

Fortinet Marketing

Co-Op Process



1

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 3rd 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

8

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

9

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.



