Partner Enablement

Playbook

Fortify Your Partnership ›

EXCLUSIVE NETWORKS

FORTINET

Contents:

EXCLUSIVE NETWORKS FORTINET

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 maximise 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

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:	13,568
Founded:	Nov. 2000
First Product Release:	May 2002
Fortinet IPO:	Nov. 2009
NASDAQ:	FTNT
FY 2023 revenue:	$5.305B
FY 2023 billings:	$6.40B
Q4 2023 revenue:	$1.415B
Q4 2023 billings:	$1.865B
Q4 2023: Op.Margin (GAAP):	27.2%
Q4 2023 EPS (GAAP):	$0.40/share
Market Cap (Dec. 31 2020):	$44.54B $2.440B cash+investements
Cumulative Units Shipped to date:	11.8+ Million
Total Customers:	760,000+
Global Patents (as of Dec. 31 2020):	Issued 1,299 / Pending 252

DOWNLOAD THE LATEST CORPORATE BROCHURE

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Most Deployed Network Security

Fortinet is the #1 vendor for firewall shipments globally with more than 50% share.

Source - 650 Group

Top network security innovator

2 x more patents than comparable cybersecurity companies.

Source: US Patent Office, as of December 31 2023

Broadest security protection

From IoT to the Cloud

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

#1 Most Third-Party Validated

Leadership positions in eight Gartner Magic Quadrants. 90+ Enterprise Analyst Reports validate Fortinet across Networking and Security.

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

The Fortinet Security Fabric: Cybersecurity, Everywhere You Need It.

Within our unified platform, three solutions redefine cybersecurity, helping you to respond to an ever-evolving cybersecurity landscape to meet constantly accelerating business needs. The solution to simplifying complex networks, distributed users, and hybrid applications is the convergence and consolidation of security, all with flexible consumption models to make buying easy.

Secure Networking

CONVERGE

Security and networking convergence across all edges, users, and devices

Security Operations

CONSOLIDATE

Consolidated security operations platform to accelerate time detect and respond

Universal SASE

CONSUME

Flexible consumption of security services to secure access & protect networks, application & data on any cloud

Get comfortable talking about the Fortinet Cybersecurity Mesh Fabric:

Resources available:

Start Promoting the Security Fabric

DOWNLOAD CAMPAIGN IN A BOX

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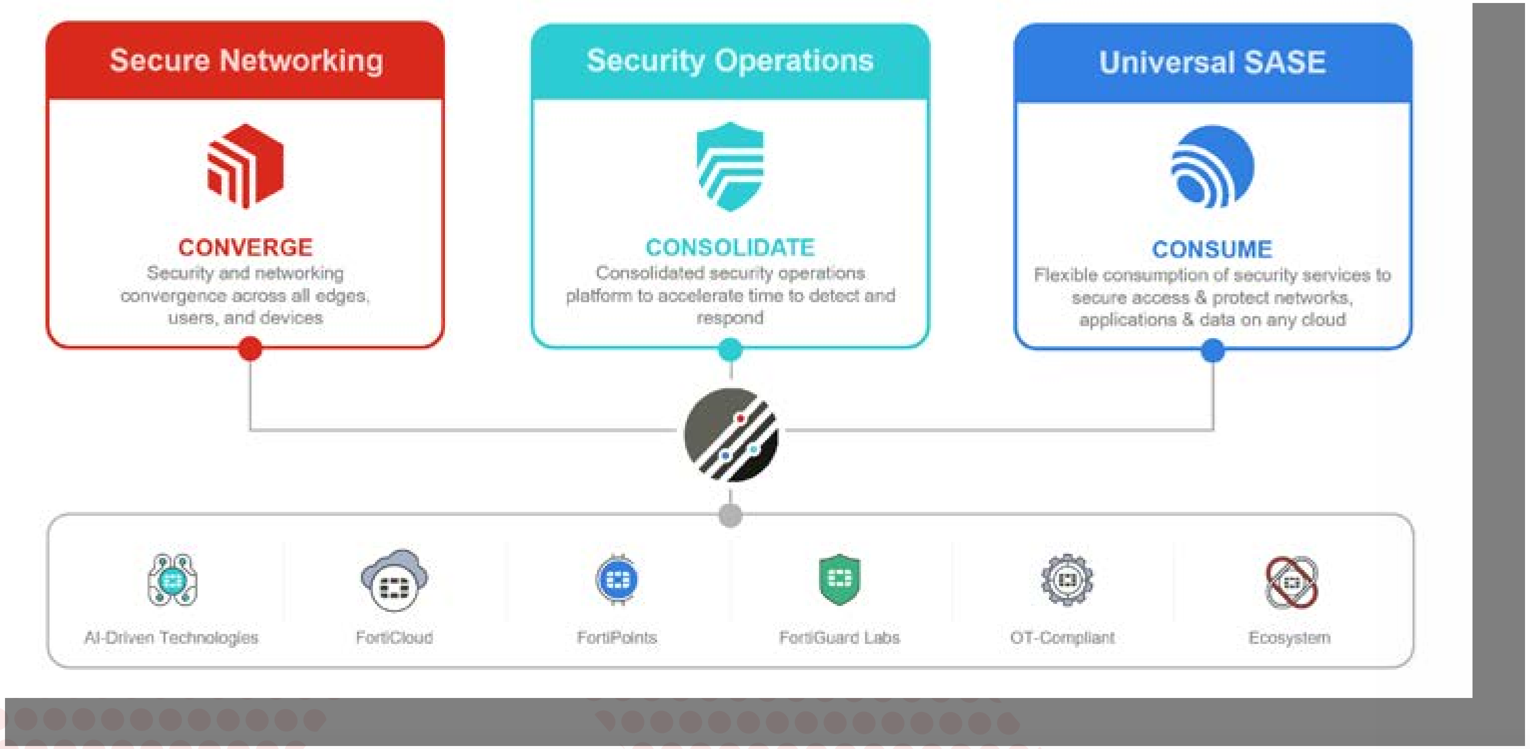
One Platform
The Fortinet Security Fabric



Secure Networking

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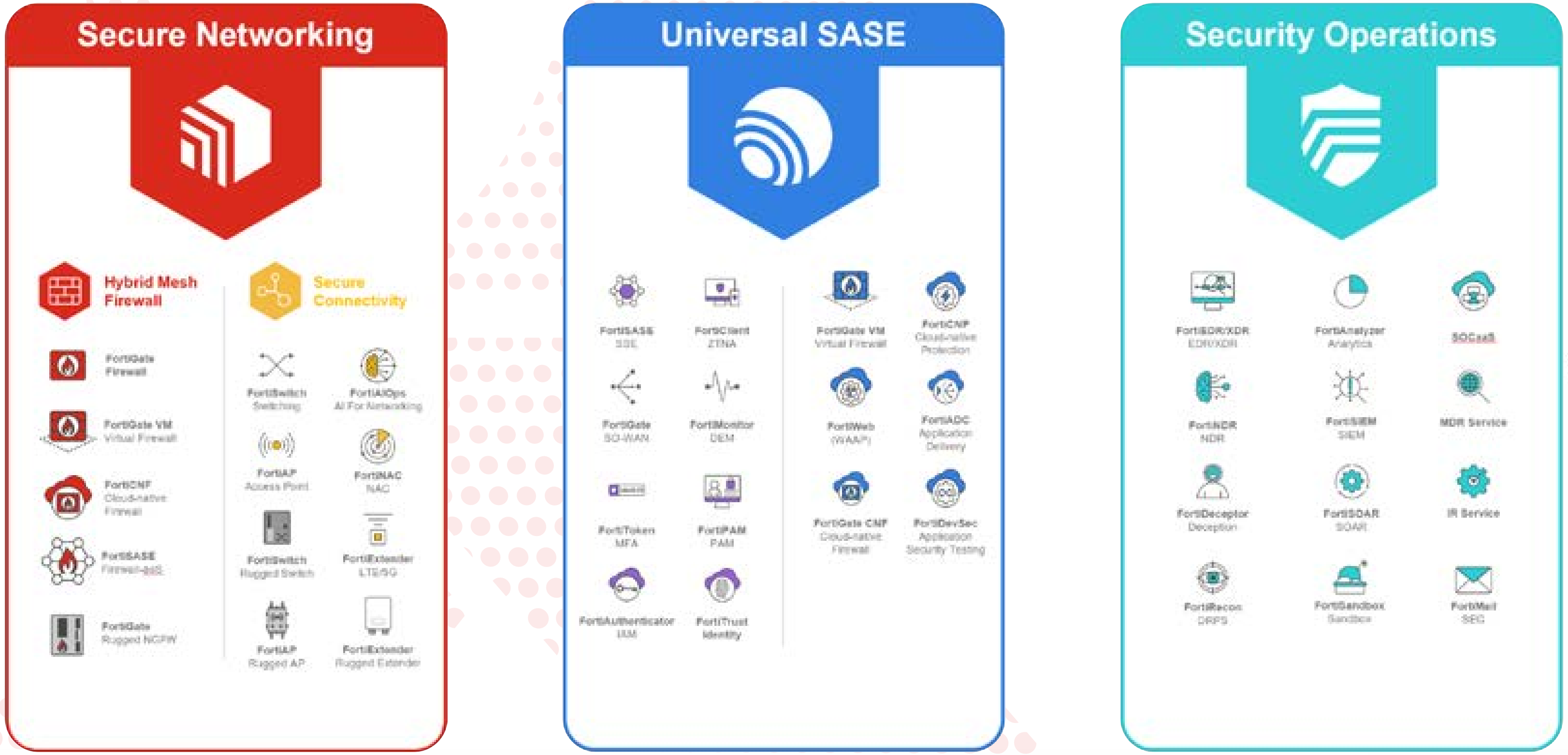
One Platform
Fortinet Fabric Portfolio



Secure Networking

Hybrid Mesh Firewall

FortiGate
Firewall

FortiGate VM
Virtual Firewall

FortiCNF
Cloud-native
Firewall

FortiSASE
Firewall-aaS

FortiGate
Rugged NGFW

Secure Connectivity

FortiSwitch
Switching

FortiAIOps
AI For Networking

FortiAP
Access Point

FortiNAC
NAC

FortiSwitch
Rugged Switch

FortiExtender
LTE/5G

FortiAP
Rugged AP

FortiExtender
Rugged Extender

Universal SASE

FortiSASE
SSE

FortiClient
ZTNA

FortiGate
SD-WAN

FortiMonitor
DEM

FortiToken
MFA

FortiPAM
PAM

FortiAuthenticator
IAM

FortiTrust
Identity

FortiGate VM
Virtual Firewall

FortiCNP
Cloud-native
Protection

FortiWeb
(WAAP)

FortiADC
Application
Delivery

FortiGate CNF
Cloud-native
Firewall

FortiDevSec
Application
Security Testing

Security Operations

FortiEDR/XDR
EDR/XDR

FortiAnalyzer
Analytics

SOCaaS

FortiNDR
NDR

FortiSIEM
SIEM

MDR Service

FortiDeceptor
Deception

FortiSOAR
SOAR

IR Service

FortiRecon
DRPS

FortiSandbox
Sandbox

FortiMail
SEG

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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 Opportunity

Discover more about the SMB Opportunity on the Fortinet Partner Portal.

FIND OUT MORE

3 steps to success:

Learn › Promote › Sell

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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 centralised management enables security consolidation and delivers a simplified, end-to-end security infrastructure.

VIEW PRODUCT MATRIX

FortiGate

FortiManager

FortiAnalyser

FortiSIEM

FortiAuthenticator

FortiAP

FortiSwitch

FortiNAC

FortiSandbox

FortiClient

FortiMail

FortiWeb

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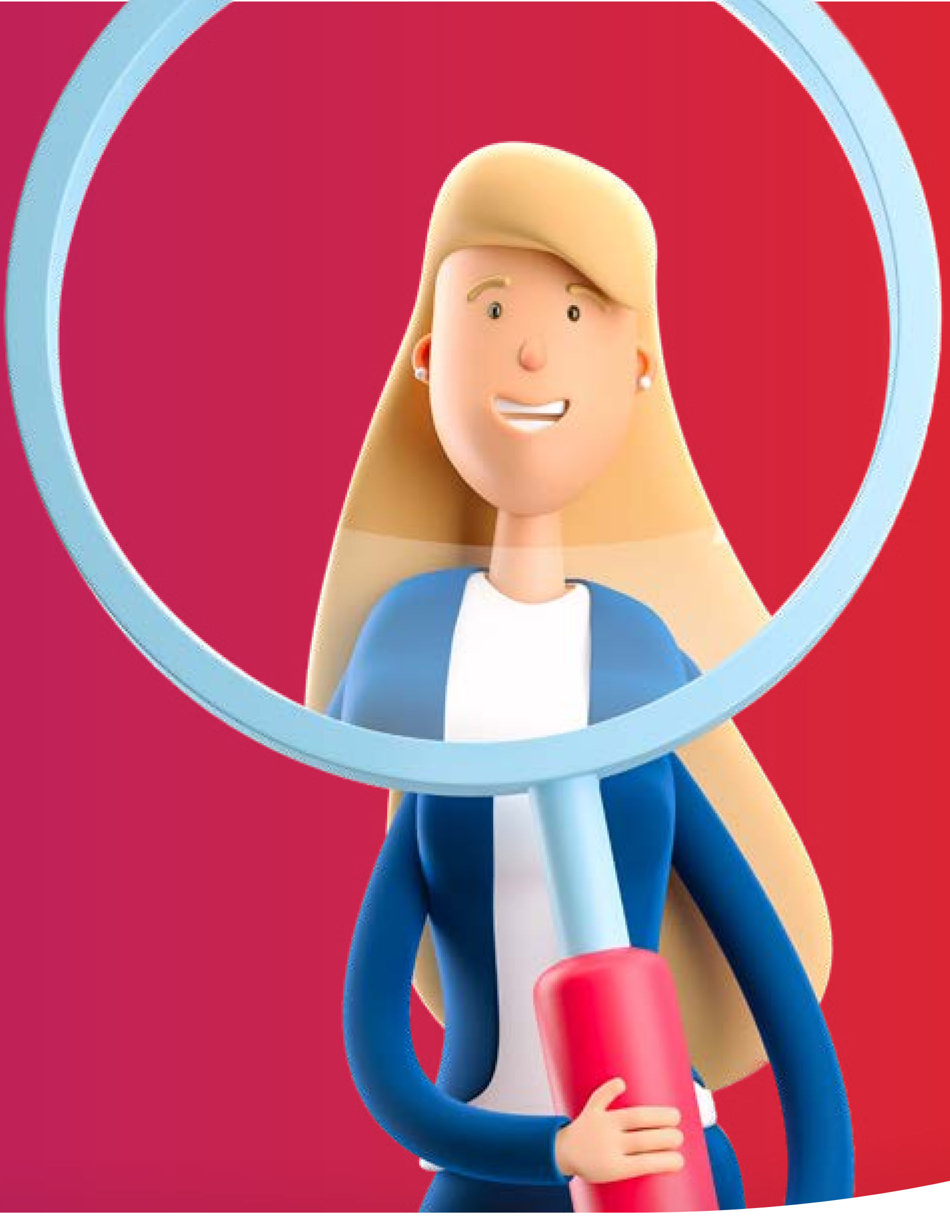
3.4 Zoom in



Fortinet Secure 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 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 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 Networking Solution?

Click › to view Answers

Download Secure Networking Sell Sheet

DOWNLOAD HERE

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FortiManager

Simplify Operations with Single-Pane Automation Orchestration & Response.

1. Single Pane of Glass Management & Visibility

Challenges:

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

Solutions:

Centralised 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

2. Workflow Optimisation

Challenges:

Staff Shortage. Enterprises don't have the resources to staff the detection and response of Anomalies. Leverage Workflow Optimisation 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

3. 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

4. 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

Download Datasheet

DOWNLOAD HERE

Zero-Trust Access

Why ZTNA?

The Market Opportunity...

Organisations 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.

View the full Zero-Trust Access Solution Sheet

GO TO THE ZERO TRUST ACCESS SOLUTION HUB

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

GO TO THE ZERO TRUST ACCESS SOLUTION HUB

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Unified SASE

Unified SASE is a comprehensive Cloud-centric SASE solution to secure the hybrid workforce with the same underlying OS, AI-powered services, unified agent, management and experience monitoring. Unified SASE secures all users, devices and edges, including micro-branches for the best flexibility for organizations, with disparate architectures and requirement.

Key Business Differentiators

1) Improved security

- FortiSASE runs FortiOS and is powered by FortiGuard. It offers proven security for every endpoint in every location.
- ZTNA is a method of facilitating secure application access from any location which aligns with Zero Trust principles.
- Extend enterprise grade security to cover all remote user scenarios;
  - Endpoint protection,
  - Secure Private Access,
  - Secure Internet Access, and
  - Secure SaaS Access.

2) Consolidated – Reduced complexity & operational overhead

- Single vendor for all elements of Unified SASE provides common controls and simpler licensing.
- One console to give complete visibility into traffic, threats and more.
- Fortinet delivered optional managed service options – SOCaaS, Forensics service – to provide even greater reductions in operational overhead.

3) Agility of cloud

- Minimise hosting costs/overheads through use of FortiSASE
- Global access coverage
- Fast user onboarding and rollout
- Cloud-enabled scalability
- Facilitates easy cloud adoption for customer applications

4) Simplified and flexible licensing

- Shift balance of spending from CapEx to Opex
- Simple integrated user-based licensing model – no complex add-ons or usage surprises
- Flexible licensing model options to aid adoption and consumption alongside other Fortinet offerings

Discovery Questions

“Do you have a ‘Work from Anywhere’ strategy?”

“How do you secure corporate devices when they’re off the network?”

“Are you using VPN for remote access?

“Would you benefit from visibility into all traffic for all users in all locations?”

“You already have Fortinet SD-WAN, would you like to know the key benefits of a Single Vendor SASE Architecture?”

“Do you have small branch sites which could benefit from Zero Touch Provisioning, cloud delivered security and simplified operations”

"Where are your applications hosted – SaaS, On Prem, Cloud or Hybrid?"

"Have you ever experienced a security breach?"

"Are you considering other vendor solutions for SSE or SASE?"

VISIT THE SASE SOLUTION HUB

*You need to be logged into the Fortinet Partner Portal at **https://partnerportal.Fortinet.com/** for this link to work.*

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 organisations 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 organisations 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 optimise staff efficiency while enabling proactive risk management.
- Zero-touch deployment features reduce the burdens associated with initial setup and business growth over time.

VISIT THE SD-BRANCH HUB

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4. The SMB Audience

Maximise the Opportunity

Target Keywords and Personas

Organisation Size

- Small and Medium Enterprise - 50 - 250 employees

Personas:

- IT Directors/Managers or higher
- System Administrators

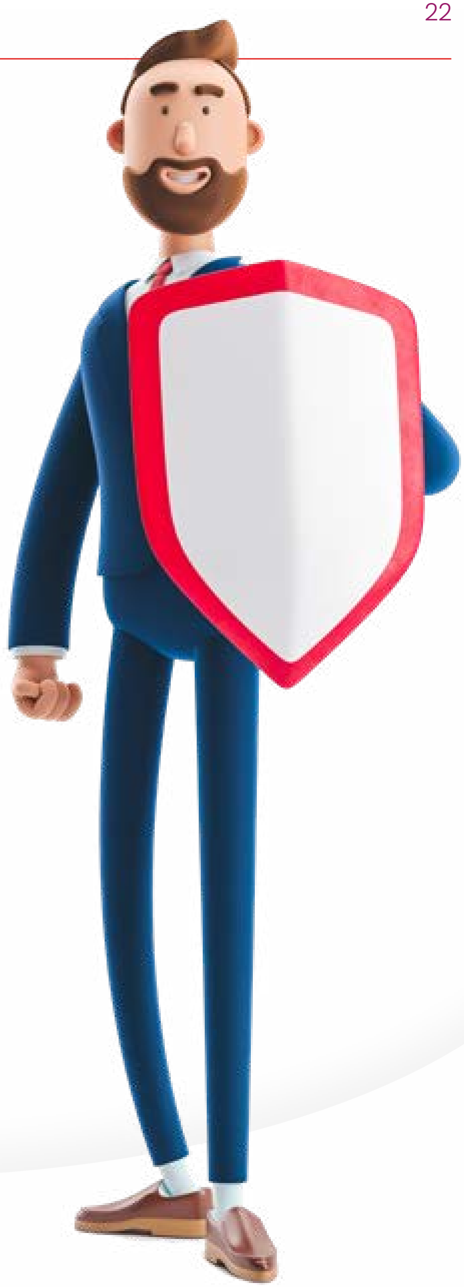
Keywords—What To Listen For?

- Lack of staff/budget to maintain security
- Any kind of expansion, people, or digital transformation
- Phishing, ransomware, advanced/zero-day threats
- Technology refresh or new IT projects—how will they be secured?

Fortinet for SMBs:

Engineered for Complete Protection

Intuitive Security. Simplified Management. Maximum Value.



Market Opportunity

- Small and midsize businesses (SMBs) are consuming technology at a rapid pace to gain competitive advantage and increase employee productivity, but this also increases their attack surface and risk.
- Many SMBs have similar cybersecurity needs to larger enterprises, but they simply don't have as many staff to implement and maintain nor the budget to afford the amount of protection they would like.
- 89% of SMBs consider cybersecurity a top priority.

Why Fortinet for SMB?

Fortinet SMB Security Solutions provide a path to complete protection that delivers clear return on investment (ROI) without sacrificing security.

SMBs can take advantage of tight integration, automation, and visibility across the entire cybersecurity footprint to improve effectiveness, reduce cycles, and scale as the company grows.

Addressing Business Challenges

Business Challenges	Fortinet Solutions
Lack of Automation and Integration • Ranks as the second-highest concern (after resources) when it comes to implementing and maintaining security. • Point products with separate management, policies, and/or configurations cause gaps in security from misconfiguration and are further complicated when tight integration and automation are lacking.	Whenever a new threat is first encountered, Fortinet offers a tightly integrated and automated security platform that uses technology to reduce cycles and combat the modern tools attackers use to penetrate companies. Whenever a threat is first encountered, anywhere in the world, your entire platform can be protected in minutes, not hours or days, without human intervention.
Lack of Visibility and Control • Understanding the number of users, devices, applications, what's running where, and controlling the above becomes daunting when platforms weren't meant to work together. • Lack of central visibility complicates, especially with multiple sites when management requires on-site staff.	Fortinet boasts the broadest, most integrated platform on the market—built from the ground up to work together and provide superior protection. Cloud-delivered management centralises visibility and control and brings consistent security across network, endpoint, and cloud deployment.
Resources—Budget and Workforce • Even large SMBs (over £20m+) only have on average six IT members responsible for general IT as well as security. • Despite budget constraints, SMBs still understand the value of security and struggle to find a solution that fits their means without sacrificing the security they need	Fortinet's focus on R&D has enabled us to engineer technology capable of significantly higher performance than similarly priced competitor devices, regardless how much security is enabled. It's why Fortinet is consistently recognised by industry leaders and analysts including Gartner and NSS Labs as a leader in cybersecurity.

Key Differentiators

Networking and Security Converged

The FortiGate next-generation firewall (NGFW) brings advanced threat protection, intrusion prevention system (IPS), web filtering, and more in a single device. Security policies extend through Switching and Wireless Access Points, consolidating visibility, control, and maintaining consistency across key networking components. Finally, Fortinet pioneered combining NGFW and software-defined wide-area networking (SD-WAN) into a single solution that leads the market in application performance and experience without sacrificing security or adding complexity.

Automated Security

FortiSandbox Cloud is an as-a-service Sandbox that simplifies deployments and maintenance, and reduces risk. Customers' entire Fortinet deployment and third-party solutions across network, endpoint, and cloud security are updated with the latest threat intelligence against new, never-before-seen threats automatically—in minutes, not hours or days.

Broadest Integrated Platform

Fortinet prides itself on limited acquisitions to grow our capabilities and continues to boast the broadest offering in the industry. Products are designed to work together, maintain consistency, and offer superior integration.

SMB Opportunity Hub for Partners

SMB OPPORTUNITY HUB

Industry-leading Price to Performance

Fortinet consistently delivers multiple times better performance than similarly priced competitors regardless what mix of security and decryption analysis is being used, and our security bundle pricing is significantly less expensive, leading to greater total cost of ownership (TCO) over multiple years.

Smarter Long-term Investment

Fortinet offers right-sized options and growth paths for small businesses and large enterprises alike, including an extensive security and managementas-a-service offering for those looking to take advantage of cloud security and flexibility from a single vendor, eliminating the need to rip and replace solutions and retrain staff.

Most Deployed NGFW in the World

Fortinet has over 730,000 customers and the FortiGate is the most deployed NGFW on the market—With more third-party validations than any other network security vendor, including from Gartner and NSS Labs.

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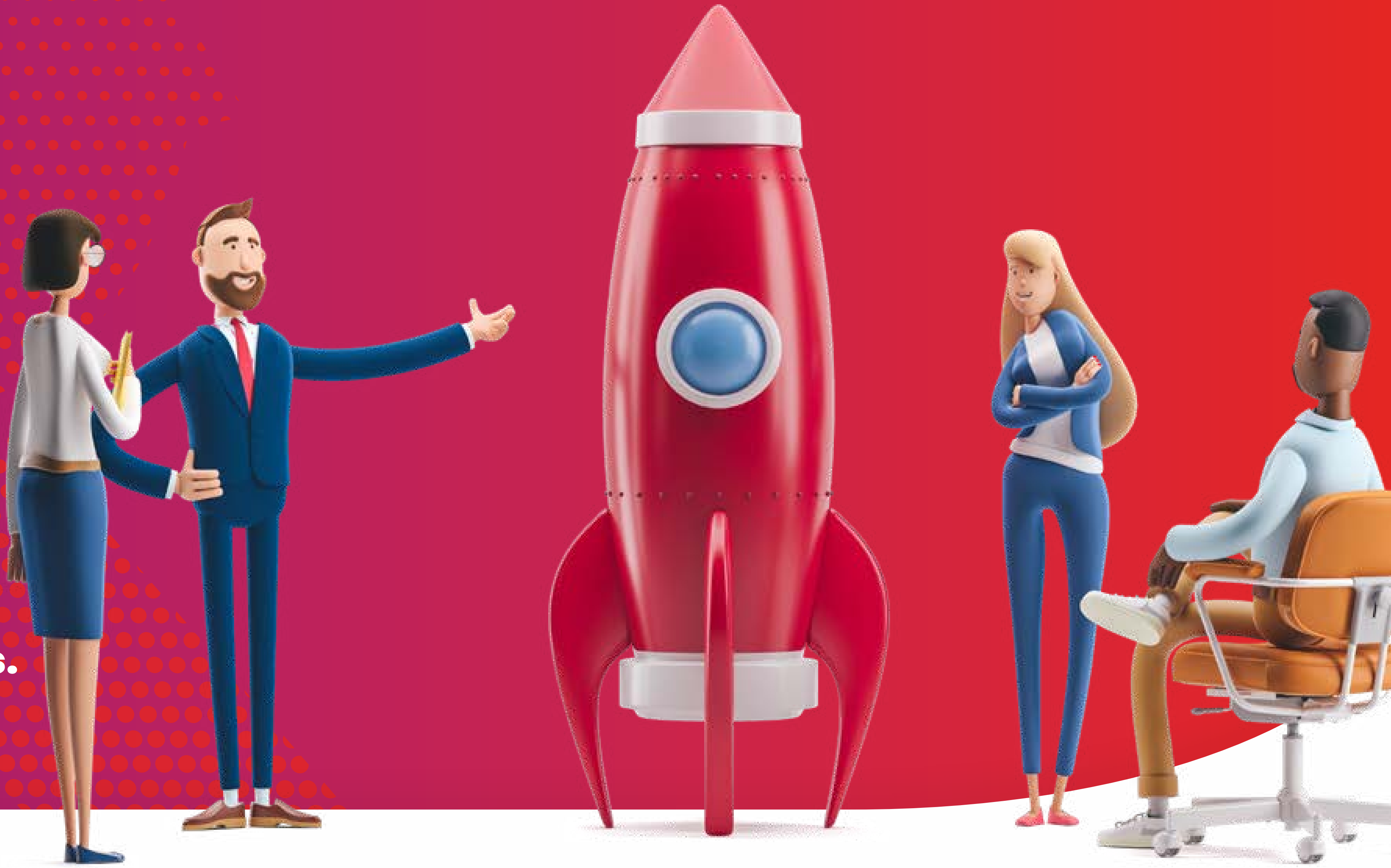
5. Engage

Partner program Requirements and Benefits.



Benefits to Fortinet Engage

Partner Program Brochure

DOWNLOAD THE FULL ENGAGE BROCHURE

ENGAGE

FORTINET PARTNER PROGRAM

Last Updated February 23, 2024

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Requirements

		ADVOCATE	SELECT	ADVANCED	EXPERT
BUSINESS REQUIREMENTS	Fortinet Integrator Questionnaire	✓	✓	✓	✓
	Valid Partner Agreement	✓	✓	✓	✓
	Primary Business Face-to-Face Selling Model	✓	✓	✓	✓
	Sales Volume Requirement		✓	✓	✓
	Provide Level 1 Support		✓	✓	✓
	Sales Forecasting			✓	✓
	Lead Follow Up and Reporting			✓	✓
	Quarterly Business Plan Review			✓	✓
	Hold Co-Marketing End-User Events			✓	✓
	Provide Level 2 Support				✓
NSE REQUIREMENTS	Fortinet Certified Fundamentals (FCF)	1	1	2	2
	Fortinet Certified Associate (FCA)			1	2
	Fortinet Certified Professional (FCP) - Network Security[i]		1	1	1
	Fortinet Certified Solution Specialist (FCSS) - Network Security or Secure Access Service Edge (SASE)[ii]			1	2
	Fortinet Certified Expert (FCX)*				*

FCX Recommended for Expert
PLEASE NOTE: FCX or any additional certification achieved beyond the required number can be used to cover a lower level requirement.
Additional FCSS certifications can only cover FCP requirements within the same pillar/career path (i.e. FCSS Network Security can cover FCP Network Security, but not FCP Public Cloud Security).

Benefits

		ADVOCATE	SELECT	ADVANCED	EXPERT
BUSINESS	Authorized to Resell Fortinet Solutions	✓	✓	✓	✓
	Access to Partner Portal, Webinars, Newsletter	✓	✓	✓	✓
	Access to Deal Registration Program and Discounts1	✓	✓	✓	✓
	Access to Renewal Assets	✓	✓	✓	✓
	Eligible for Not for Resale Demo (NFR)[1]	✓	✓	✓	✓
	Eligible for FortiRewards Program[1]	✓	✓	✓	✓
	Competitive Recommended Discounts[2]	✓	✓	✓	✓
	Fortinet Support Portal Access	✓	✓	✓	✓
	Eligible for Channel Account Manager[1]		✓	✓	✓
	Eligible for Joint Marketing Funds[1]		✓	✓	✓
	Featured on Partner Locator		✓	✓	✓
	Eligible for Specialization		✓	✓	✓
	Assigned Channel Account Manager			✓	✓
	Preferential Access to Joint Marketing Funds1			✓	✓
	Fortinet Channel Marketing Manager			✓	✓
	Eligible for Vendor Incentive Program1			✓	✓
	Exclusive invitations to Fortinet technical events				✓
	Eligible for Fast Track Instructor Development Program				✓
	Access to Engage Preferred Services Partner (EPSP) (additional requirements must be met)				✓
	Access to Engage Tech Support Partner (ETSP) (additional requirements must be met)				✓

Engage Partner Specialisations

Available to Select and Above Partners, Fortinet 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. 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

- Specialisation badge
- Featured on Partner Locator
- Discounted specialisation-specific Not for Resale (NFR) Kit.

ADVANCED

- Specialisation badge
- Featured on Partner Locator
- Discounted specialisation-specific Not for Resale (NFR) Kit.

EXPERT

- Specialisation badge
- Featured on Partner Locator
- Discounted specialisation-specific Not for Resale (NFR) Kit.
- Eligible for 1 Exclusive Xperts Academy Pass*
- Eligible for joint PR Activity

* Subject to local approval

	SPECIALIZATION SD-WAN	SPECIALIZATION LAN Edge and SD-Branch	SPECIALIZATION Data Center	SPECIALIZATION Cloud Security	SPECIALIZATION Zero Trust Access	SPECIALIZATION Operational Technology	SPECIALIZATION Security Operations
Sales Training	SD-WAN Sales Training (1)* SD-WAN MSSP Sales Training (1)*	Secure Access and SD-Branch Sales Training (1)	Data Centre Sales Training (1)	Cloud Sales Training (1)	Zero Trust Sales Training (1)	OT Sales Training (1)	Security Operations Sales Training (1)
Technical Exams	(FCSS) SD-WAN Architect (1)	(FCSS) LAN-Edge Architect (1)	Select: FCSS Enterprise Firewall Administrator (2) Advanced: FCSS Enterprise Firewall Administrator (3) Expert: FCX Cybersecurity	(FCSS) Cloud Security Architect (1)	(FCSS) Zero Trust Access Architect (1)	(FCSS) Operational Technology Security Architect	(FCSS) Security Operations Architect (1)

6. Support and Tools

- 6.1 Exclusive Networks Support
- 6.2 CTAP
- 6.3 Fortinet NSE Training
- 6.4 Marketing Centre
- 6.5 Partner Pipeline Kits

Exclusive Networks Support

Value Add from Exclusive Networks, the global trusted digital infrastructure specialist you deserve:

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

With a Fortinet partnership spanning more than two decades, we offer unrivalled experience on Fortinet solutions with 38 people aligned to Fortinet including 10 Fortinet dedicated Team Members across Commercial, Pre Sales & Marketing. Our global 'services first' ideology offers an orchestrated array of global services that focus on delivering the best outcomes for you and your customers.

End to End Partner Support

Our end to end support offers you the power to sell, implement, and support Fortinet projects on the scale of a major 24/7 value-added service and technology operation, without the time and operating cost overhead.

2:1 Certified Technical Resource

Need help to scope, design and install your customer projects, manage configuration, health checks or proposals? Our Professional Services team operate as an extension of your teams with the expert product and integrated solutions knowledge you need.

Omnichannel Consumption

We offer a broad range of consumption models – from traditional procurement, finance and leasing to subscription-based services and even As a Service or Managed Services.

Global Reach

If your customer project involves international roll-out or requires in-country support or deployment, our Global Services Operations (GSO) team can provide logistics and professional services to over 170 countries worldwide.

The Cyber Threat Assessment Program (CTAP) Sales Methodology

Learn more about CTAP:

VISIT THE CTAP SECTION OF THE PARTNER PORTAL

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.

- **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.**

You need to be logged into the Fortinet Partner Portal at ***https://partnerportal.Fortinet.com/*** *for this link to work.*

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 minimise network disruption. This allows you flexibility to meet your customer needs while demonstrating real value to their organisation.

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 utilisation.

Fortinet NSE Training Institute

What is it?

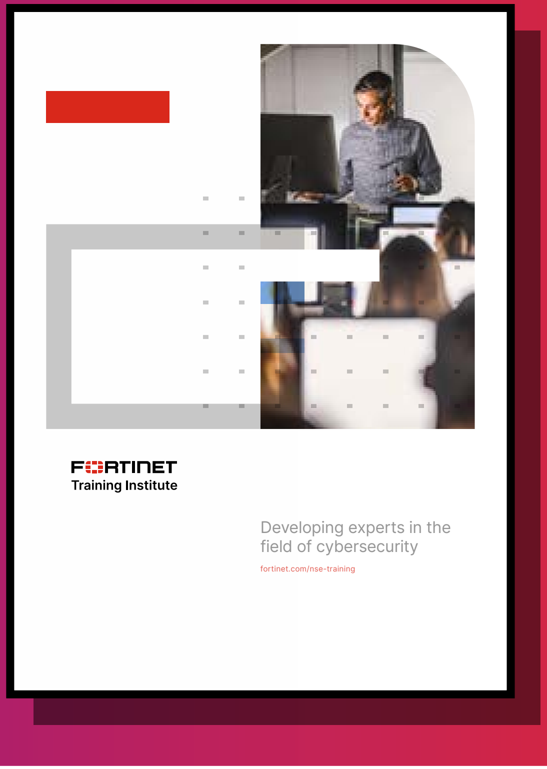
The Fortinet Network Security Expert (NSE) program guides Partners through 8 levels of training and assessment in network security.
A wide variety of courses and practical exercises are available that demonstrate mastery of complex network security concepts.

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.

LEARN MORE HERE



FORTINET
Training Institute

Developing experts in the field of cybersecurity

fortinet.com/nse-training

DOWNLOAD THE NSE GUIDE

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Additonal Training Services

Exclusive Networks Training Services

A Fortinet Authorised Training Centre, Exclusive Networks' certified trainers offer the highest standard of accredited technical education on Fortinet products and solutions. Courses can be provided either from Exclusive Networks' training suites, at the customer's premises or a suitable location for all parties. Alternatively, bespoke training courses using selected material from the vendor courseware can be provided where necessary.

Both accredited training and bespoke training include instructor led training and hands-on labs. Knowledge transfer sessions are also available which provide instruction and demonstration of customer selected topics (but without courseware or hands-on labs). All of Exclusive Networks' trainers adopt a 'hands-on' approach, which means they teach course content with real-world practical experience, rather than simply facilitate how to achieve accreditation.

FIND OUT MORE ABOUT OUR FORTINET COURSES

Fortinet 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 Fortinet Channel Account Manager or check out the Exclusive Networks Fast Track sessions on our events page.

Fortinet Academy

The Exclusive Networks Fortinet Academy is a quarterly event that arms partners with cybersecurity sales, technical & marketing skills vital for growth.

You can attend workshops on closing deals & maximizing margins, honing Fortinet deployment expertise through demos & hands-on labs, and boosting marketing through AI-content creation & proven tactics.

Comprehensive training in one powerful event - level up your Fortinet sales, technical & marketing.

View Exclusive Network Events for FastTrack or Academy Dates

DISCOVER DATES AND LOCATIONS

Fortinet Marketing Support

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

You can also find a wealth of supporting content in the asset library.

CHECK OUT THE LATEST CAMPAIGNS

Other useful information:

DOWNLOAD BRAND GUIDELINES

CHECK OUT THE GO SOCIAL TOOL

BRAND GUIDELINES

Start Building Your Pipeline

You can find more assets and tools on our Exclusively Fortinet microsite with quick links to co-brandable campaigns to save you time.

We recommend signing up for the Marketing Workshop at one of our Fortinet Academy events and are available to consult with you on your marketing campaigns if you're unsure where to start.

VISIT THE EXCLUSIVELY FORTINET MICROSITE

You need to be logged into the Fortinet Partner Portal at ***https://partnerportal.Fortinet.com/*** *for this link to work.*

Unified SASE

Partner Pipeline Kits

Grow your deal size and provide complete protection with these supporting toolkits to help you seamless attach Fortinet's four leading cybersecurity solutions to you FortiGate deals.

FortiGuard Services

Your Opportunity

Consolidated security across web, content, and devices with coordinated, proactive AI-powered threat intelligence

Market size: $11.6B in 2023 with a 16.9% CAGR[1]

Only 28% of organizations used security AI and automation extensively in their operations to improve their speed, accuracy and efficiency and with Fortinet's AI-powered FortiGuard Services, you can increase your average deal by 45%[2]

Channel Marketing Assets

Presentation
Call script
Sell Sheet
Infographic

Network Security

Your Opportunity

Fast and secure connectivity around the office and to the cloud with tightly integrated networking components

Market size: $59.5B in 2023 with a 9% CAGR[3]

Partners who added Fortinet's Network Security solutions to their FortiGate sales saw an average revenue increase of 2.4x[4]

Channel Marketing Assets

Presentation
Call script
Video
Sell Sheet
Email campaign

SASE

Your Opportunity

Cloud-delivered security and networking for hybrid workers

Market size: $9.2B in 2023 with a 30% CAGR[5]

75% of respondents already have/are planning to adopt SASE by year-end 2024 or later[6]

Channel Marketing Assets

Presentation
Call script
Infographic
Sell Sheet
Email campaign
Video

Endpoint Security

Your Opportunity

Protect users remotely and in the office with integrated endpoint protection

Market size: $1.3B in 2022 with a 111% CAGR[7]

85% of organizations will have adopted a zero trust network access (ZTNA) approach by 2024, up from 10% in 2021[7]

Channel Marketing Assets

Presentation
Call script
Video
Sell Sheet
Email campaign

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7. Getting Started in 5 Steps

Your first 90 day journey.

Your first 90 Day Journey

Partnership

Get started with your access to the partner portal, Exclusive Networks introduction, Fortinet Partner strategy.

Support

30 days support call.

Launch

Technical training recommended, test/demo assets, SMB experts, Fortinet program.

1st sales

90 days objectives review and refine, marketing campaign kick off.

Follow up

Commercial follow up of first sales, sales support/ post sales support.

Speak to the Team

Please contact the Exclusively Fortinet team for more information or support

EMAIL US

MEET THE TEAM

EXCLUSIVE NETWORKS

FORTINET