

Fortinet's Partner Programme

FortiPartner

Australia
New Zealand



A true partnership

FORTINET

The goal of the Fortinet FortiPartner Programme is to enable you to successfully achieve unprecedented growth and profit potential by delivering superior, next generation multi-threat security solutions to your customers. Fortinet connects you to the resources needed to develop your expertise, grow your business, increase customer satisfaction, and maximize your profitability.

The FortiPartner programme provides you with six pillars for a successful partnership:

Programme Pillars

- **Profit margin**
Make more money, more often while selling innovative, integrated security solutions. The FortiPartner programme is designed to help your business provide unmatched multi-threat security solutions, while assuring a profitable contribution to your business. We select partners for long term growth and success; solutions are selectively distributed and all purchases require a reseller agreement. Furthermore, product access is limited by partner tier and certification requirements.
- **Recurring revenue stream**
As a FortiPartner, you'll quickly discover one of Fortinet's best hidden treasures – access to a recurring revenue stream. FortiGuard subscription services include antivirus/antispam, intrusion prevention and web filtering. And you can centrally manage all customer subscription renewals via one system and one vendor.
- **Technology leadership**
Fortinet is the pioneer and leading provider of multi-threat security solutions. No other vendor can match our unique mix of superior technology, performance, and total cost of ownership. In addition, Fortinet is recognized as the largest private security appliance vendor and is the leader in several key categories of the unified threat management market, according to IDC.
- **Why attempt expertise in a variety of point products when Fortinet offers an innovative platform that incorporates all the essential security applications and services required?** The FortiPartner programme offers you a low cost to entry in the security marketplace today. Gain credibility and certification with one vendor platform — one single innovative multi-threat security platform for all of your security needs.
- **Education and training**
As a cutting-edge security solution provider, you need to be well-equipped to handle any selling engagement. At Fortinet we take pride in our training programmes and work hard to ensure you are armed with the knowledge necessary to win in the field. As a FortiPartner, you benefit from a comprehensive suite of education and training programmes – from online sales training to instructor-led classroom training, we have what it takes to ensure your success.
- **Renewal tracking**.....
The Fortinet renewal programme for partners offers subscription and service renewal tracking and automation. The system provides you the ability to easily track when your customers' subscriptions are up for renewal — designed to ensure your customers are continually protected while bringing visibility to the renewable revenue/annuity available.
- **Channel commitment**
Fortinet is devoted to providing next generation multi-threat security solutions and support exclusively through qualified solution providers. All corporate and sales initiatives are designed to support you. You'll find peace of mind with our dedication to channel success — whether it's lead distribution, communication, promotions, MDF, sales resources, or marketing support, Fortinet is committed to making you successful.

Tiered programme participation

Fortinet offers three levels of programme participation, performance, and commitment to provide the opportunity and flexibility for your individual needs.

- **Silver**
Silver FortiPartners are organizations committed to delivering superior security solutions to their customers. They are interested in enhancing their partnership with Fortinet and taking initial steps toward a successful relationship. Silver FortiPartners have a working familiarity with Fortinet's low-to-mid range multi-threat security solutions and can deliver the solutions that best fit small to medium business security concerns.
- **Gold**
Gold FortiPartners have achieved proven success with Fortinet solutions and are committed to the continued adoption of Fortinet technologies in the marketplace. They deliver the full spectrum of Fortinet's solution set and they have both a certified FCNSA and FCNSP on staff to assist with any variety of implementation needs, whether it's a small branch solution or a core headquarter deployment.
- **Platinum**
Platinum FortiPartners are experts in delivering Fortinet's superior, next generation multi-threat security solutions to their customers and have demonstrated success across all Fortinet technologies. They have full access to Fortinet's solution set and they have two FCNSAs and two FCNSPs on staff to suit any complex deployment requirements and deliver exceptional levels of support and service.

Silver Partner

Requirements	Benefits
<ul style="list-style-type: none">• Partner agreement and profile via online Web form	<ul style="list-style-type: none">• Access to Small-Medium Enterprise (SME) set• Consistent and timely communication about products, promotions, and activities• Access to an array of sales and marketing tools via the FortiPartner Extranet• Participation in channel promotions• Invitation to Webinar trainings• Access to online sales training

Gold Partner

Requirements	Benefits
<ul style="list-style-type: none">• Partner agreement and profile via online Web form• Quarterly business planning• Sales training• 1 FCNSP certification• 1 FCNSA certification	<ul style="list-style-type: none">• All of the Silver benefits, plus ...• Access to Fortinet's complete solution set• Recommended pricing at distribution• Access to marketing programmes and lead generation tools• Dedicated channel account manager• Access to Market Development Funds (MDF)• Prestigious partner plaque


Platinum Partner

Requirements	Benefits
<ul style="list-style-type: none">• Partner agreement and profile via online Web form• Quarterly business planning• Sales training• 2 FCNSP certifications• 2 FCNSA certifications• One marketing activity per quarter• Evaluation equipment	<ul style="list-style-type: none">• All of the Gold benefits, plus ...• Qualified lead hand-off• Joint tradeshow participation

Next generation multi-threat security solutions

Fortinet offers your customers excellence and value in three key areas: Security, Performance, and Total Cost of Ownership. Below is how Fortinet creates value in each of these areas.

Security



Better security through integration - Our innovative, integrated solutions protect against blended threats better than individual point products

Real-time security updates - Comprehensive security subscription updates are automatically pushed out to customers as soon as they become available, providing much faster and better protection than the competition

Simplified, intelligent management and reporting - Easy-to-use GUI and exceptional analytical tools simplify security provisioning, operation and maintenance

Performance




Custom ASIC - ASIC-accelerated multi-threat security systems ensure complete content protection in real time without performance degradation

Network and application transparency - Fortinet systems are non-disruptive to operational networks or applications

System and network availability - Multiple methods of resiliency ensure network and system uptime

Total Cost of Ownership



Simplified installation and deployment - Easy and cost effective to install, operate and maintain

Scalable solutions - Broad product line meets the full range of business communication security needs

No complex licensing and no seat licenses - Unified, system-based licensing provides the most cost effective and efficient way to purchase, deploy and maintain

FortiPartnerProgramme Overview

Silver

Gold

Platinum

BENEFITS

Sales and marketing support

Starter Kit	X	X	X
Renewal tracking	X	X	X
Not-for-resale (NFR) demo programme / evaluation equipment.....	X	X	X
Communication on new products, updates, and changes to our programme	X	X	X
Invitation to our Webinar trainings and updates	X	X	X
Access to FortiPartner Extranet website	X	X	X
Participation in product promotions	X	X	X
Discount on internal-use products	X	X	X
Recommended pricing at distribution.....	X	X	X
Listing on Fortinet partner locator.....		X	X
Participation in MDF programme.....		X	X
Joint tradeshow participation		X	X
Dedicated account manager for pre- and post-sales support.....		X	X
Distinguished partner plaque.....		X	X
Invitation to partner conference			X
Qualified lead hand-off			X

Technical support

Knowledge base access	X	X	X
Beta programme participation			X

Education

Web-based sales training	X	X	X
Fortinet certification training.....	recommended	X	X
Access to mobile multi-threat training labs		X	X

REQUIREMENTS

Requirements

Partner agreement	X	X	X
FCNSP & FCNSA certification	recommended	X	X
Minimum quarterly revenue targets		X	X
Quarterly business plan		X	X
Lead follow-up and reporting.....		X	X
Sales forecasting		X	X

PRODUCT ACCESS

Access by partner tier*

SME / branch office appliances.....	X	X	X
Mid-range appliances.....	if certified	X	X
High-end appliances	If certified	X	X
Chassis-based systems.....		If certified	If certified
FortiBridge	X	X	X
FortiAnalyzer / FortiReporter	X	X	X
FortiClient	X	X	X
FortiManager	X	X	X
FortiMail	X	X	X

*Reference the "Top Selling Products" tab on the Price List for category definitions

FCNSP: Fortinet Certified Network Security Professional
 FCNSA: Fortinet Certified Network Security Associate



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