

# Discover the opportunities for cloud

Engage with Fortinet for a unified platform  
approach to cloud security



In the push towards digital acceleration, cloud adoption and the migration of applications into the cloud are key success factors. However, the pandemic has also forced organizations to migrate to the cloud faster than planned, resulting in increased operational complexity, visibility gaps, explosion of cloud platforms and tools and “accidental multi-clouds.”

Many organisations are at different stages of their application journey to the cloud; many are still unsure where their application journey will take them.

At the same time, those making application journeys into the cloud are faced with security and operational challenges as they increase the number of cloud and application edges.

To securely reach their digital acceleration goals while maintaining momentum, organisations need to consider adopting a cloud strategy that is centred around a cybersecurity mesh platform approach.

## What is the size of the Cloud Security Opportunity?

Big opportunity  
**\$1.3 trillion  
by 2025**

High growth  
**22.5%+  
growth**

55% see the need to train employees on how to securely and compliantly work at home as a priority

COVID accelerated the shift to cloud

### Customer Pain Points

Digital attack surface increases with more applications APIs and data exposed

Diverse cloud environments introduce new complexity and loss of visibility

Agile DevOps environments are highly dynamic and increase security risks

Shortage of skilled professionals exacerbates the challenge to manage the proliferation of platforms and point solutions

### Benefits of Transforming

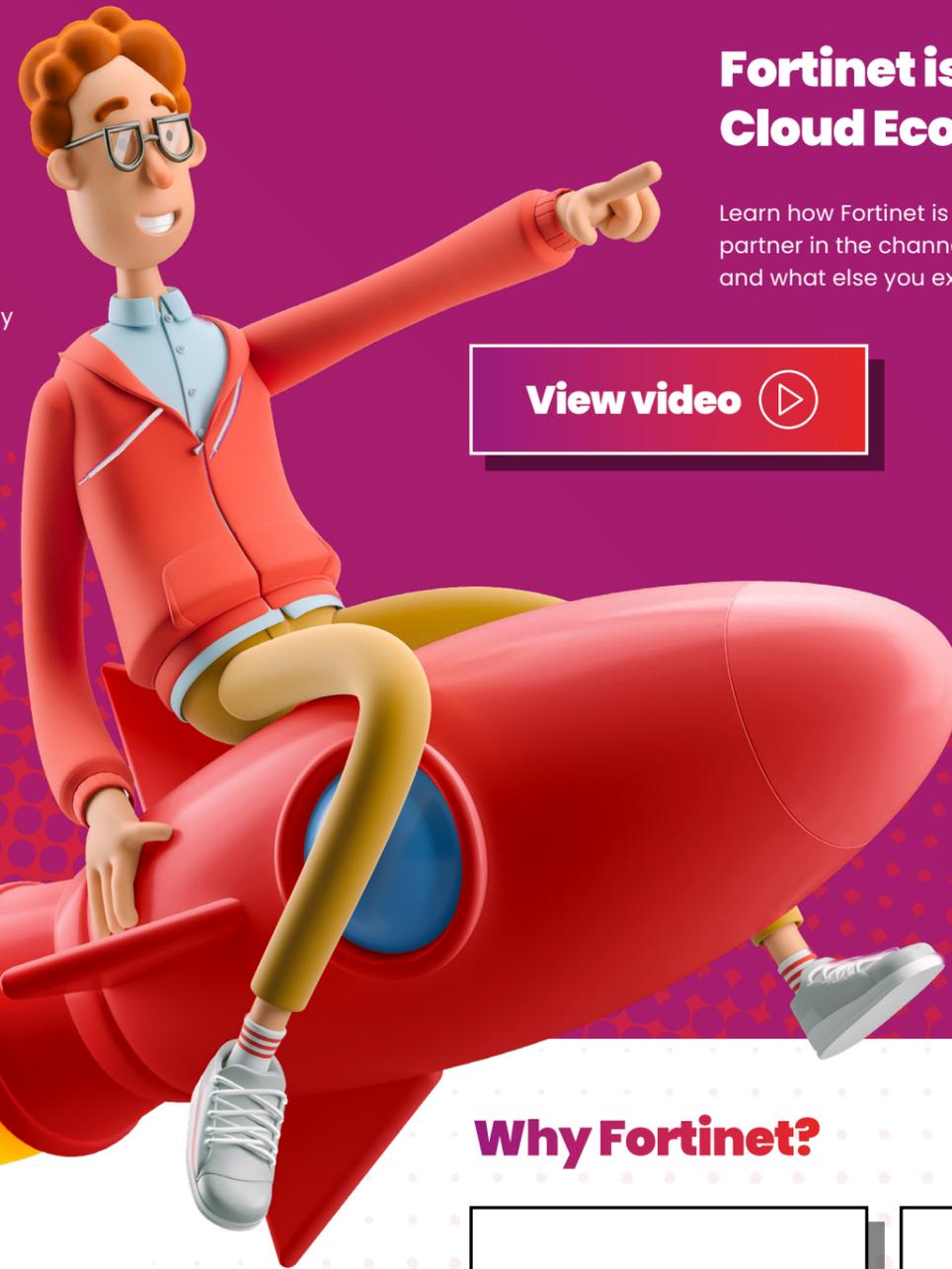
Secure connectivity: seamless, secure and resilient connectivity of users, sites, apps and clouds

Agile cloud security: consistent, enterprise-class protection and automation across cloud, Kubernetes, hybrid and on-premise environments

Application security: AI/ML driven web application, API and workload protection, container security

Simpler compliance: automated risk and compliance across cloud services and platforms

Visibility and control: deep visibility and consistent control of cloud deployments and SaaS



View video

## Fortinet is Investing in the Emerging Cloud Ecosystem / Partner

Learn how Fortinet is reinvesting in its cloud model to become a stronger cloud business partner in the channel. Check out what opportunities this offers new and existing partners and what else you expect

### Reasons to take a closer look...

- Digital transformation**  
Momentum is now accelerating after COVID crisis.
- Evolving attack vectors**  
73% of cybersecurity incidents now involve cloud assets.<sup>2</sup>
- Move before competition**  
If you don't sell cloud security to your customers, someone else will.
- Develop new business**  
Build on your existing trusted relationship with your customers.
- Protect your margins**  
With high value-added solutions from a Channel-first vendor.

<sup>2</sup> Verizon 2021 Data Breach Investigations Report (DBIR)

## Why Fortinet?

**Cybersecurity  
Leadership**

Gartner MQ Leader Network  
Firewall & WAN Edge

**Integration  
with all clouds**

Native integration with all clouds  
– public & private

**Broad coverage  
of attack vectors**

Covering all security needs & levels  
(Network, Apps...)

**Reduced  
Complexity**

Simplified, seamless security &  
connectivity across all clouds

**Security Fabric  
Integration**

Evolutive future-proof  
Comprehensive

# 2022 Cloud Security Insight

Cloud security continues to be a significant concern for cybersecurity professionals. With an increase of two percentage points from last year, **95%** of organizations are moderately to extremely concerned about their security posture in a public cloud environment.



Cloud users confirm that the cloud is delivering on the promise of flexible capacity and scalability (**53%**), increased agility (**50%**), and improved availability and business continuity (**45%**).

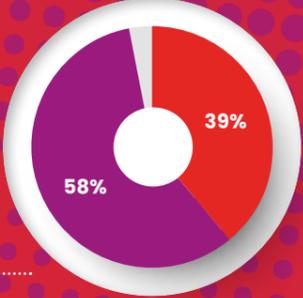
**95%**



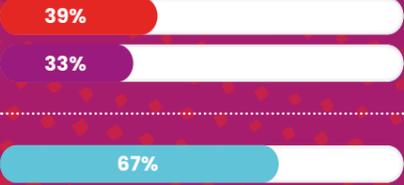
Security professionals highlight lack of visibility (**49%**), high cost (**43%**), lack of control (**42%**), and lack of security (**22%**) as the biggest unforeseen factors to slow or stop cloud adoption.



Organizations continue to shift workloads to the cloud at a rapid pace. Today, **39%** of respondents have more than half of their workloads in the cloud, while **58%** plan to get to this level in the next 12-18 months



Most organizations continue to pursue a hybrid (**39%, up from 36% last year**) or multi-cloud strategy (**33%**) to integrate multiple services, for scalability, or for business continuity reasons. **67%** are utilizing two or more cloud providers.



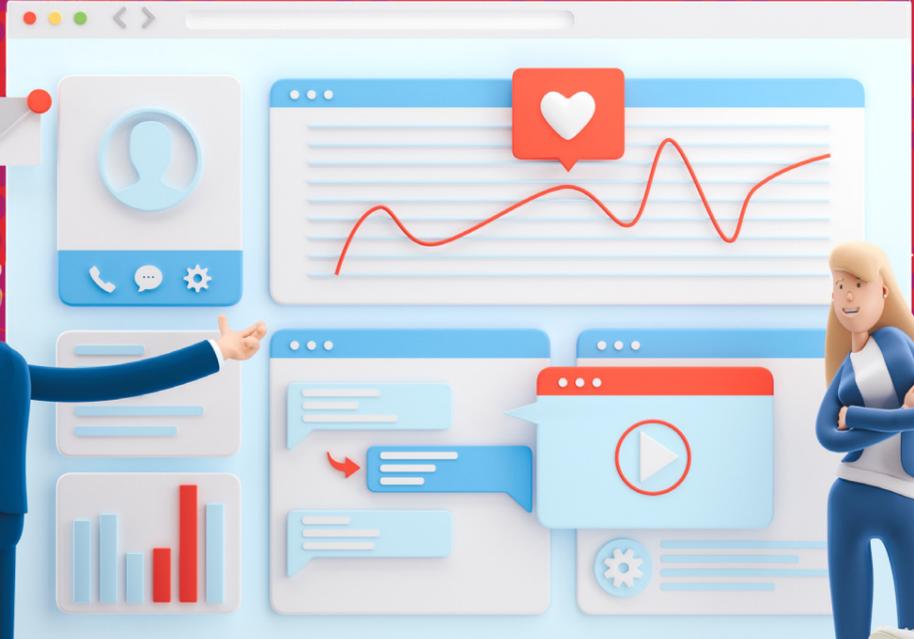
## Simplify Your Cloud Journey with Fortinet

Fortinet Cloud Security delivers a cybersecurity platform approach to digitally accelerate your business and reduce friction in the cloud with the Fortinet Security Fabric. Fortinet Cloud Security includes a broad portfolio of solutions that help you simplify your cloud journey by applying consistent security policies and controls at every stage of the app lifecycle on every cloud.

Download the full report at: <https://www.cybersecurity-insiders.com/portfolio/2022-cloud-security-report-fortinet/>

**78%**

Over three-quarters (**78%**) of respondents consider it very to extremely helpful to have a single cloud security platform with a single dashboard to protect data consistently and comprehensively across their cloud footprint.



**View video**

Source: 2022 Cloud Security Report by Cybersecurity Insider. Industry research project supported by Fortinet.

# Why become a Fortinet Cloud Partner?

## One cybersecurity solution provider for all your cloud security needs

Safeguard your customers' IT environment future by working with a leader who will support you at every step.



## Define your own partner Journey with Fortinet

Get ready in 3 steps...

- 1 Relationship**  
Partners want to grow cloud with Fortinet. You will have access to general and cloud specific tools and benefits
- 2 GTM**  
Optimize your Benefits by determining the type of expertise & revenue we can develop together
- 3 Stand Out!**  
Focus on Adaptive Cloud Security to be officially recognised as a Fortinet Partner of choice

## Benefits of being a Fortinet Cloud Partner...

Accelerated Upgrade from Advocate to Select

Deal Registration and specialisation accelerators

Sell PAYG licences via marketplaces

Detect Cloud Security Opportunity

Access to Cloud Productivity Kits with 80% discount



# How to build a cloud pipeline

Preferably start with your existing customers, you know their business model, way of thinking and purchasing decision process. The first step is to identify customers with security pain points that are relatively simple to ease.

1

## List your customers that are using cloud services and what services (Applications)

- Customers with M365 should be the core audience due to Fortinet's strong offer
- SAP Hana not for beginners, that scenario is more complex and demands advanced skillset
- Customers that are using multiple cloud services are the best (focus on AWS, MSDT, GCP, OCI)

2

## Add known compliance requirements to your created pipeline (Platform)

- Any regulation you are aware of and must do something with IT
- Solutions are used for compliance, control, visibility
- If you know anything about the integration/compatibility of aforementioned tools

3

## Add mobility status (Network)

- All information you know about edges on prospect side
- Anything you know about remote work/home office policies and practice

4

## Trusted relationship

- Better to start with a customer that we have known well, having a good relationship



## GOAL:

Create a pipeline for the next 6-12 months (at least 5 customers). Our purpose is to gain cloud security sales experience, to establish cloud security sales practices and to acquire net new cloud security customers. The revenue has secondary relevance, more important to win our first deals and develop basic competencies.

## Next steps? Cloud Business Model Adoption

1

**Enroll on the Fortinet Engage Partner Program as Cloud partner OR (if you are already a partner) add the Cloud Business Model to your Company profile**

2

**Contact your Distribution or Fortinet Channel Account Manager and work on your joint plans**

3

**Share your existing Cloud expertise (certifications and membership levels) with your Account Manager**

4

**Visit the Fortinet partner portal for more information and download the Cloud assets**

**Enroll**

(for new partners)

**Expand with Cloud**

(for existing partners)

**Public Brochure**

(public)

### Partner only assets:

- [Cloud Partner Playbook](#)
- [Cloud Business Plan](#)
- [Cloud Assets](#)

 You must be logged into the Fortinet Partner Portal for these Partner Only links to work

