

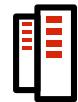


FORTINET®

Fortinet TradeUp Program

North America
Resellers Brochure

Recommended Discounts*



Hardware
Hardware Bundles
Standalone FortiGuard

50%
for Resellers



FortiCare Support
Bundle Subscriptions

40%
for end-users

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.



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