



EMEA H1 2025

REFRESHED VERSION

# Promotions & Rewards Catalog

For Partners

GET STARTED

Last Updated April 04, 2025



# At a Glance

## Program / Benefit

Advocate   Select   Advanced   Expert

SMB	NEW!	<b>ADVOCATE CASHBACK</b> / Earn up to <b>\$250</b> when selling Small Business products	●			
	NEW!	<b>ADVOCATE LOYALTY PROGRAM</b> / Earn up to <b>\$1.500</b> as an Advocate Champion	●			
Commercial / Enterprise	NEW!	<b>NEW LOGO WHITESPACE DEALS</b> / Earn up to <b>\$5.000</b> for landing opportunities on new logo		●	●	●
	NEW!	<b>CROSS SELL MORE WITH FORTINET SOLUTIONS</b> / Earn up to <b>\$2.500</b> for cross-selling more Fortinet solutions into existing customers		●	●	●
	NEW!	<b>VIP PROGRAM</b> / Earn up to <b>5%</b> rebate when meeting or exceeding VIP Partner growth targets				●
Specialist Partners	NEW!	<b>2025 PILLAR PROGRAM</b> / Get <b>2%</b> backend rebate for high-growth sec. products.		●	●	●
	NEW!	<b>ADD ONE SPECIALIZATION FOR FREE</b> / Earn <b>\$400</b> by completing FCSS certification requirements for Engage Specialization.		●	●	●
Upgrade opportunity	NEW!	<b>UPGRADE AND EXPAND PROGRAM</b> / Get up to <b>55% off</b> and earn up to <b>1%</b> rebate when you upgrade and expand.	●	●	●	●
Engage		<b>FORTINET ENGAGE PARTNER PROGRAM</b> / Build your cybersecurity journey with Fortinet.				

## Advocate Cashback

Advocate Loyalty Program



# Advocate Cashback

**Valid from:** Jan. 1<sup>st</sup> - June 30<sup>th</sup> 2025

**Reward Period:** Q1 2025 and Q2 2025

**Open to:** Advocate Partners



## Partner Benefits

- Increase the profitability of your new SMB Business with Fortinet
- Receive up to **\$250** cashback on your SMB deal

Eligible Products	Program Details	Access the Promo	Terms and Conditions
<ul style="list-style-type: none"> <li>• All Fortinet products (Hardware + related services attached)</li> </ul>	<ul style="list-style-type: none"> <li>• Every \$5.000* Deal - \$100 incentive</li> <li>• Every \$7.000* Deal - \$150 incentive</li> <li>• Every \$10.000* Deal - \$250 incentive</li> </ul> <p><i>* EMEA Recommended End-User price list value without VAT</i></p> <p>Deal Amount - calculated in \$ based on the EMEA Recommended End-User price.</p>	<ul style="list-style-type: none"> <li>• Register or connect to your <a href="#">FortiRewards account</a></li> </ul>	<ol style="list-style-type: none"> <li>1. Register for <a href="#">FortiRewards</a>, opt for 'Partner Pay' preference and have a valid XTRM ID.</li> <li>2. <b>NO CLAIM REQUIRED (from Q2)</b> : after Quarter end, check your account balance to know the amount you have earned.</li> </ol> <ul style="list-style-type: none"> <li>• <b>Eligibility:</b> <ul style="list-style-type: none"> <li>» Advocate Partners</li> <li>» Maximum 5 Deals per Partner Account per quarter.</li> <li>» Fortinet will calculate the reward amount based on Distributor POS (Point of Sales) reports received during the program term.</li> <li>» End-user Company Name and Reseller PO must be included in Distributor POS.</li> <li>» Deals must contain Fortinet Hardware &amp; Fortinet related services.</li> <li>» Highly discounted deals are not eligible for this promotion.</li> </ul> </li> </ul>

Backend rebate calculation is final, solely at Fortinet discretion and no details will be provided. Fortinet reserves the right to modify the program, or any part of it, solely at his discretion. Maximum payout a partner can earn within the FortiRewards program is \$100.000 per quarter. The FortiRewards Incentive Program is not valid in the following countries: Iran, Syria, the Crimea Region of Ukraine. The Incentive Program is for qualifying Fortinet Resellers only, Distributors are not eligible. Notwithstanding anything to the contrary, this program is subject in full to the Fortinet Partner terms & conditions included on the Registration site. © 2025 Fortinet, Inc. All rights reserved. Fortinet and the Fortinet Logo are trademarks of Fortinet, Inc.



Advocate Cashback  
| Advocate Loyalty Program



# Advocate Loyalty Program

Valid from: Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup> 2025

Open to: Advocate Partners



## Partner Benefits

- Earn **\$1.500** as Advocate Champion and Trophy
- Top 10 partners invited to Accelerate 2026\*\*

Eligible Products	Program Details	Access the Promo	Terms and Conditions
<ul style="list-style-type: none"><li>• All Fortinet Small Business SKUs only (Low-End Fortinet Solutions excluding COTERM Deals)</li><li>• Fortinets 'LOW range' Product lines: FortiAnalyzer, FortiAP, FortiAuthenticator, FortiCloud, FortiGate, FortiMail, FortiManager, FortiSandbox, FortiSwitch, FortiToken, FortiClient, FortiCache, FortiExtender, FortiRecorder, FortiVoice, FortiCAM, FortiPortal, FortiMonitor, FortiADC, FortiWeb, FortiWiFi, Accessories, VDOM and their related Services contract</li></ul>	<ul style="list-style-type: none"><li>• Every Quarter: Meet a minimum of \$6.000 estimated* partner revenue</li><li>• Must meet min. \$50.000 estimated* partner revenue for the whole year to earn the \$1.500 reward</li><li>• Can be cumulated with <a href="#">Advocate Cashback reward</a>.</li></ul>	<ul style="list-style-type: none"><li>• Register or connect to your <a href="#">FortiRewards account</a></li></ul>	<ol style="list-style-type: none"><li>1. Register for <a href="#">FortiRewards</a>, opt for 'Partner Pay' preference and have a valid XTRM ID.</li><li>2. Require consistent quarterly purchase and meet min. \$50.000 estimated* partner revenue.</li><li>3. Program results will be calculated by Fortinet at the end of 2025, based on the Distributor POS (Point of Sales) reports received for the period of the program.</li></ol>

\* Estimated Partner purchase cost in Small Business (low-end Fortinet solutions excluding COTERM deals)

\*\* Fortinet event invitations will only be granted to Partners that do not already have a valid invite for these events. One invitation per Partner Account. Please note that invitations are not cumulative and are subject to availability due to limited seating. All additional costs (not included in the free pass) will be covered by Partner.

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**New Logo Whitespace Deals**

Cross Sell More with Fortinet Solutions  
VIP Program



# New Logo Whitespace Deals

Valid from: Jan. 1<sup>st</sup> - Jun. 30<sup>th</sup> 2025

Reward Period: Q1 2025 and Q2 2025

Open to: Global, Regional, Expert, Advanced & Select Partners



## Partner Benefits

- Be rewarded up to **\$5,000** for hunting new logo

### Eligibility

- All Fortinet Products
- Land a New Logo:
  - » Minimum \$100,000 EMEA Recommended End-User Price
  - » All existing pipeline in Fortinet will not be qualified
  - » The deal qualification must be new account who have not purchased Fortinet products

### Program Details

- Land New logo **Deal Registration** opportunities.

Total Purchase* by New Logo or New Opportunities During Validity Period	Incentive Payout
>= \$100,000 (List Price)	\$1,000 (10,000 points)
>= \$200,000 (List Price)	\$2,000 (20,000 points)
>= \$300,000 (List Price)	\$3,000 (30,000 points)
>= \$400,000 (List Price)	\$4,000 (40,000 points)
>= \$500,000 (List Price)	\$5,000 (50,000 points)

\* Minimum \$100,000 EMEA Recommended End-User Price

### Access the Promo

- Register or connect to your [FortiRewards account](#)
- Talk to your CAM to identify Prospects

### Terms and Conditions

1. Register for [FortiRewards](#), opt for 'Partner Pay' preference and have a valid XTRM ID
2. **SUBMIT YOUR CLAIM** and include the mandatory Proof of Performance.
3. Proof of Performance requested:
  - » End-user name
  - » Screenshot of Closed Won Opportunity Registration Section (from Deal Registration Dashboard on the Partner Portal) displaying Deal Registration ID and Close Date
4. Partner can submit only one qualifying claim per End User within the reward period.
5. Partner can submit up to 3 claims during the reward period.
6. Maximum payout per partner is \$10,000 per quarter during the reward period (Q1 2025 and Q2 2025). Approved claims paid end of H1 2025.
7. Equipment sold to partner for managed services only qualifies when the End User is reported on deal.
8. Highly Discounted Deals, Renewals, training, and professional services are not eligible for this incentive.

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New Logo Whitespace Deals

**Cross Sell More with Fortinet Solutions**  
VIP Program

# Cross Sell More with Fortinet Solutions

Valid from: Jan. 1<sup>st</sup> - Jun. 30<sup>th</sup> 2025

Reward Period: Q1 2025 and Q2 2025

Open to: Global, Regional, Expert, Advanced &amp; Select Partners



## Partner Benefits

- Be rewarded up to **\$2,500** for cross selling more solutions to your existing Fortinet customer base

### Eligibility

- All Fortinet Products, excluding Renewals.
- Cross sell with new product families in existing Fortinet customers:
  - » Minimum \$50,000 EMEA Recommended End-User Price
  - » All existing pipeline in Fortinet will not qualify
  - » The deal qualification must be net new product family purchase in existing Fortinet customer

### Program Details

- Cross-sell **Deal Registration** opportunities with new product in existing Fortinet customers.

Total Purchase* on Cross-sell opportunities during Validity Period	Incentive Payout
>= \$50,000 (List Price)	\$250 (2,500 points)
>= \$100,000 (List Price)	\$500 (5,000 points)
>= \$150,000 (List Price)	\$750 (7,500 points)
>= \$200,000 (List Price)	\$1,000 (10,000 points)
>= \$300,000 (List Price)	\$1,500 (15,000 points)
>= \$400,000 (List Price)	\$2,000 (20,000 points)
>= \$500,000 (List Price)	\$2,500 (25,000 points)

\* Minimum \$50,000 EMEA Recommended End-User Price

### Access the Promo

- Register or connect to your [FortiRewards account](#)

### Terms and Conditions

1. Register for [FortiRewards](#), opt for 'Partner Pay' preference and have a valid XTRM ID.
2. **SUBMIT YOUR CLAIM** and include the mandatory Proof of Performance.
3. Proof of Performance requested:
  - » End-user name
  - » Screenshot of Closed Won Opportunity Registration Section (from Deal Registration Dashboard on the Partner Portal) displaying Deal Registration ID and Close Date
4. Partner can submit only one qualifying claim per End User within the reward period.
5. Partner can submit up to 3 claims during the reward period.
6. Maximum payout per partner is \$10,000 per quarter during the reward period (Q1 2025 and Q2 2025). Approved claims paid end of H1 2025.
7. Equipment sold to partner for managed services only qualifies when the End User is reported on deal.
8. Highly Discounted Deals, Renewals, training, and professional services are not eligible for this incentive.

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New Logo Whitespace Deals  
Cross Sell More with Fortinet Solutions  
**VIP Program**

# VIP Program

**Valid from:** Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup> 2025

**Open to:** Global, Regional & Expert Partners



## Partner Benefits

- Reward Global, Expert & Regional partners up to **5%** rebate to accelerate sales volume and contribution in meeting / exceeding growth target

Eligible Products	Program Details	Access the Promo	Terms and Conditions										
<ul style="list-style-type: none"><li>All Fortinet Products.</li></ul>	<ul style="list-style-type: none"><li>Partner will receive a target with a minimum growth to deliver. Overachieving the expected growth will drive incremental rebate percentage.</li><li>Partner can earn up to 5% rebate on growth target achievement.</li><li>Partners need to be NSE compliant for their level to qualify for payment.</li></ul> <table><tr><th>VIP: Total POS During Validity Period</th><th>Rebate Payment</th></tr><tr><td>&gt; = VIP Target</td><td>2% of Eligible Billings</td></tr><tr><td>&gt; = VIP Plus Target</td><td>3% of Eligible Billings</td></tr><tr><td>&gt; = VIP Ultimate Target</td><td>4% of Eligible Billings</td></tr><tr><td>&gt; = VIP Diamond Target</td><td>5% of Eligible Billings</td></tr></table>	VIP: Total POS During Validity Period	Rebate Payment	> = VIP Target	2% of Eligible Billings	> = VIP Plus Target	3% of Eligible Billings	> = VIP Ultimate Target	4% of Eligible Billings	> = VIP Diamond Target	5% of Eligible Billings	<ul style="list-style-type: none"><li>By-invitation program, please check with your CAM for your eligibility.</li></ul>	<ol style="list-style-type: none"><li>Achievement is measured against Total Distributor POS (Point of Sales) vs assigned Target</li><li>Backend rebate calculation will take into account the following exclusions:<ul style="list-style-type: none"><li>» Highly Discounted Business</li><li>» Renewal &amp; Co-Terms (including ELA related)</li><li>» 50% of the total billing for 5 years support services contracts</li></ul></li><li>VIP maximum payout is capped at \$500.000 per partner per year.</li><li>Fortinet will pay the rebate earned to the partner directly (in USD and on partner invoice)</li><li>Program Period Full year 12 months, payout end of H1 and end of H2</li></ol>
VIP: Total POS During Validity Period	Rebate Payment												
> = VIP Target	2% of Eligible Billings												
> = VIP Plus Target	3% of Eligible Billings												
> = VIP Ultimate Target	4% of Eligible Billings												
> = VIP Diamond Target	5% of Eligible Billings												

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## 2025 Pillar Program

Add One Specialization for Free



# 2025 Pillar Program

Valid from: Jan. 1<sup>st</sup> - Jun. 30<sup>th</sup> 2025

Reward Period: Q1 2025 and Q2 2025

Open to: SASE or Security Operations Specialist Partners



## Partner Benefits

- Reward SASE and SecOps Specialist Partner with **2% rebate** to increase partner's profitability.

Eligible Products	Program Details	Access the Promo	Terms and Conditions
<ul style="list-style-type: none"> <li>For <b>SASE</b> Specialist Partners:               <ul style="list-style-type: none"> <li>» FortiSASE</li> </ul> </li> <li>For <b>Security Operations</b> Specialist Partners:               <ul style="list-style-type: none"> <li>» FortiSIEM</li> <li>» FortiSOAR</li> <li>» FortiSOCaaS</li> <li>» FortiEDR</li> <li>» FortiXDR</li> <li>» FortiCNAPP</li> <li>» FortiRecon</li> <li>» FortiNDR</li> <li>» FortiNextDLP</li> <li>» FortiDeceptor</li> <li>» Incident Response</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Minimum sales &gt;\$60,000 EMEA Recommended End User Price per quarter to qualify for payment</li> <li>Partner needs to hold a valid SASE or Security Operations Specialization to qualify for payment</li> </ul>	<ul style="list-style-type: none"> <li>Register or connect to your <a href="#">FortiRewards account</a></li> </ul>	<ol style="list-style-type: none"> <li>Register for <a href="#">FortiRewards</a>, opt for 'Partner Pay' preference and have a valid XTRM ID.</li> <li><b>NO CLAIM REQUIRED:</b> after Quarter end, check your account balance to know the amount you have earned.</li> </ol> <ul style="list-style-type: none"> <li><b>Eligibility:</b> Starting from \$60,000 EMEA Recommended End User Price minimum order(s) value per quarter on the Eligible Products</li> <li><b>Backend rebate calculation:</b> Will be based on the value net to Fortinet (Not Public Price) taking into account the following exclusions:               <ul style="list-style-type: none"> <li>» Highly Discounted Business</li> <li>» Renewal &amp; Co-Terms (including ELA related)</li> <li>» 50% of the total billing for 5 years support services contracts</li> </ul> </li> </ul>

Backend rebate calculation is final, solely at Fortinet discretion and no details will be provided. Fortinet reserves the right to modify the program, or any part of it, solely at his discretion. Maximum payout a partner can earn within the FortiRewards program is \$100,000 per quarter. The FortiRewards Incentive Program is not valid in the following countries: Iran, Syria, the Crimea Region of Ukraine. The Incentive Program is for qualifying Fortinet Resellers only, Distributors are not eligible. Notwithstanding anything to the contrary, this program is subject in full to the Fortinet Partner terms & conditions included on the Registration site. © 2025 Fortinet, Inc. All rights reserved. Fortinet and the Fortinet Logo are trademarks of Fortinet, Inc.





2025 Pillar Program

Add One Specialization for Free



# Add One Specialization for Free

Valid from: Jan. 1<sup>st</sup> - June 30<sup>th</sup> 2025

Reward Period: Q1 2025 and Q2 2025

Open to: All Specialist Partners



## Partner Benefits

- Specialist Partners will receive **\$400** for achieving FCSS Certifications that is a requirement for any of Fortinet Engage Program Specialization.

Eligibility	Program Details	Access the Promo	Terms and Conditions
<ul style="list-style-type: none"><li>Specialist Partners with at least one valid specialization and adding one on top.</li><li>All FCSS Exams associated with an Engage Specialization.</li></ul>	<ul style="list-style-type: none"><li>Pass the designated exam(s) by March 31<sup>st</sup> or June 30<sup>th</sup> and get it reimbursed.</li></ul>	<ul style="list-style-type: none"><li>Register or connect to your <a href="#">FortiRewards account</a></li></ul>	<ol style="list-style-type: none"><li>Register for <a href="#">FortiRewards</a>, opt for 'Partner Pay' preference and have a valid XTRM ID.</li><li><b>SUBMIT YOUR CLAIM</b> and include the mandatory proof of performance</li><li>Proof of performance requested (all documents are compulsory):<ul style="list-style-type: none"><li>» Proof of purchase of the exam voucher</li><li>» Copy of final certification achieved between: <b>Jan. 1<sup>st</sup> - Mar. 31<sup>st</sup>, 2025</b> or <b>Apr. 1<sup>st</sup> - June 30<sup>th</sup>, 2025</b></li></ul></li></ol> <ul style="list-style-type: none"><li><b>Eligibility:</b><ul style="list-style-type: none"><li>» Any Partners holding already a valid Specialization and passing one of our FCSS technical certifications.</li><li>» Maximum of 3 claims (\$1,200) per partner per quarter.</li><li>» One claim per certification is required.</li></ul></li></ul>

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# Upgrade and Expand Program

Valid from: Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup> 2025

Reward Period: H1 2025 and H2 2025

Open to: All Fortinet Partners



## Partner Benefits

- Upgrade your FortiGate and maximize savings! Trade-Up now and enjoy up to **55% off** — plus transfer your current services and subscriptions to the new device seamlessly.
- Enhance security with value-added services through **44% off** on Category S solutions and earn up to **1%** in rebate through FortiRewards.

Eligibility	Program Details	Access the Promo	Terms and Conditions												
<ul style="list-style-type: none"><li>End of Support (EOS) or End Of Order (EOO) Products with valid services and support subscriptions, eligible to the <a href="#">Trade-Up Program</a>.</li><li>Category S solutions include: FortiAnalyzer Cloud, SOCaaS, Managed FortiGate Service, FortiSASE, FortiEDR and more. (Check with your Distributor the full list of Category S solutions).</li></ul>	<ul style="list-style-type: none"><li>Trade-Up now to benefit from exclusive discount<table><tr><th>Category</th><th>Discount</th></tr><tr><td>Hardware Devices, Hardware Bundles &amp; Standalone FortiGuard</td><td>55%</td></tr><tr><td>FortiCare Support &amp; Bundle Subscription</td><td>44%</td></tr><tr><td>Category S Solutions</td><td>44%</td></tr></table></li><li>Trade-Up now and bundle with Category S Solutions to unlock a 1% rebate.<table><tr><th>Total Purchase for Trade-Up and Cross-Sell Category S during Each Reward Period</th><th>Rebate Payment</th></tr><tr><td>&gt; = \$80.000 (List Price*)</td><td>1% of Eligible Billings</td></tr></table></li><li>Both upgrade (Trade-Up) and expand (cross-sell Category S) must be to the same customer and on the same order.</li></ul> <p><i>* FMFA Recommended End-User Price List</i></p>	Category	Discount	Hardware Devices, Hardware Bundles & Standalone FortiGuard	55%	FortiCare Support & Bundle Subscription	44%	Category S Solutions	44%	Total Purchase for Trade-Up and Cross-Sell Category S during Each Reward Period	Rebate Payment	> = \$80.000 (List Price*)	1% of Eligible Billings	<ul style="list-style-type: none"><li>Partners must cross-sell Category S solutions into the same customer in addition to Trade-Up to be eligible for the 1% rebate.</li><li>Replacement for EOS or EOO Products - Choose the replacement from the <a href="#">Trade-Up Matrix</a>.</li><li>Support and Service Transfer for EOO : Subscriptions can only be transferred if the new hardware is purchased as standard hardware (without bundled support).</li><li>Obtain a Trade-Up ID from your Distributor.</li></ul>	<ol style="list-style-type: none"><li>Register for <a href="#">FortiRewards</a>, opt for 'Partner Pay' preference and have a valid XTRM ID.</li><li><b>NO CLAIM REQUIRED:</b> after the end of each reward period, check your account balance to know the amount you have earned.</li><li>Eligible Billings are calculated against Distributor Net POS (Point of Sales). Payout is calculated based on the total Trade-Up and New Services purchased over H1 or H2 reward period.</li><li>Ensure a Trade-Up ID is provided with the transaction.</li></ol>
Category	Discount														
Hardware Devices, Hardware Bundles & Standalone FortiGuard	55%														
FortiCare Support & Bundle Subscription	44%														
Category S Solutions	44%														
Total Purchase for Trade-Up and Cross-Sell Category S during Each Reward Period	Rebate Payment														
> = \$80.000 (List Price*)	1% of Eligible Billings														

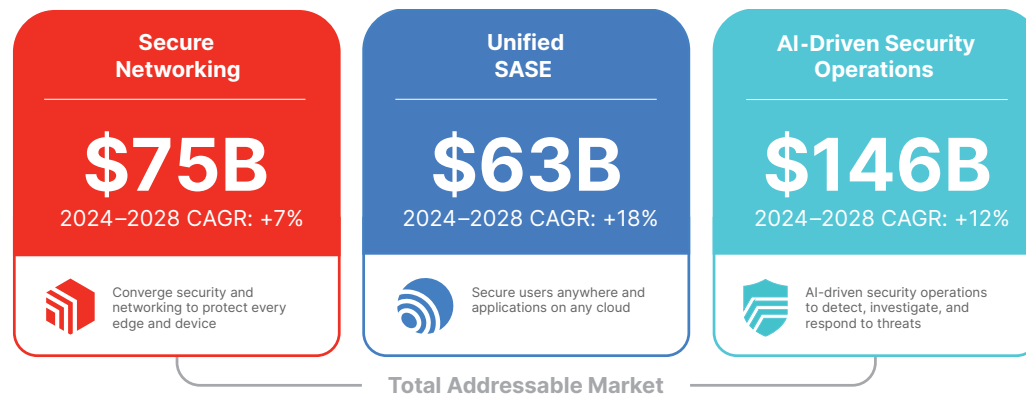
\* EMEA Recommended End-User Price List

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# Fortinet Engage Partner Program

Tap into huge opportunity with the most deployed, most patented, and most validated cybersecurity vendor that is 100% committed to channel.



Within Fortinet's unified platform, three solutions redefine cybersecurity, enabling our partners to sell to an ever-evolving cybersecurity landscape and meet constantly accelerating business needs. The solution to simplifying complex networks, distributed users, and hybrid applications is the convergence and consolidation of security, all with flexible consumption models to make buying easy.

Since day one, Fortinet has been dedicated to our partners' profitability—our 100% commitment to the channel means we place a high value on investing in long-term growth relationships with our partners.

From your first appointment through the entire customer lifecycle, Fortinet puts our partner's profitability first, incentivizing each stage of the sales cycle. We are dedicated to ensuring your profitability across a set of products and solutions that are tightly integrated and span endpoint, network, and cloud edges.

As you grow your investments with Fortinet and move up within our program, you unlock differentiated, comprehensive designations and further increase your profitability—up to 50% more money back on comparably priced deals when you lead with Fortinet.

[LEARN MORE](#)[CONTACT YOUR LOCAL CHANNEL ACCOUNT MANAGER](#)

**FORTINET**

