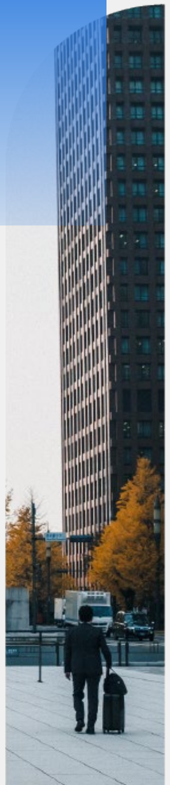


FORTINET

NSE Solution Insider:

Get Your Share of the $4 Billion Email Security Market with FortiMail

David Lorti – Director of Product Marketing, FortiMail

Pete Banham – Sr. Director of Product Management, FortiMail

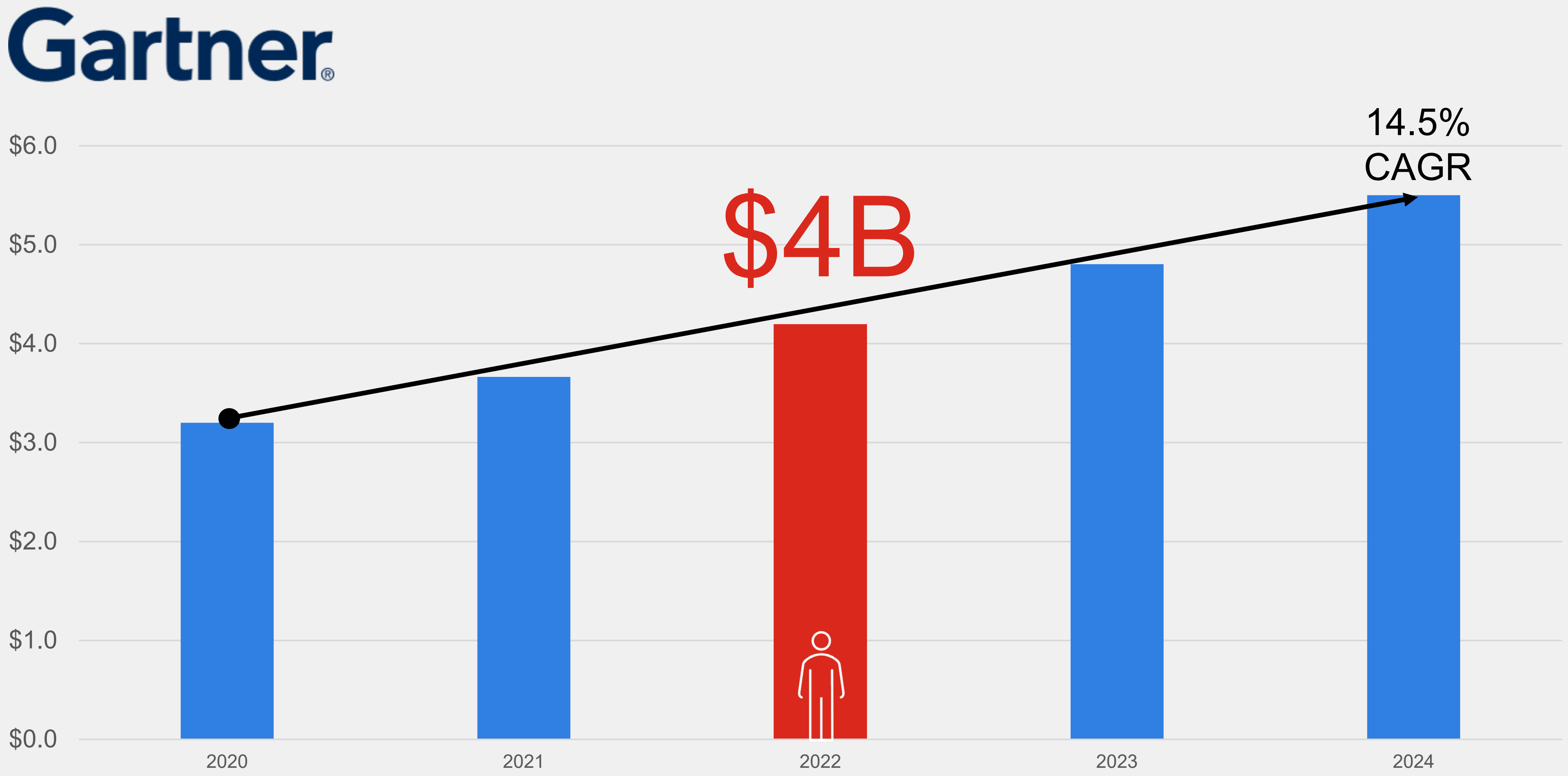
Agenda

- Latest Developments
- Market Problem and Market Shifts
- Use Cases
- Portfolio, What’s Coming, and Pricing Updates
- Selling
- Takeaways

Polling Question

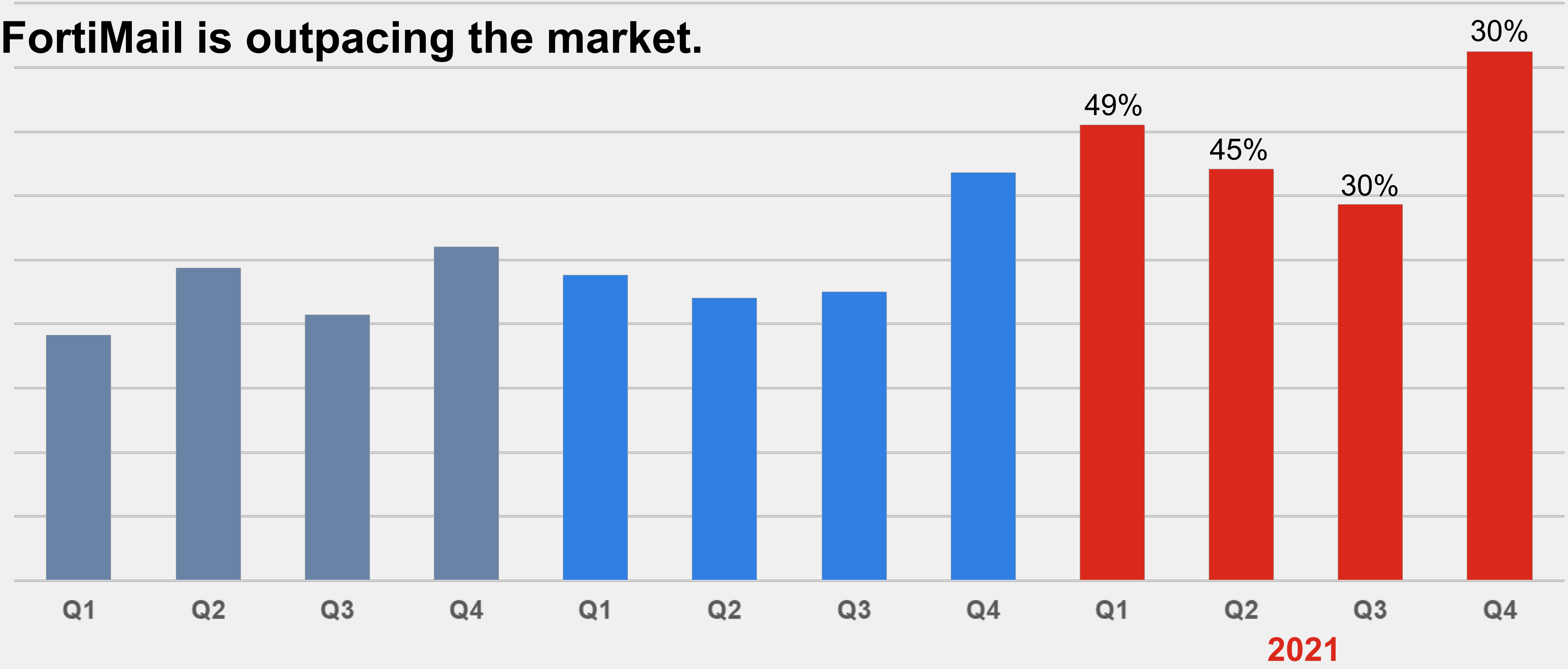
Latest developments

Market Opportunity (Worldwide)

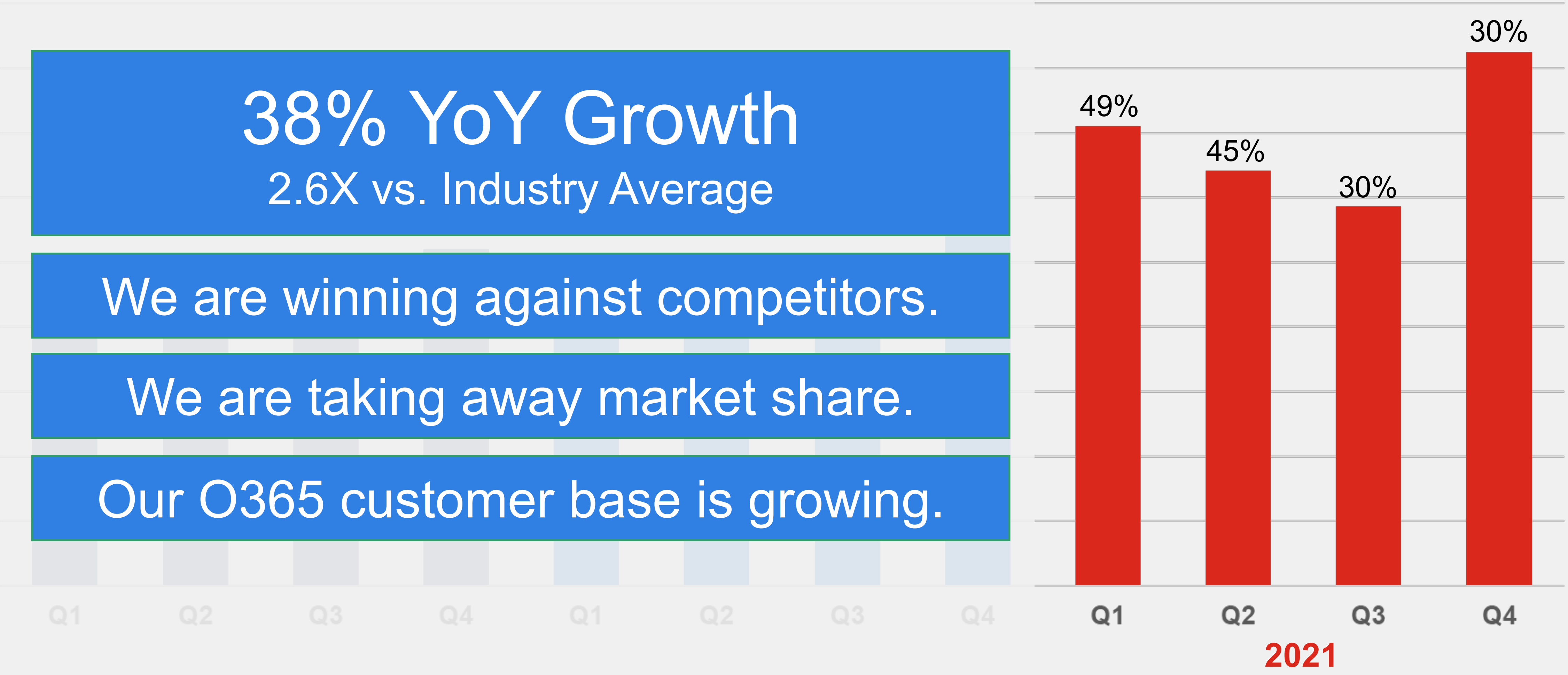


Gartner Information Security & Risk Management End User Spending, Worldwide, 2017-2023, December 2019.

Performance (Billings)


FortiMail is outpacing the market.

Performance (Billings)



38% YoY Growth

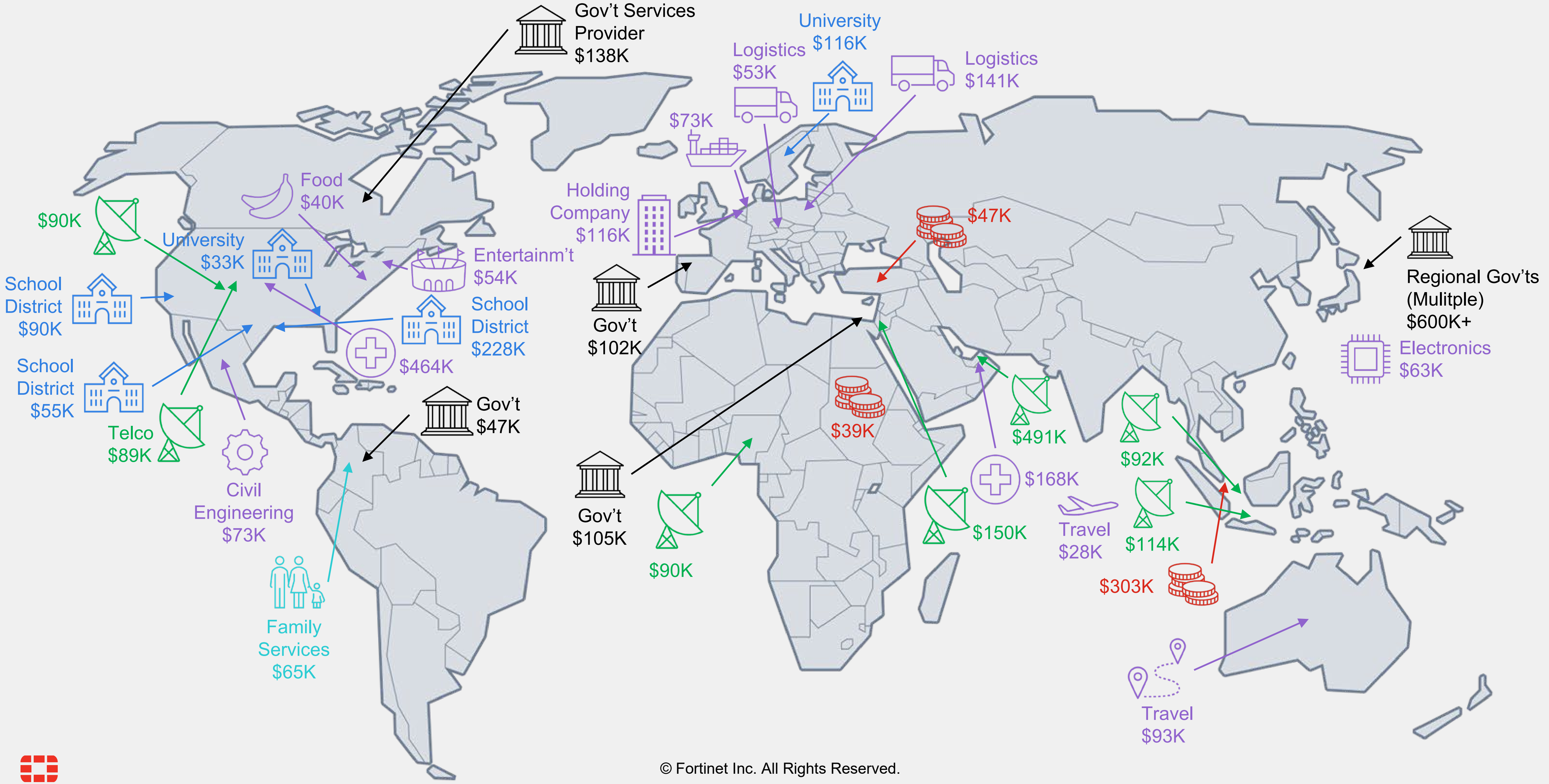
2.6X vs. Industry Average

We are winning against competitors.

We are taking away market share.

Our O365 customer base is growing.

Growth in FortiMail



Market problem and market shifts

Persona mapping

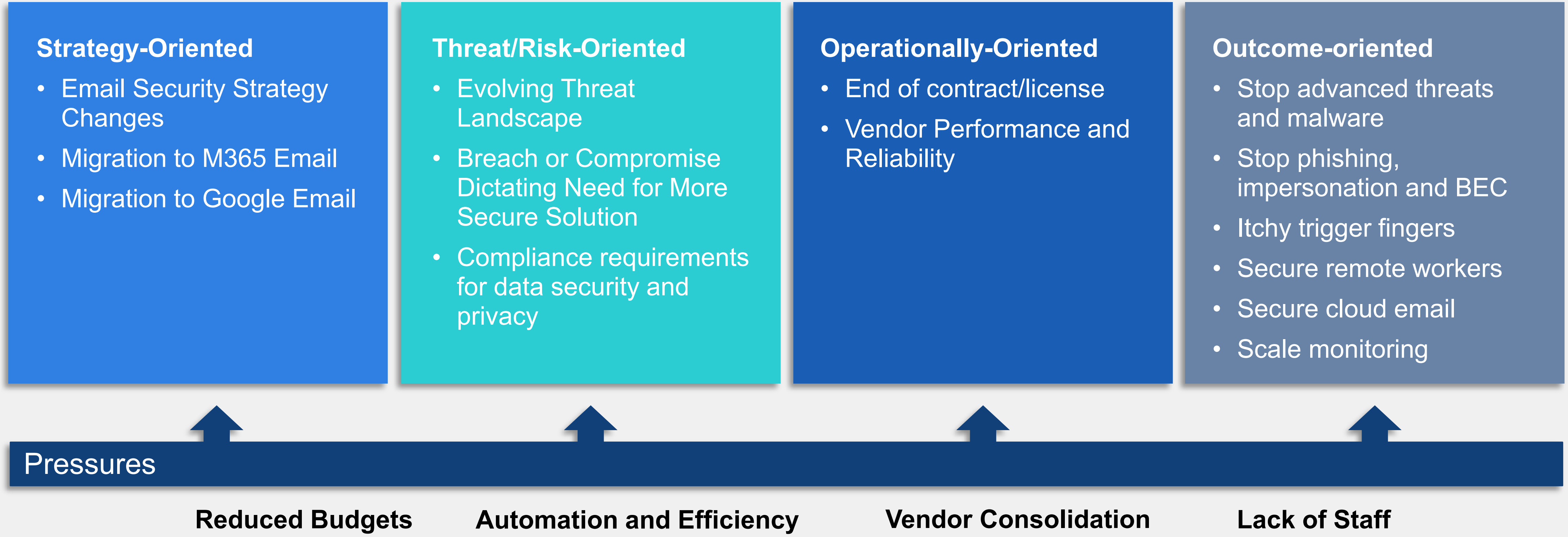
	Executive (Non-IT)				IT				IT Security												Other	
Offering	CEO*	CTO*	Chief Compliance Officer	Chief Risk Officer	CIO	VP Infrastructure	Directors of IT	IT Manager	Systems Admin	Systems Engineer	Network Tech/ Engineer	Infrastructure Engineer	Cloud Architect	CISO/CSO	Directors of Security	Security Architect	Cloud Security Architect	SOC Manager	Security Analyst	Security Awareness Manager	Procurement	Program Manager
FortiMail	■	■	□	□	■	■	■ **U**	◩ **U**	□ **U**	□	□	□	◩	■	■ **U**	□	□	N/A	□ **U**	□	□	N/A

STATURE (Lower Rows) ■ Decision-Maker □ Influencer ◩ Dual N/A Not Applicable U = User/Administrator

*For small organizations, CEOs/Founders and CTOs may be involved in email services and email security services decisions.

What drives orgs to change their email security?

Drivers/Use Cases That Lead to FortiMail Discussions



Strategy-Oriented

- Email Security Strategy Changes
- Migration to M365 Email
- Migration to Google Email

Threat/Risk-Oriented

- Evolving Threat Landscape
- Breach or Compromise Dictating Need for More Secure Solution
- Compliance requirements for data security and privacy

Operationally-Oriented

- End of contract/license
- Vendor Performance and Reliability

Outcome-oriented

- Stop advanced threats and malware
- Stop phishing, impersonation and BEC
- Itchy trigger fingers
- Secure remote workers
- Secure cloud email
- Scale monitoring

Pressures

Reduced Budgets **Automation and Efficiency** **Vendor Consolidation** **Lack of Staff**

Email's use as a primary threat vector…

36%↑

Percent of breaches involving phishing, up from 25% YoY.

15X↑

Increased use of "Misrepresentation" in Social Engineering-related incidents.

BEC 58%

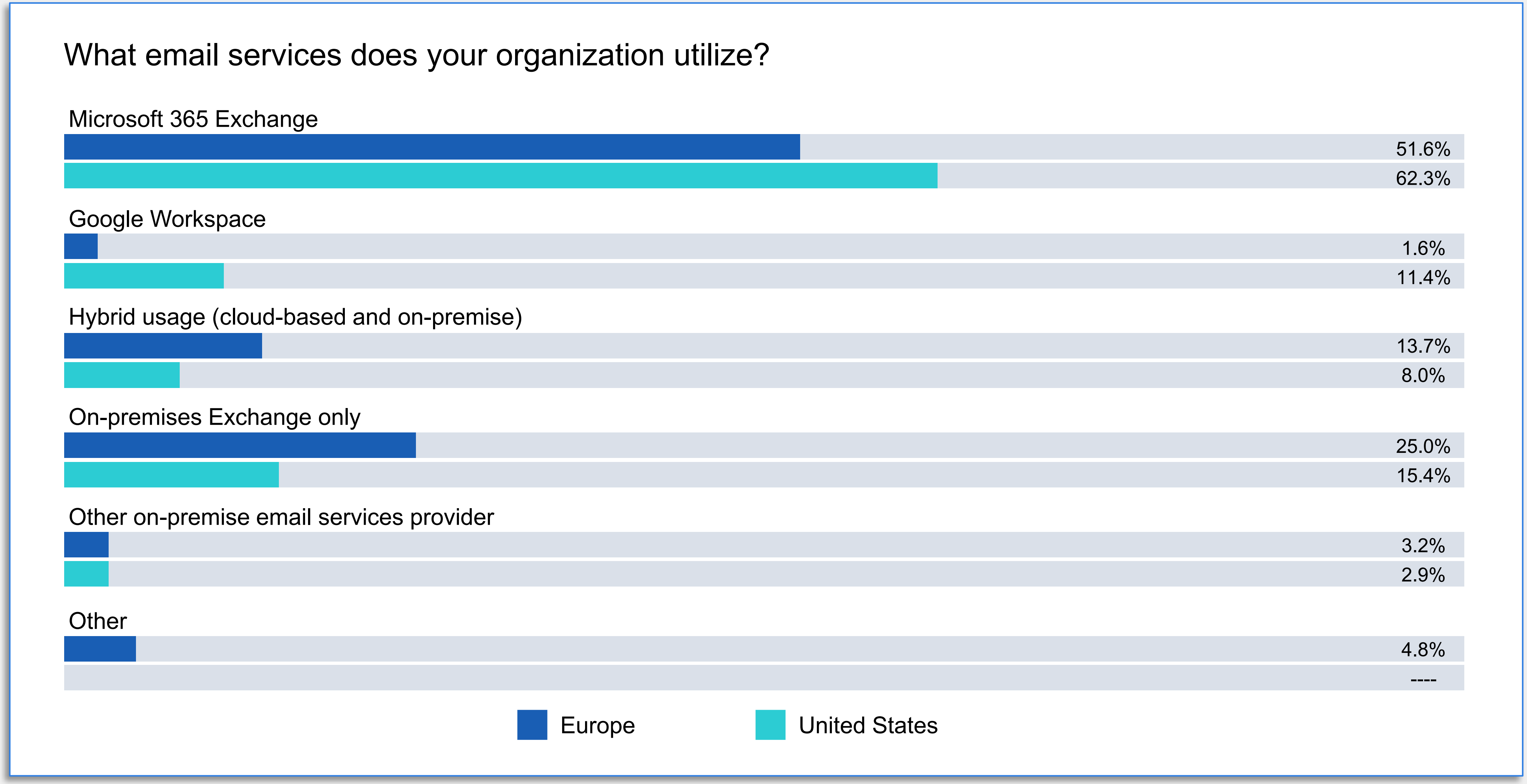
Percent of Business Email Compromise (BEC) attacks that resulted in loss of money.

10%↑

Percent of breaches involving ransomware, up from ~5% the prior year.*

Statistics from Verizon Data Breach Investigations Report 2021.

Email Services Usage



Polling Question

Competitive Landscape

Pure-Play Security Providers

FORTINET

Symantec.

TREND MICRO

SONICWALL

Check Point
SOFTWARE TECHNOLOGIES LTD

Private Equity Players

▷ proofpoint.

▷ mimecast

Barracuda

FIREEYE

Network and Security Providers

CISCO

ICES Vendors

Abnormal Security

Armorblox

egress

RED SIFT

Email Services and Security Provider

▷ Microsoft

Google

Key Stats

71% of organizations are using cloud-based email services today.

Microsoft Office 365 accounts for ~60% of organizations.

~Half of those rely on native controls.

~Half of those use a combination of native and third party controls.

A [surprisingly] dynamic market landscape

proofpoint.

Bought by Thoma Bravo.

mimecast™

Bought by Permira;
Not yet closed.

McAfee™

Bought by Thoma Bravo and separately, by STG, Permira.

AVANAN

Bought by Check Point.

FIREEYE™

Bought by STG.

Forcepoint

Internal turmoil and reorganization.

vade

Legal woes – Loss of serious IP lawsuit vs. Proofpoint.

GROUP IB

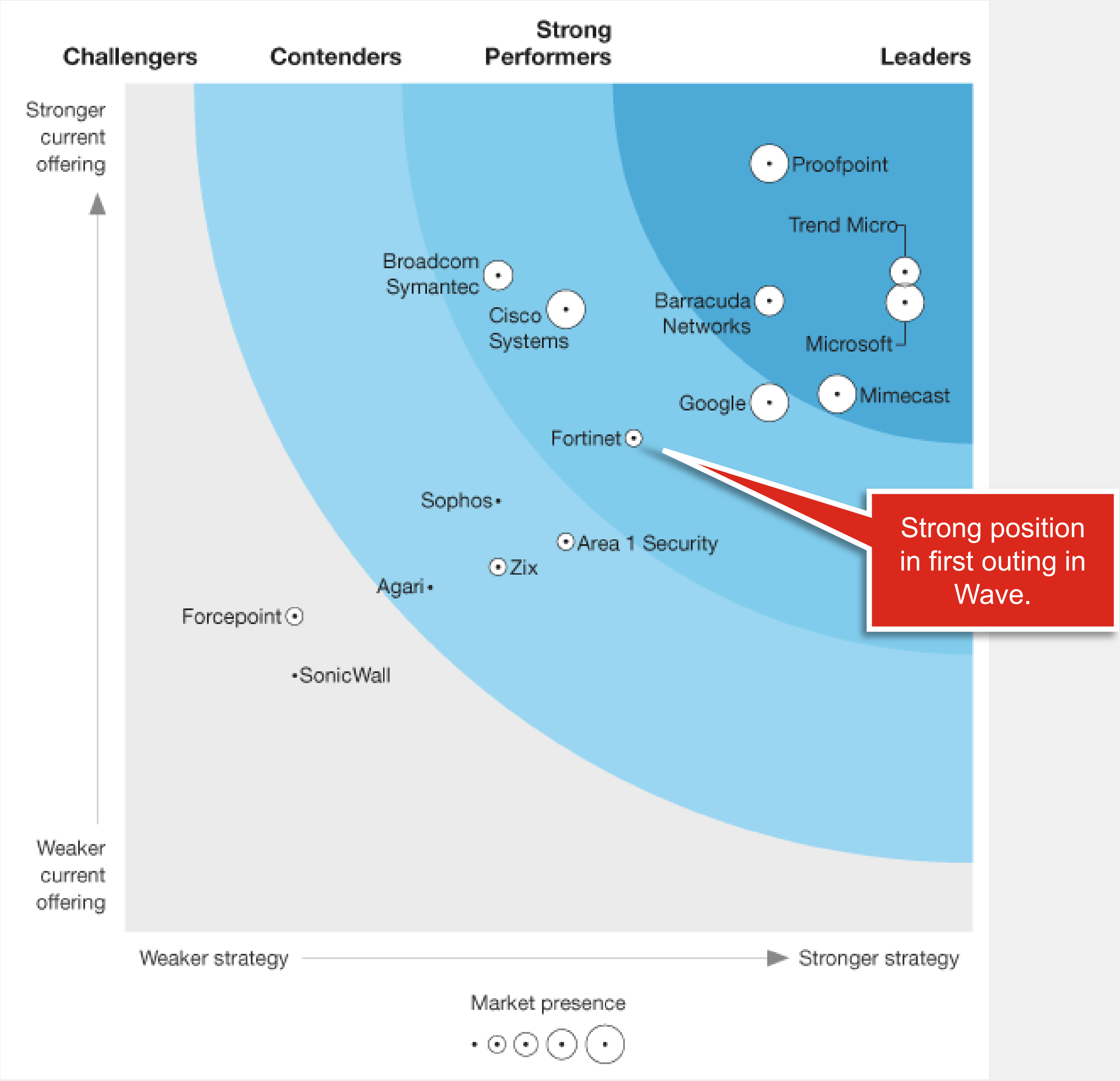
State disruption and turmoil.

Forrester Wave 2021

Fortinet positioned as a Strong Performer in our first outing.

Broadcom/Symantec, Cisco, Sophos and Forcepoint lost significant ground.

In our opinion, Forrester overlooked performance concerns for M365.

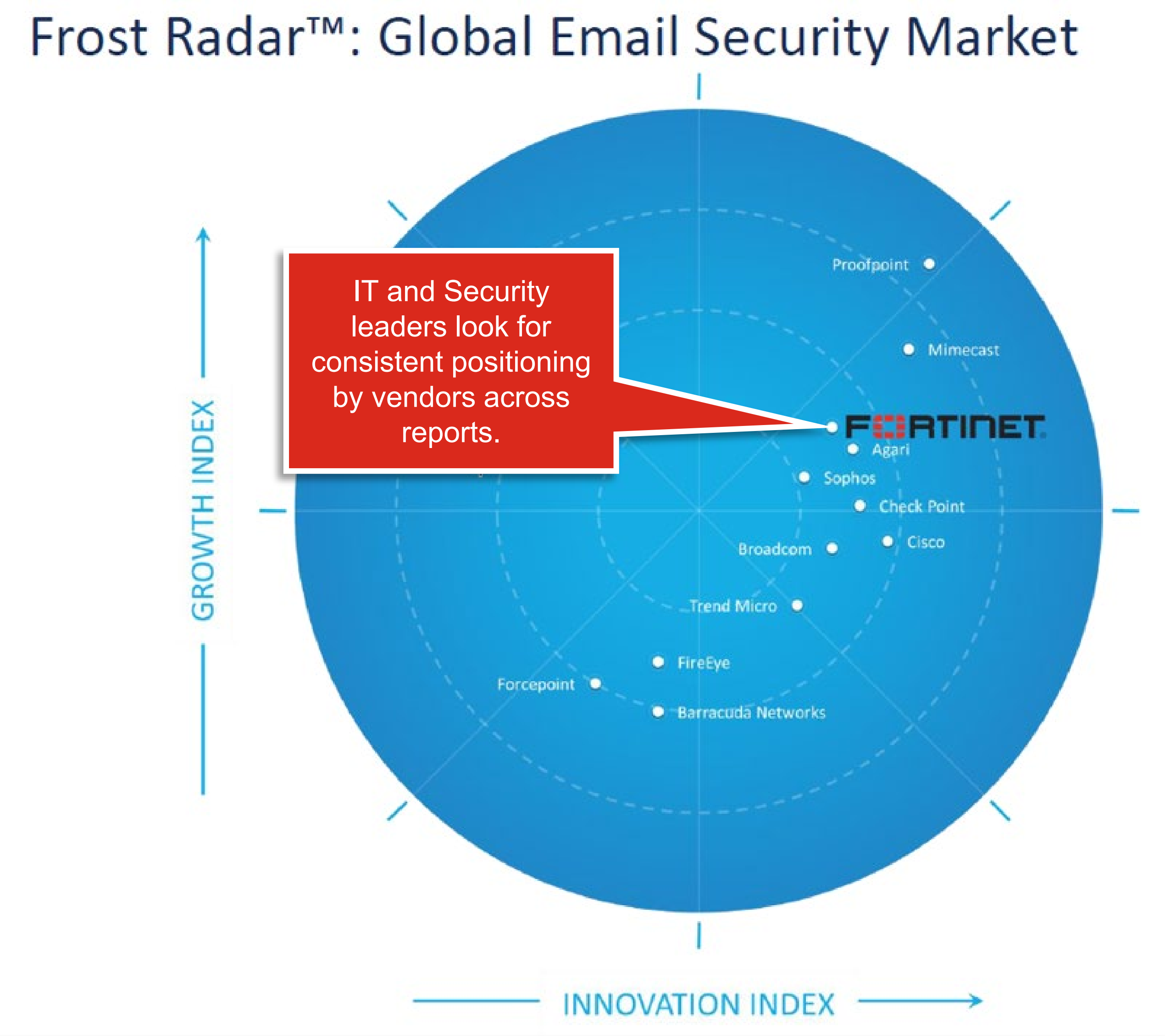


Strong position in first outing in Wave.

Frost & Sullivan

Fortinet presents more strongly than major second tier providers like Broadcom/Symantec, Cisco, FireEye.

Report conveys the growing proposition of our offering and lack of stumbles that competitors have experienced.

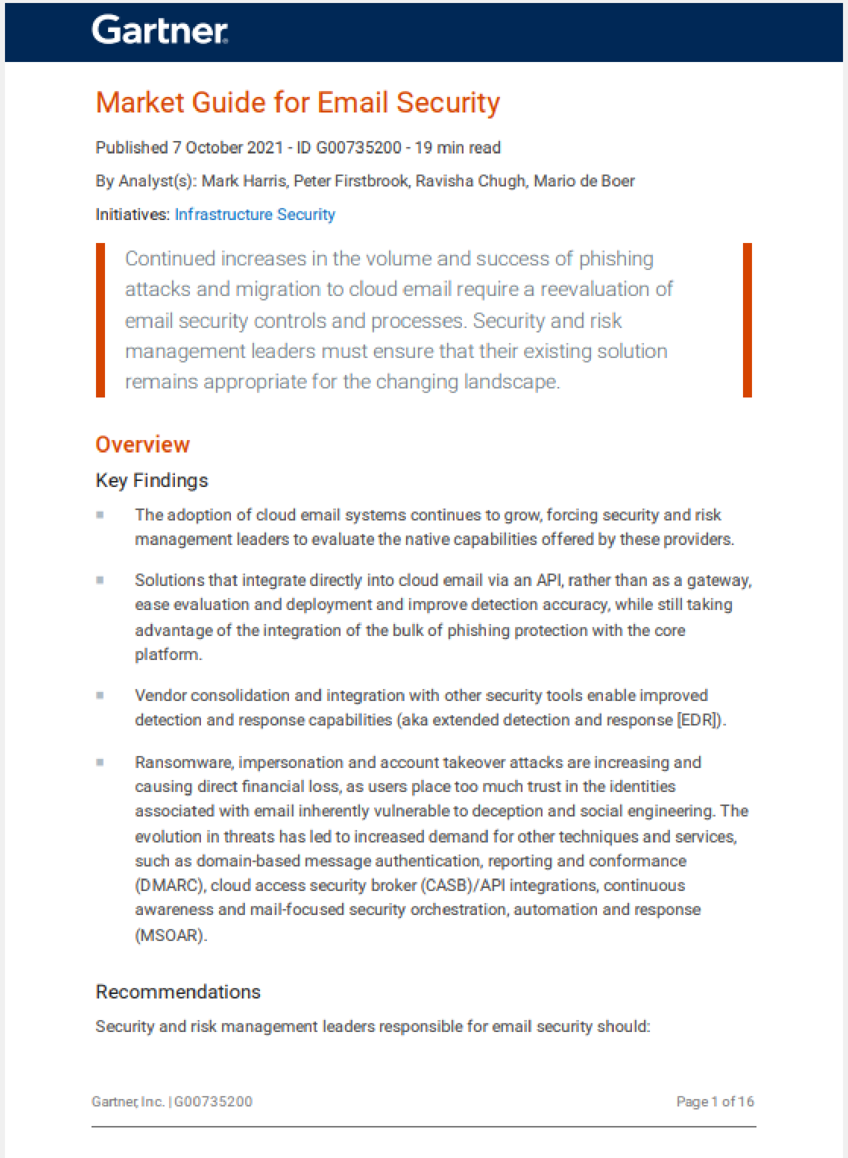


Frost Radar™: Global Email Security Market

IT and Security leaders look for consistent positioning by vendors across reports.

Gartner Market Guide

- Fortinet is represented in the Gartner Market Guide for Email Security
- Gartner no longer publishes a Magic Quadrant



Gartner

Market Guide for Email Security

Published 7 October 2021 - ID G00735200 - 19 min read

By Analyst(s): Mark Harris, Peter Firstbrook, Ravisha Chugh, Mario de Boer

Initiatives: Infrastructure Security

> Continued increases in the volume and success of phishing attacks and migration to cloud email require a reevaluation of email security controls and processes. Security and risk management leaders must ensure that their existing solution remains appropriate for the changing landscape.

Overview

Key Findings

- The adoption of cloud email systems continues to grow, forcing security and risk management leaders to evaluate the native capabilities offered by these providers.
- Solutions that integrate directly into cloud email via an API, rather than as a gateway, ease evaluation and deployment and improve detection accuracy, while still taking advantage of the integration of the bulk of phishing protection with the core platform.
- Vendor consolidation and integration with other security tools enable improved detection and response capabilities (aka extended detection and response [EDR]).
- Ransomware, impersonation and account takeover attacks are increasing and causing direct financial loss, as users place too much trust in the identities associated with email inherently vulnerable to deception and social engineering. The evolution in threats has led to increased demand for other techniques and services, such as domain-based message authentication, reporting and conformance (DMARC), cloud access security broker (CASB)/API integrations, continuous awareness and mail-focused security orchestration, automation and response (MSOAR).

Recommendations

Security and risk management leaders responsible for email security should:

Gartner, Inc. | G00735200 Page 1 of 16

Use cases

Introducing FortiMail

Fortinet FortiMail provides advanced protection against the full spectrum of email-borne threats.

Comprehensive Email Security
Advanced threat protection and data loss prevention

Top-Rated Efficacy
Consistently top rated to stop spam, malware, ransomware and advanced email threats

Part of the Fortinet Security Fabric
Integrated to uncover the full attack life cycle

Email Security Use Cases

APPLICATION SECURITY

FORTIMAIL

1. Secure Inbound Emails

Stop spam, viruses/malware, ransomware, phishing, targeted attacks, business email compromise.

Mitigate #1 Threat Vector

2. Prevent Outbound Threats

Protect PII, PHI, and other sensitive data from exfiltration or accidental disclosure. Address compliance requirements.

Optimal Email Security Effectiveness

3. Enhance Cloud-based Controls

Bolster email security by addressing known gaps in the efficacy of cloud-based email services' native controls.

Optimal Email Security Effectiveness

4. Mitigate Email Outages

Minimize the impact to productivity and related cost when email services experience an outage.

Risk Mitigation and Cost Avoidance

5. Email Usage Insights

Quickly gain insights to understand security posture, drill-in via detailed logs.

Proactively Manage Email Use and Abuse

How We Are Different—Fabric-Enabled

Comprehensive Protection

Advanced integrated capabilities to protect against spam, malware, ransomware, impersonation, and Business Email Compromise attacks.

Validated Performance

Top-rated in independent testing to stop spam, malware, ransomware, and advanced email threats.

Security Fabric Integration

Integrated into the Fortinet Security Fabric to uncover the full attack lifecycle and share IoCs across your security infrastructure.

Industry-Leading Cost to Performance

Proven email threat protection at an industry-leading cost to performance.

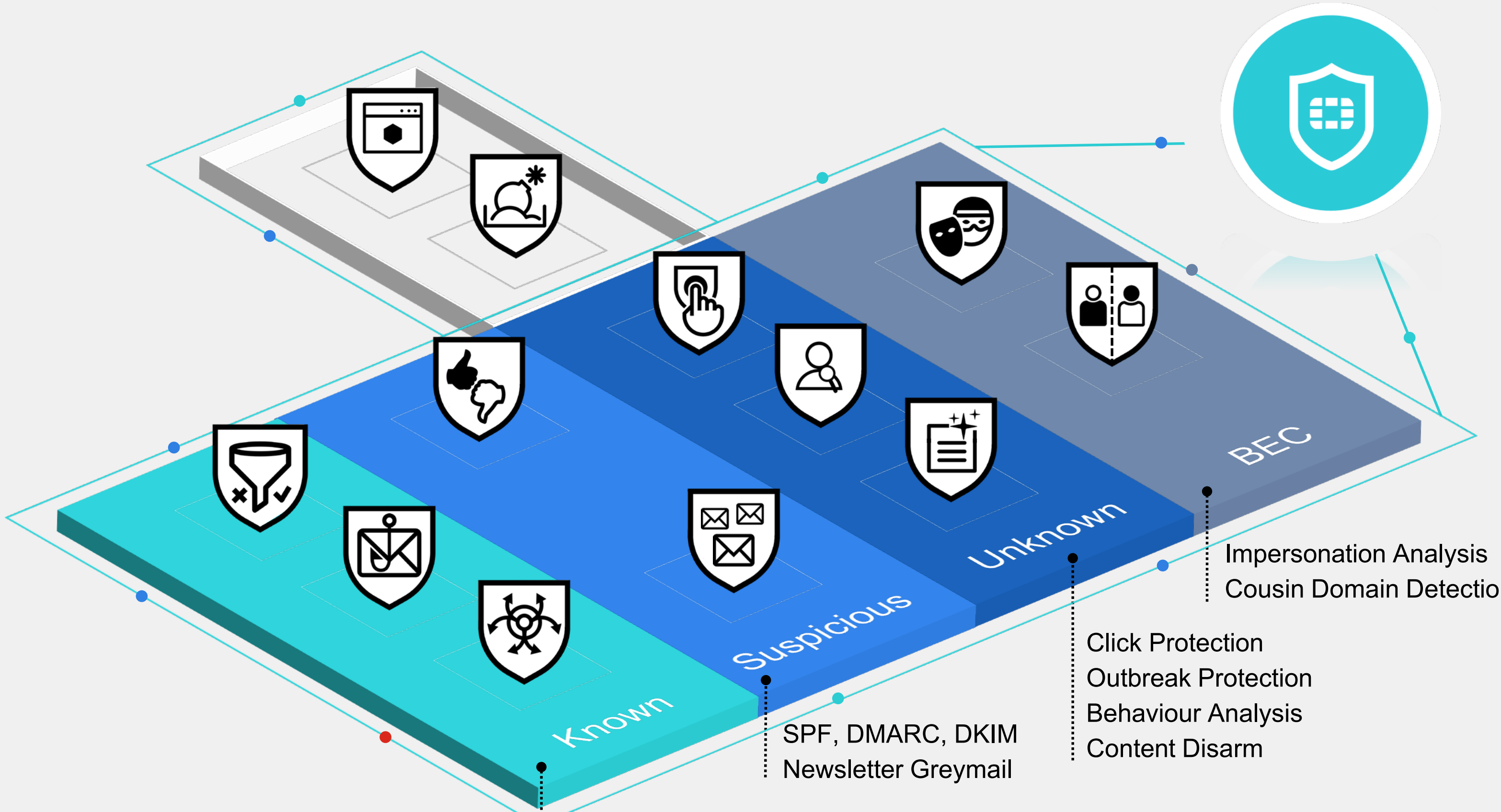
Powered by FortiGuard Labs

World-class threat intelligence powers world-class efficacy.

FortiMail Secure Email Gateway

Advanced multi-layer security against:

- Known threats
- Suspected threats
- Unknown threats/Zero-days
- Impersonation attempts
- Business Email Compromise



FortiGuard URL Filtering
FortiGuard Anti-Spam
FortiGuard Antivirus

SPF, DMARC, DKIM
Newsletter Greymail

Click Protection
Outbreak Protection
Behaviour Analysis
Content Disarm

Impersonation Analysis
Cousin Domain Detection

Fortinet Security Fabric

Broad

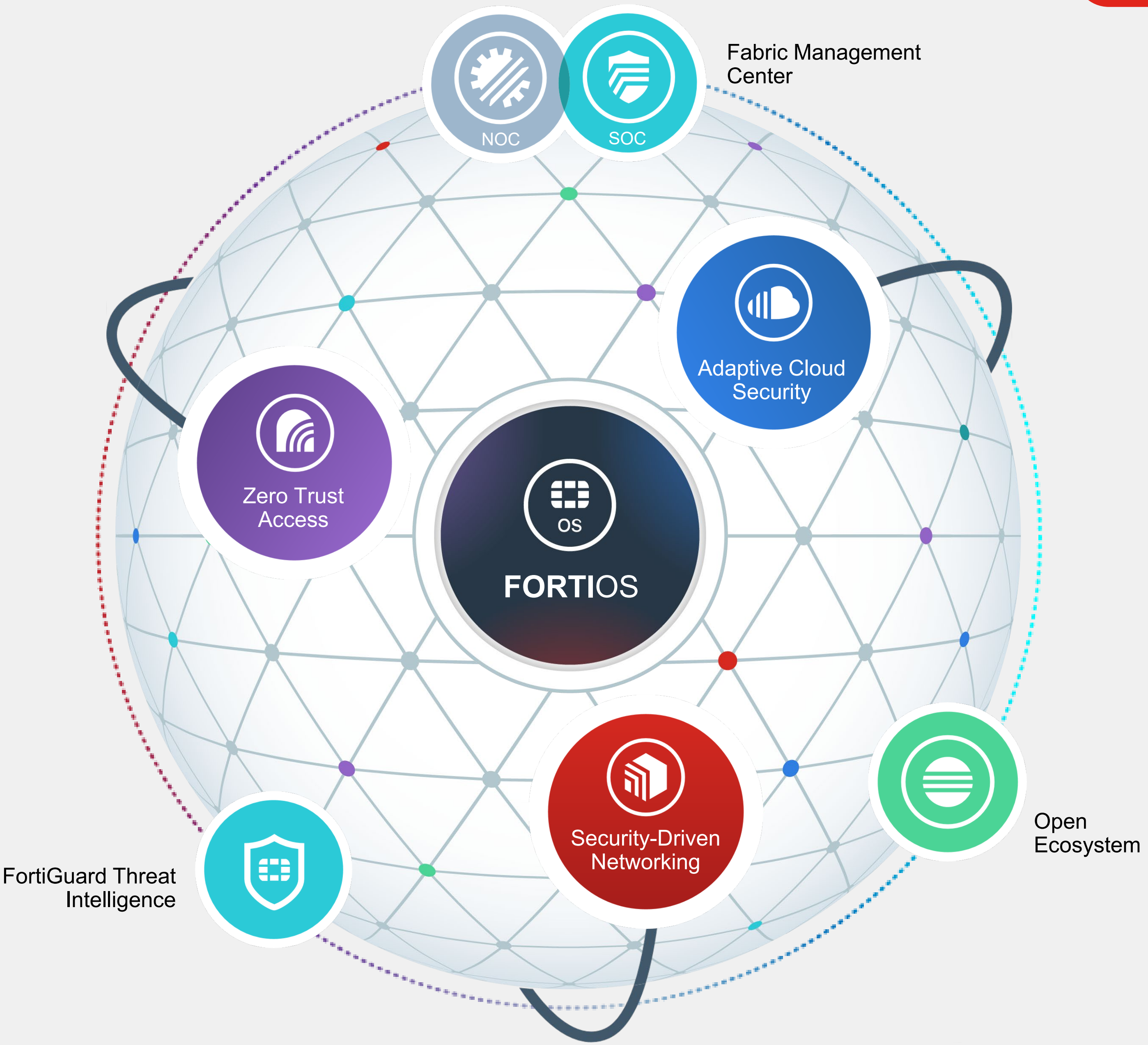
visibility and protection of the entire digital attack surface to better manage risk

Integrated

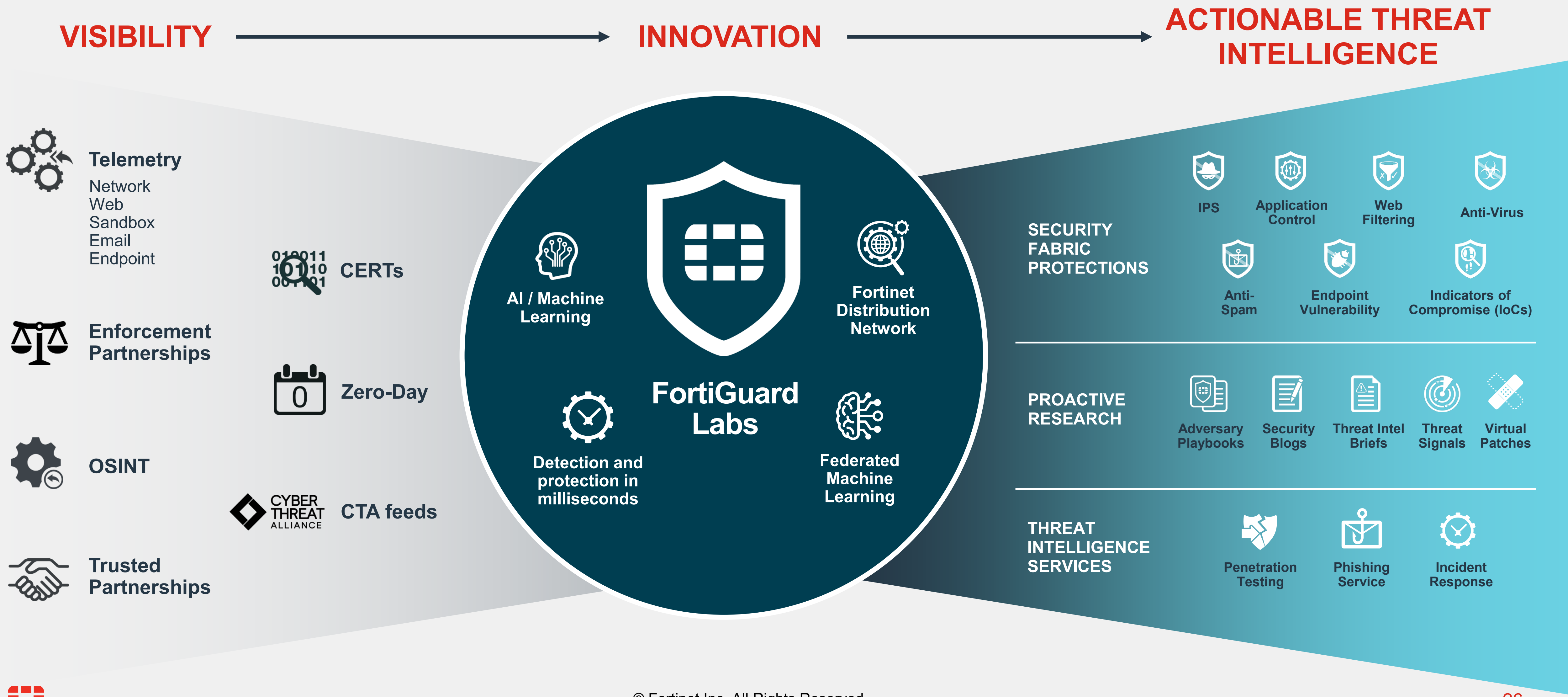
solution that reduces management complexity and shares threat intelligence

Automated

self-healing networks with AI-driven security for fast and efficient operations



FortiGuard Labs



VISIBILITY → INNOVATION → ACTIONABLE THREAT INTELLIGENCE

Telemetry

Network
Web
Sandbox
Email
Endpoint

CERTs

Enforcement Partnerships

Zero-Day

OSINT

CTA feeds

Trusted Partnerships

AI / Machine Learning

Fortinet Distribution Network

FortiGuard Labs

Detection and protection in milliseconds

Federated Machine Learning

SECURITY FABRIC PROTECTIONS

IPS, Application Control, Web Filtering, Anti-Virus, Anti-Spam, Endpoint Vulnerability, Indicators of Compromise (IoCs)

PROACTIVE RESEARCH

Adversary Playbooks, Security Blogs, Threat Intel Briefs, Threat Signals, Virtual Patches

THREAT INTELLIGENCE SERVICES

Penetration Testing, Phishing Service, Incident Response

High marks in performance across 3rd party testers

99.8%

Detection of malicious email threats.

Available January 2022!

94%

Overall Detection Rate

New report expected in late Q2.

90%

Total Accuracy Rate

99.9%

Spam Catch Rate

99.12%

Malware Catch Rate

95.49%

Phishing Catch Rate

100%

Detection Rate

Options for any organization size and deployment

FortiMail

We want full control.

FortiMail solutions for organizations that prefer full control and management over their email security.

Appliances

- 6 models
- Filter 30K to 2.0M messages per hour*
- Support for 10GE

Virtual Machines

- 6 VM models
- CPU and domain-based
- Perpetual licensing or On-Demand

vmware CITRIX XenServer

Hyper-V KVM

aws

FortiMail Cloud

Manage it for us.

FortiMail Cloud solutions for organizations that want email security-as-a-service.

SaaS/API*

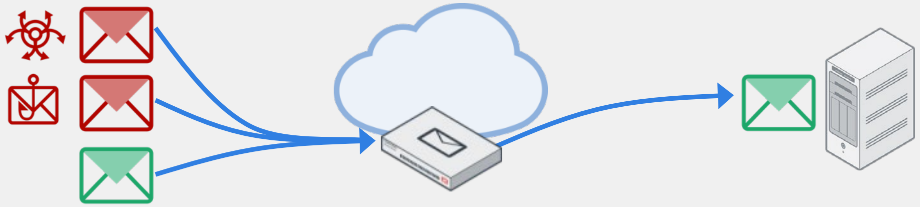
- Fully-managed by Fortinet
- Gateway or Server mode
- Standard or Premium
- Per user per year

*FortiGuard Enterprise ATP (per hour)

Operation modes

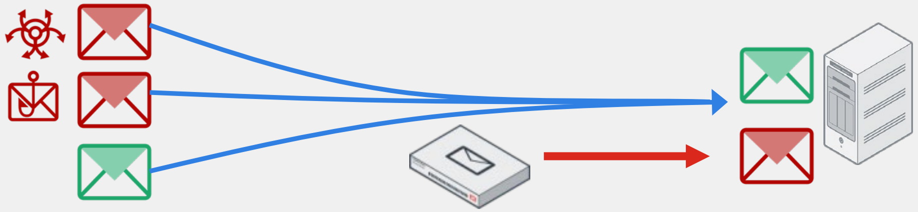
Gateway Mode (Cloud and Appliance)

Mail is delivered to FortiMail via MX, sanitized and forwarded to destination mail server.



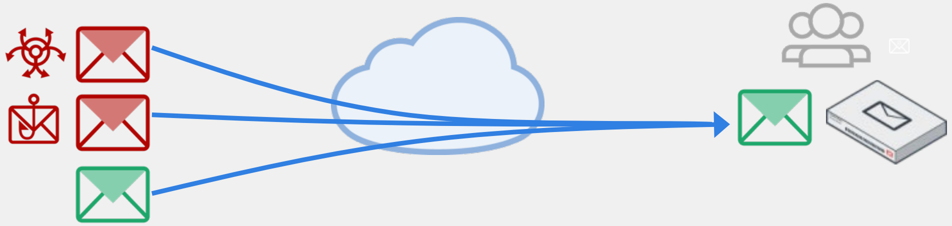
Microsoft O365 API Clawback (Cloud and Appliance)

FortiMail operates out-of-line, scans and claws back threats directly from Microsoft 365 using the Graph API. Can also be used in Gateway mode.



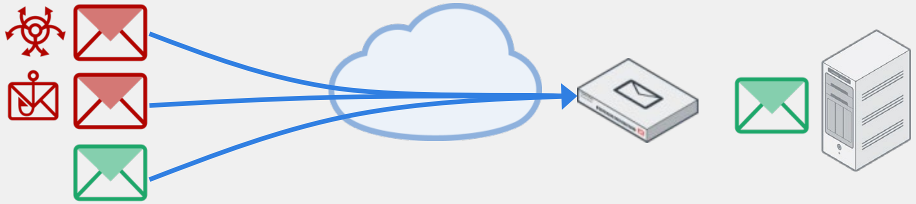
Server Mode (Cloud and Appliance)

FortiMail is deployed as a full mail server providing POP3, IMAP, Webmail and calendaring in addition to security functions.



Transparent Mode (Appliance)

Physically located in the SMTP path. No configuration changes required to the email infrastructure. Commonly utilised in the ISP and Carrier environment.



FortiMail

We want full control.

Feature	Base Bundle	Enterprise Advanced Threat Protection Bundle	Ent. ATP with Microsoft 365 API Support Bundle
99.7% Spam detection rate	●	●	●
Advanced multi-layer malware detection	●	●	●
Inbound and outbound filtering	●	●	●
Integration with customer LDAP	●	●	●
Secure message delivery (TLS and DANE)	●	●	●
Message tracking	●	●	●
Virus Outbreak Service	●	●	●
Identity-Based Encryption (IBE)	●	●	●
Reporting	●	●	●
Email Data Loss Prevention	●	●	●
Content Disarm and Reconstruction		●	●
URL Click Protection		●	●
Impersonation Analysis		●	●
Cloud Sandboxing		●	●
Real-time scanning of Microsoft 365 mailboxes			●
Scheduled scanning of Microsoft 365 mailboxes			●
Post-delivery clawback of newly discovered email threats			●

FortiMail Cloud

Manage it for us.

Feature	Cloud Gateway	Cloud Gateway Premium	Cloud Gateway Premium with Microsoft 365 API Support
Managed Service (infrastructure)	●	●	●
99.999% Service availability	●	●	●
99.7% Spam detection rate	●	●	●
Advanced multi-layer malware detection	●	●	●
Inbound and outbound filtering	●	●	●
Integration with customer LDAP	●	●	●
Secure message delivery (TLS and DANE)	●	●	●
Message tracking	●	●	●
Virus Outbreak Service	●	●	●
Reporting	●	●	●
Content Disarm and Reconstruction		●	●
URL Click Protection		●	●
Impersonation Analysis		●	●
Cloud Sandboxing		●	●
Identity-Based Encryption (IBE)		●	●
Email Data Loss Prevention		●	●
Real-time scanning of Microsoft 365 mailboxes			●
Scheduled scanning of Microsoft 365 mailboxes			●
Post-delivery clawback of newly discovered email threats			●

Email continuity

Productivity Cost = E x % x C x H

An outage of Microsoft 365 Exchange services affects three different organizations:

		SMALL COMPANY	MID-SIZED	ENTERPRISE
E	= # of Employees	250	2,500	10,000
%	= 25% of their working productivity	25%	25%	25%
C	= $75,000/2,080 hours = $36 per hour	$36	$36	$36
H	= 3 Hours	3	3	3
	Productivity Cost (One Outage)	-$6,750	-$67,500	-$270,000
	Email Continuity Cost (List Price)	$1,750	$17,500	$70,000

Email continuity is a fraction of the cost associated with an outage of email services.

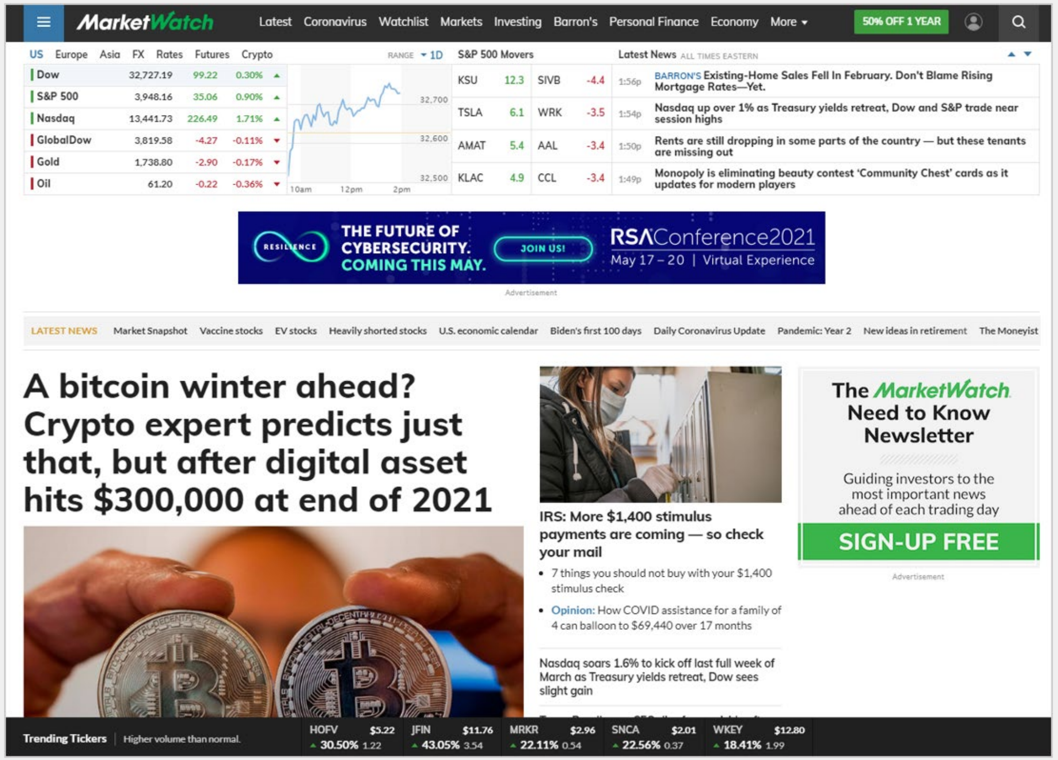
Email continuity pays for itself within the first outage.

Clear value for organizations using Microsoft 365.

FortiIsolator - Safe Content Rendering

Allows users to browse the web in an isolated environment, which renders safe content in a remote container.

Directly accessed using Chrome



MarketWatch — Latest Coronavirus Watchlist Markets Investing Barron's Personal Finance Economy More — 50% OFF 1 YEAR

US Europe Asia FX Rates Futures Crypto — RANGE 1D

Dow	32,727.19	99.22	0.30%	▲
S&P 500	3,948.16	35.06	0.90%	▲
Nasdaq	13,441.73	226.49	1.71%	▲
GlobalDow	3,819.58	-4.27	-0.11%	▼
Gold	1,738.80	-2.90	-0.17%	▼
Oil	61.20	-0.22	-0.36%	▼

S&P 500 Movers

KSU	12.3	SIVB	-4.4
TSLA	6.1	WRK	-3.5
AMAT	5.4	AAL	-3.4
KLAC	4.9	CCL	-3.4

Latest News ALL TIMES EASTERN

1:56p	BARRON'S Existing-Home Sales Fell In February. Don't Blame Rising Mortgage Rates—Yet.
1:54p	Nasdaq up over 1% as Treasury yields retreat, Dow and S&P trade near session highs
1:50p	Rents are still dropping in some parts of the country — but these tenants are missing out
1:49p	Monopoly is eliminating beauty contest 'Community Chest' cards as it updates for modern players

LATEST NEWS Market Snapshot Vaccine stocks EV stocks Heavily shorted stocks U.S. economic calendar Biden's first 100 days Daily Coronavirus Update Pandemic: Year 2 New ideas in retirement The Moneyist

A bitcoin winter ahead? Crypto expert predicts just that, but after digital asset hits $300,000 at end of 2021

IRS: More $1,400 stimulus payments are coming — so check your mail

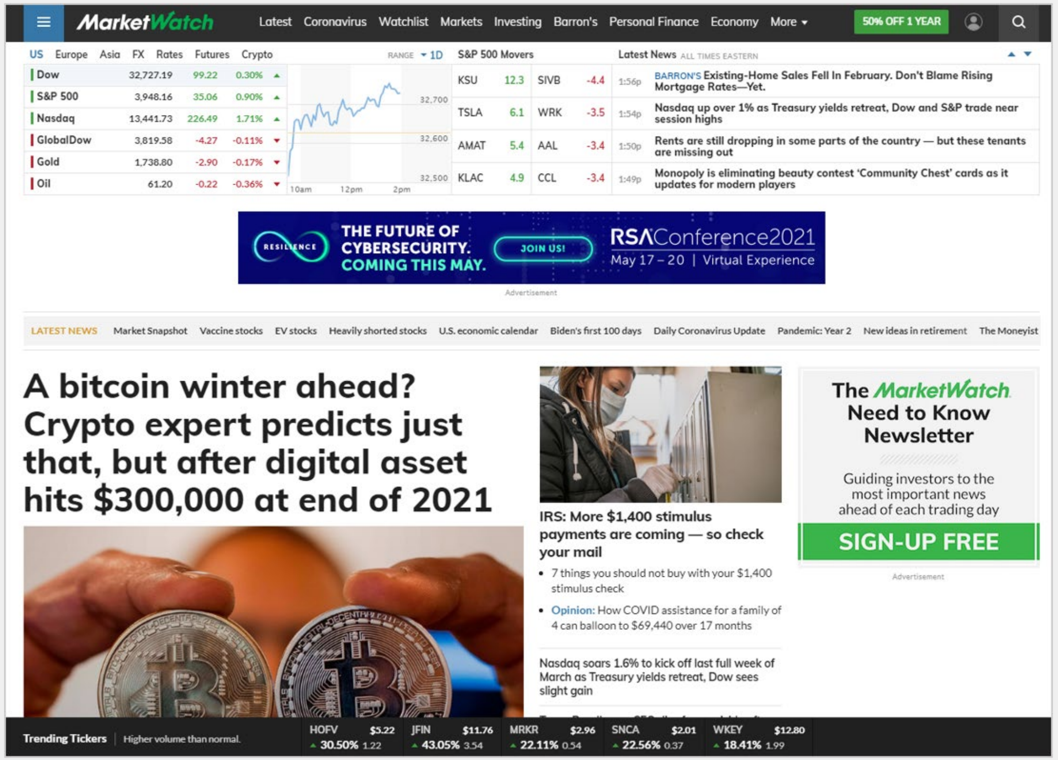
- 7 things you should not buy with your $1,400 stimulus check
- Opinion: How COVID assistance for a family of 4 can balloon to $69,440 over 17 months

Nasdaq soars 1.6% to kick off last full week of March as Treasury yields retreat, Dow sees slight gain

Trending Tickers | Higher volume than normal.

HOFV $5.22	JFIN $11.76	MRKR $2.96	SNCA $2.01	WKEY $12.80
▲ 30.50% 1.22	▲ 43.05% 3.54	▲ 22.11% 0.54	▲ 22.56% 0.37	▲ 18.41% 1.99

Accessed via FortiIsolator using Chrome



MarketWatch — Latest Coronavirus Watchlist Markets Investing Barron's Personal Finance Economy More — 50% OFF 1 YEAR

US Europe Asia FX Rates Futures Crypto — RANGE 1D

Dow 32,727.19 99.22 0.30% ▲
S&P 500 3,948.16 35.06 0.90% ▲
Nasdaq 13,441.73 226.49 1.71% ▲
GlobalDow 3,819.58 -4.27 -0.11% ▼
Gold 1,738.80 -2.90 -0.17% ▼
Oil 61.20 -0.22 -0.36% ▼

S&P 500 Movers
KSU 12.3 SIVB -4.4
TSLA 6.1 WRK -3.5
AMAT 5.4 AAL -3.4
KLAC 4.9 CCL -3.4

Latest News ALL TIMES EASTERN
1:56p BARRON'S Existing-Home Sales Fell In February. Don't Blame Rising Mortgage Rates—Yet.
1:54p Nasdaq up over 1% as Treasury yields retreat, Dow and S&P trade near session highs
1:50p Rents are still dropping in some parts of the country — but these tenants are missing out
1:49p Monopoly is eliminating beauty contest 'Community Chest' cards as it updates for modern players

RESILIENCE THE FUTURE OF CYBERSECURITY. COMING THIS MAY. JOIN US! RSAConference2021 May 17 – 20 | Virtual Experience

Advertisement

LATEST NEWS Market Snapshot Vaccine stocks EV stocks Heavily shorted stocks U.S. economic calendar Biden's first 100 days Daily Coronavirus Update Pandemic: Year 2 New ideas in retirement The Moneyist

A bitcoin winter ahead? Crypto expert predicts just that, but after digital asset hits $300,000 at end of 2021

IRS: More $1,400 stimulus payments are coming — so check your mail

- 7 things you should not buy with your $1,400 stimulus check
- Opinion: How COVID assistance for a family of 4 can balloon to $69,440 over 17 months

Nasdaq soars 1.6% to kick off last full week of March as Treasury yields retreat, Dow sees slight gain

The MarketWatch Need to Know Newsletter

Guiding investors to the most important news ahead of each trading day

SIGN-UP FREE

Advertisement

Trending Tickers | Higher volume than normal.

HOFV $5.22 ▲ 30.50% 1.22 JFIN $11.76 ▲ 43.05% 3.54 MRKR $2.96 ▲ 22.11% 0.54 SNCA $2.01 ▲ 22.56% 0.37 WKEY $12.80 ▲ 18.41% 1.99

Dynamic Image Analysis Service

Protects the network against sexually explicit images

- Identifies suspect image attachments in emails
- Educates users about the company policy when questionable content is detected
- Monitors and logs/archives emails to provide visibility of misuse
- Enforces company policy by taking appropriate action on emails containing explicit content
- Ensures adherence to Policy and effective compliance

Portfolio, what’s coming, and pricing updates

Analyst perspectives

Email Security Recommendations

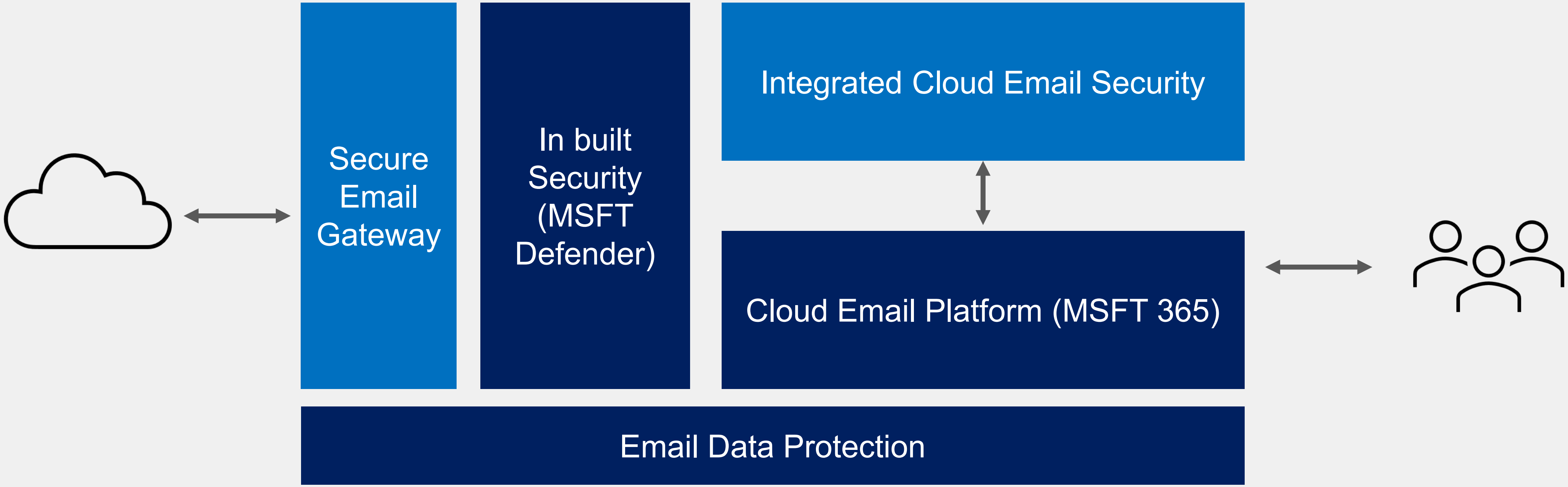
Layer capabilities: inbound, outbound, internal detection and remediation.

Verify incumbent products first. Address gaps in the advanced threat defense capabilities of an incumbent SEG by supplementing if unable to replace

Invest in user education to help prevent commonly targeted impersonation attacks.

Analyst views 2021 - Gartner

- FortiMail Mentioned in **Market Guide for 2021**
- New submarket (ICES) – small but growing quickly
- Innovation is fast – Shift to Cloud continues


Secure Email Gateway

In built Security (MSFT Defender)

Integrated Cloud Email Security

Cloud Email Platform (MSFT 365)

Email Data Protection

Strategic Directions

Full Lifecycle Customer Experience

From prospect to renewal

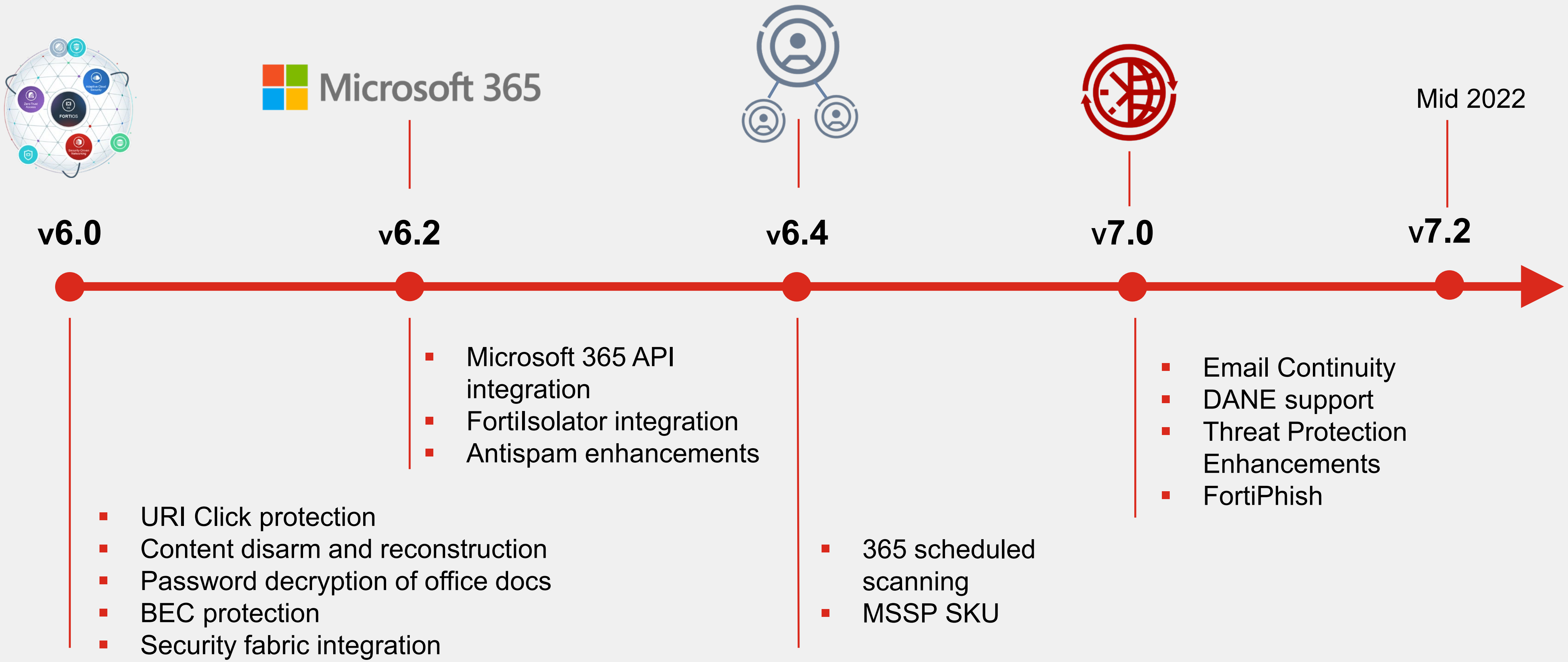
Efficacy

Stay ahead of the threat landscape

Integration

Driving value through connections

Continued investment and innovation in FortiMail



Microsoft 365

Mid 2022

v6.0

- URI Click protection
- Content disarm and reconstruction
- Password decryption of office docs
- BEC protection
- Security fabric integration

v6.2

- Microsoft 365 API integration
- FortiIsolator integration
- Antispam enhancements

v6.4

- 365 scheduled scanning
- MSSP SKU

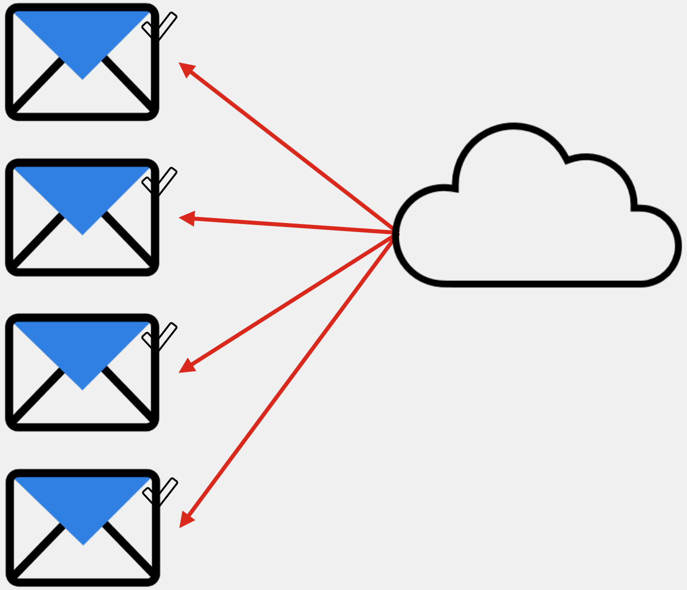
v7.0

- Email Continuity
- DANE support
- Threat Protection Enhancements
- FortiPhish

v7.2

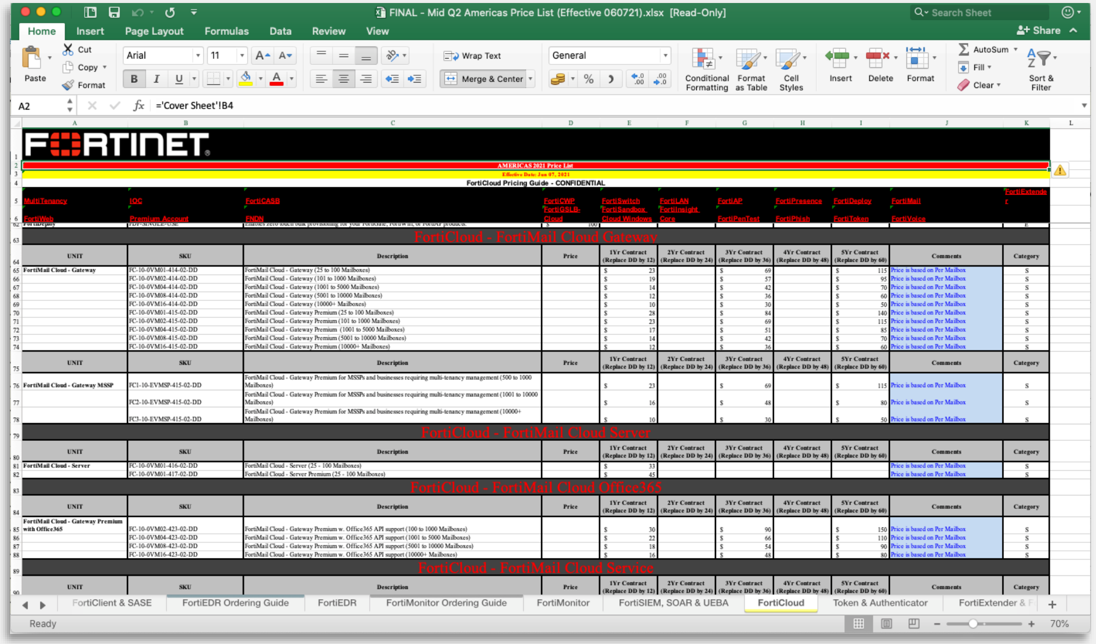
FortiMail Cloud: 2022<

- Simplify sign up
- Streamline provisioning and deployment
- Provide ‘latest and greatest’ for early customer adoption and better retention
- Increase regional footprint
- More redundancy for improved uptime SLA
- Improve service management with new infrastructure



FortiMail Cloud SKUs

- Cloud services should be elastic in nature, scaling with the customer but abstracted away from the infrastructure administration.
- Not tied to a particular VM CPU size.
- Eg: **FC-2-FECLD-415-02-DD**
- Released Q3



='Cover Sheet'!B4

AMERICAS 2021 Price List

Effective Date: Jun 07, 2021

FortiCloud Pricing Guide - CONFIDENTIAL

FortiCloud - FortiMail Cloud Gateway

UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract (Replace DD by 24)	3Yr Contract (Replace DD by 36)	4Yr Contract (Replace DD by 48)	5Yr Contract (Replace DD by 60)	Comments	Category
FortiMail Cloud - Gateway	FC-10-0VM01-414-02-DD	FortiMail Cloud - Gateway (25 to 100 Mailboxes)		$ 23		$ 69		$ 115	Price is based on Per Mailbox	S
	FC-10-0VM02-414-02-DD	FortiMail Cloud - Gateway (101 to 1000 Mailboxes)		$ 19		$ 57		$ 95	Price is based on Per Mailbox	S
	FC-10-0VM04-414-02-DD	FortiMail Cloud - Gateway (1001 to 5000 Mailboxes)		$ 14		$ 42		$ 70	Price is based on Per Mailbox	S
	FC-10-0VM08-414-02-DD	FortiMail Cloud - Gateway (5001 to 10000 Mailboxes)		$ 12		$ 36		$ 60	Price is based on Per Mailbox	S
	FC-10-0VM16-414-02-DD	FortiMail Cloud - Gateway (10000+ Mailboxes)		$ 10		$ 30		$ 50	Price is based on Per Mailbox	S
	FC-10-0VM01-415-02-DD	FortiMail Cloud - Gateway Premium (25 to 100 Mailboxes)		$ 28		$ 84		$ 140	Price is based on Per Mailbox	S
	FC-10-0VM02-415-02-DD	FortiMail Cloud - Gateway Premium (101 to 1000 Mailboxes)		$ 23		$ 69		$ 115	Price is based on Per Mailbox	S
	FC-10-0VM04-415-02-DD	FortiMail Cloud - Gateway Premium (1001 to 5000 Mailboxes)		$ 17		$ 51		$ 85	Price is based on Per Mailbox	S
	FC-10-0VM08-415-02-DD	FortiMail Cloud - Gateway Premium (5001 to 10000 Mailboxes)		$ 14		$ 42		$ 70	Price is based on Per Mailbox	S
	FC-10-0VM16-415-02-DD	FortiMail Cloud - Gateway Premium (10000+ Mailboxes)		$ 12		$ 36		$ 60	Price is based on Per Mailbox	S

UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract (Replace DD by 24)	3Yr Contract (Replace DD by 36)	4Yr Contract (Replace DD by 48)	5Yr Contract (Replace DD by 60)	Comments	Category
FortiMail Cloud - Gateway MSSP	FC1-10-EVMSP-415-02-DD	FortiMail Cloud - Gateway Premium for MSSPs and businesses requiring multi-tenancy management (500 to 1000 Mailboxes)		$ 23		$ 69		$ 115	Price is based on Per Mailbox	S
	FC2-10-EVMSP-415-02-DD	FortiMail Cloud - Gateway Premium for MSSPs and businesses requiring multi-tenancy management (1001 to 10000 Mailboxes)		$ 16		$ 48		$ 80	Price is based on Per Mailbox	S
	FC3-10-EVMSP-415-02-DD	FortiMail Cloud - Gateway Premium for MSSPs and businesses requiring multi-tenancy management (10000+ Mailboxes)		$ 10		$ 30		$ 50	Price is based on Per Mailbox	S

FortiCloud - FortiMail Cloud Server

UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract (Replace DD by 24)	3Yr Contract (Replace DD by 36)	4Yr Contract (Replace DD by 48)	5Yr Contract (Replace DD by 60)	Comments	Category
FortiMail Cloud - Server	FC-10-0VM01-416-02-DD	FortiMail Cloud - Server (25 - 100 Mailboxes)		$ 33					Price is based on Per Mailbox	S
	FC-10-0VM01-417-02-DD	FortiMail Cloud - Server Premium (25 - 100 Mailboxes)		$ 45					Price is based on Per Mailbox	S

FortiCloud - FortiMail Cloud Office365

UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract (Replace DD by 24)	3Yr Contract (Replace DD by 36)	4Yr Contract (Replace DD by 48)	5Yr Contract (Replace DD by 60)	Comments	Category
FortiMail Cloud - Gateway Premium with Office365	FC-10-0VM02-423-02-DD	FortiMail Cloud - Gateway Premium w. Office365 API support (100 to 1000 Mailboxes)		$ 30		$ 90		$ 150	Price is based on Per Mailbox	S
	FC-10-0VM04-423-02-DD	FortiMail Cloud - Gateway Premium w. Office365 API support (1001 to 5000 Mailboxes)		$ 22		$ 66		$ 110	Price is based on Per Mailbox	S
	FC-10-0VM08-423-02-DD	FortiMail Cloud - Gateway Premium w. Office365 API support (5001 to 10000 Mailboxes)		$ 18		$ 54		$ 90	Price is based on Per Mailbox	S
	FC-10-0VM16-423-02-DD	FortiMail Cloud - Gateway Premium w. Office365 API support (10000+ Mailboxes)		$ 16		$ 48		$ 80	Price is based on Per Mailbox	S

FortiCloud - FortiMail Cloud Service

UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract (Replace DD by 24)	3Yr Contract (Replace DD by 36)	4Yr Contract (Replace DD by 48)	5Yr Contract (Replace DD by 60)	Comments	Category

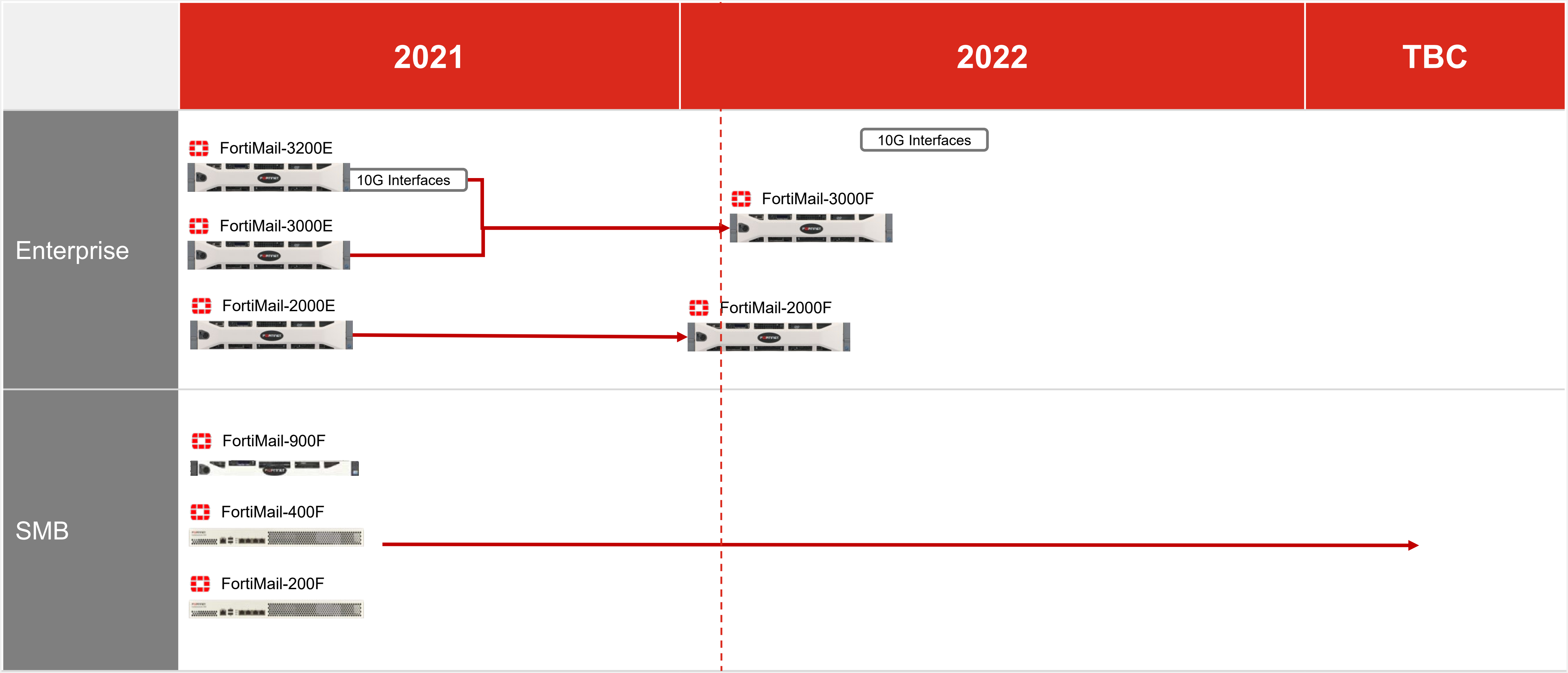
New US datacenter

FortiMail Cloud

Manage it for us.

June ‘21 --------- Infrastructure
July/Sept -------- Platform
Oct ‘21 ---------- CTAP and POCs
Jan/Feb ‘22 ---- Wider availability

Appliance Roadmap



2021

2022

TBC

Enterprise

FortiMail-3200E

10G Interfaces

FortiMail-3000E

10G Interfaces

FortiMail-3000F

FortiMail-2000E

FortiMail-2000F

SMB

FortiMail-900F

FortiMail-400F

FortiMail-200F

New F Series Appliances

	FortiMail 2000F	FortiMail 3000F
Specifications:		
Data loss prevention	yes	yes
Email routing per hour	1.6m	3.5m
Fortiguard Antispam	1.1m	2.6m
Server mode mailboxes	2000	3000
10/100/1000 Interfaces (Copper, RJ45)	4	4
SFP Gigabit Ethernet Interface	2	2
SFP+ 10 Gigabit Ethernet Interface	-	2
Redundant Hot Swap Power Supplies	Yes	Yes
Storage	2x 2TB SAS (6 x 2 TB Optional)	2x 2TB (10 x 2 TB Optional)
Power Supply	Dual	Dual

Pricing changes

Appliances

↑ 8 to 11%

Virtual Machines

↑ 7%

FortiMail Cloud

EASY

↑ 9% to 14%

GTW/GTW Premium

→ ~0%

O365

Expect pricing changes to hit with release of the Q1 price list.

Pricing changes

Appliances

PRODUCT	CURRENT PRICE	NEW PRICE	INCREASE
FML-200F	$4,279	$4,749	11%
FML-400F	$8,559	$9,499	11%
FML-900F	$19,259	$21,149	9.6%
FML-2000E	$28,890	$31,249	8.2%
FML-2000F	$29,999	$32,449	8.2%
FML-3000E	$41,730	$45,098	8.1%
FML-3000F	$44,999	$48,649	8.1%
FML-3200E	$48,145	-	-

Virtual Machines

PRODUCT	CURRENT PRICE	NEW PRICE	INCREASE
VM01	$3,599	$3,849	7%
VM02	$6,999	$7,498	7%
VM04	$16,999	$18,198	7%
VM08	$24,999	$26,748	7%
VM16	$32,995	$35,298	7%
VM32	$49,995	$53,498	7%

FortiMail Cloud

FORTIMAIL CLOUD	SKU	Description	CURRENT	PROPOSED	$ Change	% Change
FortiMail Cloud – Gateway	FC1-10-FECLD-414-02-DD	25 to 100 mailboxes	$23.00	$25.00	$2.00	8.7%
FortiMail Cloud – Gateway	FC2-10-FECLD-414-02-DD	101 to 1000 mailboxes	$19.00	$21.00	$2.00	10.5%
FortiMail Cloud – Gateway	FC3-10-FECLD-414-02-DD	1001 to 5000 mailboxes	$14.00	$16.00	$2.00	14.3%
FortiMail Cloud – Gateway	FC4-10-FECLD-414-02-DD	5001-10000 mailboxes	$12.00	$13.00	$1.00	8.3%
FortiMail Cloud – Gateway	FC5-10-FECLD-414-02-DD	10000+ mailboxes	$10.00	$11.00	$1.00	10.0%
FortiMail Cloud – Gateway Premium	FC1-10-FECLD-415-02-DD	25-100 mailboxes	$28.00	$30.00	$2.00	7.1%
FortiMail Cloud – Gateway Premium	FC2-10-FECLD-415-02-DD	101-1000 mailboxes	$23.00	$25.00	$2.00	8.7%
FortiMail Cloud – Gateway Premium	FC3-10-FECLD-415-02-DD	1001-5000 mailboxes	$17.00	$19.00	$2.00	11.8%
FortiMail Cloud – Gateway Premium	FC4-10-FECLD-415-02-DD	5000-10000 mailboxes	$14.00	$15.00	$1.00	7.1%
FortiMail Cloud – Gateway Premium	FC5-10-FECLD-415-02-DD	10000+ mailboxes	$12.00	$13.00	$1.00	8.3%
FortiMail Cloud – Gateway Premium with Office365	FC1-10-FECLD-423-02-DD	25-100 mailboxes	$38.00	$36.00	-$2.00	-5.3%
FortiMail Cloud – Gateway Premium with Office365	FC2-10-FECLD-423-02-DD	101-1000 mailboxes	$30.00	$29.00	-$1.00	-3.3%
FortiMail Cloud – Gateway Premium with Office365	FC3-10-FECLD-423-02-DD	1001-5000 mailboxes	$22.00	$23.00	$1.00	4.5%
FortiMail Cloud – Gateway Premium with Office365	FC4-10-FECLD-423-02-DD	5001-10000 mailboxes	$18.00	$18.00	$0.00	0.0%
FortiMail Cloud – Gateway Premium with Office365	FC5-10-FECLD-423-02-DD	10000+ mailboxes	$16.00	$16.00	$0.00	0.0%
FortiMail Cloud - Server	FC1-10-FECLD-416-02-DD	25-100 mailboxes	$33.00	$35.00	$2.00	6.1%
FortiMail Cloud - Server	FC1-10-FECLD-417-02-DD	25-100 mailboxes	$45.00	$45.00	$0.00	0.0%
FortiMail Cloud Content Analysis Service	FC-10-FMLC0-160-02-DD	Per Mailbox	$1.90	$2.00	$0.10	5.3%
FortiMail Cloud Email Continuity Service	FC-10-FMLC0-309-02-DD	Per Mailbox	$7.00	$7.00	$0.00	0.0%

Selling

Listen for the Cues

Types of Threats

- “I’m concerned about phishing / impersonation / business email compromise of my employees.”
- “We had a breach recently where an employee clicked on an attachment they shouldn’t have.”
- “Our employees are always clicking on something that got through.”
- “We don’t think our current solution is doing a good job of spotting detecting threats and/or spam.”
- “We just use the native security tools.”
- “We’re using Symantec for email security.”

Probing Questions—Microsoft 365

Starting a Conversation

- How are you addressing security and spam detection given gaps Microsoft 365 has been reported to have?
- Did you know that Microsoft Defender fared poorly in anti-malware and spam testing by SE Labs?

Probing

- Are your employees good about not clicking on suspicious files or malicious attachments in emails?
- Have your employees been complaining about suspicious emails or spam getting through?
- Are you seeing more threats and spam get through than before you signed up for Microsoft 365?

Getting to the Next Stage

- Can I send you the SE Labs report showing Microsoft's native security capabilities and how they performed?
- Can I interest you in a free Email Risk Assessment? It will give you a clear idea as to what's getting through.

Leverage new assets

White Paper

FORTINET

SOLUTION BRIEF

Stop Email-based Ransomware Attacks With FortiMail

Executive Summary

[illegible]

1 of every 3 ransomware attacks involves email as a threat vector.

FortiMail

[illegible]

Types of Email-borne Threats and Risks

Building Blocks

[illegible]

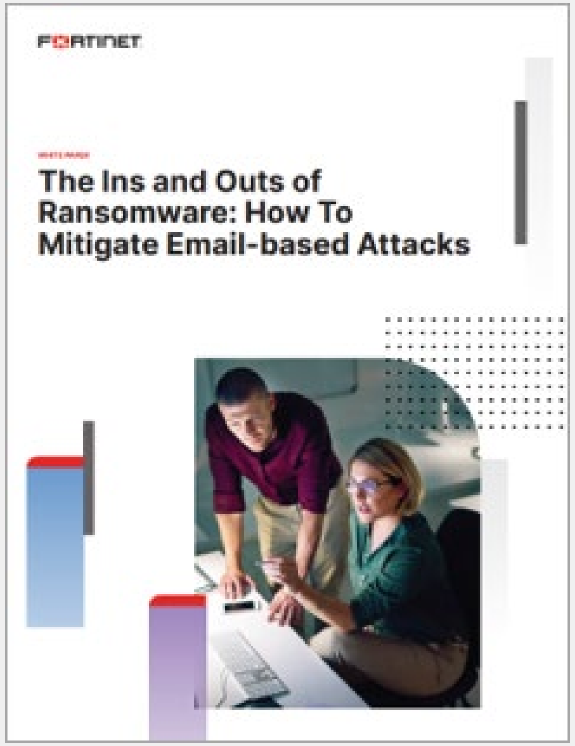
- Detecting phishing, spear phishing, and impersonation attacks
- Applying URL inspection techniques to detect ransomware-related threats at the end of a click
- Performing advanced analysis and detonation of suspect file attachments

eBook

FORTINET

Why Email Security Is So Valuable for Protecting Against Ransomware

Solution Brief



FORTINET

WHITE PAPER

The Ins and Outs of Ransomware: How To Mitigate Email-based Attacks

Email-based Ransomware Threats

Coming soon…

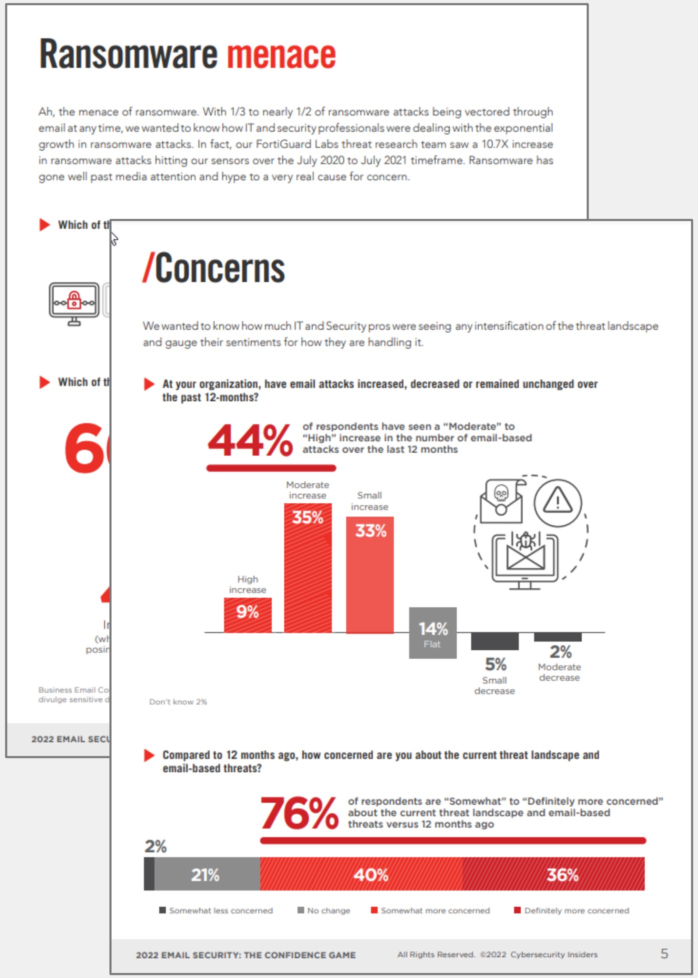
2022

Cybersecurity INSIDERS

EMAIL SECURITY: The Confidence Game

FORTINET

Report



Ransomware menace

Ah, the menace of ransomware. With 1/3 to nearly 1/2 of ransomware attacks being vectored through email at any time, we wanted to know how IT and security professionals were dealing with the exponential growth in ransomware attacks. In fact, our FortiGuard Labs threat research team saw a 10.7X increase in ransomware attacks hitting our sensors over the July 2020 to July 2021 timeframe. Ransomware has gone well past media attention and hype to a very real cause for concern.

Which of th

Which of th

6

Business Email Co
divulge sensitive d

2022 EMAIL SECU

/Concerns

We wanted to know how much IT and Security pros were seeing any intensification of the threat landscape and gauge their sentiments for how they are handling it.

At your organization, have email attacks increased, decreased or remained unchanged over the past 12-months?

44% of respondents have seen a "Moderate" to "High" increase in the number of email-based attacks over the last 12 months

Compared to 12 months ago, how concerned are you about the current threat landscape and email-based threats?

76% of respondents are "Somewhat" to "Definitely more concerned" about the current threat landscape and email-based threats versus 12 months ago

2%
21%
40%
36%
■ Somewhat less concerned
■ No change
■ Somewhat more concerned
■ Definitely more concerned

2022 EMAIL SECURITY: THE CONFIDENCE GAME All Rights Reserved. ©2022 Cybersecurity Insiders 5

FORTINET

WHITE PAPER

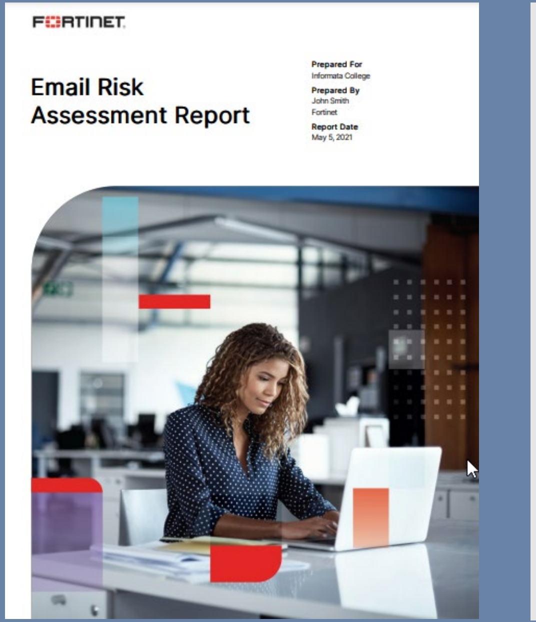
Mitigating the Costs Associated With Email Outages Just Makes Cents

White Paper – Now Available

Polling Question

CTAP Email Risk Assessment

Test drive FortiMail for detecting email-borne threats and stopping spam.



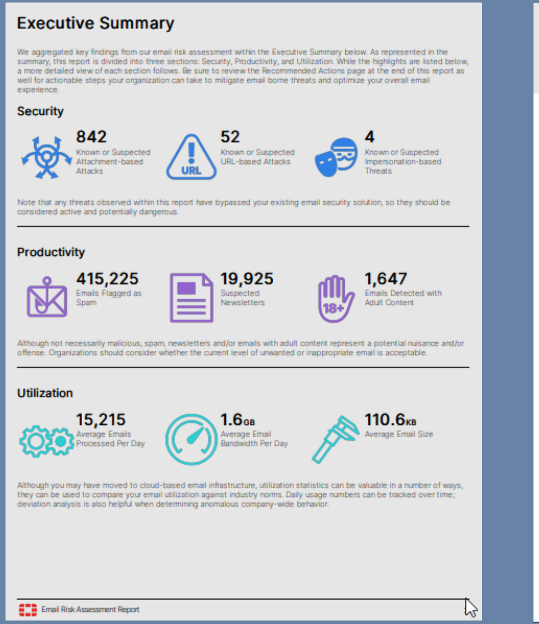
FORTINET

Email Risk Assessment Report

Prepared For
Informata College

Prepared By
John Smith
Fortinet

Report Date
May 5, 2021



Executive Summary

We aggregated key findings from our email risk assessment within the Executive Summary below. As represented in the summary, this report is divided into three sections: Security, Productivity, and Utilization. While the highlights are listed below, a more detailed view of each section follows. Be sure to review the Recommended Actions page at the end of this report as well for actionable steps your organization can take to mitigate email borne threats and optimize your overall email experience.

Security

842 Known or Suspected Attachment-based Attacks

52 Known or Suspected URL-based Attacks

4 Known or Suspected Impersonation-based Threats

Note that any threats observed within this report have bypassed your existing email security solution, so they should be considered active and potentially dangerous.

Productivity

415,225 Emails Flagged as Spam

19,925 Suspected Newsletters

1,647 Emails Detected with Adult Content

Although not necessarily malicious, spam, newsletters and/or emails with adult content represent a potential nuisance and/or offense. Organizations should consider whether the current level of unwanted or inappropriate email is acceptable.

Utilization

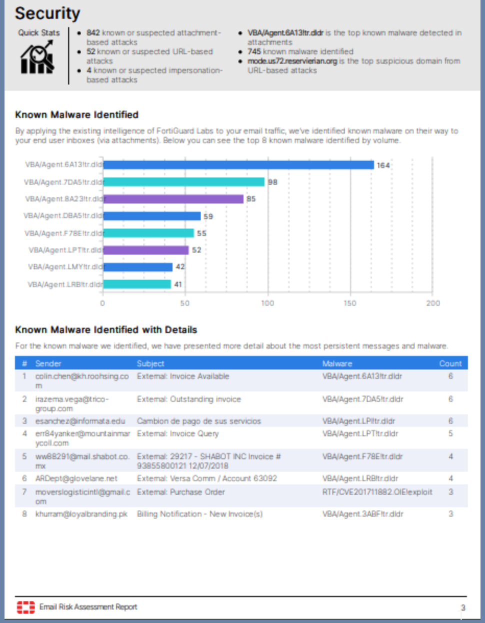
15,215 Average Emails Processed Per Day

1.6GB Average Email Bandwidth Per Day

110.6KB Average Email Size

Although you may have moved to cloud-based email infrastructure, utilization statistics can be valuable in a number of ways, they can be used to compare your email utilization against industry norms. Daily usage numbers can be tracked over time; deviation analysis is also helpful when determining anomalous company-wide behavior.

Email Risk Assessment Report



Security

Quick Stats

- **842** known or suspected attachment-based attacks
- **52** known or suspected URL-based attacks
- **4** known or suspected impersonation-based attacks
- **VBA/Agent.6A13!tr.dldr** is the top known malware detected in attachments
- **745** known malware identified
- **mode.us72.reservierian.org** is the top suspicious domain from URL-based attacks

Known Malware Identified

By applying the existing intelligence of FortiGuard Labs to your email traffic, we've identified known malware on their way to your end user inboxes (via attachments). Below you can see the top 8 known malware identified by volume.

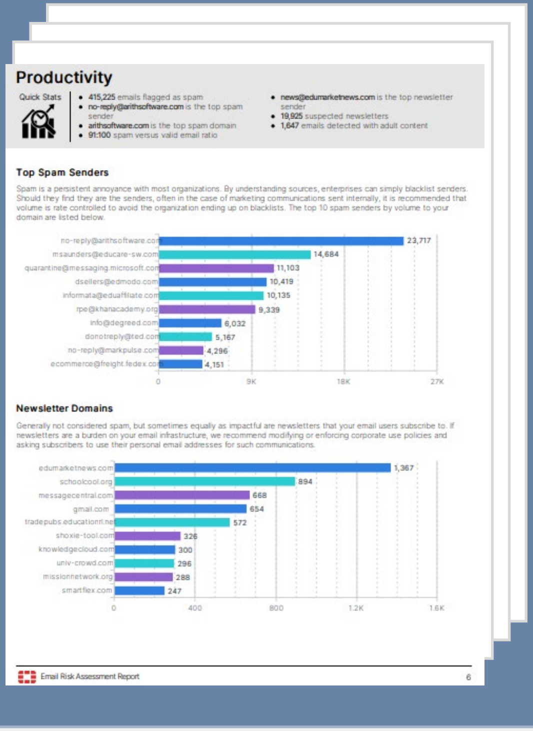
VBA/Agent.6A13!tr.dldr 164
VBA/Agent.7DA5!tr.dldr 98
VBA/Agent.8A23!tr.dldr 85
VBA/Agent.DBA5!tr.dldr 59
VBA/Agent.F78E!tr.dldr 55
VBA/Agent.LPT!tr.dldr 52
VBA/Agent.LMY!tr.dldr 42
VBA/Agent.LRB!tr.dldr 41
0
50
100
150
200

Known Malware Identified with Details

For the known malware we identified, we have presented more detail about the most persistent messages and malware.

#	Sender	Subject	Malware	Count
1	colin.chen@kh.roohsing.com	External: Invoice Available	VBA/Agent.6A13!tr.dldr	6
2	irazema.vega@trico-group.com	External: Outstanding invoice	VBA/Agent.7DA5!tr.dldr	6
3	esanchez@informata.edu	Cambion de pago de sus servicios	VBA/Agent.LPI!tr.dldr	6
4	err84yanker@mountainmarycoll.com	External: Invoice Query	VBA/Agent.LPT!tr.dldr	5
5	ww88291@mail.shabot.co.mx	External: 29217 - SHABOT INC Invoice # 93855800121 12/07/2018	VBA/Agent.F78E!tr.dldr	4
6	ARDept@glovelane.net	External: Versa Comm / Account 63092	VBA/Agent.LRB!tr.dldr	4
7	moverslogisticintl@gmail.com	External: Purchase Order	RTF/CVE201711882.OIE!exploit	3
8	khurram@loyalbranding.pk	Billing Notification - New Invoice(s)	VBA/Agent.3ABF!tr.dldr	3

Email Risk Assessment Report 3



Productivity

Quick Stats

- **415,225** emails flagged as spam
- **no-reply@arithsoftware.com** is the top spam sender
- **arithsoftware.com** is the top spam domain
- **91:100** spam versus valid email ratio
- **news@edumarketnews.com** is the top newsletter sender
- **19,925** suspected newsletters
- **1,647** emails detected with adult content

Top Spam Senders

Spam is a persistent annoyance with most organizations. By understanding sources, enterprises can simply blacklist senders. Should they find they are the senders, often in the case of marketing communications sent internally, it is recommended that volume is rate controlled to avoid the organization ending up on blacklists. The top 10 spam senders by volume to your domain are listed below.

no-reply@arithsoftware.com 23,717
msaunders@educare-sw.com 14,684
quarantine@messaging.microsoft.com 11,103
dsellers@edmodo.com 10,419
informata@eduaffiliate.com 10,135
rpe@khanacademy.org 9,339
info@degreed.com 6,032
donotreply@ted.com 5,167
no-reply@markpulse.com 4,296
ecommerce@freight.fedex.com 4,151
0
9K
18K
27K

Newsletter Domains

Generally not considered spam, but sometimes equally as impactful are newsletters that your email users subscribe to. If newsletters are a burden on your email infrastructure, we recommend modifying or enforcing corporate use policies and asking subscribers to use their personal email addresses for such communications.

Email Risk Assessment Report 6

Exchange Server 2016

Microsoft 365

Google Workspace

Takeaways

Key Takeaways

Email security is becoming top of mind again.

FortiMail is emerging as a strong, cost-effective alternative to market leaders Proofpoint/Mimecast.

Our differentiation – especially, the Fabric – is resonating in the marketplace.

Initiate new conversations and take Microsoft O365 head-on.

Drive growth in our FortiMail Cloud and CTAP.

FORTINET®

Thank You ☺

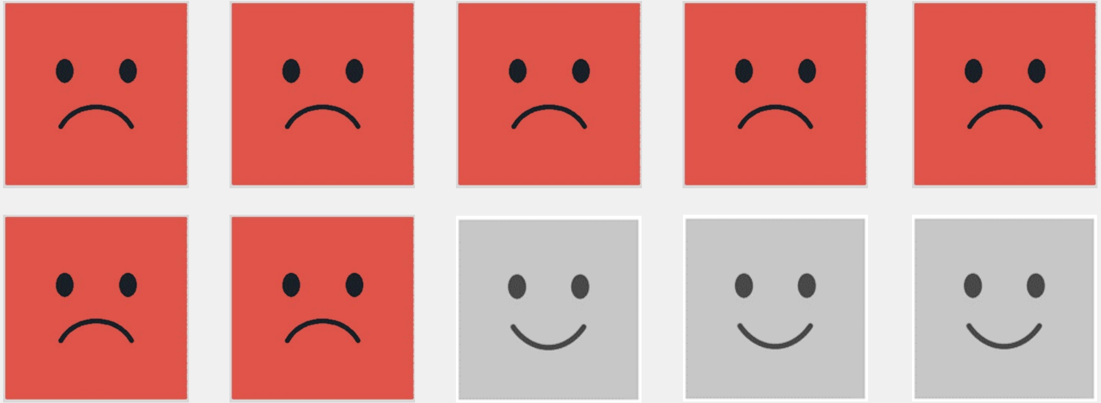
BACKUP

What Email Analytics Are Telling Us

- On average, per email assessment
  - 10 known malware attachments
  - 3 unknown malware attachments
  - 95% at least 1 impersonation attack
  - 51% of emails are spam
  - 30% of emails are newsletters

- Most susceptible verticals are:
  - Government (88%)
  - Retail (74%)
  - Manufacturing (72%)
  - Education (64%)
  - Technology (57%)

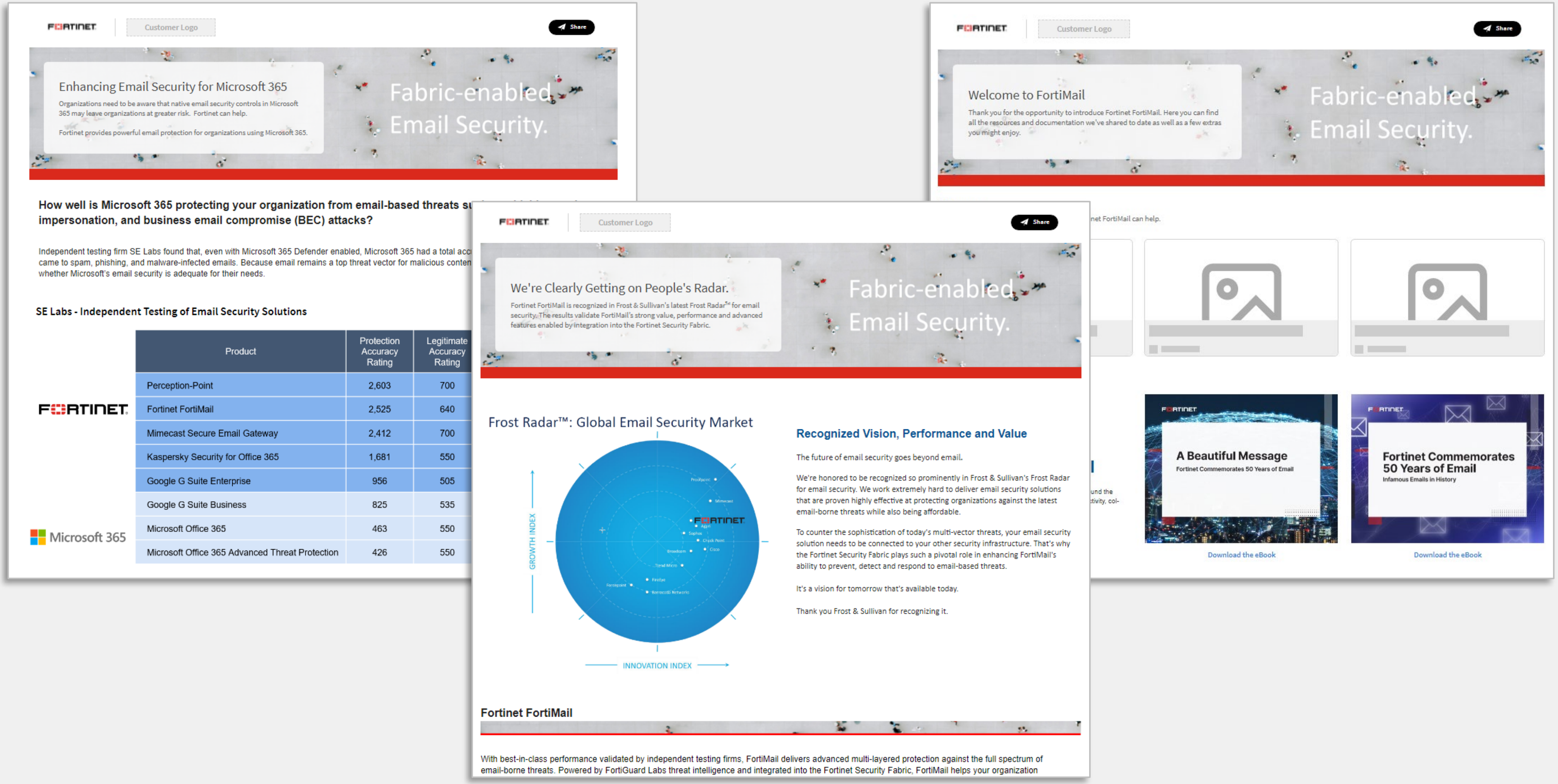
We find "bad stuff" in...



68%

of email assessments

Highspot



Customer Logo

Share

Enhancing Email Security for Microsoft 365

Organizations need to be aware that native email security controls in Microsoft 365 may leave organizations at greater risk. Fortinet can help.

Fortinet provides powerful email protection for organizations using Microsoft 365.

Fabric-enabled Email Security.

How well is Microsoft 365 protecting your organization from email-based threats su impersonation, and business email compromise (BEC) attacks?

Independent testing firm SE Labs found that, even with Microsoft 365 Defender enabled, Microsoft 365 had a total acc came to spam, phishing, and malware-infected emails. Because email remains a top threat vector for malicious conten whether Microsoft's email security is adequate for their needs.

SE Labs - Independent Testing of Email Security Solutions

	Product	Protection Accuracy Rating	Legitimate Accuracy Rating
	Perception-Point	2,603	700
FORTINET	Fortinet FortiMail	2,525	640
	Mimecast Secure Email Gateway	2,412	700
	Kaspersky Security for Office 365	1,681	550
	Google G Suite Enterprise	956	505
	Google G Suite Business	825	535
Microsoft 365	Microsoft Office 365	463	550
	Microsoft Office 365 Advanced Threat Protection	426	550

Customer Logo

Share

We're Clearly Getting on People's Radar.

Fortinet FortiMail is recognized in Frost & Sullivan's latest Frost Radar™ for email security. The results validate FortiMail's strong value, performance and advanced features enabled by integration into the Fortinet Security Fabric.

Fabric-enabled Email Security.

Frost Radar™: Global Email Security Market

Recognized Vision, Performance and Value

The future of email security goes beyond email.

We're honored to be recognized so prominently in Frost & Sullivan's Frost Radar for email security. We work extremely hard to deliver email security solutions that are proven highly effective at protecting organizations against the latest email-borne threats while also being affordable.

To counter the sophistication of today's multi-vector threats, your email security solution needs to be connected to your other security infrastructure. That's why the Fortinet Security Fabric plays such a pivotal role in enhancing FortiMail's ability to prevent, detect and respond to email-based threats.

It's a vision for tomorrow that's available today.

Thank you Frost & Sullivan for recognizing it.

Fortinet FortiMail

With best-in-class performance validated by independent testing firms, FortiMail delivers advanced multi-layered protection against the full spectrum of email-borne threats. Powered by FortiGuard Labs threat intelligence and integrated into the Fortinet Security Fabric, FortiMail helps your organization

Customer Logo

Share

Welcome to FortiMail

Thank you for the opportunity to introduce Fortinet FortiMail. Here you can find all the resources and documentation we've shared to date as well as a few extras you might enjoy.

Fabric-enabled Email Security.

net FortiMail can help.

und the
tivity, col-

A Beautiful Message

Fortinet Commemorates 50 Years of Email

Download the eBook

Fortinet Commemorates 50 Years of Email

Infamous Emails in History

Download the eBook

What’s coming?

Instructions:
Include any tables appropriate to talk about pricing changes or updates. Note: We suggest talking more about pricing changes and updates versus going through existing pricing SKU by SKU. Make a call-out to the Ordering Guide and where it can be found.

For anything where we are communicating something that is coming and still subject to change, we should include the disclaimer below.

*Any statements made in regards to future product release are forward-looking forecasts, subject to change and should not be shared with any person or entity outside of Fortinet without the proper agreements in place.

Core differentiation matrix

🟩 T

🟦 S

⬜ P

Instructions:
This is an optional slide approach that calls out core differentiators (not at a specific product feature level), to provide guidance on which differentiators are more likely to resonate against a top competitor based on whether a seller is talking to a Fortinet customer or a prospect.

Core Fortinet Differentiators	COMPETITOR		COMPETI			
	Prospect	Customer	Prospect	Customer	Prospect	Customer
Differentiator #1	🟦	🟦	🟦	🟦	⬜	⬜
Differentiator #2	🟩	🟩	⬜	⬜	🟩	🟩
Differentiator #3	🟩	🟩	🟩	🟩	🟦	🟩
Differentiator #4	🟩	🟩	🟩	🟩	🟩	🟦
Differentiator #5	⬜	⬜	🟩	🟩	🟩	🟩

Prospective: Fortinet Green Field
Customer: FortiMail renewal or other products

How to engage and win

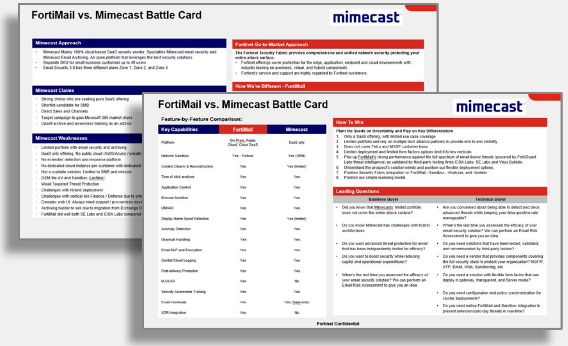
Instructions:
Consider calling out related assets that the seller or partner can access for more insights.

? Start a Conversation

- Add a question that would be in the voice of the seller.
- Add a question that would be in the voice of the seller.
- Add a question that would be in the voice of the seller.

• • • Position Fortinet in Your Ong

- Very specific guidance on what or how to position a feature or point of differentiation.
- Very specific guidance on what or how to position a feature or point of differentiation.
- Very specific guidance on what or how to position a feature or point of differentiation.



FortiMail vs. Mimecast Battle Card

mimecast

Mimecast Approach

- Mimecast Mainly 100% cloud-based SaaS security vendor. Specialties Mimecast email security and Mimecast Email Archiving. An open platform that leverages the best security solutions.
- Separate SKU for small business customers up to 49 users
- Email Security 3.0 has three different plans Zone 1, Zone 2, and Zone 3

Fortinet Go-to-Market Approach

The Fortinet Security Fabric provides comprehensive and unified network security protecting your entire attack surface.

- Fortinet offerings cover protection for the edge, application, endpoint and cloud environments with industry leading on-premises, virtual, and hybrid components.
- Fortinet's service and support are highly regarded by Fortinet customers.

How We're Different - FortiMail

Mimecast Claims

- Strong choice who are seeking pure SaaS offering
- Shortlist candidate for SMB
- Direct Sales and Channels
- Target campaign to gain Microsoft 365 market share
- Upsell archive and awareness training as an add-on

Mimecast Weaknesses

- Limited portfolio with email security and archiving
- SaaS only offering. No public cloud (AWS/Azure) / private
- No extended detection and response platform
- No dedicated cloud instance per customer with dedicated
- Not a scalable solution. Limited to SMB and midsize
- OEM the AV and Sandbox (Lastline)
- Weak Targeted Threat Protection
- Challenges with Hybrid deployment
- Challenges with vertical like Finance / Defense due to only
- Complex web UI. Always need support / pro-services assi
- Archiving harder to sell due to migration from Exchange O
- FortiMail did well both SE Labs and ICSA Labs compared

FortiMail vs. Mimecast Battle Card

mimecast

Feature-by-Feature Comparison:

Key Capabilities	FortiMail	Mimecast
Platform	On-Prem, Public Cloud, Cloud SaaS	SaaS only
Network Sandbox	Yes - Fortinet	Yes (OEM)
Content Disarm & Reconstruction	Yes	Yes (limited)
Time of click analysis	Yes	Yes
Application Control	Yes	Yes
Browser Isolation	Yes	Yes
DMARC	Yes	Yes
Display Name Spoof Detection	Yes	Yes (limited)
Anomaly Detection	Yes	Yes
Graymail Handling	Yes	Yes
Email DLP and Encryption	Yes	Yes
Central Cloud Logging	Yes	Yes
Post-delivery Protection	Yes	Yes
M-SOAR	Yes	No
Security Awareness Training	Yes	Yes
Email Continuity	Yes	Yes (Saas only)
XDR integration	Yes	No

How To Win

Plant the Seeds on Uncertainty and Play on Key Differentiators

1. Only a SaaS offering, with limited use case coverage
2. Limited portfolio and rely on multiple tech alliance partners to provide end to end visibility
3. Does not cover Telco and MSSP customer base
4. Limited deployment and limited form factors options limit it to few verticals
5. Play up FortiMail's strong performance against the full spectrum of email-borne threats (powered by FortiGuard Labs threat intelligence) as validated by third-party testing firms ICSA Labs, SE Labs and Virus Bulletin.
6. Understand the prospect's solution needs and position our flexible deployment options.
7. Position Security Fabric integration w/ FortiMail, -Sandbox, -Analyzer, and -Isolator
8. Position our simple licensing model.

Leading Questions

Business Buyer

- Did you know that Mimecasts' limited portfolio does not cover the entire attack surface?
- Do you know Mimecast has challenges with hybrid architectures
- Do you want advanced threat protection for email that has been independently tested for efficacy?
- Do you want to boost security while reducing capital and operational expenditures?
- When's the last time you assessed the efficacy of your email security solution? We can perform an Email Risk Assessment to give you an idea

Technical Buyer

- Are you concerned about being able to detect and block advanced threats while keeping your false-positive rate manageable?
- When's the last time you assessed the efficacy of your email security solution? We can perform an Email Risk Assessment to give you an idea.
- Do you need solutions that have been tested, validated, and recommended by third-party testers?
- Do you need a vendor that provides components covering the full security stack to protect your organization? NGFW, ATP, Email, Web, Sandboxing, etc.
- Do you need a solution with flexible form factor that can deploy in gateway, transparent, and Server mode?
- Do you need configuration and policy synchronization for cluster deployments?
- Do you need native FortiMail and Sandbox integration to prevent unknown/zero-day threats in real-time?

Fortinet Confidential

Get the Battle Card – Go to the FUSE FortiMail page or Hubspot.

Content to enable sellers

Conversation Starters

Field Briefs

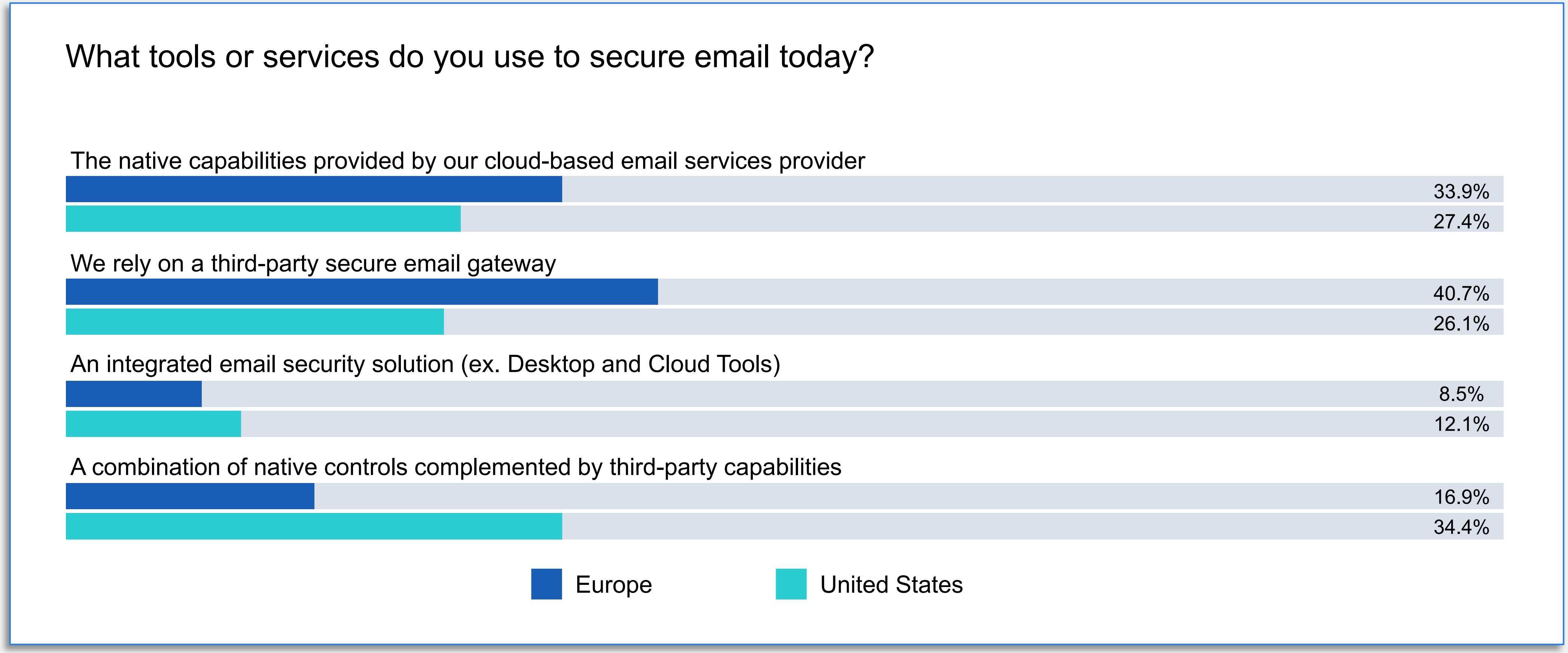
Battle Cards

Thought Leadership

Core Content

Highspot Templates

Use of Cloud Native Security Controls



How to engage and win

Competitor Name

Start a Conversation

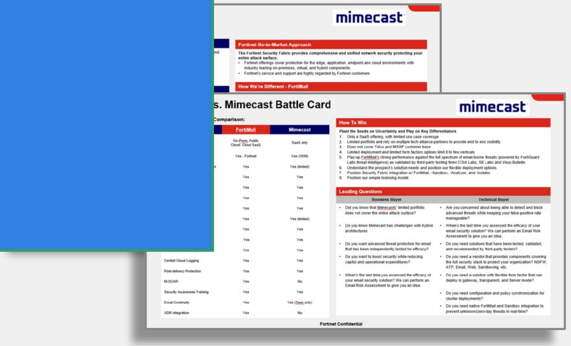
- Add a question in the voice of tl
- Add a question in the voice of tl
- Add a question in the voice of tl

Position Fortinet in Your Ongoing Conversation

- on a feature
- on a feature
- on a feature

Conversation Starters

Use this slide format!



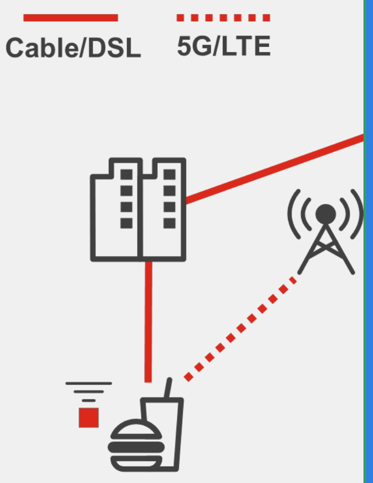
mimecast

s. Mimecast Battle Card

mimecast

Get the Battle Card – Go to the FUSE FortiMail page or Hubspot.

Use Case: Descriptive title of the use case



Determine how to use this.

experience by…

ency through…

result of….