

# Fortinet Marketing

**Co-Op Process** 



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### **The Co-Op Process**

Once approved, EXN raise FN Code PO **Partner / EXN / Fortinet discuss** reference and email partner with marketing plan & ideas confirmation and instructions 7 2 10 Partner completes a **Fortinet EMEA approve Co-Op Request Form Tab 1** or reject the request for funds from EXN & emails to EXN with 3<sup>rd</sup> Party Quotes Co-Op 6 11 3 Fortinet CAM completes Tab 2 with EXN raise request in smartsheet and in justification & revenue/pipeline stats Fortinet co-op portal attaching quotes 5 12 4 **EXN forwards to UK Channel Marketing** Fortinet UK approve concept and email **Manager & Channel Director for** 

**S** Duce to raise paperwork

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Partner executes campaign and once complete sends proof of execution, 3<sup>rd</sup> party invoices and partner invoice to EXN

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EXN submits claim to Fortinet Partner Portal

Fortinet approve claim

EXN pay partner invoice

approval

### **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.



