Business Solution Sets



Key Resources

- MSSP Center of Excellence
- SMB Partner Lightboard
- SMB Partner Sales Guide
- Quick Start Solution Packs
- How to Videos

Objection Handling

We (partner) traditionally sold (firewall vendor x)

- When you were simply reselling product, it was fine to sell whatever the customer wanted. To build a service-oriented business you need to reduce the number of vendors and invest in those that offer the greatest opportunity and margin.

We (partner) have sold Cisco, Aruba and others for years

- Those are great products, but supporting and building services around so many different vendors will be complex and costly, eroding your margins compared to Fortinet components specifically designed to work together in an integrated and automated way.

We (partner) really like Meraki

- Meraki has a really nice cloud-based console to manage firewalls, switches
- However, we have a similar cloud based console and sell 10x the number of security appliances they do for good reason.
 1. The most independently certified security in the industry; Virus Bulletin, NSS Labs, ICSC Labs and more.
 2. Integrated and automated components beyond just firewall, switch and AP including our email security, web application firewall, sandbox and more.
 3. Purpose-built security processors provide unmatched performance, even when inspecting encrypted network traffic (which is completely unsupported by Meraki).
- Fortinet FortiGate is the flagship foundation of our business and should be the foundation of yours.