

Why Fortinet



Source: *Why Fortinet Guide*, Fortinet partner portal

#BFF
Be Forever Fortinet

Corporate Overview



WHO IS FORTINET?

Fortinet is a global leader in cybersecurity, delivering a broad, integrated and automated security fabric to enable customers to accelerate their digital journey.

\$3.09B

FY2020 Billing

Financially Stable

28B+ Market Cap (as of 2.21.21)

Nasdaq: FTNT

S&P 500

BBB+ Baa1

Security Investment Grade Rating

Leading the Cybersecurity Industry

50

Integrated Fabric Products

Broadest Attack Surface Coverage

500,000+

Customers Worldwide

Massive Customer Input

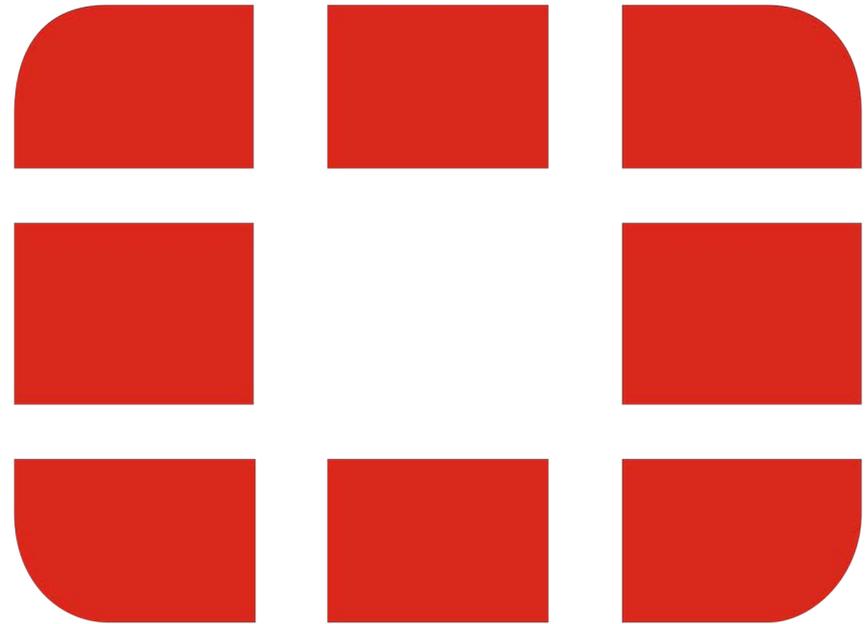
600,000+

NSE Certifications

WEF Cybersecurity Founders

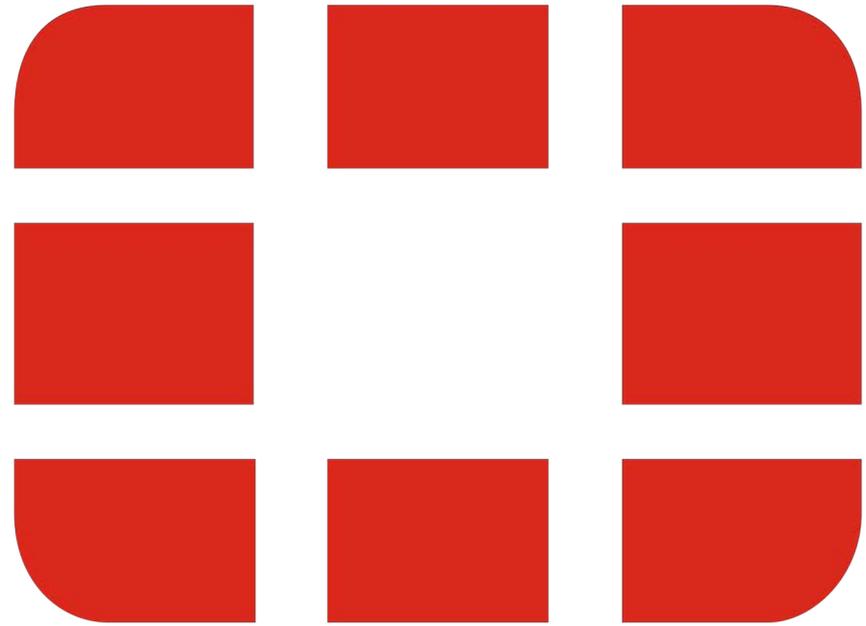
OUR VISION

Making possible a
digital world you
can always trust



OUR MISSION

is to secure
people, devices,
and data
everywhere



Fortinet is recognized as a Leader in 2 Gartner 2020 Magic Quadrant Reports:

Fortinet is also recognized in 4 additional Gartner 2019/2020 Magic Quadrant Reports, including a wide range of technologies:

And Fortinet is mentioned as a 'Vendor To Consider' in 2 additional Gartner 2020 Magic Quadrant Reports:

And Fortinet is listed in 6 Gartner Market Guides

Source: Why Fortinet Guide, Fortinet partner portal



Network Firewalls



WAN Edge Infrastructure



Web Application Firewall



SIEM



Wired and WLAN



Endpoint Protection Platforms*



Secure Web Gateway



Indoor Location Services



IDPS



Email



NAC



ZTNA



OT



SOAR

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Recognized As a Leader for Network Firewalls and WAN Edge Infrastructure

2020 Magic Quadrant for Network Firewalls



Fortinet Recognized as a Leader

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Source: Why Fortinet Guide, Fortinet partner portal

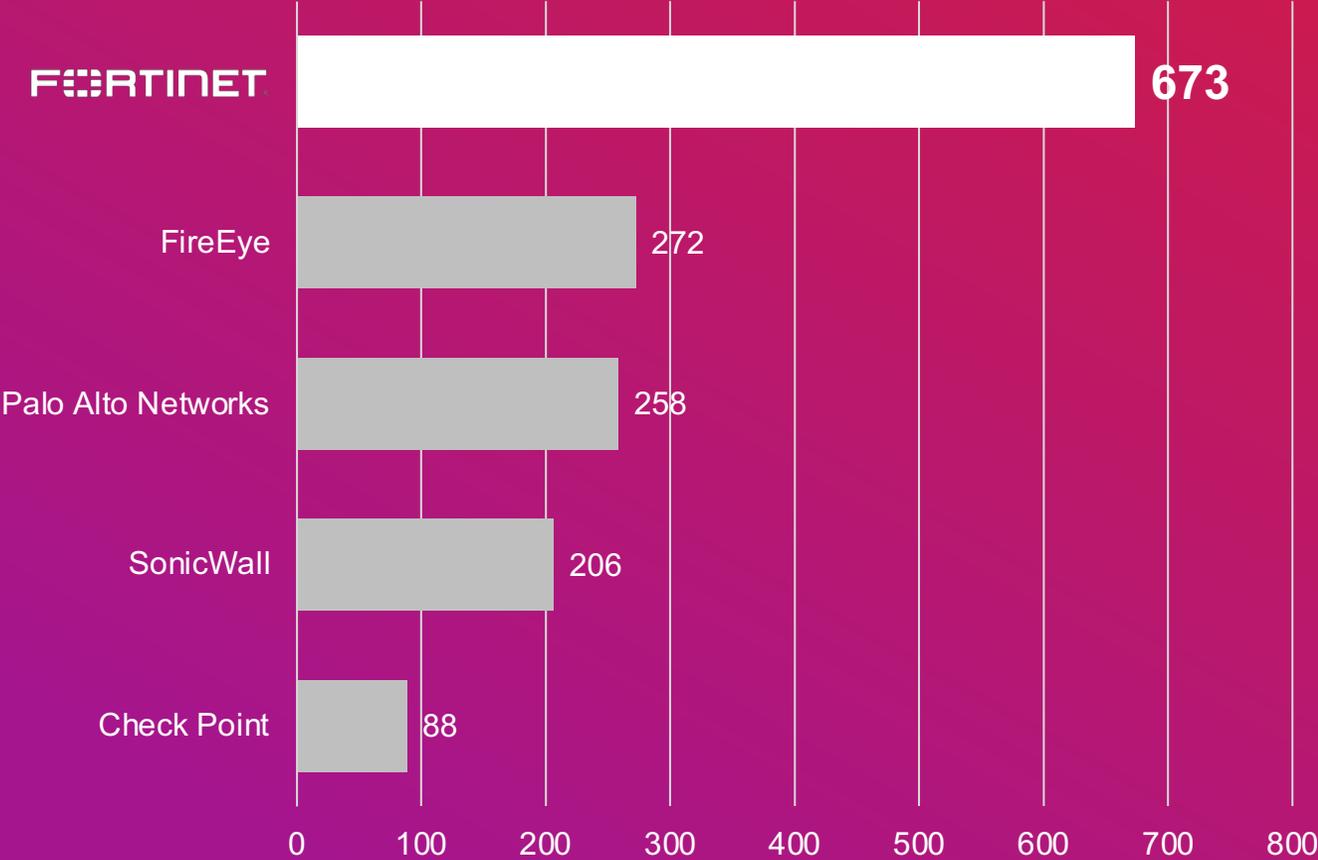
2020 Magic Quadrant for WAN Edge Infrastructure



Fortinet Recognized as a Leader

#1 Network Security Innovator

Nearly 3X US patents of the nearest comparable competitor



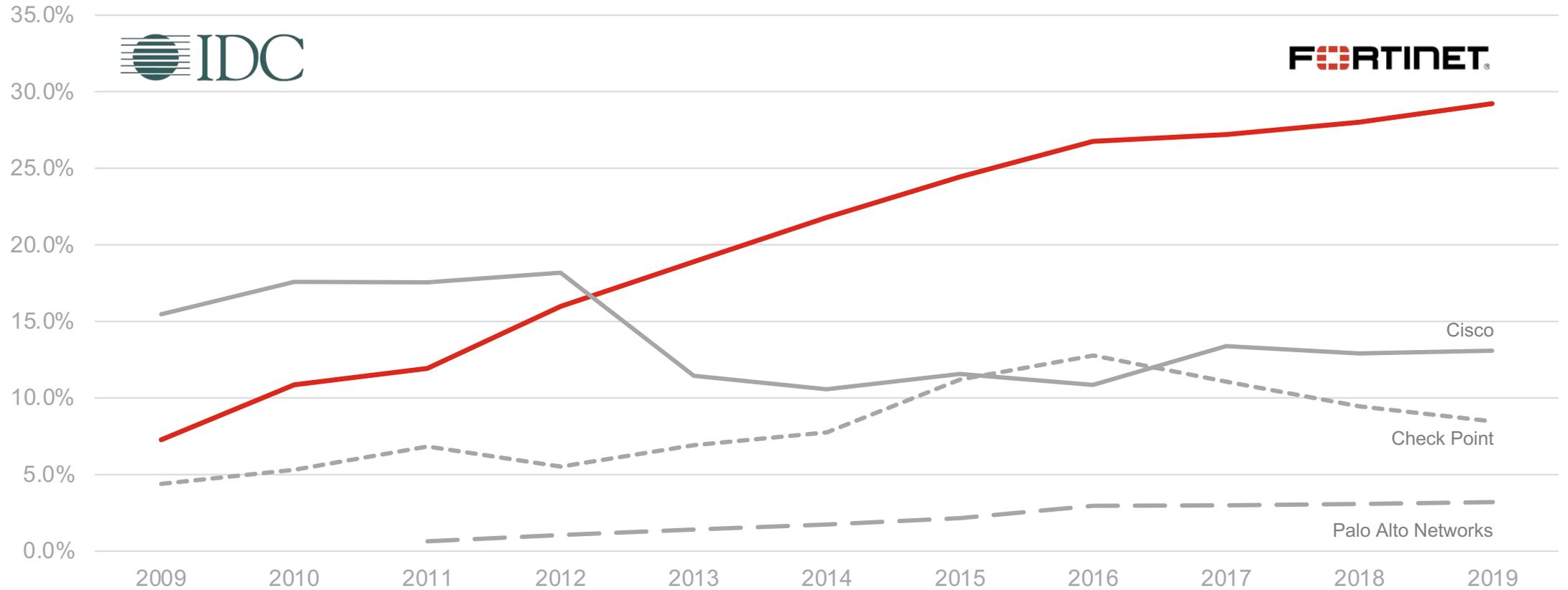
#1 Security Innovator

Competitor data based on patents issued as listed by the U.S. Patent and Trademark Office as of December 31, 2020

673 U.S. Patents
43 International Patents
716 Global Patents

Source: Why Fortinet Guide, Fortinet partner portal

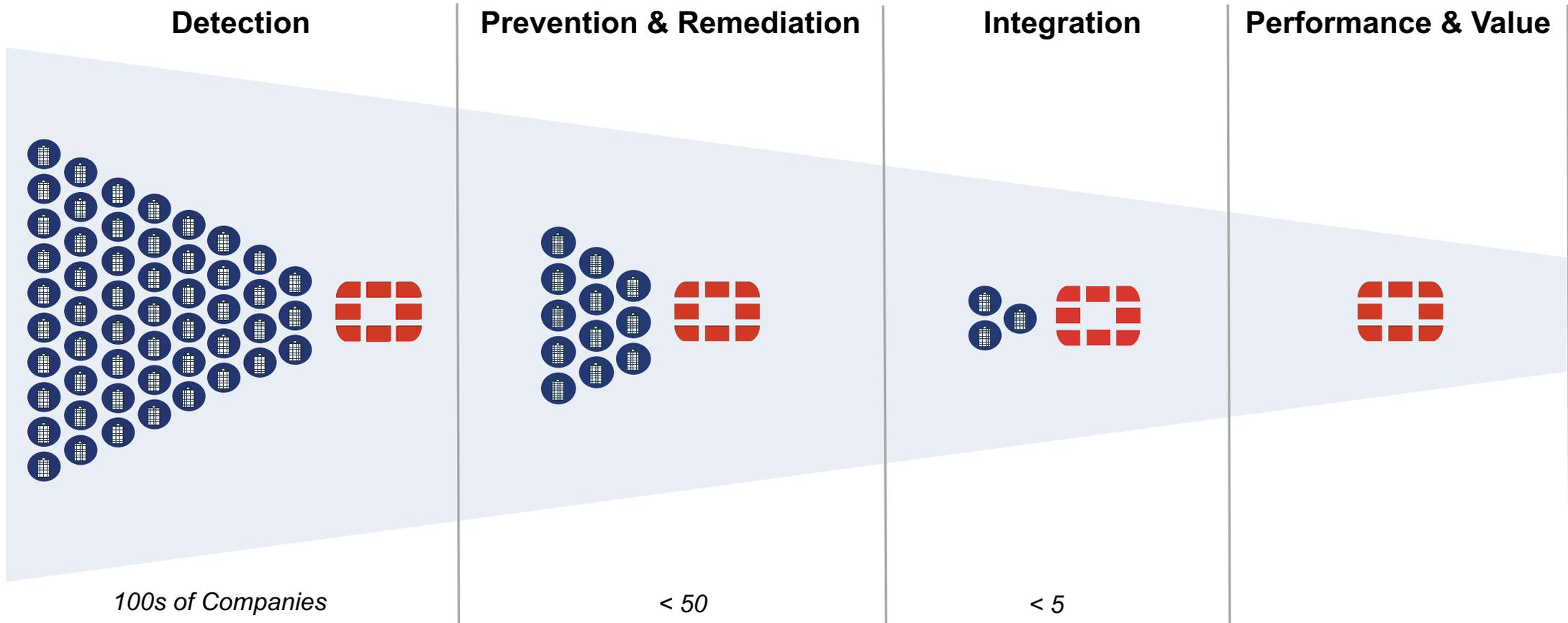
Fortinet - #1 Most Deployed Network Security Solution



Source: IDC Worldwide Security Appliance Tracker, April 2020 (based on annual unit shipments of Firewall, UTM, and VPN appliances)

Source: Why Fortinet Guide, Fortinet partner portal

Fortinet is the Only Company to Excel at All Key Stages of Network Security



Source: Why Fortinet Guide, Fortinet partner portal

Fortinet Security Fabric

Broad

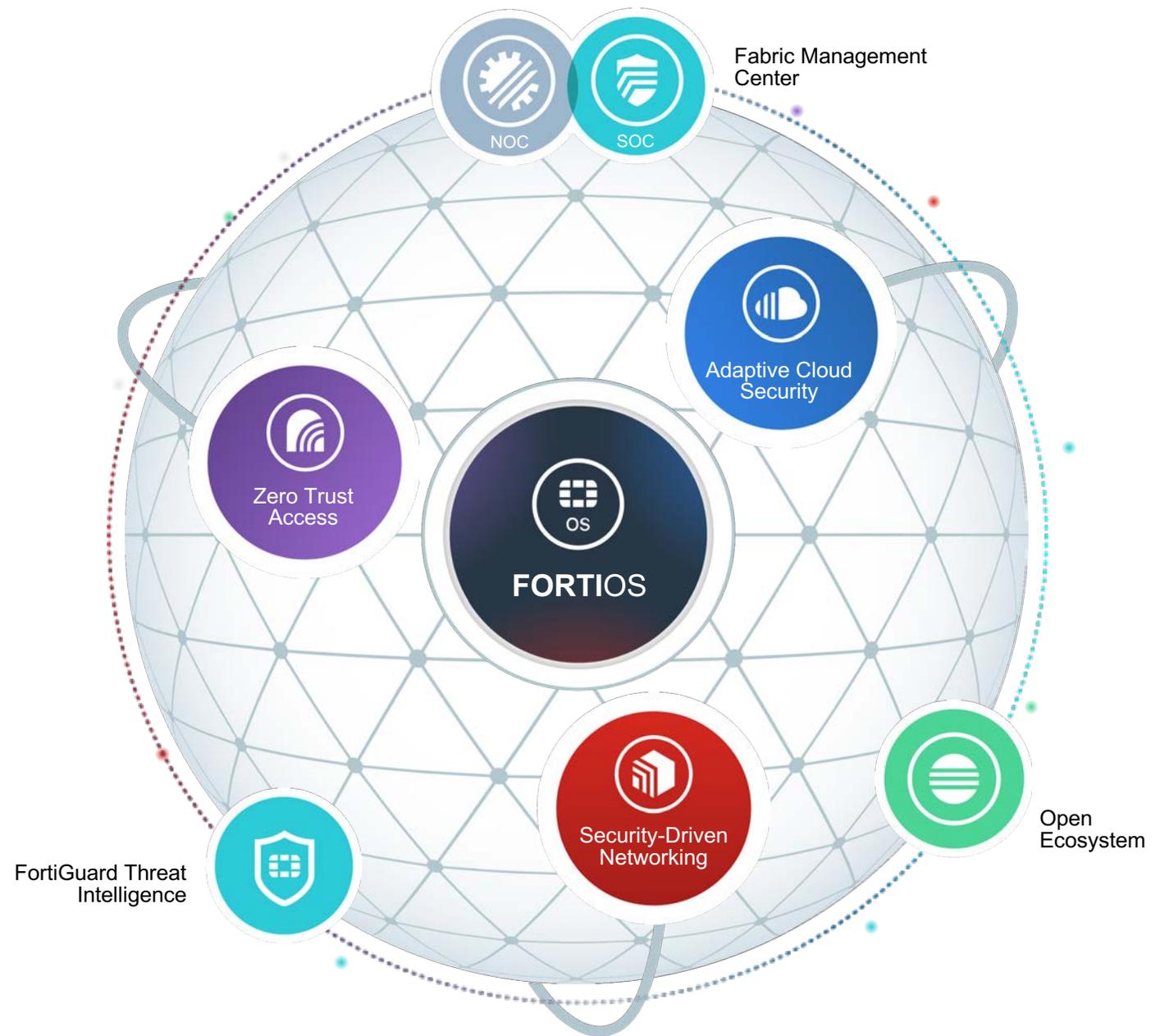
visibility and protection of the entire digital attack surface to better manage risk

Integrated

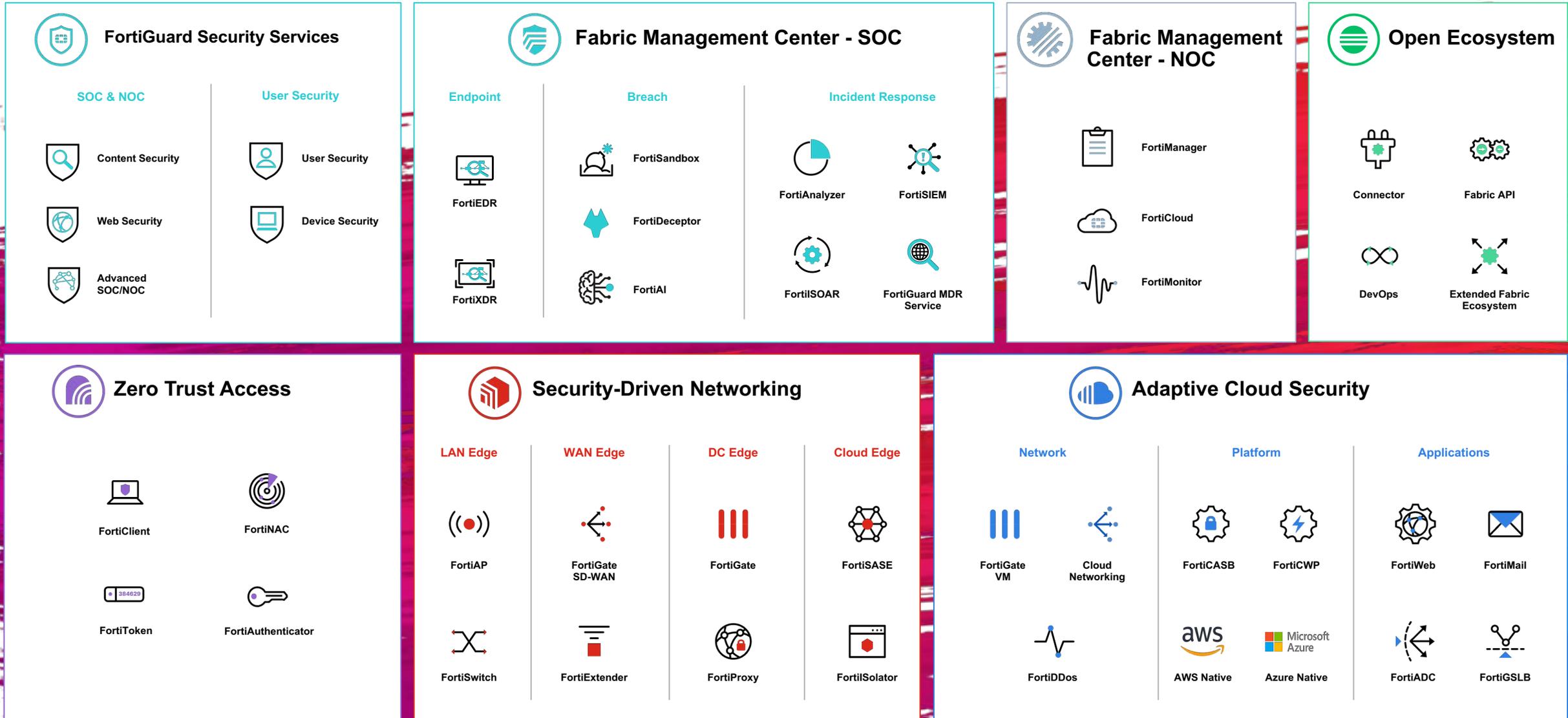
solution that reduces management complexity and shares threat intelligence

Automated

self-healing networks with AI-driven security for fast and efficient operations

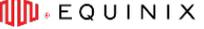


Digital Security, everywhere you need it.



Open Fabric Ecosystem

Best-in-class integrated solutions for comprehensive protection

 SECURITY-DRIVEN NETWORKING	 ADAPTIVE CLOUD SECURITY	 AI-DRIVEN SECURITY OPERATIONS	 ZERO TRUST ACCESS
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 	 	 
 	 		
 			

400+ Ecosystem integrations to accelerate and secure digital innovation

Source: Why Fortinet Guide, Fortinet partner portal

Training Investment

No.1 Cybersecurity Training Program



A Technology and Learning Partner

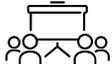
Creating qualified professionals to close the cyber skills shortage

IT Awareness Program

Free set of tools for all customers to use via the Learning Management System

Strategic Partnerships

Company imports NSE training curriculum into this training platform

	Step	Level Objective		
	NSE 1	Foundation - Public		600,000+ Certifications
	NSE 2	Solutions - Public		350+ Security academies
	NSE 3	Products		
	NSE 4	Professional		100+ Countries with ATCs
	NSE 5	Analyst		
	NSE 6	Specialist		
	NSE 7	Architect	  	Cyber Skills Partnerships
	NSE 8	Expert		

Journey to your 1st SMB Sale

Source: Why Fortinet Guide, Fortinet partner portal



Define 30-60-90 Days Plan

Follow Partner Portal Guidelines

First 30 Days
*Why Fortinet
Sales Opportunities
NSE 1-2-3 Certif.*

...

Within 60 Days
*World Wide Demo Program
Why Fortinet for my MSSP?
Deal Registrations*

...

Within 90 Days
*Use CTAP
Successful Selling
Incentives*

...

The screenshot shows the Fortinet Partner Portal website. At the top, there is a navigation bar with the Fortinet logo and 'PARTNER PORTAL' text. To the right of the logo, there are links for 'Welcome', 'Discover the Program' (highlighted with a red dashed box), 'Support', 'Contact Us', 'Events', and a search icon. Below the navigation bar, there is a horizontal menu with categories: 'MANAGE OPPORTUNITIES', 'ENGAGE PARTNER PROGRAM', 'PRODUCTS/SOLUTIONS', 'SALES/MARKETING', 'TECHNICAL', 'TRAINING', and 'ASSETS'. The main content area features a large banner with the text 'Succeeding with Fortinet' and an image of a man in a suit talking on a phone. Below the banner, there is a welcome message: '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.' The page is divided into three main sections, each with a title, a paragraph of text, a 'Top Three Things to Know and Do' list, and an 'Additional Links' list. The first section is 'YOUR FIRST 30 DAYS: BOOST YOUR KNOWLEDGE', the second is '60 DAYS: BUILD A STRONG FOUNDATION FOR GROWTH', and the third is '90 DAYS: INCREASE PROFITABILITY WITH FORTINET'.

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.

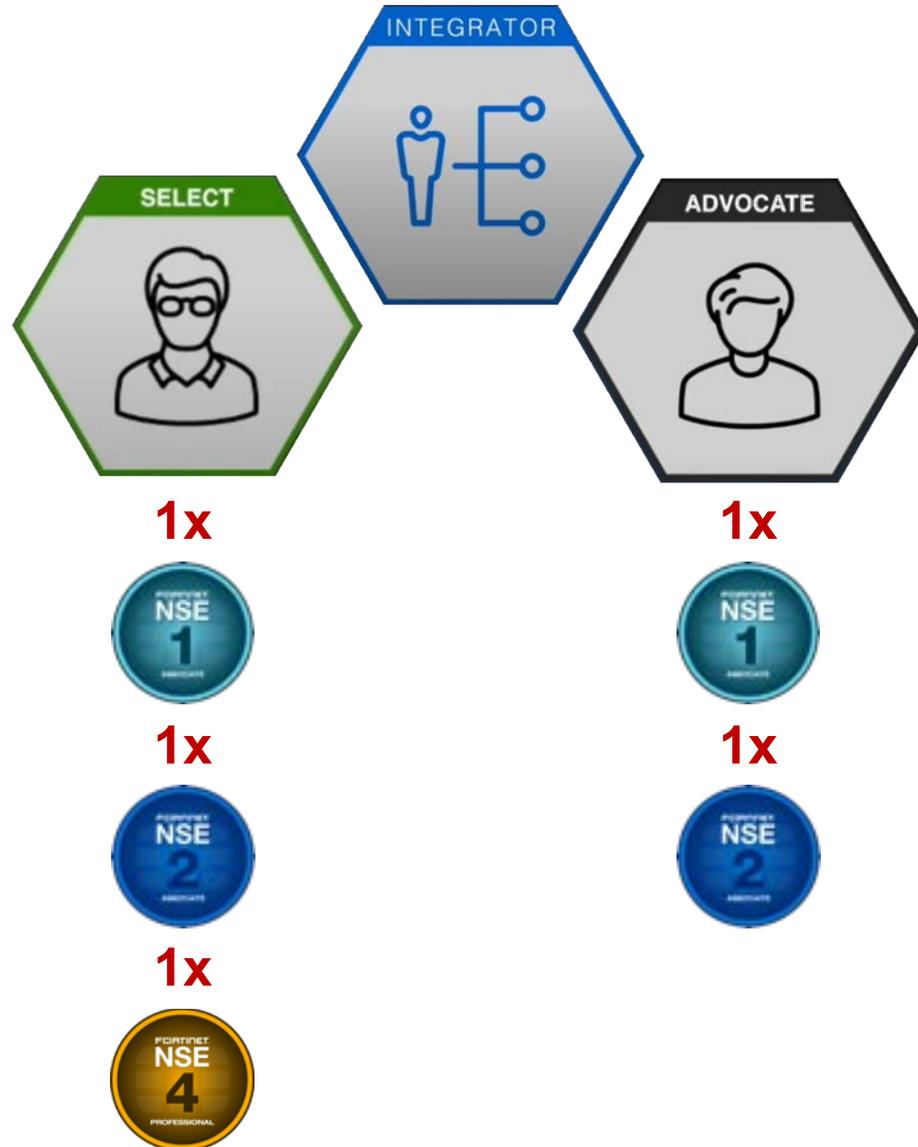
Top Three Things to Know and Do

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

Certification



Certified partners

Multiply Revenue

By **5**

Fasten the sales Cycle: CTAP



Accelerate Purchase



Control Conversation



Become Trusted Advisor



Increase Close Rate to nearly 90%

Set CTAP as a **Key Target** of 90 Days **Onboarding**

Free assessment of your prospects network

Shorten the sales Cycle by 50%

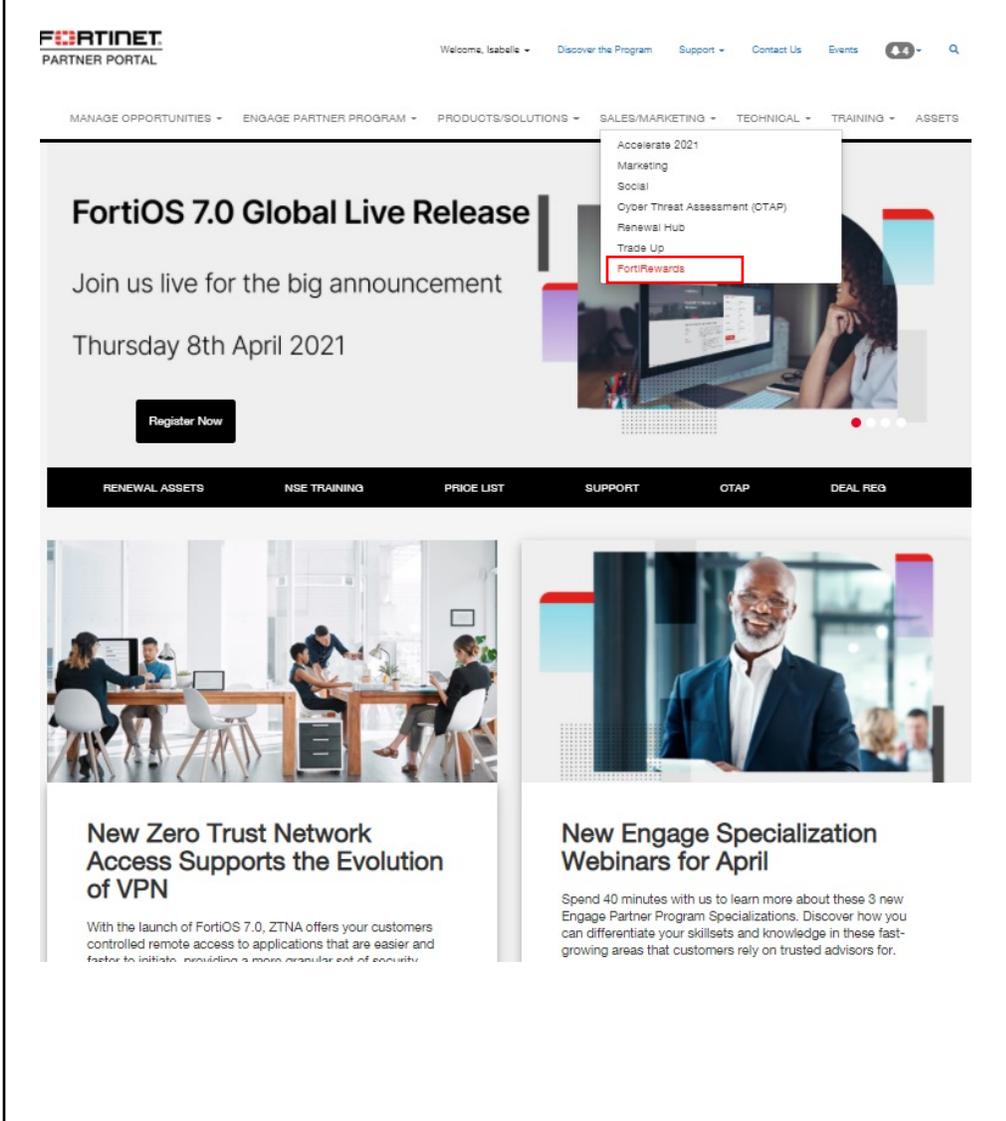
We reward your SMB Sales!

SMB BOOSTER

Earn UP TO 7 500 extra points by closing a SMB deal!

- Every \$2,500* deal earns 1000 points (\$100)
- Every \$5,000* deal earns 2500 points (\$250)
- Every \$10,000* deal earns 5000 points (\$500)
- Every \$15,000* deal earns 7500 points (\$750)

Source: Why Fortinet Guide, Fortinet partner portal



The screenshot displays the Fortinet Partner Portal interface. At the top, the Fortinet logo and 'PARTNER PORTAL' are visible. A navigation bar includes links for 'MANAGE OPPORTUNITIES', 'ENGAGE PARTNER PROGRAM', 'PRODUCTS/SOLUTIONS', 'SALES/MARKETING', 'TECHNICAL', 'TRAINING', and 'ASSETS'. A dropdown menu is open under 'SALES/MARKETING', listing options: 'Accelerate 2021', 'Marketing', 'Social', 'Cyber Threat Assessment (CTAP)', 'Renewal Hub', 'Trade Up', and 'FortiRewards', with 'FortiRewards' highlighted in red. The main content area features a banner for 'FortiOS 7.0 Global Live Release' with a 'Register Now' button. Below the banner is a navigation bar with links for 'RENEWAL ASSETS', 'NSE TRAINING', 'PRICE LIST', 'SUPPORT', 'CTAP', and 'DEAL REG'. Two featured articles are shown: 'New Zero Trust Network Access Supports the Evolution of VPN' and 'New Engage Specialization Webinars for April'.

Go to

www.exclusive-networks.com/fortinet-bff/
to learn more and visit your dedicated
partner microsite!



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