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Welcome

Dear Partner.

Welcome to the Fortinet channel family!

As the leading IT security vendor, we aim to provide our partners with unprecedented growth and profit, while leading with our diverse set of solutions that create the industry's only fully–integrated cyber security solution, the Fortinet Security Fabric.

Within this book we outline the benefits, programs, and incentives of being a Fortinet partner. To fully enjoy these, we suggest registering for the Fortinet Partner Portal. This can easily be granted by your company's admin contact via the portal. There, you can find more details, up-to-date resources, and the current programs available to our partners.

We hope this book helps you leverage all that the Fortinet Partner Program has to offer. Should you have any questions, please reach out to your local Channel Account Manager, or contact partners@fortinet.com.

Best Regards, The Fortinet Team

The content of the Partner Guidebook complements – but does not replace – the Fortinet Partner Program, and the online contract that has been agreed to between your organization and Fortinet.

This manual is not a legal document. We reserve the right to change parts of this guidebook at our discretion. You will be informed of major changes via the Partner Newsletter or your local Fortinet Manager.

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Staying Up-to-Date with Fortinet

To assist you in your sales and marketing efforts and to help with your technical commitments, Fortinet provides numerous tools to stay up-to-date with us:

The Fortinet Partner Portal

The Fortinet Partner Portal houses the marketing assets and technical and sales tools that you need to understand our products and solutions and deliver this information to customers. The site is password protected and the Fortinet admin/primary contact at your company can grant colleagues access once your company's Fortinet partner application has been accepted.



The Partner Portal includes a wealth of tools to help you get the most out of our partnership:

Sales Tools	Marketing Assets	Pre-Sales Tools
 Quarterly Price List Competitive battlecards and analysis Product documentation, presentations Solution documentation, presentations Analyst Reports (Gartner, IDC, etc.) 3rd Party Test Results (NSS Labs, etc.) 	 Partner Acceleration Web Series Campaign toolkits FortiExpress information Branding guidelines Logos and icon library Product brochures and presentations FortiStore 	Cookbooks Online Demo Center How-to Video Library Document Library Knowledge Base Forums and Communities

Visit the portal at partnerportal.fortinet.com.

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Fortinet Partner Newsletter

The monthly Partner Newsletter is sent to all partner contacts, and highlights promotional opportunities, sales and marketing investments, and product and corporate news, among other topics. If you're not receiving the newsletter, please contact your Channel Account Manager.

FUSE

Fuse is Fortinet's online community where partners, end users, and distributors, discuss all Fortinet-related products, industry trends, best practices, and network with others. Partners can login to Fuse with your Partner Portal credentials, and once logged in, you can participate in discussions, follow blogs, share resources, and subscribe to events, all led by Fortinet staff experts.

Visit http://fuse.fortinet.com.

Social Media

Follow us on Twitter @FortinetChannel for the latest updates on channel programs.

Partner Acceleration Web Series

The Acceleration Web Series is an educational webinar series exclusively for Partners. Live sessions present new solutions, product updates, solution sells, and channel program updates. The sessions are presented by Fortinet Product Directors, Systems Engineers, and Channel leadership.

Presentations and recordings of past sessions, and upcoming sessions, can be found on the Partner Portal on the sales page.

Partner Acceleration Updates

These in-person events take place around the United States and Canada. You'll learn about the latest Fortinet developments, products, solutions, and have a chance to network with your local Fortinet team.

To register or see a list of upcoming dates and locations, visit the Partner Portal's "Upcoming Events" section.

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The Fortinet Knowledge Base

The Fortinet Knowledge Base (KB) provides quick and straightforward access to our technical expertise with content that can be made available globally within seconds. A search engine facilitates finding relevant information within the mass of documents published about Fortinet solutions and products. New article updates are available using RSS feeds.

View the Fortinet Knowledge Base at kb.fortinet.com.

The FortiGuard Center

For over 10 years, we have built an in-house, industry-leading dedicated security research team, FortiGuard Labs, which oversees all of Fortinet's security services. The FortiGuard Center follows the latest developments in botnets, web filtering, viruses, app control, intrusion, vulnerability, and more.

Fortinet blog

The Fortinet blog features security research, industry trends, Q&As and more.

Threat Intelligence Brief

The FortiGuard Threat Intelligence Brief is a weekly email for partners and customers that highlights current threat activity. Each edition includes findings on application vulnerabilities, malware and botnet activity, and malicious web activity.

Product Resource Center

The Resource Center houses how—to and product videos on the Video Library.

Download reference manuals, release information, data sheets, and product icons.

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Fortinet Partner Program

The goal of the Fortinet Partner Program is to accelerate your business and drive unprecedented growth and profit by delivering superior, next generation multi-threat security solutions to your customers.

Fortinet connects you to the resources needed to:

- Accelerate Your Profitability: We arm partners with the right programs like deal registration, incentives, and promotions – to drive your profits.
- Accelerate Your Growth: We understand that the channel is an extension of our company. We invest in marketing programs designed specifically for our partners to drive demand.
- Accelerate Your Security Leadership: Fortinet is poised to lead the cyber security market with the industry's fastest and most secure solutions that go beyond traditional security to protect customers everywhere they need to be protected inside the border and out. As cybercrime evolves, only Fortinet can provide the greatest levels of security and peace of mind for customers in an unpredictable, dynamically changing world.

Fortinet's Global Partner Program Levels



Platinum Partners are experts in delivering Fortinet's security solutions. They have at least 3 NSE Level–4 on staff to suit any complex deployment requirements and deliver exceptional levels of support and service.



Gold Partners have achieved proven success with Fortinet solutions. They have a minimum of 2 NSE Level-4 on staff to assist with any variety of implementation needs.



Silver Partners are committed to delivering superior security solutions to their customers. They are interested in enhancing their partnership with Fortinet, and have a minimum technical requirement of having 1 NSE Level–4 on staff.



An **Authorized Partner** level is available for qualifying companies wishing to deliver Fortinet solutions to their customers, and exploring the possibility of a more committed Partner Level.

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NSE Certification Requirements

The Fortinet Network Security Expert (NSE) Program is Fortinet's 8–level certification program designed for technical professionals interested in independent validation of their network skills and experience. The program includes a wide range of self–paced and instructor–led courses, as well as practical, experiential exercises that demonstrate mastery of complex network security concepts.

The NSE Program is a key part of the Fortinet Partner Program, allowing partners to validate network security skills and experience, leverage Fortinet's full range of network security products, help accelerate sales, and offer new services.

Requirements by Level**

	Level	Authorized	Silver	Gold	Platinum
	NSE 1	1	1	2	3
Sales	NSE 2	1	1	2	3
	NSE 3	1	1	1	3
	NSE 4		1	2	3
ख्न	NSE 5			1	2
Technical	NSE 6				1*
Te	NSE 7				1
	NSE 8				1

^{*}One person completing at least four different technology modules within NSE 6

For more information, see the Training and Certification section.

Partner Locator

Fortinet.com features a Partner Locator, helping potential customers find Platinum, Gold, MSSP and Distribution Partners in their region. Please contact your local Channel Account Manager should your company name or address change. (Name changes must be accompanied by an official letter on company letterhead stating the previous and new name).

^{**}LATAM Partners, please contact your country manager to get additional information about the minimum number of certifications required for your partnership level.

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Channel Marketing Program

The Fortinet Partner Program offers a robust program to enhance our partners' marketing efforts. Utilizing a selection of the tools outlined below, partners can create a comprehensive marketing plan to bolster their Fortinet business.

Campaign Toolkits

Fortinet toolkits provide an overview of Fortinet's solutions and gives you direct access to the most current campaigns and assets Fortinet has to offer. Toolkits include our co-marketing, pipeline building program which is designed to jump start sales and marketing activities with turn-key content and lead generation campaigns.

Toolkits are found in the Solution sections of the portal.

Questions should be directed to your Distributor or Fortinet Marketing Manager.

FortiExpress

The FortiExpress is a pair of 18—wheelers traveling the United States and Canada, educating partners and customers in its 1,200-square foot classroom and demo center. The FortiExpress is available to partners to host events, training, demos and presentations, and to showcase Fortinet technology. To book a FortiExpress event, please contact fortiexpress@fortinet.com or your Channel Marketing Manager.

Threat Map

The FortiGuard Threat Map is a real-time look at cyberattacks taking place around the globe. It can be cobranded with a partner logo and displayed on your website or at an event as a conversation starter.

View the map at threatmap.fortiguard.com.

Fortinet Product Photo Library

Organized by product category, images are available to for websites or other marketing initiatives to promote Fortinet products.

View the Product Photo Library here (password: fastsecureglobal).

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Appointment Setting

Integrated telemarketing with email, direct mail, and web assets. Contact your Channel Marketing Manager for more information.

Content Marketing and Syndication

Help with blogs, newsletters, and other content marketing to expand your reach. Partners can leverage a combination of custom and syndicated content to drive engagement. Contact your Channel Marketing Manager for more information.

Customer Success Stories

Work with us to showcase your customer successes. We have a team ready to work with you to help promote your story. Contact your Channel Account Manager or Channel Marketing Manager to learn more about our policies and to get started.

Logos

The Partner Portal Marketing page provides you with access to our branding assets, including high-resolution logos, so you can co-market and manage campaigns.

FortiStore

A large selection of Fortinet-branded merchandise ranging from apparel to trade show gifts, as well as Fortinet brochures, datasheets, and books, is available from the FortiStore.

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Training and Certification

Become a Fortinet Network Security Expert (NSE)

The Fortinet Network Security Expert (NSE) is an 8-level certification program designed for technical professionals interested in independent validation of their network security skills and experience. The program includes a wide range of self-paced and instructor-led courses, as well as practical, experiential exercises that demonstrate mastery of complex network security concepts.

Access the NSE modules and exams on the NSE Institute, available on the Partner Portal Training page.

Eight-Level Training and Certification Path

The NSE Program is a key part of the Fortinet Partner Program, and helps partners validate network security skills and experience, demonstrate value to current and future clients, accelerate sales, and offer new services. Online portions of the training and certifications are offered free—of—charge to partners. The NSE 8—Level path includes sales, solution, and technical training.

		Level	Objective	Products/Concepts
		NSE 1	Develop a foundational understanding of network security concepts	Application security, wireless concepts
Sales	Sales	NSE 2	Develop the knowledge and skills necessary to sell key Fortinet solutions. (For Fortinet employees and partners only)	FortiGate, FortiGuard Services, competitive landscape
		NSE 3 Sales Associate	Develop the knowledge and skills to sell Fortinet products. (For Fortinet employees and partners only)	Web Application Firewalls, SAA
		NSE 4 Professional	Develop the technical knowledge and skills of how to configure and maintain a FortiGate Next Generation Firewall solution.	FortiGate admin basics, creating VDOMs and VLANs
		NSE 5 Analyst	Develop a detailed understanding of how to implement network security management and analytics.	FortiManager, FortiAnalyzer
	[echnical	NSE 6 Specialist	Develop an understanding of advanced security technologies beyond the firewall.	FortiManager, FortiAnalyzer
		NSE 7 Troubleshooter	Demonstrate the ability to troubleshoot internet security issues.	FortiGate Troubleshooting
		NSE 8 Expert	Demonstrate the ability to design, configure, install and troubleshoot a comprehensive network security solution in a live environment.	Expert-level content

Learn more about the NSE program in the Training section of the Partner Portal.

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Promotions and Incentives Programs*

Promotions Program

Fortinet helps you grow your business by introducing regular promotional programs that identify opportunities in the marketplace, while delivering generous discounts. Offers cover displacement of competitor solutions, trading in for end–of–life Fortinet products, add–on purchases focusing on Fortinet Advanced Technologies, and more. Promotions are either introduced to last a limited time, or are long–term with no end–date in site.

Promotions are announced on the Partner Portal, through the Partner Newsletter, or an email blast.

FortiRewards Incentive Program

The FortiRewards Incentive Program offers incentives for selling specific product models and supporting partner programs.

Current incentives can be found on the promotions page of the Partner Portal.

To register for FortiRewards, visit www.acbpromotions.com/fortinetrewards.

*LATAM, please contact your country manager for availability.

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Deal Registration Tool

The Deal Registration Tool is available through the Sales Quick Links on the Partner Portal home page, and allows active, committed Partners deal protection. Use this tool to register significant deals and earn extra discounts on top of your FPP discounts, as well as additional support on both the sales and technical side. Work with your Channel Account Manager to resolve any issues.

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Cyber Threat Assessment Program

Reduce your sales cycle by 50%!

Fortinet's Cyber Threat Assessment Program provides your prospects with in-depth information about the current state of their network, covering key areas of security threats, productivity, and performance.

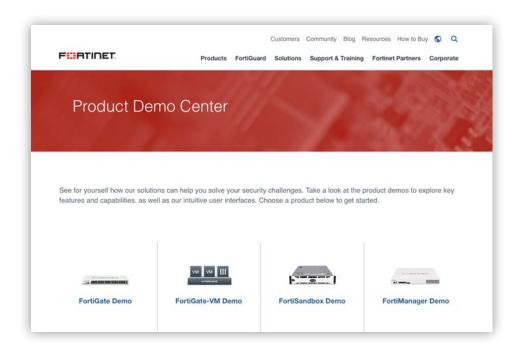
This program lets you deploy a FortiGate on your prospect's network without interrupting their existing infrastructure. The FortiGate stays on the network for up to seven days, and once you share the logs with Fortinet, you'll receive a Cyber Threat Assessment report to share.

The CTAP program is completely free of charge to you and the end user. It is designed to allow you to base your sales pitch on facts about the company's network, and accelerate the speed of closing sales.

Demo Center

Our online Product Demo Center brings you and end users free, instant access to all major Fortinet products. Try products online and explore capabilities, discover features, the graphical user interface (GUI), and perform basic configuration.

Become familiar with and demonstrate core Fortinet products including FortiGate, FortiAnalyzer, and FortiManager, and recent additions including FortiSIEM, FortiCloud, and FortiSandbox. Over 20 Fortinet solutions can be tried. The demos are available 24/7, and do not require download.



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Demonstration Products

As a Fortinet Partner, you have the option to purchase demonstration equipment at a discounted rate. Demo equipment is a proven way to drive business and profitability, whether demonstrating product capabilities or running assessments through our Cyber Threat Assessment Program. Demo units come with a full suite of support, maintenance, and subscription services for one year, and are eligible for resale after 12 months of use. For more information about the program, contact your Channel Account Manager.

Evaluation Units

ONLY FOR IDENTIFIED PROJECTS: Evaluation units are assigned to resellers that have an identified opportunity with a prospect, and would like to evaluate Fortinet products prior to purchase. The evaluation unit is delivered under certain conditions, validated by your local Fortinet representative.

Prior to the release of any evaluation unit, you or your customer must sign an evaluation agreement.

For more information about the program, contact your Channel Account Manager.

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FortiCare Services

Fortinet's FortiCare Support Services provide global support for all Fortinet products and deliver best-in-class support services. With FortiCare Services, your customers can be assured that their Fortinet security products are performing optimally and protecting their corporate assets. FortiCare Services includes both Support Services and Advanced Services.

FortiCare Support Services

Our Support Services are essential to assure optimal and efficient operation, while also providing access to technical support experts, firmware upgrades, and flexible hardware replacement services.

FortiCare 8x5

Provides access to technical support via the web portal, online chat system and telephone (during regular business hours in the client's time zone, M–F, 9AM–6PM). The service also includes a return and replace service for hardware failures. This service allows fast and easy access to technical support requests.

FortiCare 24x7

The 24x7 service includes access to technical support 365x24x7 as well as an advanced replacement service for hardware failures. This service provides the assurance of around the clock coverage and fast turnaround for replacement of defective hardware.

FortiCare 360° Service

This service includes all the services of FortiCare 24x7 Service and provides recurring health checks with a personalized monthly audit report of FortiGate and FortiWiFi appliances. Customers can be aware of any potential issues and take action to avoid service disruptions or performance slowdowns.

FortiCare Premium RMA Service

This service is designed to minimize downtime, with three options: next day delivery; 4–Hour Courier; and 4–Hour On–Site Engineer.

FortiCare Secure RMA Service

This service allows for non-return of an appliance for those customers with strict rules and requirements for physical data protection.

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FortiCare Advanced Services

FortiCare Premium Support minimizes operational downtime by providing fast incident resolution and working closing with organizations to plan, test, and implement service transitions.

FortiCare Professional Services assist in the design and transition phase by providing expertise and experience to assist organizations in implementing the best possible security protection Fortinet's products and solutions can deliver.

FortiCare Security Analysis Services optimize the configuration of an appliance in a specific security environment to maximize investments.

*LATAM, please contact your country manager for availability.

FortiCare Technical Support

FortiCare Technical Support provides global support on a per product basis. By subscribing to these services, organizations are ensured a timely response to any technical issue as well as complete visibility on ticket resolution progress. All FortiCare support services include: firmware upgrades; access to the support portal and associated technical resources; reporting on technical incidents (via the web, chat and telephone); as well as a hardware return option.

For more information on managing your customer support accounts, visit the Partner Portal.

FortiGuard Security Services

Extensive knowledge of the threat landscape combined with the ability to respond quickly at multiple levels is the foundation for providing effective network security. Hundreds of researchers at FortiGuard Labs scour the cyber landscape every day to discover emerging threats and develop effective countermeasures to protect nearly 300,000 Fortinet customers around the world. Fortinet solutions, including the flagship FortiGate firewall platform, are powered by security services developed by FortiGuard Labs.

FortiGuard security services are available as subscriptions for use in the FortiGate next generation firewall and IPS platforms as well as with a number of other Fortinet products. Organizations can choose individual services, or get access to all available services with the Enterprise Bundle.

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Global Customer Services and Support (GCCS) Team

Our team, which comprises of Customer Service, Technical Support and Professional Services is the customer's single point of contact for all service and support requirements. Fortinet has made strategic investments to ensure a best-in-class global infrastructure staffed by experts with the aim of assisting your customers to deliver successful projects. The GCCS organization is spread across three regional Centers of Expertise (COE) focused on delivering technical and service excellence. North America's COE is located in Vancouver, Canada. This COE is supplemented by regional support centers located in Ottawa, Miami, and Dallas, providing additional language and geographical coverage to best address your customers' needs.

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Benefits of using the Partner Support Portal

The Partner Support Portal, accessible from the Partner Portal homepage, allows you to manage assets, tickets, and users, as well as access tools including the download center, bug tracker, and live chat assistance with Customer Service.

IMPORTANT: Always open your online support tickets when logged into the Partner Portal to get priority help as a Partner.

1. Manage assets

The Partner Support Portal allows you to manage assets in the following way:

- · Connect existing accounts or create accounts to organize assets
- Register assets per accounts, per end user, per project, etc.
- Use product description field and address field to further track assets
- Track renewals
- Manage assets, create, and export reports using either:
 - Global view (all accounts) or
 - Account view

2. Manage tickets

- All tickets can be worked on by any of your company members
- Ticket updates are recorded with the name of the person who contributed
- · Create ticket reports to review ticket quality and performance
- Choose to share ticket visibility with end user or to maintain privacy
- Control end user permissions to create tickets with Fortinet
- Choose to be notified when end users create tickets with Fortinet

3. Manage users

- All members of your company have full access through partnerportal.fortinet.com
- Specific members of your company can have admin permissions to create additional user accounts for partnerportal.fortinet.com
- All members of your company can manage end users access
- End users should login from support.fortinet.com
- Ticket visibility for end users can be restricted based on request type
- Asset management for end users can be restricted by serial number

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4. Download Center and Bug Tracker Tools

- Download Center provides full access to all Fortinet public software, no download restriction
- FortiGuard service updates are also available for download
- The Bug Tracker allows search through active bugs being tracked by the Global Customer Support and Services (GCSS) organization
- The Bug Tracker tool is only available to Fortinet Partners and is aimed to facilitate your work

5. Live Chat Assistance from Customer Service

• Chat live with Fortinet Customer Service when logged on as a Partner via your portal access.

For a full overview of Fortinet Customer Support, please refer to the FortiCompanion to Technical Support, FortiCompanion to RMA, Ticket Creation Guide and the Forticare Terms and Conditions. These documents can be found in the Support section of the Partner Portal.

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Product Warranty and Support

Product warranty and support starts at the EARLIER of the following events:

- At time of registration
- At first power–up, the appliance will connect with Fortinet and request updates
- 60 days (100 days for LATAM) from shipment of product from Fortinet



Warranty

Warranty/support start is tied directly to the ship date or activation connection with Fortinet. Warranty is the base level of coverage on the hardware platform. Fortinet's warranty is included in the End User License Agreement.

Support

The start of support is tied to the timing of hardware shipment or activation, but a maximum of 60–day grace period is provided in US/Canada.

Bundles

The start date for bundles will follow the warranty and support policies above.

Note: Fortinet reserves the right to change its support policy at its discretion.

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Fortinet Renewal Process

Defining Renewal:

Each Fortinet product (unit) has a Serial Number on which contracts are registered. When this contract expires it becomes a Renewal Opportunity.

A Renewal Opportunity is the sum of all units with expiring service contracts during the Quarter, registered under one single "Company name".

If a customer does not renew their FortiGuard or FortiCare services, their product will no longer be protected against the latest threats. To help inform end users, Fortinet sends out automatic renewal notices on a monthly and daily basis:

Monthly notices are sent the first Tuesday of each month 3, 2 and 1 month before service expiration (unless the expiration date is the first day of that month, in which case we send the notice on the first Wednesday). All units from an account that are set to expire during a specific month will be mentioned in the same email.

Daily notices are sent 15 days before service expiration, the day of expiration and 30 days after service expiration. All units from an account that are set to expire on a specific day will be mentioned in the same email.

The renewal notices are also divided into three categories: End of Sale (EOS), FortiOS upgrade, and regular renewal notices.

The Fortinet Renewal team also telephones end users before expiration to remind them to renew their services, and to advise them on what services they may need. Fortinet will then inform the reseller about the customer's desire to renew its services. Subsequently, the Fortinet renewal team verifies if the services have indeed been renewed.

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Your Renewal Tool: Asset Tracking System (ATS)

Fortinet has developed the Asset Tracking System renewal tool for our Partners, to help you:

- ✓ Save time
- ✓ Improve your renewal rate
- ✓ Improve your renewal income

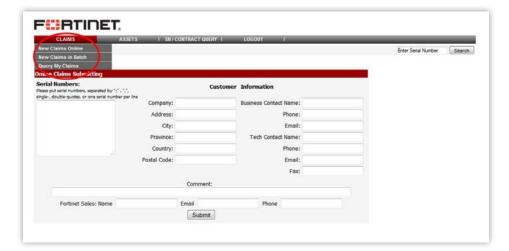
This system enables you to save time and increase your renewal income with the following functions:

- ✓ Easily keep track of your units
- ✓ View FortiCare/FortiGuard contract information
- ✓ View individual unit information.
- ✓ Keep track of upcoming renewals
- ✓ Find Upgrade/Upsell Opportunities for sales campaigns
- ✓ Extract easy and relevant reports

ATS can be accessed from the Partner Portal homepage by clicking the "Find Asset" quick link.

There are several ways to manage your assets through the ATS, outlined below:

Claims Section



New Claims Online:	Allows you to claim units by customers.
New Claims in Batch:	Allows you to claim units for several customers all at once.
Query my Claims:	Allows you to search all your units claimed. Search by Serial. Number, Claimed date, Customer name, Reseller name, Comment and Status.

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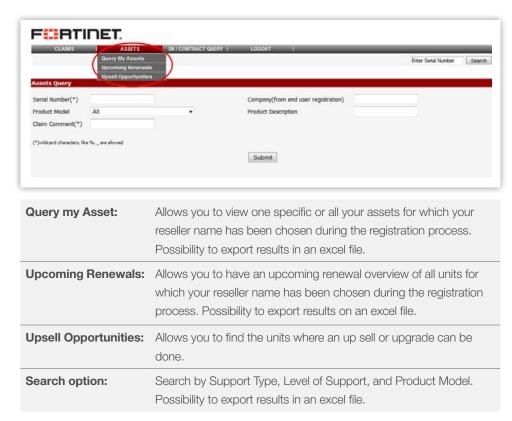
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Assets Section

If your asset list seems to be incorrect or incomplete please contact renewals@fortinet.com



Serial Number Contract Query Section



Serial Number:	Allows you to view all serial number information, No End User details will be displayed.
Contract Number:	Allows you to view all contract information, No End user details will be displayed.
License Number:	Allows you to view license information for VM products, No End user details will be displayed.

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FortiCare/FortiGuard Renewal Continuous Service Policy

Fortinet has designed our FortiCare support and FortiGuard services to be continuous. When a customer does not renew by the expiration date, then a lapse in the service period occurs, which makes the customer's environment vulnerable to security threats. Any lapses in service will require coverage back to the contract expiration date in order to maintain continuous service coverage. The maximum back coverage is limited to six months. In other words, if the coverage has lapsed for more than six months, then out of a one–year renewal contract, six months will be used to cover the lapse in service and then the remaining service time will be used to provide continuing service.

There is a 10-day grace period, which is the number of days after the contract expiration date before the lapsed service period coverage goes into effect. If a contract is purchased and registered within the 10-day grace period, then the contract starts on the date of registration.

When does this policy apply to FortiCare Support?

This policy applies to all FortiCare renewals – both as part of a bundle or as a stand–alone/a la carte contract.

When does this policy apply to FortiGuard?

When FortiGuard is part of a contract bundle with FortiCare, then this policy applies to FortiGuard. This policy does not apply to stand–alone/a la carte FortiGuard contracts.

How does this policy apply to bundles?

When a customer purchases a Fortinet bundle for the first time, the service and subscription component is the first service period and contract. When the service and subscription component of the bundle expires, this continuous service policy applies to the renewal.

Please note the following are excluded from this policy:

- Multi-Year Renewals
- Demo and Evaluation Units
- À la carte FortiGuard Renewals

Staying Up-to-Date

Fortinet Partner Program

Channel Marketing Program

Training and Certification

Promotions and Incentives

Deal Registration

Trying Products and Services

Security Services and Support

Customer Support

Product Warranty and Support

Registration and Renewals

Contacts

Contacts

Please feel free to contact any of the Fortinet teams directly using the email aliases.

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Security Services and Support: cs@fortinet.com

Renewals: renewals@fortinet.com

Training and Certification: training@fortinet.com