

Discovery Tour



Let's
Engage

Source: Partner Portal Discovery Tour, Fortinet Partner Portal



FORTINET®

Contents



How to log into the Partner Portal

FORTINET
PARTNER PORTAL

Current Partner Login

Username
Username

Password
Password

Remember Me [Forgot Password?](#)

Login

COVID-19: [Important Updates from Fortinet](#)

Do you work for an existing Fortinet partner
and need access to the partner portal for the first time?

REGISTER AS A NEW USER

If your company is not yet a partner and would like to be

CLICK HERE TO APPLY

1. Open the Fortinet Partner Portal link: <https://partnerportal.fortinet.com/English/>
2. Use your username and password
3. You are ready to start your partner journey with us!

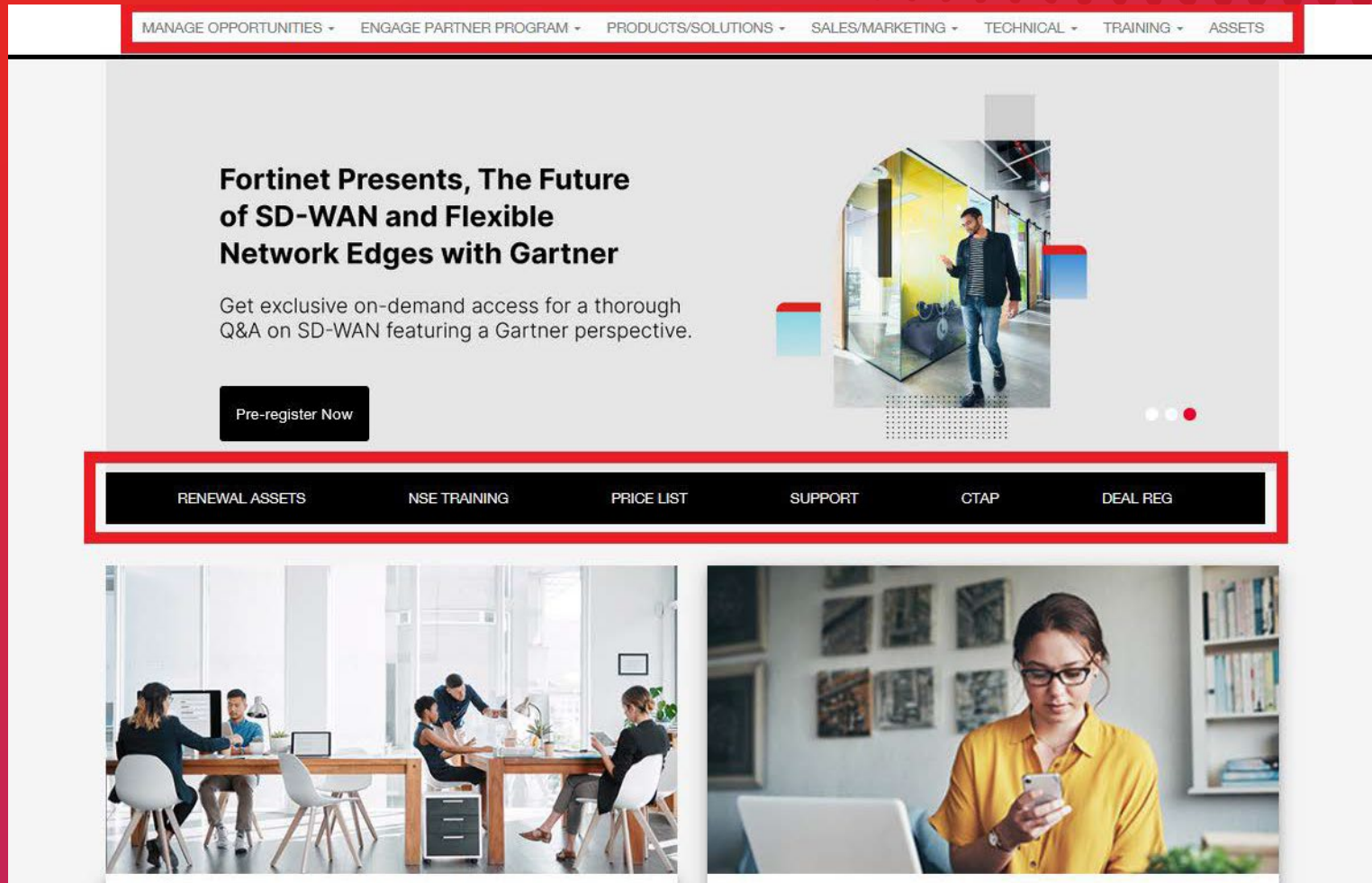
TIPS

If you do not already have access to the portal, click the link to **REGISTER AS A NEW USER**

Save the portal url as a favourite or bookmark so you can quickly visit the portal when you need to.



How to log into the Partner Portal



Once you are logged in, the Partner Portal Home Page is displayed.

The home page is split into 6 easy to navigate sections:

- Deal Registration – Manage opportunities
- Engage Partner Program
- Products/Solutions
- Sales/Marketing
- Technical
- Training
- Assets – link to Content Library

As well as a quick access toolbar that contains useful resources that you will need as a partner.

Get started with our tailored onboarding plan

FORTINET
PARTNER PORTAL

Welcome, Petar ▾ **Discover the Program** ▾ Support ▾ Contact Us ▾ Events ▾

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL ▾ TRAINING ▾ ASSETS

Mid Q1 Price List Available Now

Effective from Monday 1st March 2021

[Learn More](#)

RENEWAL ASSETS NSE TRAINING PRICE LIST SUPPORT CTAP DEAL REG

Welcome to the Fortinet Partner Program!

The Fortinet Partner Program Knowledge Center is designed to help you get up to speed and making money with Fortinet as quickly as possible.

Following the 30-60-90 day on-boarding plan outlined below will ensure familiarity – and success – with Fortinet, our programs, products, and profit-enhancing service opportunities. We look forward to working hand-in-hand with you to build your business while you leverage the leading position Fortinet has in the marketplace.

YOUR FIRST 30 DAYS: BOOST YOUR KNOWLEDGE

We are here to maximize your profit and growth as quickly as possible. Use the first 90 days to understand where Fortinet fits within your go-to-market strategy and how we can work together to increase your time to revenue.

Top Three Things to Know and Do

1. [Why Fortinet for the SMB Market](#)
2. [Understand the Sales Opportunity of the Fortinet Fabric](#)
3. [Complete your NSE 1, 2, and 3 Certification and improve your revenue opportunities](#)

Additional Links

- [Pricelist Information](#)
- [Fortinet Corporate Brochure](#)
- [Product Training Webinars](#)
- [NSE Training Information](#)
- [Fortinet Engage Partner Program Brochure](#)
- [Renewals](#)

60 DAYS: BUILD A STRONG FOUNDATION FOR GROWTH

Within your first 60 days you should be on your way to recognizing revenue. By understanding which Fortinet products and solutions are right for your business, you should begin to solidify your go-to market strategy. We have several programs to help you along the way, including Deal Registration which protects deals for partners at any level.

Top Three Things to Know and Do

1. [Leverage the World Wide Demo Program to build an onsite demo kit](#)
2. [Why Fortinet For My MSSP?](#)

Additional Links

- [Product and Solution Resources](#)
- [Battlecards](#)
- [NSE Training Information](#)
- [Sizing Guide](#)
- [TradeUp Program](#)

From the Home Page, simply click to “Discover the Program” in the upper menu bar to get access to the onboarding program designed for you.

Succeeding with Fortinet



Welcome to the Fortinet Partner Program!

The Fortinet Partner Program Knowledge Center is designed to help you get up to speed and making money with Fortinet as quickly as possible.

Following the 30-60-90 day on-boarding plan outlined below will ensure familiarity – and success – with Fortinet, our programs, products, and profit-enhancing service opportunities. We look forward to working hand-in-hand with you to build your business while you leverage the leading position Fortinet has in the marketplace.

YOUR FIRST 30 DAYS: BOOST YOUR KNOWLEDGE

We are here to maximize your profit and growth as quickly as possible. Use the first 30 days to understand where Fortinet fits within your go-to-market strategy and how we can work together to increase your time to revenue.

Top Three Things to Know and Do

1. Why Fortinet for the SMB Market
2. Understand the Sales Opportunity of the Fortinet Fabric
3. Complete your NSE 1, 2, and 3 Certification and improve your revenue opportunities

Additional Links

- Pricelist Information
- Fortinet Corporate Brochure
- Product Training Webinars
- NSE Training Information
- Fortinet Engage Partner Program Brochure
- Renewals

60 DAYS: BUILD A STRONG FOUNDATION FOR GROWTH

Within your first 60 days you should be on your way to recognizing revenue. By understanding which Fortinet products and solutions are right for your business, you should begin to solidify your go-to market strategy. We have several programs to help you along the way, including Deal Registration which protects deals for partners at any level.

Top Three Things to Know and Do

1. Leverage the World Wide Demo Program to build an onsite demo kit
2. Why Fortinet For My MSSP?
3. Register a Deal

Additional Links

- Product and Solution Resources
- Battlecards
- NSE Training Information
- Sizing Guide
- TradeUp Program
-

90 DAYS: INCREASE PROFITABILITY WITH FORTINET

Did you know that partners who charge for assessments are proven to be more profitable? Take the opportunity to find out why by engaging a customer in a Cyber Threat Assessment, where you'll uncover additional opportunities to cross sell and upsell with the Fortinet Security Fabric.

Top Three Things to Know and Do

1. Use Fortinet's Cyber Threat Assessment Program (CTAP) to Help You Close Deals
2. Discover the Sales Assets for Successful Selling
3. Use Current Incentives to increase your profitability

Additional Links

- Sales Resources
- Best Practices Center
- Why Charging for Technical Assessments Leads to Higher Growth and Profit
- Marketing Resources

Follow the **30-60-90 day onboarding** program in order to accelerate your success with Fortinet!

This plan gives you all the useful resources and best practices to help you build a valuable, highly-differentiated security practice that leverages the industry's best solutions to drive Customer Success.

At the end of the 90 days, you will:

- Increase your knowledge of our core products and services
- Strengthen your Go-To-Market strategy
- Increase your profitability and develop new cross-sell and upsell opportunities

SMB Hub for resellers

MANAGE OPPORTUNITIES - ENGAGE PARTNER PROGRAM - PRODUCTS/SOLUTIONS - SALES/MARKETING - TECHNICAL - TRAINING - ASSETS

SMB Solution Hub

- Products Overview
- Security Fabric Hub
- Secure SD-WAN Hub
- Adaptive Cloud Security Hub
- LAN Edge and SD-Branch
- Data Center Hub
- Zero Trust Access Hub
- All-Driven Security Operations Hub
- SMB Hub for Resellers**
- OT Hub
- FortiGuard Services
- Industry Solutions
- Managed Security Service Provider

SMB Solution Hub for Resellers

Fortinet Small Business delivers a path to consolidate security into a handful of easy-to-manage solutions spanning network, cloud, and endpoint security that automatically share threat intelligence and scale as your prospects grow.

Fortinet delivers solutions to SMB customers that:

- Implement Easily**
Nobody has a lot of time to dedicate to implementation and deployment – we understand you need quick time to value
- Work Reliably**
And it has to work and be effective. It has to be complete security to protect against a variety of ways attackers can get into your business.
- Demonstrate ROI**
It has to be affordable – all these other things are great but if you can't afford the solution you're not going anywhere

LEARN

- Video: Quick Pitch - Fortinet Secure Office Networking
- Video: Quick Pitch - Why Fortinet for SMB

GET MORE IN ASSET LIBRARY

PROMOTE

- Small and Mid-Size Business Security - 4 Steps to Success
- Secure Office Networking Campaigns in a Box
- Endpoint Protection Campaign in a Box
- Teleworker Campaign
- Ransomware Campaign

GET MORE IN ASSET LIBRARY

SELL

- Fortinet SMB Sell Sheet
- Customer Presentation: Secure Office Networking
- SELL: Fortinet SMB Solutions Customer Presentation

GET MORE IN ASSET LIBRARY

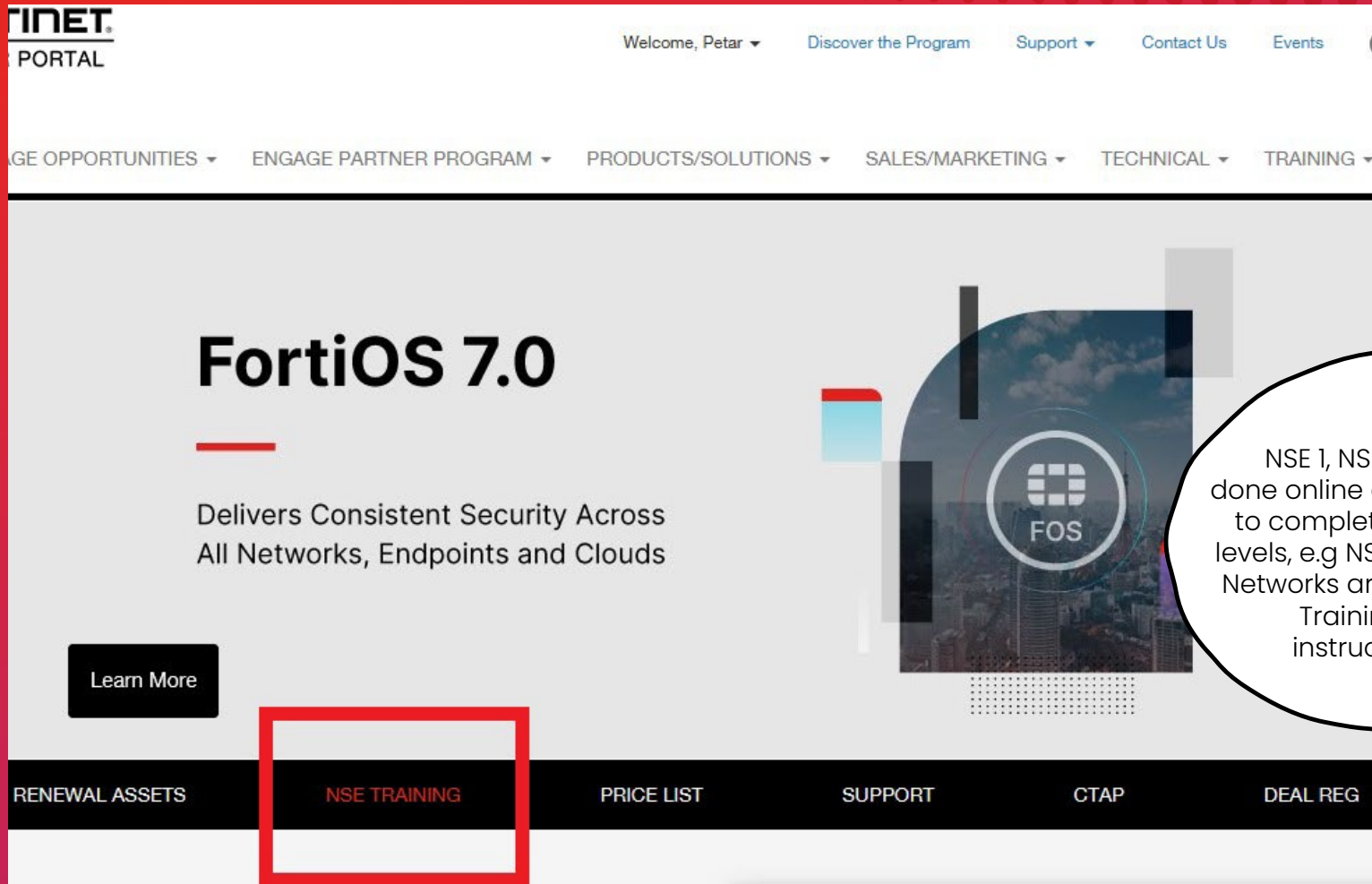
Under the section **PRODUCTS/SOLUTIONS**, you can leverage the subsection: **SMB Hub for Resellers** where you can access a variety of useful assets that will provide you with the information you need to **LEARN, PROMOTE** and **SELL**.

TIPS

You can also find more SMB related content in the **ASSETS** section which takes you directly to the **Asset Library**



Enablement – How to enroll in NSE Institute



The first way is to go to the **NSE TRAINING** in the black ribbon, that will redirect you to the Fortinet Network Security Institute (NSE) Training website.

Then, click on **login** (in the top right corner) and use your Fortinet Partner credentials to get access.

TIPS

NSE 1, NSE 2 and NSE 3 can be done online and are simple and easy to complete. For more advanced levels, e.g NSE 4 and above, Exclusive Networks are an authorised Fortinet Training Centre offering instructor-led classroom training.



Enablement – How to enroll in NSE Institute

MANAGE OPPORTUNITIES + ENGAGE PARTNER PROGRAM + PRODUCTS/SOLUTIONS + SALES/MARKETING + TECHNICAL + TRAINING + ASSETS

NSE Training
40 Minutes Webinars
NSE Insider Webinars

NSE Training

Learn More

NSE INSIDER WEBINARS FAST TRACK WORKSHOPS 40MINUTES WEBINARS **LOGIN TO NSE TRAINING INSTITUTE**

FORTINET
NSE Training Institute

The Fortinet Network Security Expert (NSE) program guides Partners through 8 levels of training and assessment in network security. A wide variety of courses and practical exercises are available that demonstrate mastery of complex network security concepts.

NSE certification enables you to:

The second way is to go to the **TRAINING** > NSE Training Subsection and then click to: **“LOGIN TO NSE TRAINING INSTITUTE”**.

You will then be redirected to the Fortinet Network Security Institute (NSE) Training website.

Then, click on **login** (in the top right corner) and use your Fortinet Partner credentials to get access.

Marketing – Go Social with Fortinet

The screenshot shows the Fortinet Partner Portal navigation menu with 'SALES/MARKETING' selected. A dropdown menu is open, highlighting 'Social'. Below the menu, the main heading reads 'Go Social with Fortinet: Enable, educate, and enlighten your social community'. Social media icons for Facebook, LinkedIn, Twitter, and YouTube are visible. The 'Fortinet Partner Social' section explains that users can post content directly to their social networks in three clicks. A list of benefits includes influencing IT decision makers, being a trusted advisor, providing fresh content, increasing interactions, boosting web traffic, and generating leads. A red box highlights the 'Use The Tool' button at the bottom.

Click on **SALES/MARKETING** > Social to find out more about social tools available to you.

Then, you can click the button “Use The Tool” to get access to the social posts that you can share on your own social media.

Source: Partner Portal Discovery Tour, Fortinet Partner Portal

The screenshot shows the Fortinet Partner Portal interface with the heading 'Go Social with Fortinet: Enable, educate and enlighten your social community'. Below the heading, there is a prompt to add a social media account. Two example posts are displayed. The first post is titled 'A Conversation Around Cybersecurity Training with a Fortinet Certified Trainer' and includes a social media post preview. The second post is titled 'Observed in the Wild Exploitation of F5 BIG-IP Remote Command Execution Vulnerability' and includes a threat signal report preview. For each post, a red box highlights the management options: Share, Schedule, Edit, and Reject.

This page provides you with posts created by Fortinet, and you can review, edit, discard or approve these new posts on the right corner of each post.

Marketing Centre

The screenshot shows the Fortinet Marketing Center website. At the top, there is a navigation bar with links: MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. Below this, a dropdown menu is open under SALES/MARKETING, listing: Accelerate 2021, Marketing (highlighted with a red box), Social, Cyber Threat Assessment (CTAP), Renewal Hub, Trade Up, and FortiRewards. The main content area features a large heading "Fortinet Marketing Center" and a background image of a meeting. Below this, there is a section titled "Current Fortinet Campaigns for Partners" with three campaign cards:

- Expanded detection and response, everywhere you need it.**
NEW! Extended Detection & Response Campaign
Expand your customers' threat detection capabilities with extended detection and response (XDR) technology.
[Get Started >>](#)
- Adaptive Cloud Security, everywhere you need it.**
NEW! Email Security Campaign
Educate customers and prospects, especially Broadcom customers affected by the Symantec acquisition, on how they can address the need for a reliable email security solution.
[Get Started >>](#)
- Strengthen your security knowledge with free online training from Fortinet**
NEW! Infosec Training Campaign
Help your customers' workforces learn how to protect themselves against today's cyber threats.
[Get Started >>](#)

Under the **SALES/MARKETING** section, click on the subsection Marketing to access the latest Fortinet Campaigns for partners which you can leverage in your own lead generation plans. You'll also find links to Corporate brochure, brand guidelines and other useful marketing documents.

TIPS

You can find more campaigns in the Asset Library, or head to the marketing section on our microsite: <https://www.exclusivelyfortinet.com>. You will find quick links to all the cobrandable campaigns available.



Cyber Threat Assessment Program (CTAP)

The screenshot shows the Fortinet Partner Portal interface. At the top, there are navigation tabs: MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. Below these are sub-tabs for Home, NGFW, EMAIL, and SD-WAN. A dropdown menu is open under SALES/MARKETING, with 'Cyber Threat Assessment (CTAP)' highlighted in red. The main content area features a large banner for 'CTAP Cyber Threat Assessment Program' with a red button that says 'Now available on FortiGate VM'. Below the banner is the section 'The CTAP Sales Methodology' with descriptive text and a 'Get started today!' button. At the bottom, there are three content cards: 'CTAP Partner Guide Presentation' (Power Point Presentation), 'CTAP New Assessments Overview' (Power Point Presentation), and 'CTAP Partner Video' (Video).

Learn more about CTAP and how it can increase your close rates and accelerate decision making. Click on **SALES/MARKETING** and the subsection **Cyber Threat Assessment (CTAP)**. You can then navigate through different CTAP sections for **NGFW, EMAIL** and **SD-WAN**

TIPS

We have created playbooks specifically for CTAP and SD-WAN assessments which you can find on our [microsite](#). We also have a CTAP loan pool available so talk to us for more information.



Renewal Hub

MANAGE OPPORTUNITIES · ENGAGE PARTNER PROGRAM · PRODUCTS/SOLUTIONS · SALES/MARKETING · TECHNICAL · TRAINING · ASSETS

RENEWAL HUB
FORTINET RESELLER EMEA

Renewal Tools
Created for you to help you maximize your renewal business

Accelerate 2021
Marketing
Social
Cyber Threat Assessment (CTAP)
Renewal Hub
Trade Up
FortiRewards

RENEWAL ASSETS TO EXPLORE
Download guides or watch videos on demand

Renewal Guide
DOWNLOAD

TradeUp Brochure
Discover our Trade up Program
Discover our Trade up Program and enable your customers to benefit from the latest Fortinet technology.
VISIT NOW

Get Ready Learn How
Learn how to manage your customers' accounts.
GET READY

Find the Renewal Hub by clicking on **SALES/MARKETING** > Renewal Hub, where you will find all the information concerning renewals such as Renewals Guide, Renewal Asset, Upsell opportunities and more.

TIPS

As well as Fortinet product specialists and a team of 30 pre-sales and technical engineers to advise you, Exclusive Networks have a dedicated renewals team who can help with any enquiries, so please contact us if you need guidance



Trade Up

The screenshot shows the Fortinet EMEA Partner TradeUp Program page. At the top, there is a navigation menu with categories: MANAGE OPPORTUNITIES, ENGAGE PARTNER PROGRAM, PRODUCTS/SOLUTIONS, SALES/MARKETING, TECHNICAL, TRAINING, and ASSETS. The main heading is "Fortinet EMEA Partner TRADEUP PROGRAM". Below this, it says "TradeUp Matrix for Transfer of Services" and "Check the EOO Models eligible for transfer of services". A dropdown menu is open under "SALES/MARKETING", with "Trade Up" highlighted in a red box. Below the menu are four buttons: "Network Security", "LAN Edge", "Management and Analytics", and "Application Security".

LATEST TRADE UP OPPORTUNITIES

FG 1500D to 1800F	LAN EDGE
<ul style="list-style-type: none">+ All FG 1500D Contract expiring in 2021+ Benefit from a 65% discount to Partners if traded up to 1800F series only+ Free Transfer of the FG1500D remaining services to the new FG1800F	<ul style="list-style-type: none">+ Upgrade from the older 802.11a/n/g/n technology to the latest and greatest WiFi 6 802.11ax+ FortiWi C-50D, 200D and 500D and endpoints are out of order since November 1st, 2020
LEARN MORE	LEARN MORE

To get access to the Trade-Up section, click on **SALES / MARKETING** > Trade Up.

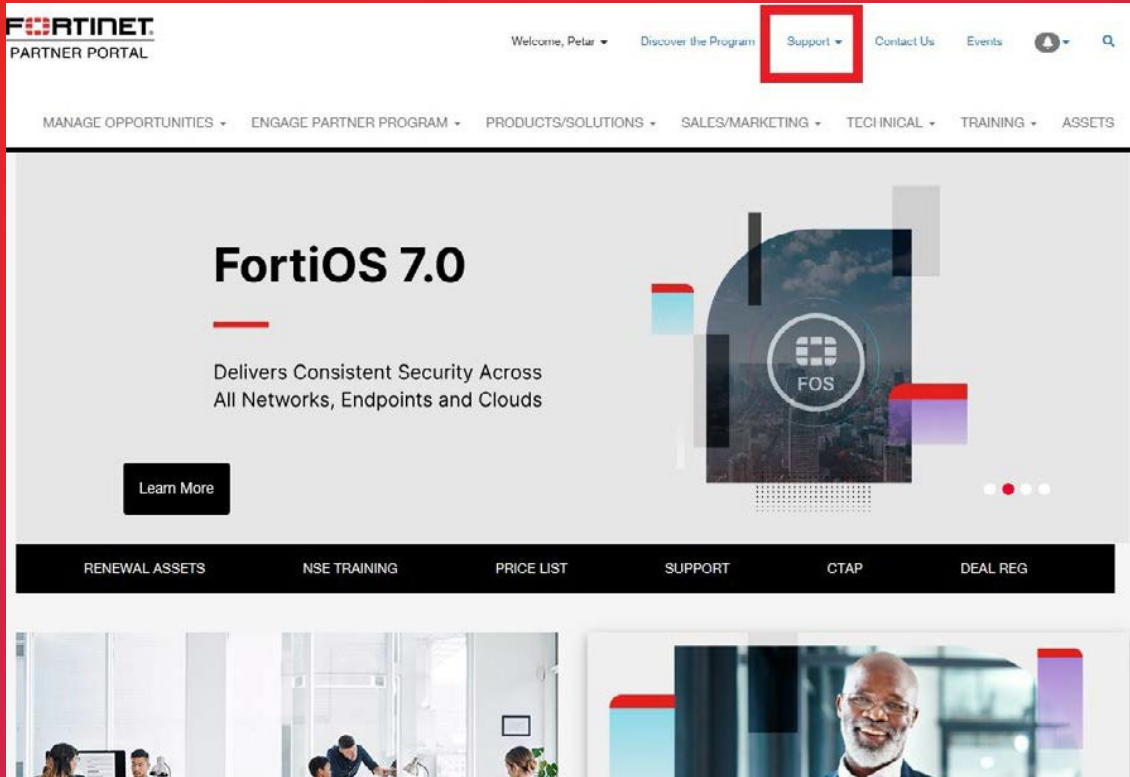
Trade Up program allows you to access the latest Fortinet solutions, bringing you improved performance, updated security, and an advanced feature set whilst benefitting from real cost savings.

TIPS

Our team of Fortinet product specialists and pre-sales engineers can advise you on upgrades and trade-ins as well as any current promotions.

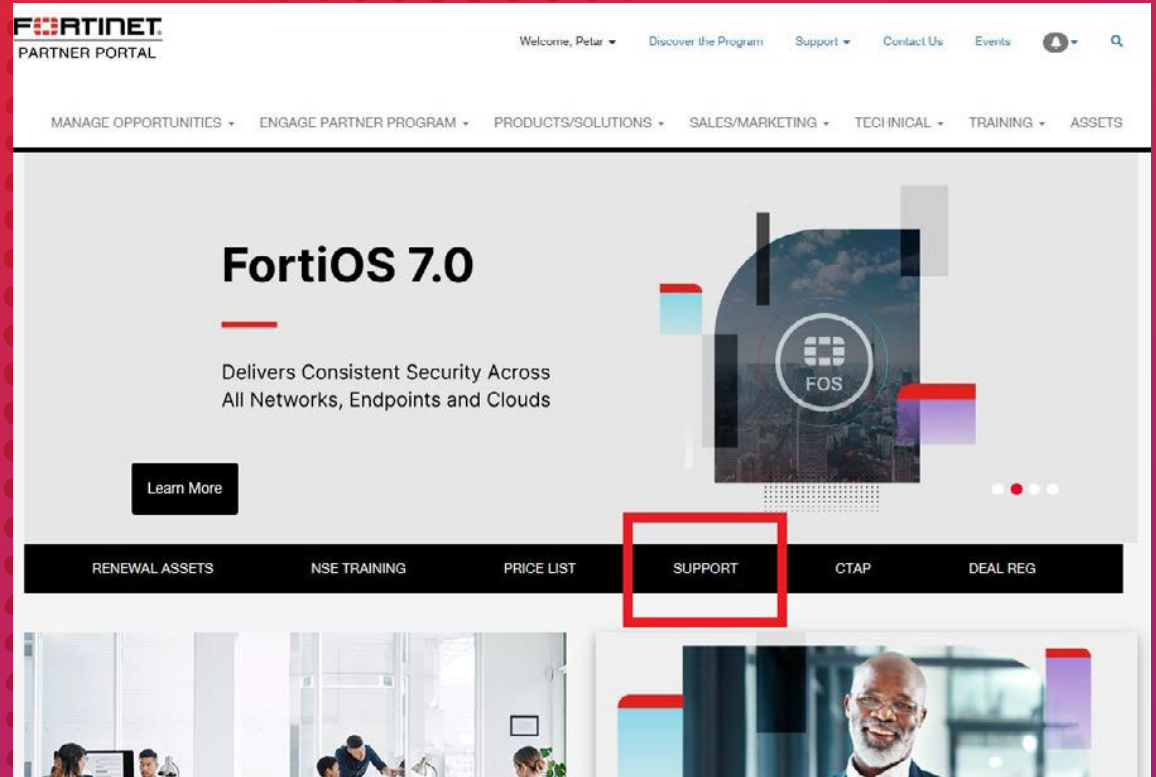


Support



You can use the direct access to the **Support Portal** in the upper menu bar, to access to either the Support FAQs (Support Account, Quick links and Assets) or the Support Portal Login.

Source: Partner Portal Discovery Tour, Fortinet Partner Portal



You can also use the support in the bottom menu bar to get a quick access to the Support Portal Login.



**Let's
Engage**

Source: Why Fortinet Guide, Fortinet partner portal

