

What is X-OD?

X-OD

exclusive networks.
on demand.

FORTINET

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

X-OD delivers upon the demands of the market:

- The world is shifting to everything-as-a-service
- Managed services are in high demand due to a skills/knowledge gap
- Digital transformation is accelerating

Achieve business success with X-OD



01

Transformation to subscription

Purchase your vendor's portfolio as a monthly, quarterly or annual subscription:

- Deliver on your customers need for flexible billing
- Align your purchasing and sales models to scale faster
- Bundle your own services with the vendor offerings



02

Digital value chain

Use the X-OD platform to go digital interactions between Exclusive and your customers:

- Gain recurring business value and visibility
- Save time and cost by digitalizing core sales processes (quoting/ordering/billing)



03

Customer success

Leverage X-OD data insights to generate leads and upsell/cross-sell opportunities:

- Create stickiness with your customers by providing a digital customer experience and innovative offers
- Win more deals with tailored offers and data driven insights to support cross sell/upsell

What is available from Fortinet through X-OD?

Each of Fortinet's go-to-market product streams are included in X-OD with unique key deal parameters:

- 1, 2 and 3 year contracts (1 year applies to software licenses only)
- Local currency
- Assets and licenses owned by X-OD
- No leasing contract
- Off-the-shelf monthly, quarterly & yearly subscriptions
- Only one set of T&Cs

Multiple use cases for each Fortinet go to market

SD WAN

Differentiate by allowing your customers to be profitable from day one

Requirement: Simplify operational deployment, management and orchestration

Challenge: Monthly cost of MPLS is inflexible and expensive, leasing can be complex

X-OD:

- Unlock OPEX budget
- Can help reduce sales cycle and decision process
- Allow the customer to be profitable from day one with flexible payments

MSSP

Streamline your investments by buying the way you sell

Requirement: Accelerate incident response and offer multi-tenant solutions

Challenge: Initial investment is required to purchase security solutions and cash is limited

X-OD:

- No upfront outlay
- Enable switch to both buying and selling on a monthly/quarterly OPEX basis
- Increase stickiness by bundling your own services with technology

Security Fabric

Increase your average deal size by optimizing cash flow for your customer

Requirement: Increase security level for external devices connected to the company network

Challenge: Budget is negotiated in OPEX, CAPEX has a longer validation process

X-OD:

- Win the deal by removing complexity and offering perspective
- Provide a wider variety of offers and agility on the way security is operated and consumed
- Offer off-the-shelf monthly/quarterly subscriptions

Start offering customers subscriptions in 3 simple steps

1

Sign up to X-OD via the online form

2

Agree to X-OD T&Cs (one-time requirement)

3

Platform is set up and a welcome email with user credentials is sent out

Complete this and you're free to generate quotes, create your own X-OD bundles, place orders and make payments.

Maximise revenue with X-OD



Accelerate your sales cycles

By transforming the deal to subscription, the usual budget approval cycles can be expedited meaning that deals done through X-OD are faster versus the traditional business model.



Increase your average deal size

By purchasing through a subscription model you are able to distribute your purchase capital more evenly allowing for bigger upsell and longer deal term opportunities whilst keeping costs within the end customers budget.