

#### EMEA Q3 2024

# Promotions & Rewards Catalog

For Partners and Distributors





Home	Backend Rebate	Free!	Take Out	Upfront Dis	scount		ENGAGE I Progr	
At a Glai	nce							
				Distributor	Advocate	Select	Advanced	Expert
BACKEND REBATE - SECUR	E AND EARN   Earn up to <b>\$100K</b> wh	en selling eligible SKU! NEV	V		٠	٠	•	•
BACKEND REBATE - ADVAN	ICED/EXPERT/REGIONAL/GLOBAL	REWARD PROGRAM   Up to	3% backend rebate on selected so	lutions			•	•
FREE! - THIN-EDGE SASE   I	FREE FortiSASE Service on FortiAP 4	131F for the rest of 2024		٠	٠	٠	•	•
FREE! - HIGH AVAILABILITY	Deliver FortiGuard Services High a	availability for <b>FREE</b> on your s	econd FortiGate	٠	٠	٠	٠	•
FREE! - CERTIFICATION   Yo	our Fortinet Secure Access Service E	dge, Security Operations and	d OT Security certifications are <b>FRE</b>	E	•	٠	•	•
TAKE OUT - QRADAR SIEM I	DISPLACEMENT   Up to 70% disco	unt on FortiSIEM and FortiSO	AR software <b>NEW</b>	•	•	٠	•	•
TAKE OUT - VMWARE SD-W	VAN Get 62% off to replace VMWA	RE SD-WAN solution		•	•	٠	•	•
TAKE OUT - REFRESH F5 BI	G-IP iSERIES   Get up to 55% off wh	en you refresh the F5 Big-IP	iSeries	٠	•	•	•	•
UPFRONT DISCOUNT - PAR	TNER EDR PROMO   Up to 66% off	eligible FortiEDR SKUs   Up to	o <b>50% off</b> Best Practices Service Sk	KUs NEW O	٠	•	٠	•

FORTINET ENGAGE PARTNER PROGRAM | Build your cybersecurity journey with Fortinet.

#### You have a Question?

Reach out to your Fortinet Channel Account Manager or contact your local distributor

Backend Rebate	Free!	Take Out	Upfront Disc	count ENGAGE Partn Program
	ard Program			
Sept. 30 <sup>th</sup> 2024		rtner nefits	advantage of unprece	edented rewards on
Product and Rewards	Pro	ogram Details	Access the Promo	Terms and Conditions
SDL-809-36   FG-40F-BDL-809-60 → \$100. FG-60F-BDL-950-36   FG-60F-BDL-809-12 SDL-809-60 → \$125.00 FG-70F-BDL-950-36   FG-71F   OL-950-36 → \$200.00	<ul> <li>Partner must FortiRewards Pay" option.</li> <li>Find qualifyir FortiSwitch a opportunities</li> <li>Close the de 2024 and ch</li> </ul>	t be registered to s and have chosen "Partner ng FortiGate, FortiAP, and FortiExtender s (see eligible product tab). al before September 30 <sup>th</sup> eck on your FortiRewards amount you have earned!	<ul> <li>Register or connect to your <u>FortiRewards</u> account</li> </ul>	<ol> <li>Register for <u>FortiRewards</u> and opt for "Partner Pay" preference</li> <li>Maximum backend rebate a partner can earn within the FortiRewards program is \$100K per quarter per partner.</li> <li>Eligibility:         <ul> <li>All Fortinet Partners</li> <li>Access full T&amp;Cs</li> </ul> </li> </ol>
	Secure and Earn Advanced/Expert/Regional/Global Rewat Advanced/Expert/Regional/Global Rewat Content of the second state of th	Secure and Earn         Advanced/Expert/Regional/Global Reward Program         Image: Constraint of the second sec	Secure and Earn         Advanced/Expert/Regional/Global Reward Program         COL       NEW         Image: Secure and Earn       Image: Secure and Earn         Image: Secure and Earn       Image: Secure and Earn         Image: Secure and Earn       Image: Secure and Earn         Image: Secure and Earn       Image: Secure and	Secure and Earn         Advanced/Expert/Regional/Global Reward Program         COLE       NEW         Image: Secure and Earn       Image: Secure and Earn         Image: Secure and Earn       Image: Secure and Earn         Image: Secure and Earn       Image: Secure and Secure

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. © 2024 Fortinet, Inc. All rights reserved. Fortinet and the Fortinet Logo are trademarks of Fortinet, Inc.

Home	Backend Rebat	e Free!	Free! Take Out		Upfront Discount	ENGAGE Partner Program	
FORTI		gional/Global Reward Program	-1/				
Advanc Global I Valid from: Jan. 7	F Par	tner nefits	<ul> <li>Get backend rebat high-growth secur</li> <li>Expert/Regional/G</li> <li>Advanced Partners</li> </ul>	ity markets: lobal Partners: <mark>3%</mark>			
Open to: Advanced, Expert, Regional and Global Partners only							
Eligible	e Product	Program Details	Access the Promo		Terms and Condit	ions	

Eligible Product	Program Details	Access the Promo	Terms and Conditions
<ul> <li>SKUs belonging to the following Product Families:</li> <li>FortiSASE</li> <li>FortiSOAR</li> <li>FortiSIEM</li> <li>FortiEDR/FortiXDR</li> <li>FortiGate SOCaaS</li> </ul>	<ul> <li>EMEA Partners* holding the Advanced, Expert, Regional or Global Partner Level can participate once registered to FortiRewards program</li> <li>* By Reseller ID</li> </ul>	<ul> <li>Register or connect to your <u>FortiRewards account</u></li> <li>Partner must be registered to FortiRewards and have chosen "Partner Pay" option.</li> </ul>	<ul> <li>Eligibility: Starting from \$60K List Price minimum order(s) value per quarter on the Eligible Products</li> <li>Backend rebate calculation: Will be based on the value net to Fortinet (Not Public Price) taking into account the following exclusions: » Highly Discounted Business » Renewal &amp; Co-Terms (including ELA related) » 50% of the total billing for 5 years support services contracts</li> <li>After Quarter end, check your account balance to know the amount you have earned.</li> <li>Maximum backend rebate a partner can earn within the FortiRewards program is \$100K per quarter per partner.</li> </ul>

Backend rebate calculation is final, solely at Fortinet discretion and no details will be provided.

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Home	Backend Rebate	Free	e!	Та	ike Out	Upfront Discount	ENGAGE Partner Program
Thin Ca		<ul> <li>Thin-Edge SAS</li> <li>High Availability</li> <li>Free Certification</li> </ul>	y				
I NIN-EQ	ge SASE			Partner Benefits	2024	tiSASE Service on FortiAP 4 ew SASE opportunities for	31F for the rest of

• Unlock New SASE opportunities for Micro Branches - Home offices - Headless locations

Valid from: Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup> 2024

**Open to:** Distributors and Partners

Eligible Product	Program Details	Access the Promo	Terms and Conditions
<ul> <li>FortiAP 431F with FortiCare SKU, either:</li> <li>FC-10-F431F-247-02-12</li> <li>FC-10-F431F-284-02-12</li> </ul>	<ul> <li>Download the <u>Channel</u> <u>Brochure: Unlock New</u> <u>Business opportunities with</u> <u>Promo AP431F</u></li> <li>Fortinet's Thin Edge SASE solution provides unique agentless comprehensive protection and simplified management for thin edge locations (home office, retail stores, IoT/OT, ATM, etc.)</li> </ul>	<ul> <li>To redeem this promotion, customers or partners must acquire the following:</li> <li>» FortiAP 431F with associated support contract</li> <li>» Optional power solutions</li> <li>There is no need to quote the service. Customers may activate the free FortiSASE subscription for cloud-managed FortiAP with bandwidth included by entering the promo code: 2024-SASE-AP on the FortiCloud portal.</li> <li>Watch the following video, which explains the process step by step</li> </ul>	<ul> <li>Program begins April 15, 2024 and ends on December 31, 2024</li> <li>Only available when Customer purchases FortiAP 431F through Fortinet authorized channel</li> <li>New business only; renewals are not eligible</li> <li>Please review flyer for all program terms</li> </ul>

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program
		<ul> <li>Thin-Edge SASE</li> <li>High Availability</li> <li>Free Certification</li> </ul>			

Partner

**Benefits** 

\$

Eligible Product	Program Details	Access the Promo	Terms and Conditions
<ul> <li>FortiGate:         <ul> <li><u>40F</u>, <u>60F</u>, <u>61F</u>, <u>80F</u>, <u>81F</u>, <u>100F</u>, and <u>101F</u> appliances with any of the following Al-powered FortiGuard services:</li> <li>Advanced Threat Protection (ATP)</li> <li>Unified Threat Protection (UTP)</li> <li>Enterprise Protection (ENT)</li> <li>For 1 year, 3 years, or 5 years of subscriptions</li> </ul> </li> </ul>	<ul> <li>Free FortiGuard Services on the second FortiGate when FortiGate NGFWs are purchased with FortiGuard bundles in an High Availability pair.</li> <li>More info on FortiGate High Availability.</li> </ul>	<ul> <li>Contact your Fortinet Rep / Channel Account manager to request a FTQ quote, which has to include :</li> <li>2 FortiGates</li> <li>1 FortiGuard services bundle for the first, plus one free for the second.</li> <li>The FTQ Quote Number will have to be referenced on Distributor order to Fortinet</li> </ul>	<ul> <li>Promotion is only valid for High Availability pair purchases (two FortiGate appliances with FortiGuard services subscriptions for each FortiGate).</li> <li>Can be combined with Deal Registration incentive.</li> <li>Only valid on new back to back orders, not from stock.</li> </ul>

Deliver FortiGuard Services High availability for FREE on

your second FortiGate!

**High Availability** 

Valid from: Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup> 2024

**Open to:** Distributors and Partners

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program		
FORTI		<ul> <li>Thin-Edge SASE</li> <li>High Availability</li> <li>Free Certification</li> </ul>					
Free certifications         Image: Construct Secure Access Service Edge, Security Operations and OT Security Corrections are FREE         Valid from: Jan. 1st - Dec. 31st 2024         Open to: All Fortinet Partners							
Eligible F	Product F	Program Details	Access the Promo	Terms and Condi	itions		
<ul> <li>For Security Operations</li> <li>» FCSS—Advanced Ar</li> <li>Or</li> <li>» FCSS—Security Operations</li> <li>For FortiSASE:</li> </ul>	erations 7.4 Analyst • Pas	s the designated exam the end of 2024 and	<ul> <li>Register or connect to your</li> </ul>	<ol> <li>Register for <u>FortiRewards</u></li> <li>Submit your claim and include the mand performance</li> <li>Proof of performance requested (all doc » Proof of purchase of the exam vouch » Copy of final certification achieved by Jan. 1<sup>st</sup> - Dec. 31<sup>st</sup>, 2024</li> </ol>	uments are compulsory): er		

#### Eligibility:

- Maximum payout a partner can earn within the FortiRewards program is \$100K per quarter per partner.
  - Maximum of 3 claims (\$1,200 per partner per quarter) per Partner.

• One claim per certification is required.

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FortiRewards Program.

And

Administrator

» NSE 7 SD-WAN 7.2

» NSE 7 OT Security 7.2

• For OT Security:

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program
			<ul> <li>QRadar SIEM Displacement</li> <li>VMware SD-WAN</li> <li>Refresh F5 Big-IP iSeries</li> </ul>		

### QRadar SIEM Displacement

Valid from: July 1st - Dec. 31st 2024

**Open to:** All Partners



Partner Benefits

- Up to **70% off** FortiSIEM and FortiSOAR software when displacing IBM QRadar SIEM software (min. \$50K list)
- Up to 50% off 2-days Professional Services (min. \$100K)
- Up to 4 **FREE** FortiSIEM/FortiSOAR hands-on lab and/or exams\* (min \$100K List)

\* 2 per individual, no more than 4 vouchers total per end-user account

Eligible Product	Program Details	Access the Promo	Terms and Conditions
<ul> <li>FortiSIEM and FortiSOAR software SKUs sold as perpetual or subscription licenses.</li> <li>Contact Fortinet if your customer requires SaaS.</li> </ul>	<ul> <li>IBM QRadar SIEM SaaS business sale and overall product uncertainty is causing the installed base of over 10,000 to evaluate change.</li> <li>Leverage this promotion, training, and sales tools to convert QRadar customers to Fortinet.</li> </ul>	<ul> <li>Promo requires an FTQ from Fortinet Sales Representative, quote justification must reference "QRadar SIEM Displacement".</li> <li>The FTQ must be referenced in the PO order.</li> <li><u>Download the flyer</u> for a detailed overview of the promotion.</li> </ul>	<ul> <li>This promotion only eligible when a QRadar takeout has been validated with the end-user.</li> <li>Up to 70% discount requires a minimum of \$50,000 list price in FortiSIEM / FortiSOAR software SKUs.</li> <li>Large Deal Additional Incentives require a minimum \$100,000 list price FortiSIEM / FortiSOAR software SKUs and include:</li> <li>» Professional Services: up to 50% promotional discount for 2-days of professional services (i.e. a \$250,000 deal would be eligible for 4 days of professional services at 50% off)</li> <li>» Training: Up to 4 free FortiSIEM/FortiSOAR hands-on lab(s) and/or exam(s), any combination of the below: <ul> <li>FortiSOAR Lab SKU: FT-FSM-LAB</li> <li>FortiSIEM or FortiSOAR exam SKU: NSE-EX-FTE2</li> </ul> </li> <li>This promotion is for new sales only, future renewals are not eligible.</li> <li>The FTQ Quote Number will have to be referenced on Distributor Order to Fortinet.</li> <li>Promotional discount cannot be cumulated with Deal Registration incentive.</li> </ul>

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program
			<ul> <li>QRadar SIEM Displacement</li> <li>VMware SD-WAN</li> </ul>		
			O Refresh F5 Big-IP iSeries		

### **VMware SD-WAN**

Valid from: July 1st - Dec. 31st 2024

**Open to:** Distributors and Partners



Partner Benefits

Get 62% off to replace VMWARE SD-WAN solution

Eligible Product	Program Details	Access the Promo	Terms and Conditions
<ul> <li>All FortiGate, FortiManager, FortiAnalyzer solutions</li> <li>All form factors : appliance or virtual machine (VM), or as a Cloud solution.</li> <li>Fortinet Secure SD-WAN solutions</li> </ul>	<ul> <li>As a result of Broadcom's acquisition, the development of VeloCloud SD-WAN is somewhat uncertain, as is the current VMware Partner Program.</li> </ul>	<ul> <li>Promo requires an FTQ from Fortinet Sales Representative, quote justification must reference "VMware VeloCloud Displacement".</li> <li>The FTQ must be referenced in the PO order.</li> </ul>	<ul> <li>New customer.</li> <li>A special quote is requested to access the promotion.</li> <li>Renewal is excluded.</li> <li>The FTQ Quote Number will have to be referenced on Distributor Order to Fortinet.</li> <li>Promotional discount cannot be cumulated with Deal Registration incentive.</li> </ul>

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program
			<ul><li>QRadar SIEM Displacement</li><li>VMware SD-WAN</li></ul>		
			Refresh F5 Big-IP iSeries		

## **Refresh F5 Big-IP iSeries**

Valid from: Jan. 1<sup>st</sup> - Sept. 30<sup>st</sup> 2024

**Open to:** Distributors and Partners



Partner Benefits

- Get up to 55% off when you refresh the F5 Big-IP iSeries, which went EOS on January 1<sup>st</sup> 2024
- Offer your customer a higher performance alternative to F5 BIG-IP EOS

Eligible Product	Program Details	Access the Promo	Terms and Conditions
• <u>FortiADC</u> product family. All form factors: appliance, virtual machine (VM), software or SaaS solution.	<ul> <li>Upgrade to FortiADC Promotion:</li> <li>Hardware -55%*</li> <li>VM, Software -50%*</li> <li>SaaS -45%*</li> <li>* Recommended Discount to Partner</li> <li>upon availability at the Distributor</li> <li>Access the Promo flyer</li> <li>The promotional discounts apply on any SKU of the FortiADC product category, but renewal is excluded.</li> </ul>	<ul> <li>Distributors must request an FTQ from Fortinet Sales Representative, using the following promo code: FORTIADC-24-EMEA</li> <li>On the Distributor order, the approved FTQ number is mandatory.</li> </ul>	<ul> <li>A special quote is requested to access the promotion.</li> <li>Renewal is excluded.</li> <li>The FTQ Quote Number will have to be referenced on Distributor Order to Fortinet.</li> <li>Promotional discount cannot be cumulated with Deal Registration incentive.</li> </ul>

Home	Backend Rebate	Free!	Take Out	Upfront Discount	ENGAGE Partner Program
		Partner EDR Promo			

#### Partner EDR Promo NEW

**Discounts for EDR and Services** 

F B

Partner Benefits  FortiEDR Discover, Protect & Respond: Partners get up to 66% off any eligible SKU

 FortiEDR Best Practices Service: Partners get up to 50% off any eligible SKU

Valid from: Aug. 1st - Dec. 31st 2024

**Open to:** All Partners

Eligible Product		Program Details	Access the Promo	Terms and Conditions
FortiCare Premium: 25 Endpoints 500 Endpoints 2,000 Endpoints It is only permitted to use the FO counts above 500 or 2000 (exail SKU to quote under 500 seats is • FortiEDR Best Practices Se only) must include one of the following th	<ul> <li>&amp; Respond Cloud Subscription and</li> <li>FC1-10-FEDR1-348-01-36</li> <li>FC2-10-FEDR1-348-01-36</li> <li>FC3-10-FEDR1-348-01-36</li> <li>C1 SKU for 25 seats for odd-numbered seat mples: 550, 1750, or 2175 seats). Using the FC1 is prohibited (examples: 25, 175, or 450 seats).</li> <li>ervice: All new customer orders (first order the Best Practices SKU's. atches the total number of Endpoint</li> <li>FC0-10-EDBPS-310-02-12 FC1-10-EDBPS-310-02-12 FC2-10-EDBPS-310-02-12</li> <li>FC3-10-EDBPS-310-02-12</li> <li>FC3-10-EDBPS-310-02-12</li> </ul>	<ul> <li>Partners get:         <ul> <li>up to 66% discount on eligible FortiEDR SKUs</li> <li>up to 50% discount on eligible Best Practices Services SKU.</li> </ul> </li> </ul>	<ul> <li>Distributors must request an FTQ from Fortinet Sales Representative, using the following promo code: PARTNER_EDR</li> <li>On the Distributor order, the approved FTQ number is mandatory.</li> </ul>	<ul> <li>This promotion is for the newly expanded Discover and Protect band of FortiEDR SKUs and for net new FortiEDR logos only.</li> <li>The minimum order quantity (MOQ) remains 500 seats and can only be ordered in quantities of 2,000, 500 and/or 25 seats. Orders for 10K seats or more can be handled case by case. The term of the license purchased through the promotion is 36 months.</li> <li>All new customer orders (first order only) must include one of the Best Practices SKU's.</li> <li>The promotional discount granted with this promotion cannot be combined with the Deal Registration Program or any other Fortinet special pricing.</li> <li>This promotion can be cumulated with the Advanced/ Expert/Regional/Global Reward Program Backend Rebate.</li> </ul>

#### **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 into 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's 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.

