



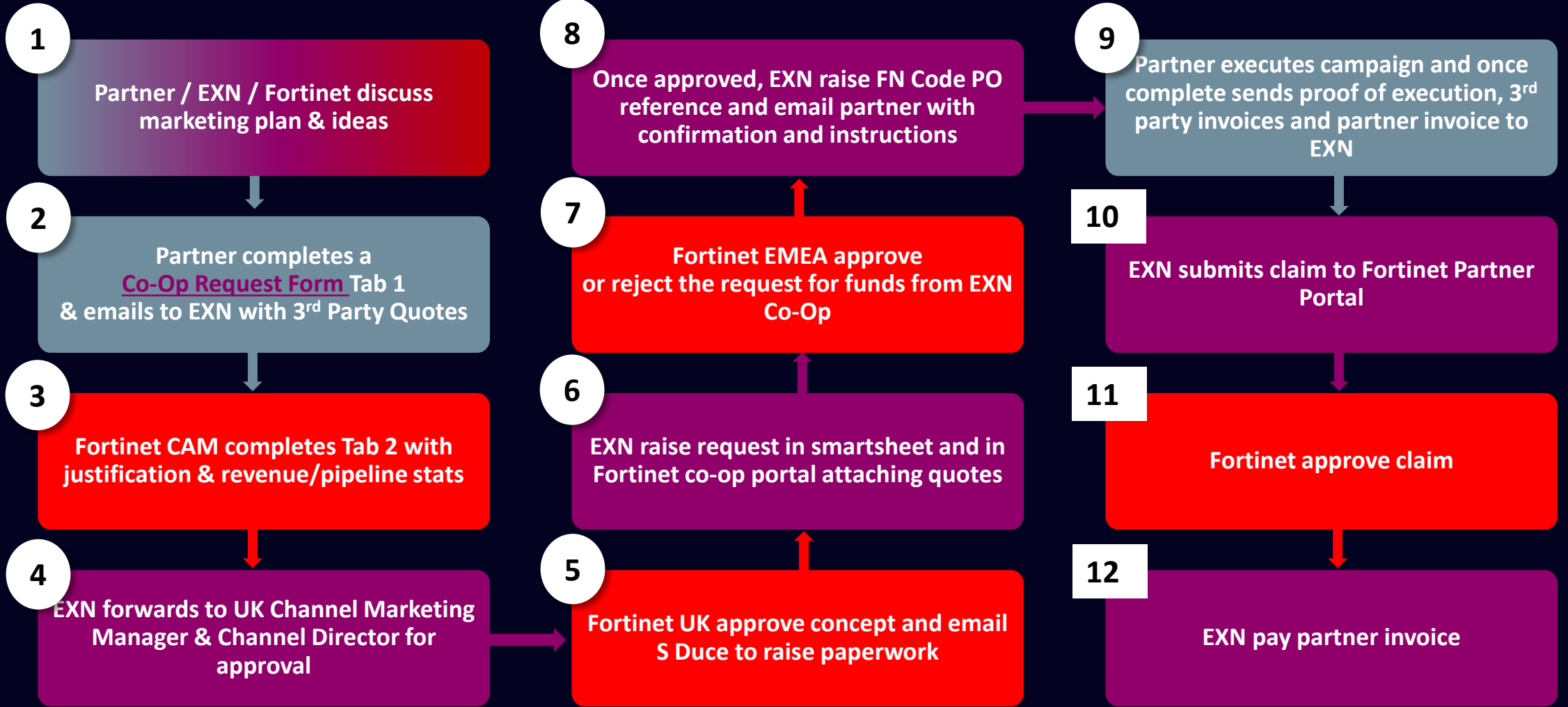
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Fortinet Marketing

Co-Op Process



The Co-Op Process





The Co-Op Process

[CRF Form](#)

[Fund Activity Guidelines](#)

[Co-Branding Guidelines](#)

- ▶ **Fortinet will generally approve marketing co-op to partners based on a number of criteria:**
 - ▶ Revenue to date on Fortinet
 - ▶ Pipeline of Fortinet opportunities
 - ▶ Partner NSE Accreditations
 - ▶ Partner Status
- ▶ Fortinet will consider funding up to 50% cost of a marketing plan.
- ▶ Activities such as incentives, promotions, hospitality etc are not covered by co-op.



Co-Op Activity

› **Activites not supported:**

- › Incentives
- › Hospitality
- › Anything involving alcohol
- › Price promotions or discounts
- › Training or exams
- › NFR or demo kit
- › Events where Fortinet are already present

The plan should include lead generation and be able to demonstrably deliver return on investment (ROI). Plans that aim to drive new business / incremental revenue will always be favoured.



2023 Focus Areas

SMB

SD-WAN

ZTNA

CLOUD

OT

SASE