



# Partner onboarding playbook

Glad to have you back

**#BFF**  
Be Forever Fortinet



**FORTINET®**



# Contents:

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## > 1. Introduction

## > 2. Selling Fortinet

## > 3. SMB solutions

- > 3.1 SMB solutions overview
- > 3.2 The SMB Hub
- > 3.3 Fortinet Product Matrix
- > 3.4 Zoom in

## > 4. The Target Audience

## > 5. Engage: Partner Program Requirements & Benefits

## > 6. Support and tools

- > 6.1 Exclusive Networks
- > 6.2 CTAP
- > 6.3 Fortinet NSE Training
- > 6.4 Marketing Centre

## > 7. Fortinet as a subscription

- > 7.1 X-OD
- > 7.2 Why is it worth it?

## > 8. Getting started in 5 Steps

## > 9. Contact Us





# 1. Introduction

## Your knowledge and support is vital for the SMB market

The SMB market is actively seeking to increase its level of cybersecurity, and needs a knowledgeable, reliable partner to help them evaluate their security requirements and determine which controls they need to invest in to maximize the value of the limited budget they have to spend. Many SMBs struggle to implement strong, holistic security across their business for a variety of reasons and too often rely on piecemeal security cobbled together with multiple vendor point products that don't operate cohesively.

Fortinet offers a variety of security solutions that are specifically designed for SMBs and their main concerns of losing consumer data, losing consumer trust, suffering reputational damage, and being out of compliance with regulatory standards due to a successful cyberattack—and with the best price/performance and functionality value in the market.

Let's discover together your target audience, the solutions portfolio, the supporting tools you have available and how to get your started!



## 2. Selling Fortinet

### 20 YEARS – Two decades of cybersecurity experience!

Fortinet's mission is to deliver the most innovative, highest-performing network security fabric to secure and simplify your IT infrastructure.

We are a leading global provider of network security and SD-WAN, switching and wireless access, network access control, authentication, public and private cloud security, endpoint security, and AI-driven advanced threat protection solutions for carriers, data centres, enterprises, and distributed offices.



**Headquarters:** Sunnyvale, California

**Employees:** 8,238

**Founded:** Nov. 2000

**First Product Release:** May 2002

**Fortinet IPO:** Nov. 2009

**NASDAQ:** FTNT

**FY 2020 revenue:** \$2.59B

**FY 2020 billings:** \$3.09B

**Q4 2020 revenue:** \$748M

**Q4 2020 billings:** \$961M

**Q4 2020 EPS (GAAP):** \$0.89/share

**Q4 2020 EPS (non-GAAP):** \$1.06/share

**Market Cap (Dec. 31 2020):** \$24.1B

\$1.96B cash+investments and no debt

**Units Shipped to date:** 6.5m+

**Total Customers:** 500,000+

**Global Patents (as of Dec. 31 2020):** Issued: 716 / Pending: 194

## Most Deployed Network Security

**~30% of all FW/UTM appliance shipments**

Source: IDC Worldwide Security Appliance Tracker, April 2020  
(based on annual unit shipments of Firewall, UTM and VPN appliances)

## Top network security innovator

**3x more patents than comparable network security companies**

Source: US Patent Office, As of December 31 2020

## Broadest security protection

**From IoT to the Cloud**

Source: Fortinet estimates based on recent analyst research. 2024 opportunity shown.

## Most 3rd party validations

**NSS Labs, ICSA, VB and more**

Source: NSS Labs most recent test results, as of December 2020.

**The only company to excel at all key stages  
of network security**



# Discover the leading Fortinet Security Fabric

The Fortinet Security Fabric is the industry’s highest-performing cybersecurity platform, powered by FortiOS, designed to span the extended digital attack surface to enable broad, integrated, and automated security protecting devices, data, and applications. Empowering organizations of any size to secure and simplify their IT infrastructure on the journey to digital innovation.



**Get comfortable talking about the Fortinet Security Fabric:**

**Resources available:**



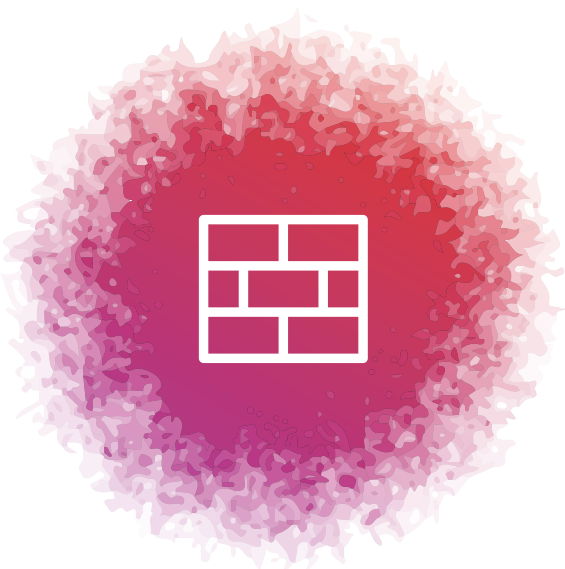
## 3. SMB solutions

- > 3.1 SMB solutions overview
- > 3.2 The SMB Hub
- > 3.3 Fortinet Product Matrix
- > 3.4 Zoom in





# SMB solutions overview



## Network security

FortiGate



## Multi Cloud security

FortiGate Vm

FortiCASB



## Endpoint protection

FortiClient

FortiNAC



## App & Email protection

FortiMail

FortiWeb

FortiADC



## Access security

FortiWIFI

FortiAP

FortiSwitch

FortiToken



## Security operation

FortiSandbox

FortiAnalyser

FortiSIEM



## Network operation

FortiManager



## Open Fabric Ecosystem

Fabric API's

Fabric Connectors



# The SMB Hub

Discover and visit the Fortinet SMB Hub on the partner portal

3 steps to success:



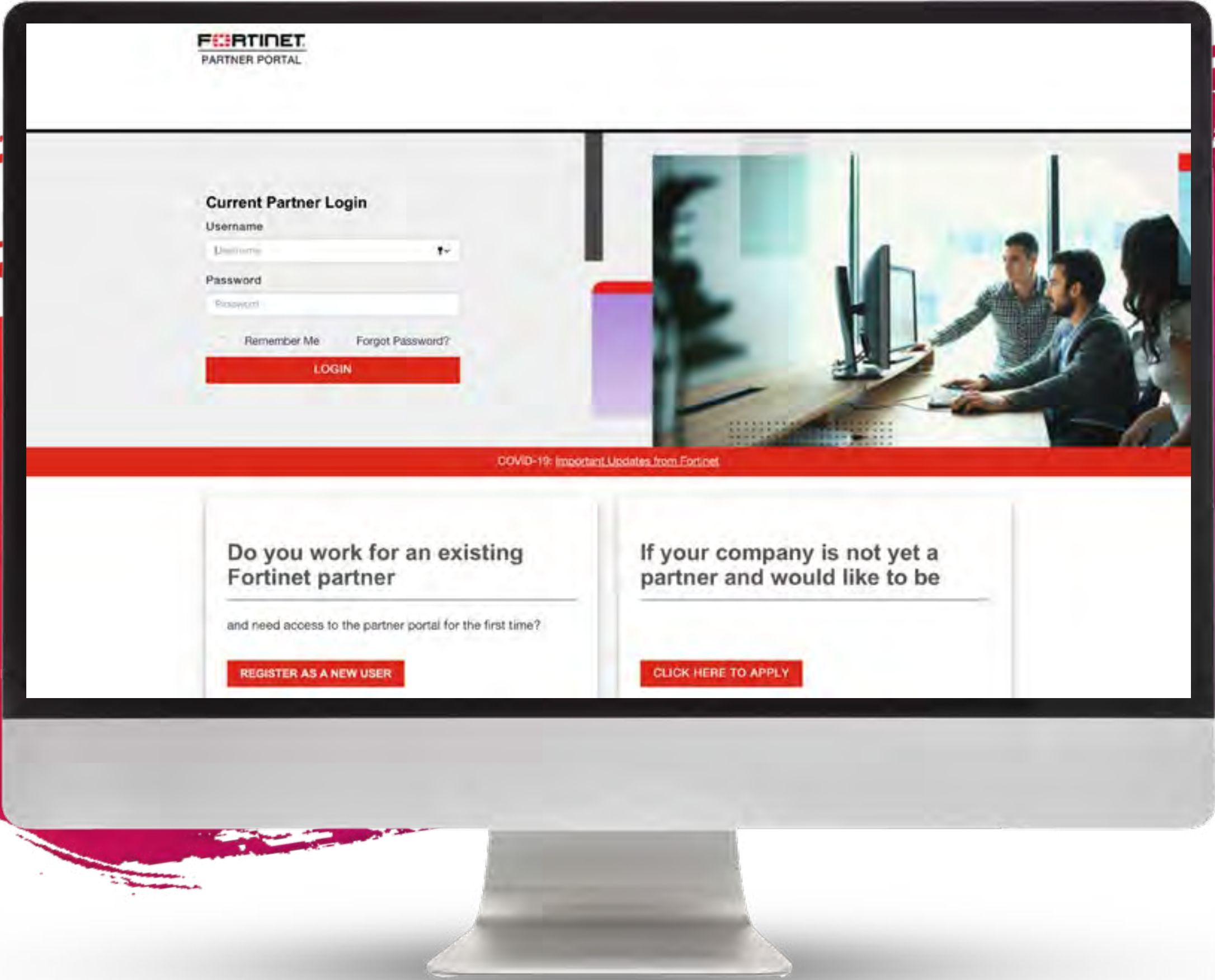
Learn



Promote



Sell





# Fortinet Product Matrix

Fortinet delivers high-performance network security solutions that protect your network, users, and data from continually evolving threats. Our broad portfolio of top-rated solutions and centralized management enables security consolidation and delivers a simplified, end-to-end security infrastructure.

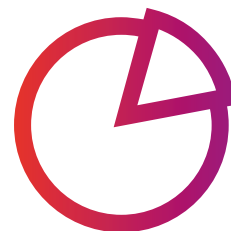
FortiGate



FortiManager



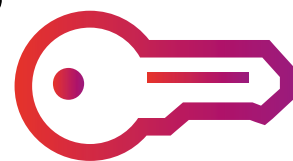
FortiAnalyser



FortiSIEM



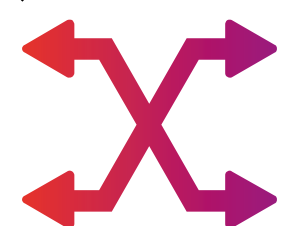
FortiAuthenticator



FortiAP



FortiSwitch



FortiNAC



FortiSandbox



FortiClient



FortiMail



FortiWeb





## 3.4 Zoom in

- **3.4.1 Fortinet Secure Office Networking**
- **3.4.2 Discovery Questions and Answers**
- **3.4.3 FortiManager**
- **3.4.4 Fortinet SD-Branch**
- **3.4.5 Zero-Trust Access**





# Fortinet Secure Office Networking

## Market Opportunity

According to customer surveys, despite many employees working remotely, many companies are taking this opportunity to upgrade their existing network infrastructure.

Remote employees place a unique demand on next-generation firewalls (NGFWs) requiring much more effective and efficient virtual private network (VPN) throughput and high-speed decryption performance without performance impact. Without a holistic strategy for security that automatically protects technology as it's added, growth will slow as each new technology requires its own security strategy.

## Why Fortinet Secure Office Networking?

Fortinet's dedication to research and development (R&D) has resulted in a faster, more intuitive way of delivering network security that uses technology and automation to reduce cycles and combat the modern tools attackers use to target companies with weak security. Simplified management consolidates visibility and control and enables lean IT teams to maintain consistency across key networking devices such as firewalls, switches, and wireless access points (APs) wherever they are physically located.



# Discovery Questions and Answers

## Get selling Fortinet Secure Office Networking.

**Have you expanded recently or moved to a remote-based environment? More employees, more applications, or updates? When was the last time you updated your firewalls?**

**Are you running any threat functions like web filtering, AV, or IPS as a point solution?**

**How many different platforms do you have to use to oversee your entire network security as well as your core networking capabilities? Are there ever conflicts or visibility and control you wish you had?**

**How can I get an overview of Fortinet's Secure Office Networking Solution?**





# FortiManager

## Simplify Operations with Single-Pane Automation Orchestration & Response.



### Single Pane of Glass Management & Visibility

**Challenges:**

Human Errors and Misconfigurations are the leading cause of security breaches and/or network outages.

**Solutions:**

Centralized security management and visibility helps multiple complex management consoles and enables true Automation

- Single Pane of Glass Management
- Zero Touch Deployment
- Single Console Visibility
- Configuration Management
- Multi Factor Authentication
- High Availability



### Workflow Optimization

**Challenges:**

Staff Shortage. Enterprises don't have the resources to staff the detection and response of Anomalies. Leverage Workflow Optimization technology to reduce the time to detect and respond to threats or operational anomalies.

**Solutions:**

- Incident Detection & Response
- ITSM Workflow Applications
- SIEM Integration
- Webhook Integration
- Automation Stitches



### Advanced Threat Detection

**Challenges:**

Advanced Threats: Attacks are getting complex and very hard to detect and that coupled with lack of skilled staff. It's challenging to protect the modern enterprise.

**Solutions:**

- Analytics Driven threat detection that can detect any threats and identify them as High, Med or Low risks for the enterprise
- IoC Detection & Correlation
- Fabric Integrated Detection
- SIEM Integration



### Audit & Compliance

**Challenges:**

Regulation: Compliance Management is usually a very manual and inefficient process that involves multiple full time staff and involves months to get right.

**Solutions:**

- Simple Reporting and Compliance Controls
- Management to enables proving Compliance pro-actively
- NIST, CIS Frameworks
- Reports on PCI DSS, SAR etc.
- Audit Logging & RBAC
- Integrated Workflow for Security & Operations



# Fortinet SD-Branch

## Fortinet SD-Branch Secures the Network Edge at the Branch.

Digital transformation (DX) has made branch networks much more complex—and therefore vulnerable to attack. In response, many organizations have deployed multiple point products to address new threat exposures as they appear. But this approach further complicates branch infrastructures—adding greater cost, complexity, and vulnerability. To address these issues, branches should integrate networking and security capabilities across the WAN edge, access layer, and endpoints.

**The solution, Fortinet SD-Branch, consolidates the network access layer within a secure platform that provides visibility and security to the network and all devices that connect to it.**

### Addressing an Expanding Attack Surface

Rapid adoption of DX technologies—including Internet-of-Things (IoT) devices, Software- as- a-Service (SaaS) applications, digital voice/video tools, and bring-your-own-device (BYOD) endpoints—has caused an increase in the number of network edges that need to be secured at a given branch. Both the networks themselves and the point solution security products used to protect branch infrastructure have become difficult and costly to manage.

The rise of IoT in particular—from connected office appliances, to efficient lighting and climate controls, to employee-owned personal fitness products—represents many more devices coming onto the network, often with questionable security and unreliable visibility.

### Benefits for Network Engineering and Operations Leaders

- Improving security at the branch.
- Global policies are enforced at all WAN edges, at the branch access layer, and across all endpoint devices.
- Extends both security and network performance to the access layer by unifying WAN and LAN environments.
- Automates discovery, classification, and security of IoT devices when they seek network access.
- Automatically provides anomaly detection and remediation processes based on defined business logic.
- Allows distributed organizations to rapidly scale their operations across new offices and geographic locations.
- Reduce the need for on-site resources, which lower TCO.
- SD-Branch integrates firewalls, switches, and APs into a single, consolidated solution.
- Its single-pane-of-glass management capabilities combine security and network layer visibility to optimize staff efficiency while enabling proactive risk management.
- Zero-touch deployment features reduce the burdens associated with initial setup and business growth over time.



# Zero-Trust Access. Why ZTA?

## The Market Opportunity...

Organizations face an expanding attack surface with all the people and devices that connect to or exist on their network. With IoT trends, more and more devices are showing up on networks. The result is that network owners need help to regain control of their network. The first step of that process begins with knowing who and what is on your network. Businesses of all types and sizes are grappling with this issue and are looking for solutions that they can manage with their IT staff. The ZTA solution enables companies to know and control both who and what is on their network. Additionally, ZTA solutions can also provide control for managed devices (company laptops and managed mobile devices) when they are off the network. The endpoint protection (EPP) market, including identity and access management and network access control, is estimated to be \$17 billion in 2023.

## Why Fortinet?

Fortinet solutions offer the only integrated solution to support the ZTA solution. Unlike point solutions from multiple vendors, Fortinet offers all the elements to deploy the entire ZTA solution today. Fortinet has field-tested products that work together for a cohesive solution addressing several use cases, simplifying deployment, operation, and management. Use cases include: understanding and controlling Who is on the network; knowing and controlling what is on the network; and protecting managed devices when they are off the network.

## Key Differentiators

The ZTA concept has proven popular and many companies talk of the solution. However, only Fortinet provides all the elements of ZTA in shipping products. Furthermore, the Fortinet ZTA solution integrates into the Fortinet Security Fabric, providing visibility and control across the platform. This integration delivers broader coverage and simpler management across the entire solution.

**Click below to learn more about: “Securing Digital Innovation Demands Zero-trust Access” and how CISOs Face New Risks as the Attack Surface Expands**



# 4. The Target Audience

Target companies and personas.



# Target Companies and Personas



## Organisation Size

Mid-market to large organizations

**Personas / Primary audience:**  
CISO

**Personas / Technical buyers / Influencers:**  
Security architect, network engineer, VP of networking

**Business buyers / Influencers:**  
CIO



# 5. Engage

Partner program Requirements and Benefits.



Introduction

Selling Fortinet

SMB solutions

The Target Audience

Engage: Partner Program  
Requirements & Benefits

Support & tools

Fortinet as a subscription









Getting started in 5 Steps

Contact Us

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# Requirements:











		INTEGRATOR	MSSP	CLOUD	
ADVOCATE	 Business Requirements	<ul style="list-style-type: none"><li>Fortinet Integrator questionnaire</li><li>Valid partner agreement</li><li>Primary Business Face-to-Face selling model</li></ul>	<ul style="list-style-type: none"><li>Fortinet MSSP questionnaire</li><li>Valid partner agreement</li></ul>	<ul style="list-style-type: none"><li>Fortinet Cloud questionnaire</li><li>Valid partner agreement</li><li>Proof of existing relationship with:<ul style="list-style-type: none"><li>Microsoft Registered</li><li>AWS Registered</li></ul></li></ul>	
	 Training Requirements	1 NSE 1, 1 NSE 2	1 NSE 1, 1 NSE 2	1 Adaptive Cloud Sales Training	
SELECT	 Business Requirements	<i>All ADVOCATE requirements, plus...</i> <ul style="list-style-type: none"><li>Sales volume requirement<sup>1</sup></li><li>Provide Level 1 support</li></ul>	<i>All ADVOCATE requirements, plus...</i> <ul style="list-style-type: none"><li>Minimum 8x5 Security Operations Centre</li><li>Test lab environment</li><li>Annual Sell To and Sell Through revenue<sup>1</sup></li><li>12 Month business plan review</li><li>POS reporting</li><li>Annual support ticket review</li><li>Business Review, 3 months prior to contract renewal</li></ul>	<ul style="list-style-type: none"><li>Fortinet Cloud questionnaire</li><li>Valid partner agreement</li><li>Proof of existing relationship with:<ul style="list-style-type: none"><li>Microsoft Cloud Service Provider</li><li>AWS Select Partner</li></ul></li><li>Sales Volume Requirement<sup>1</sup></li></ul>	
	 Training Requirements	1 NSE 1, 1 NSE 2, 1 NSE 4	1 NSE 1, 1 NSE 2, 1 NSE 3, 1 NSE 4, 1 NSE 5 (exam)	1 Adaptive Cloud Sales Training, 1 NSE 4 (recommended), 1 NSE 6 (exam, FortiMail/FortiWeb*), 1 NSE 7 (Cloud)	
ADVANCED	 Business Requirements	<i>All SELECT requirements, plus...</i> <ul style="list-style-type: none"><li>Sales forecasting</li><li>Lead follow up and reporting</li><li>Quarterly business plan review</li><li>Hold co-marketing end-user events</li></ul>	<i>All SELECT requirements</i>	ADVANCED / EXPERT	<b>Business Requirements</b> <i>All SELECT requirements</i>
	 Training Requirements	2 NSE 1, 2 NSE 2, 2 NSE 4, 1 NSE 5 (exam), 1 NSE 7	<ul style="list-style-type: none"><li>2 NSE 1, 2 NSE 2, 1 NSE 3, 2 NSE 4, 1 NSE 5 (exam), 1 NSE 6 (exam), 1 NSE 7</li></ul>		
EXPERT	 Business Requirements	<i>All ADVANCED requirements, plus...</i> <ul style="list-style-type: none"><li>Provide Level 2 support</li></ul>	<i>All ADVANCED requirements, plus...</i> <ul style="list-style-type: none"><li>24x7 Security Operations Centre</li><li>Certain % of revenue from services<ul style="list-style-type: none"><li>Determined in region</li></ul></li><li>Semi-annual support ticket review</li></ul>		<b>Business Requirements</b> 1 Adaptive Cloud Sales Training, 1 NSE 4 (recommended), 1 NSE 5 (exam, FortiSIEM/FortiManager, FortiAnalyzer, FortiEMS*), 2 NSE 6 (unique exams, FortiMail/FortiWeb*), 2 NSE 7 (Cloud)
	 Training Requirements	2 NSE 1, 2 NSE 2, 2 NSE 4, 1 NSE 5 (exam), 1 NSE 7	2 NSE 1, 2 NSE 2, 1 NSE 3, 2 NSE 4, 1 NSE 5 (exam), 2 NSE 6 (unique exam), 2 NSE 7		

<sup>1</sup>: Subject to regional availability. <sup>2</sup>: Discount increases with partner level. <sup>3</sup>: If compliant with NSE Certification. <sup>4</sup>: The Fortinet Developer Network (FNDN) is a subscription-based community built to help administrators/developers enhance and increase the effectiveness of Fortinet products. It can help create applications to interact with Fortinet products like custom web portals, automated deployment and provisioning systems, and scripted tasks.

\* Suggested exams



Benefits:


INTEGRATOR			MSSP	All INTEGRATOR benefits, plus...		CLOUD	All MSSP benefits, plus...	
ADVOCATE		Sales Support	<ul style="list-style-type: none"><li>Authorized to resell Fortinet solutions</li><li>Access to Deal Registration Program and additional associated discounts<sup>1</sup></li><li>Access to renewal assets</li><li>Eligible for Not For Resale demo (NFR<sup>1</sup>)</li><li>Eligible for FortiRewards Program<sup>1</sup></li><li>Competitive recommended discounts<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li>Exclusive access to Fortinet MSSP Portfolio</li></ul>		<ul style="list-style-type: none"><li>Ability to purchase VM Solutions via distribution which can be installed in a public cloud (BYOL)</li></ul>		
		Technical Support	<ul style="list-style-type: none"><li>Fortinet Support Portal access</li></ul>	<ul style="list-style-type: none"><li>On-premise hardware</li><li>Virtual machines</li><li>SAAS Solution</li></ul>				
		Marketing & Communications	<ul style="list-style-type: none"><li>Eligible for joint marketing funds<sup>1</sup></li><li>Access to Partner Portal, webinars, newsletters</li></ul>	<ul style="list-style-type: none"><li>Eligible for joint marketing funds</li></ul>				
All ADVOCATE benefits, plus...			All ADVOCATE benefits, plus...			All ADVOCATE benefits, plus...		
SELECT		Sales Support	<ul style="list-style-type: none"><li>Eligible for specialization</li><li>Featured on Partner Locker</li></ul>	<ul style="list-style-type: none"><li>“Sell-to” specific discounting (for internal needs<sup>1</sup>)</li></ul>		<ul style="list-style-type: none"><li>Ability to purchase directly from public cloud/ private cloud provider or distributor cloud</li><li>PayG discount:<ul style="list-style-type: none"><li>– 15%: AWS CPPO, Azure, GCP, OCI, AliCloud</li><li>– 20%: AWS SPPO</li></ul></li></ul>		
		Technical Support	<ul style="list-style-type: none"><li>Direct access to Fortinet support<sup>3</sup></li></ul>					
		Marketing & Communications	<ul style="list-style-type: none"><li>Preferential access to joint marketing funds<sup>1</sup></li></ul>					
All SELECT benefits, plus...			All SELECT benefits, plus...			All SELECT benefits, plus...		
ADVANCED		Sales Support	<ul style="list-style-type: none"><li>Fortinet channel account manager</li><li>Fortinet channel marketing manager</li><li>Eligible for vendor incentive program<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>Free Fortinet Developer Network yearly subscription<ul style="list-style-type: none"><li>– FNDN Toolkit and FNDN Deploy Toolkit<sup>4</sup></li></ul></li></ul>	ADVANCED / EXPERT			
		Technical Support						
All ADVANCED benefits, plus...			All ADVANCED benefits, plus...					
EXPERT		Sales Support	<ul style="list-style-type: none"><li>Access vendor incentive program<sup>1</sup></li></ul>		ADVANCED / EXPERT			
		Technical Support	<ul style="list-style-type: none"><li>Exclusive invitations to Fortinet technical events<sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>Free yearly subscription to: FortiConverter License, a multi-vendor configuration migration tool for building FortiOS configurations.</li><li>FortiDeploy License: Enable zero-touch bulk provisioning for your FortiGate, FortiWiFi or FortiAp products.</li><li>FortiPortal VM License: Virtual machine which includes both wireless and security features of FortiPortal, includes management of 10 FortiGates and 100 FortiAPs. Requires FortiGate as a wireless controller, FortiAnalyzer and FortiManager.</li></ul>				

1: Subject to regional availability. 2: Discount increases with partner level. 3: If compliant with NSE Certification. 4: The Fortinet Developer Network (FNDN) is a subscription-based community built to help administrators/developers enhance and increase the effectiveness of Fortinet products. It can help create applications to interact with Fortinet products like custom web portals, automated deployment and provisioning systems, and scripted tasks.




# Engage Partner Specializations:


Designed to help your organization gain the knowledge and skills necessary to become a partner of distinction in one of several high-business demand areas. When individuals from your organization complete the training, your organization becomes eligible for designation. Once Specialized, you will receive a badge, official recognition on the Partner Locator, discounted not-for-resale kits designed for each Specialization, and exclusive access to events. Partners will also gain access to our communities where you can engage, learn, and network with other Fortinet enthusiasts. Each Specialization has customized Sales Training and Technical Exam requirements that must be completed before a partner organization becomes eligible for designation.



SELECT



ADVANCED










EXPERT

- Specialization badge and featured on Partner locator
- Discounted specialization-specific Not For Resale (NFR) kit
- Access to communities

- Eligible for 1 Exclusive Accelerate Pass1

- Eligible for 1 Exclusive Xperts Academy Pass1
- Eligible for joint PR Activity

	<div> SPECIALIZATION SD-WAN</div>	<div> SPECIALIZATION LAN Edge and SD-Branch</div>	<div> SPECIALIZATION Data Center</div>	<div> SPECIALIZATION Adaptive Cloud Security</div>	<div> SPECIALIZATION Zero Trust Access</div>	<div> SPECIALIZATION Operational Technology</div>	<div> SPECIALIZATION Security Operations</div>
Sales Training	SD-WAN Sales Training (1)* SD-WAN MSSP Sales Training (1)*	Secure access Sales Training (1)	Data Centre Sales Training (1)	Dynamic Cloud Sales Training (1)	Zero Trust Sales Training (1)	OT Security Training (1)	Security Operations Training (1)
Technical Exams	NSE 7 SD-WAN (1)	NSE 7 Secure Access (1)	Select: NSE 7 (any) (1) Advanced: NSE 7 (any) (1) Expert: NSE 8 (1)	NSE 4 (1) NSE 7 Cloud (1)	NSE 5 FortiClient(1) NSE 6 FortiNAC (1) ENSE 6 FortiAuthenticator (1)	NSE 7 OT Security (1)	NSE 5 FortiEDR (1) NSE 7 Advanced Analytics (1) NSE 7 FortiSOAR Design and Development (1)



# Engage Requirements & Benefits Matrix







## 6. Support & tools

- **6.1 Exclusive Networks support**
- **6.2 CTAP**
- **6.3 Fortinet NSE Training**
- **6.4 Marketing Centre**



# Exclusive Networks Support

By partnering with Exclusive Networks and Fortinet we will be on hand to help you navigate your journey:



## End to End Partner Support

From configuring customer solutions to providing post sale implementation and support.



## 2:1 Technical Resource

We align two technical engineers to each sales person to support solution design, configuration, demos and staging.



## Omnichannel Consumption

We offer a broad range of payment models – from traditional procurement, finance, leasing and subscriptions.



## Global Reach

Gur Global Services Operations (GSO) team can provide logistics and professional services to over 150 countries worldwide.



# The Cyber Threat Assessment Program (CTAP) Sales Methodology

- 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.

## Learn more about CTAP:

## When to use CTAP:

There are four key times to put CTAP into play with your prospects and customers...

1

### Land:

Use it as a pre-sales tool to generate interest and begin an impactful dialogue with prospects.

2

### Compete:

Use assessments as a displacement tool to highlight areas where an incumbent is ineffective.

3

### Renew:

Use an assessment to substantiate the need for additional features or FortiGuard services.

4

### Expand:

Expand your account footprint and cross-sell more Security Fabric solutions.



# The Fortinet CTAP Difference



**Superior Visibility**

Fortinet solutions are powered by content security and threat intelligence from FortiGuard Labs, who work constantly to identify emerging applications and protect enterprises against new threats.



**Deployment Flexibility**

CTAPs allow multiple deployment options in order to minimize network disruption. This allows you flexibility to meet your customer needs while demonstrating real value to their organization.



**Fortinet Security Fabric Cross Selling Opportunities**

The CTAP can uncover additional opportunities where the broad and integrated Security Fabric comes into play – analytics, sandboxing, and more.



**Actionable Recommendations**

Each assessment report includes a set of actionable recommendations that technical staff can use to refine their security and network utilization.



# FORTINET. NSE Training Institute

## What is it?

The Fortinet Network Security Expert (NSE) program guides Partners through 8 levels of training and assessment in network security. A wide variety of courses and practical exercises are available that demonstrate mastery of complex network security concepts.

### NSE certification enables you to:

- Validate your network security skills and experience
- Demonstrate value
- Leverage Fortinet's full range of network security products, consolidate solutions, and reduce risks
- Accelerate sales and offer new services

**For a detailed overview on the NSE Program visit the NSE Training Institute homepage. Here you will find the latest updated new courses, updated exams and more resources.**





# New Fast-Track Training

Fortinet created the Fast Track Training to support your pursuit of the technical expertise and knowledge required to take full advantage of the Fortinet Security Fabric and protect your network against all current and future security threats. Contact your CAM to schedule.



# Why Exclusive Networks?

**Exclusive Networks, the global trusted digital infrastructure specialist you deserve.**

By partnering with Exclusive Networks and Fortinet we will be on hand to help you navigate your journey:

**End to end partner support**

From configuring customer solutions to providing post sale implementation and support.

**2:1 technical resource**

We align two technical engineers to each sales person to support solution design, configuration, demos and staging.

**Omnichannel consumption**

We offer a broad range of payment models – from traditional procurement, finance, leasing and subscriptions.

**Global reach**

Our Global Services Operations (GSO) team can provide logistics and professional services to over 150 countries worldwide.



# Fortinet Marketing Centre

The Fortinet marketing centre is the place to go for easy access to the latest marketing campaigns for partners.

Other useful information:

## Secure SD-WAN Campaign

Tap into the huge Secure SD-WAN opportunity with our promotional tools in the SD-WAN Hub.

Who is This Campaign For?

**Personas To Target:**

Primary Audience—VP/director of Network Engineering; Technical—Security architect/ administrator/network engineer; Business—CFO, finance/procurement, retail store manager

**Segments:**

Mid-market and large organizations with a wallet spend of \$249M and above. Any organization with multiple locations



# 7. Fortinet as a subscription

- 7.1 X-OD
- 7.2 Why is it worth it?





# X-OD

## What is X-OD?

**X-OD is an on-demand platform designed to simplify technology consumption and drive growth by fast forwarding your evolution to the subscription economy.**

### Key Benefits:

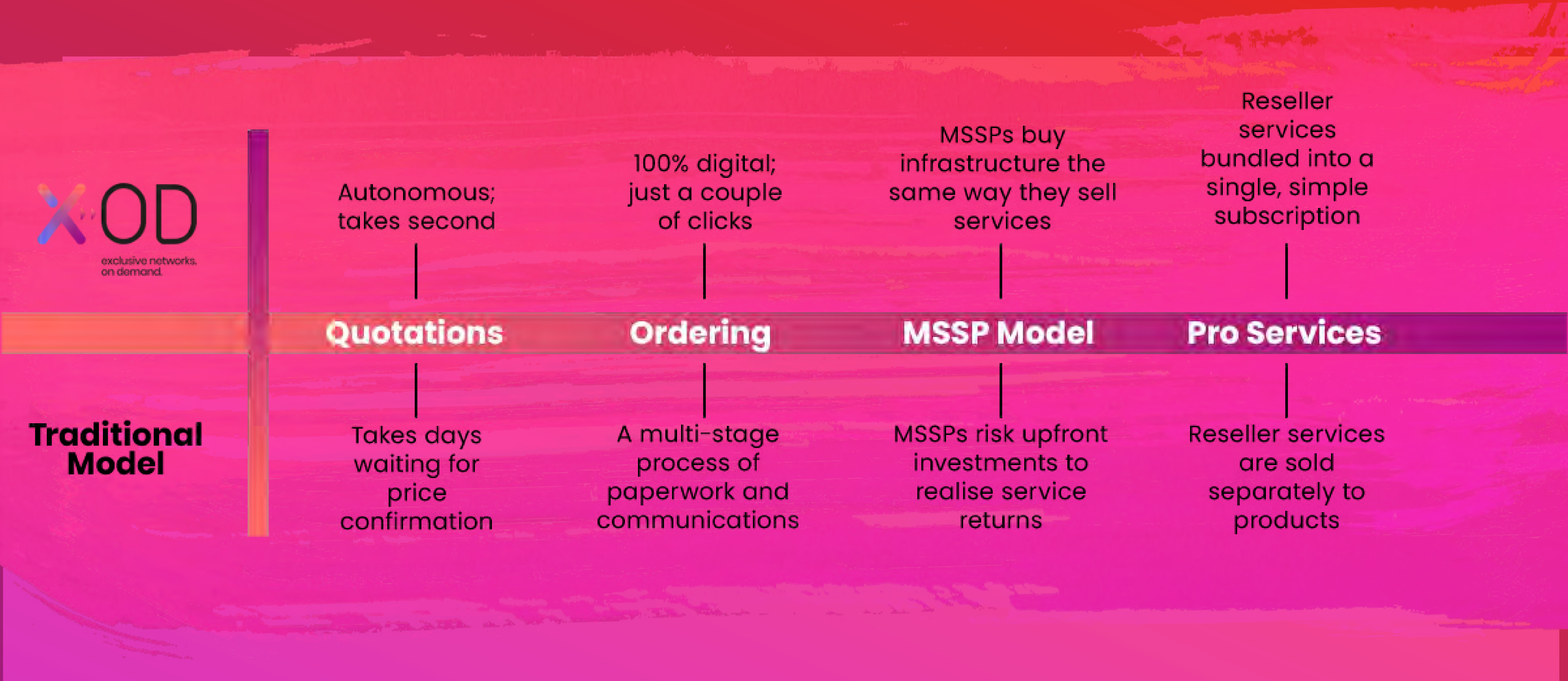
X-OD has the power to transform your business into a customer-centric operation that can thrive in the on-demand world. By fast forwarding your evolution to the subscription economy, digitalising your value chain and enabling you to convert customer insight into customer success, X-OD can help you win now and drive your business forward.

- Focus your offering on technical expertise and customer intimacy
- Reduce workload and operating cost
- Fast forward your transition to the subscription economy
- Develop a predictable revenue stream

### Key Features:

- Autonomous quoting & billing
- Quote management
- Renewal management
- White labelling







# Why is it worth it?

## Use Case 1: Security Fabric – Increase deal size thanks to predictable spends

### End-users requirements:

- Increase security level.
- Secure external devices connections to company network.

### End-users challenge:

- Budget is negotiated in OPEX, CAPEX has longer validation process.
- Client willing to get additional options but total price does not fit into this years budget.

## Win the deal with X-OD by removing complexity and offering perspective

1

Offer customer off the shelf X-OD solutions for different level of security with monthly, quarterly or yearly subscriptions.

2

Speed up sales cycle, unlock budget with flexible payments.

3

Provide different offers and agility on the way security is consumed and operated.



# Why is it worth it?

## Use Case 2: Secure Access – Business Continuity Controlling IT spends

### End-users requirements:

- Converged network enabling voice, data and wireless traffic.
- Safe extension of corporate development.
- Scalable solution and easy to deploy.

### End-users challenge:

- Cash available is limited with COVID, already unexpected expenses to implement work from home at scale.
- Customer doesn't want complexity associated with leasing as time is of the essence.

## Win the deal with X-OD by removing complexity and offering perspective

**1**

Off the shelf X-OD offering flexibility to choose and build configurations.

**2**

Speed up sales cycle, unlock budget for better features and best security level.





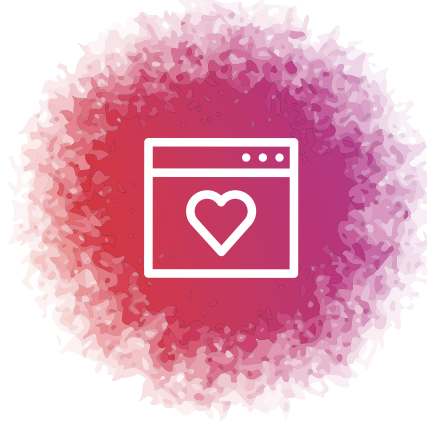



**3**

Limited financial impact while removing complexity tied to leasing contracts.



# Why is it worth it?

**X-OD value proposal is different by reseller type.**  
**Our primary reseller targets are MSSPs and specialist resellers**

	FIT WITH X-OD	VALUE PROPOSAL
<div></div> <div><b>MID-SIZE TRADITIONAL RESELLERS</b></div>	<b>Tactical engagement (could take more time to convert)</b> <ul style="list-style-type: none"><li>• Transformative approach</li><li>• Impact on revenue recognition and sales model</li></ul>	<div> Answer to changing end users needs towards subscription</div> <div> Transition towards MPs/MSSP model</div> <div> Transition from MPLS to SD WAN</div>
<div></div> <div><b>SMB RESELLERS</b></div>	<b>Primary Target with SMB offers</b> <ul style="list-style-type: none"><li>• Easy Answer to client needs</li><li>• Financial transformation for smaller end users</li></ul>	<div> Pre packaged offers to help selling Fabric</div> <div> Digitize and simplify operations</div> <div> Easy Financing already designed monthly offers</div>



# 8. Getting started in 5 Steps

**Your first 90 day journey.**



Introduction

Selling Fortinet

SMB solutions

The Target Audience

Engage: Partner Program  
Requirements & Benefits

Support & tools

Fortinet as a subscription

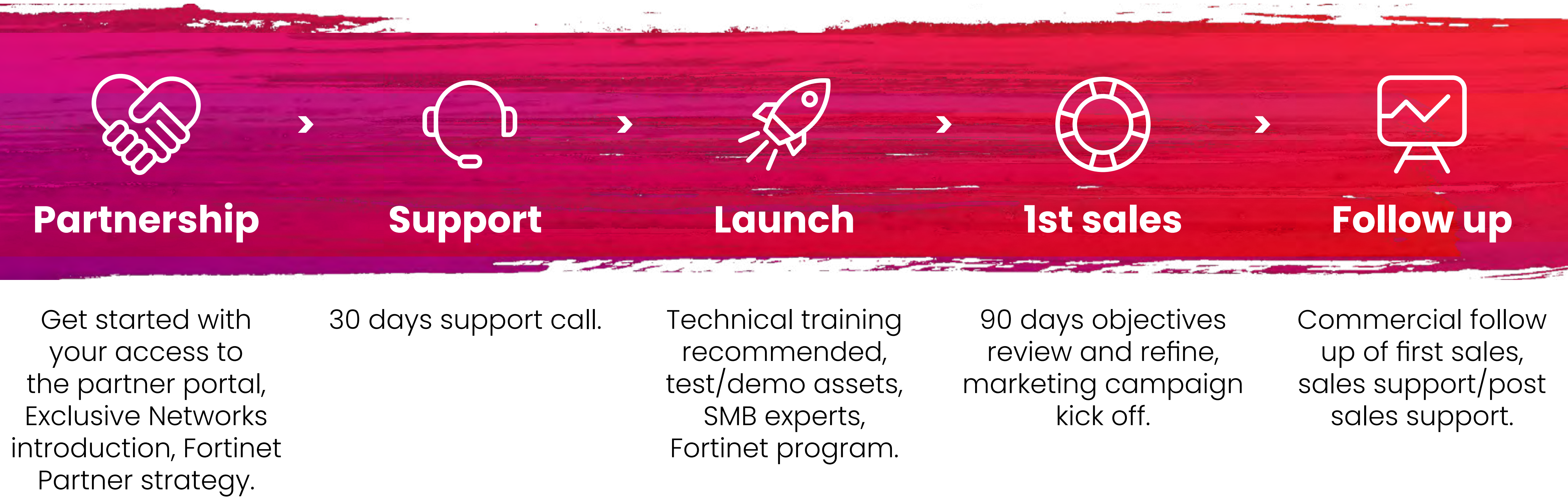
Getting started in 5 Steps

Contact Us

**#BFF**  
Be Forever Fortinet



# Your first 90 day journey





# Contact Us

Please contact your local account manager for more information

[Insert contact information here]

