

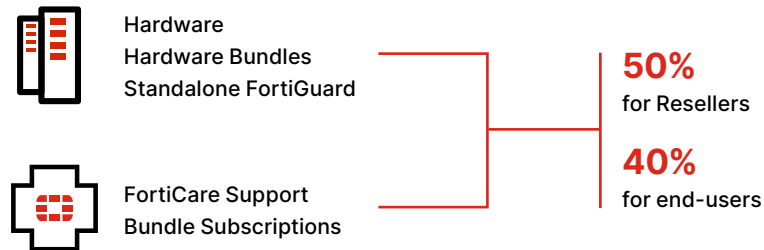


**FORTINET®**

# Fortinet TradeUp Program

North America  
Resellers Brochure

## Recommended Discounts\*



## Upgrade and Save!

The TradeUp Program helps ensure your customers have access to the latest Fortinet solutions, bringing improved performance, updated security, and an advanced feature set while benefitting from true cost savings.

Trade up Fortinet units for new models and receive up to **50%\* discount**.

## Benefits

End Users can also benefit from the ability to transfer existing services contracts. To do so, the replacement model must be on the approved "services transfer" upgrade path as shown on the [TradeUp Program Eligibility Matrix](#) on the Partner Portal.

The transfer of subscriptions is available only if the new hardware unit is purchased as standard hardware, without bundle support included.

\*Actual discount set by Distributor

## Get Started

1

### Review Install Base for TradeUp Opportunities

All partners can check the EOO serial numbers list in Assets, Upcoming Renewals section of the FortiCare site, accessed via the "Renewal Assets" link on the Partner Portal. Select the date range of expiring assets, and click "TradeUp Eligible" to find opportunities within your install base. (Non-EOO units are not eligible for transfer of support, but can still be traded up to eligible products in the same range.)

2

### Reach Out to Accounts with Eligible TradeUp Products

Reach out to your customers using the End-User email and brochure to let them know about the opportunity. Spend time understanding their services need, talk about the replacement products to address those needs, and consult the TradeUp matrix for any products requiring a transfer of services.

3

### Register a TradeUp Opportunity

Once you have identified the products and size of the opportunity, submit a TradeUp Deal Registration. During the process, you will be able to generate a TradeUp ID that identifies serial number(s) to be traded-up and replacement products. Be sure to include your TradeUp ID and TradeUp Report to your Deal Registration. If approved, quotes will apply programmatic discount.

4

### Close the Deal

- Take advantage of available training to ensure your expertise
- Utilize Solution Hubs and Product Selling resources on the Partner Portal
- Enhance your margin even more with eligible FortiRewards

## More Info

Review additional information on the Partner Portal, or download directly from here:



**Step-by-Step  
Partner TradeUp  
Guide**



**End-User  
Brochure**



**End-User  
Email**

**Questions?** Contact your CAM or reach out directly to our Fortinet Renewals team at [renewals@fortinet.com](mailto:renewals@fortinet.com).



[www.fortinet.com](http://www.fortinet.com)

Copyright © 2022 Fortinet, Inc. All rights reserved. Fortinet®, FortiGate®, FortiCare® and FortiGuard®, and certain other marks are registered trademarks of Fortinet, Inc., and other Fortinet names herein may also be registered and/or common law trademarks of Fortinet. All other product or company names may be trademarks of their respective owners. Performance and other metrics contained herein were attained in internal lab tests under ideal conditions, and actual performance and other results may vary. Network variables, different network environments and other conditions may affect performance results. Nothing herein represents any binding commitment by Fortinet, and Fortinet disclaims all warranties, whether express or implied, except to the extent Fortinet enters a binding written contract, signed by Fortinet's General Counsel, with a purchaser that expressly warrants that the identified product will perform according to certain expressly-identified performance metrics and, in such event, only the specific performance metrics expressly identified in such binding written contract shall be binding on Fortinet. For absolute clarity, any such warranty will be limited to performance in the same ideal conditions as in Fortinet's internal lab tests. Fortinet disclaims in full any covenants, representations, and guarantees pursuant hereto, whether express or implied. Fortinet reserves the right to change, modify, transfer, or otherwise revise this publication without notice, and the most current version of the publication shall be applicable.