

VIEW ON DEMAND: <https://attendee.gotowebinar.com/recording/4500765497482088450>



Fortinet Trade Up Program for North America Resellers

40Minutes to Grow Your Business

November 2020

Darius Goodall

Lisa McCormack-Moon



Darius Goodall

Senior Director, Marketing



Lisa McCormack-Moon

Director, Channel Marketing –
Partner Experience

NEW! NA TradeUp Program

1

Get instant leads/
additional revenue

2

Build stickier
customer relationships

3

Reengage with customers

Fortinet North America Partner
TRADEUP PROGRAM

Get Pre-Approved Discounts on
Eligible TradeUp Deals



BUILD LEADS, REVENUE AND RELATIONSHIPS

The TradeUp Program allows you to offer your customers the latest Fortinet solutions, with improved performance, updated security, and an advanced feature set while benefiting from real cost savings.

[View TradeUp Program Eligibility Matrix](#)



TradeUp Products

The TradeUp program provides your end-user accounts with the opportunity to secure their networks with the latest Fortinet solutions.

By ensuring your accounts are running secure and up-to-date networks, you increase your value as a trusted advisor while contributing to your overall profitability.

In some situations, remaining services contracts can be transferred. View the TradeUp Program Eligibility Matrix to learn more.

[VIEW TRADEUP MATRIX](#)



Get Started

1 | FIND ELIGIBLE UNIT(S)
Check for EOO serial numbers in your install base via the Renewal Assets area on the Support site, accessible [here](#).

2 | CREATE TRADEUP DEAL REG
Create a new Deal Registration and flag it as "TradeUp" to lock in the deal.

3 | CLOSE THE DEAL
Program discounts will be applied to any approved TradeUp Deal Registration quotes.

[FIND ELIGIBLE ASSETS](#)



TradeUp Program

[DOWNLOAD BROCHURE](#)



HOW-TO GUIDE

Partners can create TradeUp Deal Registrations for this program. The How-To Guide walks you through the end-to-end process, from finding deals, to creating a TradeUp Deal Registration, to closing the deal.

[DOWNLOAD THE GUIDE](#)



ENABLEMENT

Found a prospect? Reach out to them using our TradeUp enablement assets, including an email and brochure.

If you need assistance finding prospects, reach out to your Channel Account Manager or contact the renewals team directly at renewals@fortinet.com

[REVIEW MATERIALS](#)



FAQS

Which products are eligible for the TradeUp program? What happens to traded up units? Find these and other FAQs details [here](#).

[DOWNLOAD FAQ](#)

[View All TradeUp Program Sales Resources](#)

Program Details

What is it?	Program to incent customers to upgrade EOO units for new models with the option to transfer any remaining service*
Primary Targets	Customers with applicable EOO units (list available on the Partner Portal)
Discounts	50% discount* on Hardware 50% discount* on FortiCare services
How?	Partners can create a TradeUp ID within the Partner Portal
Launch date	AVAILABLE NOW!

**Suggested – discount set by Distributor*

What's Eligible?

EOO Units that include:

- Network Security Products
- Secure Access Products
- Management and Analytics
- Application Security Products

FORTINET
PARTNER PORTAL

Welcome, Darius ▾ Getting Started with Fortinet Support ▾ Contact Us Events ▾

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL TRAINING ▾ ASSETS

FORTINET ENGAGE NA TRADE UP PROGRAM: ELIGIBLE PRODUCTS MATRIX

IF TRANSFERRING SERVICES, SEE [SERVICES TRADE UP MATRIX BELOW](#) FOR ELIGIBLE UPGRADE PRODUCTS

PLEASE NOTE: ELIGIBLE PRODUCTS MUST HAVE SERVICES ACTIVE WITHIN PAST 12 MONTHS OF TRADEUP

NETWORK SECURITY PRODUCTS	SECURE ACCESS	MANAGEMENT AND ANALYTICS
FortiGate 20C ADSL A	FortiAP C23JD	FortiAnalyzer 200D
FortiGate 30D, 30D POE, 40C	FortiAP C225C	FortiAnalyzer 300D
FortiGate 30E 3G4G INTL	FortiAP 21D, 24D	FortiAnalyzer 1000D, 1000E
FortiGate 52E	FortiAP 210B, C220C	FortiAnalyzer 2000B
FortiGate 60C POE	FortiAP 221B	FortiAnalyzer 3000D, 3000E
FortiGate 60D, 60D POE	FortiAP 222B	FortiAnalyzer 3500E, 3500F
FortiGate 70D	FortiAP 223B	FortiManager 200D
FortiGate 80C, 80CM	FortiAP 221C, 222C	FortiManager 300D, 400B
FortiGate 80D	FortiAP 223C	FortiManager 400E
FortiGate 90D	FortiAP 321C	FortiManager 1000D
FortiGate 90D POE	FAP S421E	FortiManager 3900E, 4000D, 4000E
FortiGate 90E	FAP S422E	FortiSandbox 1000D
FortiGate 91E	FAP S423E	APPLICATION SECURITY
FortiGate 92D	FortiAP 224D	FortiMail 60D
FortiGate 94D POE	FortiWifi 20C ADSL A	FortiMail 200D, 200E
FortiGate 98D POE	FortiWifi 30D, 30D POE, 40C	FortiMail 400B, 400C, 400E
FortiGateRugged 100C	FortiWifi 60CM	FortiMail 3000C, 3000D
FortiGate 100D	FortiWiFi 60CX ADSL A	FortiWeb 400B, 400C
FortiGate 140D, 140D POE	FortiWifi 60D, 60D POE	FortiWeb 3000C, 3000D
FortiGate 140E	FortiWifi 80CM	FortiWeb 4000D

TradeUp Process Overview



Find Opportunities

View eligible products at End-User sites, start the conversation



Register a TradeUp Deal

Use Deal Registration to lock in a TradeUp eligible deal



Close the Deal

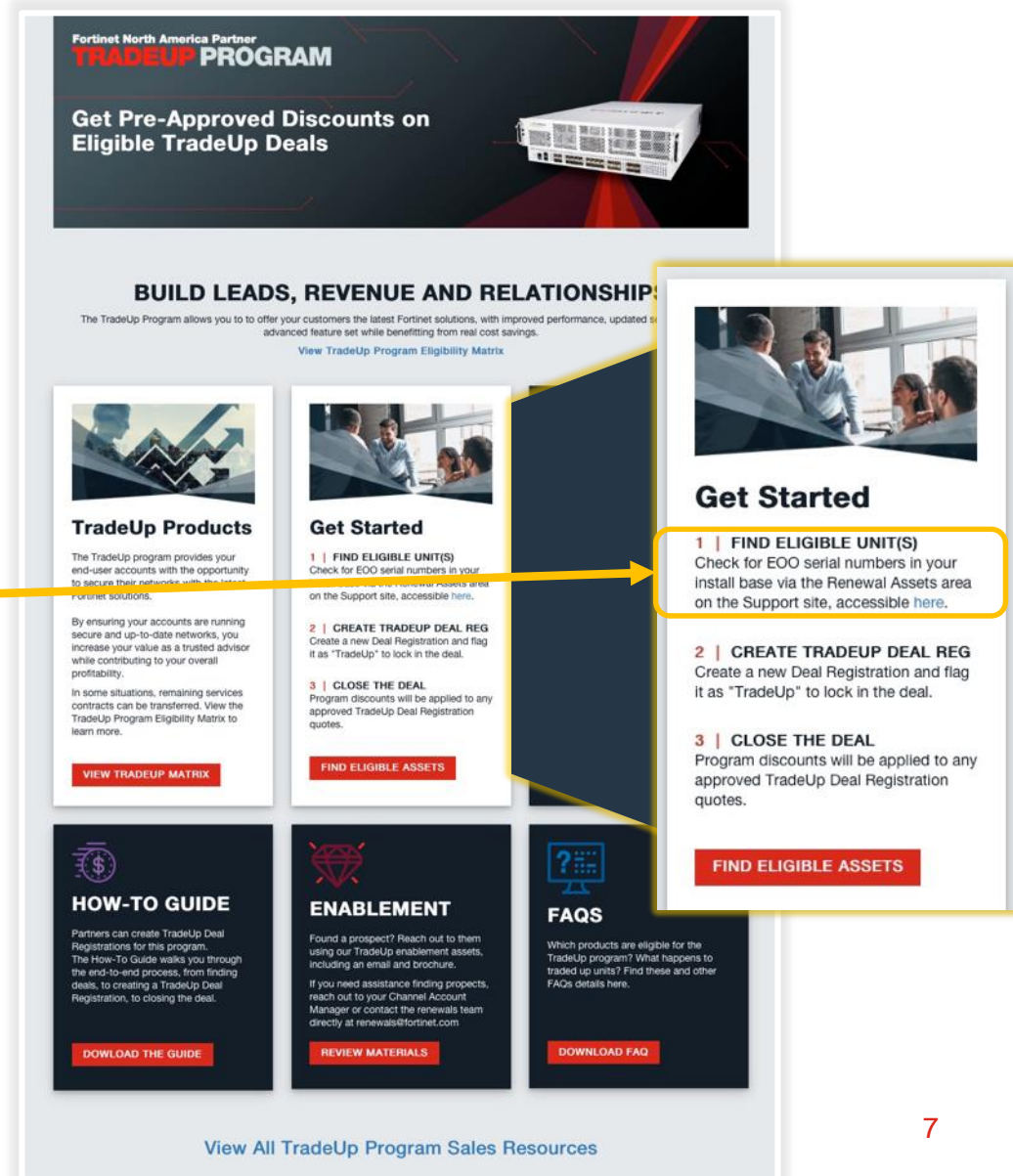
Approved TradeUp Deals pre-approved Program discount

Visit TradeUp Page

Available under the Sales/Marketing menu

Includes:

- Overview information about the program
- End User Email and Cobrandable Brochure
- This How-To Guide
- Link to Get Started
 - click link to head over to Support Site



Fortinet North America Partner
TRADEUP PROGRAM

Get Pre-Approved Discounts on Eligible TradeUp Deals

BUILD LEADS, REVENUE AND RELATIONSHIP

The TradeUp Program allows you to offer your customers the latest Fortinet solutions, with improved performance, updated advanced feature set while benefiting from real cost savings.
[View TradeUp Program Eligibility Matrix](#)

TradeUp Products

The TradeUp program provides your end-user accounts with the opportunity to secure their networks with the latest Fortinet solutions.

By ensuring your accounts are running secure and up-to-date networks, you increase your value as a trusted advisor while contributing to your overall profitability.

In some situations, remaining services contracts can be transferred. View the TradeUp Program Eligibility Matrix to learn more.

[VIEW TRADEUP MATRIX](#)

Get Started

- 1 | FIND ELIGIBLE UNIT(S)**
Check for EOO serial numbers in your install base via the Renewal Assets area on the Support site, accessible [here](#).
- 2 | CREATE TRADEUP DEAL REG**
Create a new Deal Registration and flag it as "TradeUp" to lock in the deal.
- 3 | CLOSE THE DEAL**
Program discounts will be applied to any approved TradeUp Deal Registration quotes.

[FIND ELIGIBLE ASSETS](#)

Get Started

- 1 | FIND ELIGIBLE UNIT(S)**
Check for EOO serial numbers in your install base via the Renewal Assets area on the Support site, accessible [here](#).
- 2 | CREATE TRADEUP DEAL REG**
Create a new Deal Registration and flag it as "TradeUp" to lock in the deal.
- 3 | CLOSE THE DEAL**
Program discounts will be applied to any approved TradeUp Deal Registration quotes.

[FIND ELIGIBLE ASSETS](#)

HOW-TO GUIDE

Partners can create TradeUp Deal Registrations for this program. The How-To Guide walks you through the end-to-end process, from finding deals, to creating a TradeUp Deal Registration, to closing the deal.

[DOWNLOAD THE GUIDE](#)

ENABLEMENT

Found a prospect? Reach out to them using our TradeUp enablement assets, including an email and brochure.

If you need assistance finding prospects, reach out to your Channel Account Manager or contact the renewals team directly at renewals@fortinet.com

[REVIEW MATERIALS](#)

FAQS

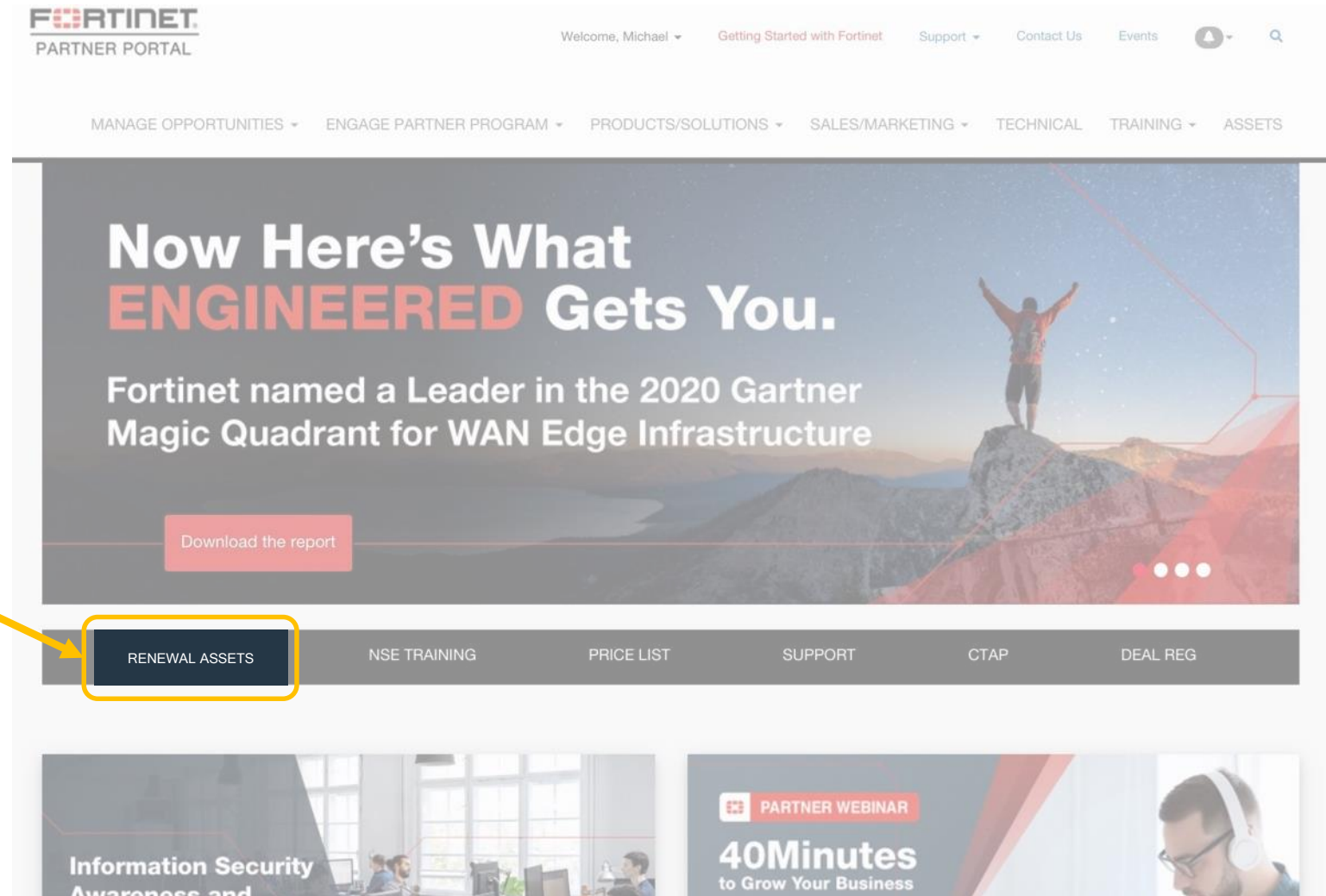
Which products are eligible for the TradeUp program? What happens to traded up units? Find these and other FAQs details here.

[DOWNLOAD FAQ](#)

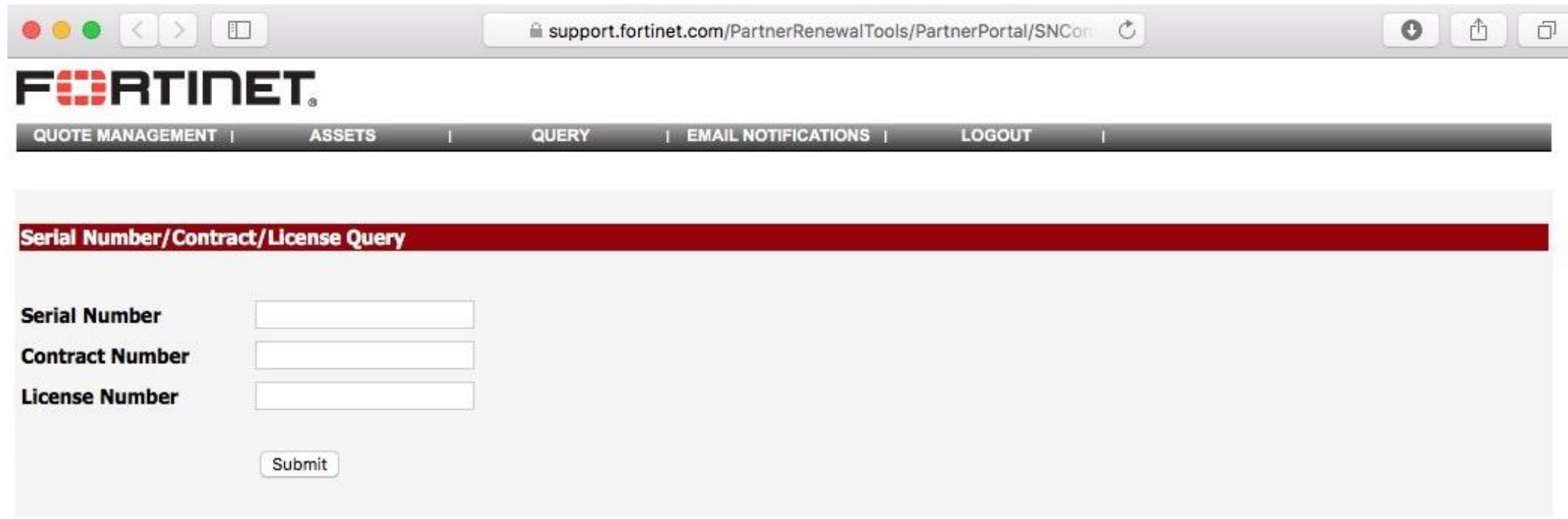
[View All TradeUp Program Sales Resources](#)

Also Available via Home Page

Click on
"Renewal Assets"



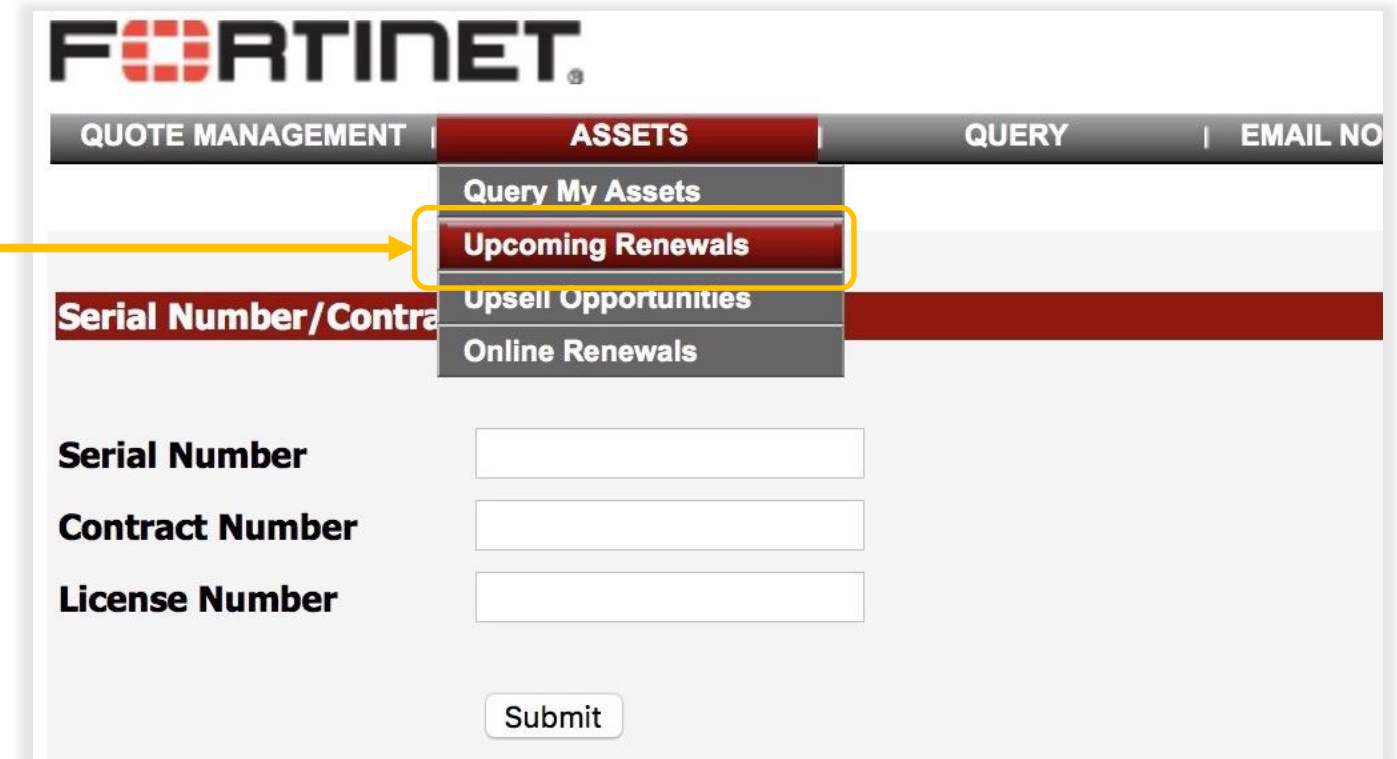
Links to Support Site



The screenshot shows a web browser window with the URL `support.fortinet.com/PartnerRenewalTools/PartnerPortal/SNCom`. The page features the Fortinet logo at the top left and a navigation menu with links for `QUOTE MANAGEMENT`, `ASSETS`, `QUERY`, `EMAIL NOTIFICATIONS`, and `LOGOUT`. The main content area is titled `Serial Number/Contract/License Query` and contains three input fields labeled `Serial Number`, `Contract Number`, and `License Number`. A `Submit` button is located below the input fields.

From Support Site: “Upcoming Renewals”

From “Assets” menu, select
“Upcoming Renewals”



The screenshot displays the Fortinet support site interface. At the top, the Fortinet logo is visible. Below it, a navigation bar contains four tabs: QUOTE MANAGEMENT, ASSETS, QUERY, and EMAIL NO. The ASSETS tab is currently selected and highlighted in red. A dropdown menu is open under the ASSETS tab, listing four options: Query My Assets, Upcoming Renewals, Upsell Opportunities, and Online Renewals. The 'Upcoming Renewals' option is highlighted with a red background and a yellow border. A yellow arrow points from a text box on the left to this option. Below the navigation bar, there is a form with the following fields:

Serial Number/Contract Number	
Serial Number	<input type="text"/>
Contract Number	<input type="text"/>
License Number	<input type="text"/>

At the bottom of the form, there is a 'Submit' button.

Select Date Range to Find Expiring Assets

FORTINET

QUOTE MANAGEMENT | ASSETS | QUERY | EMAIL NOTIFICATIONS | LOGOUT

Upcoming Opportunities Query

Serial Number(*)

Product Model

Claim Comment(*)

Support Type

Company(from end user registration)

Product Description

Support Level

Expiring in the next days
 30 days
 60 days
 90 days

(*)wildcard characters, like * and ? are allowed

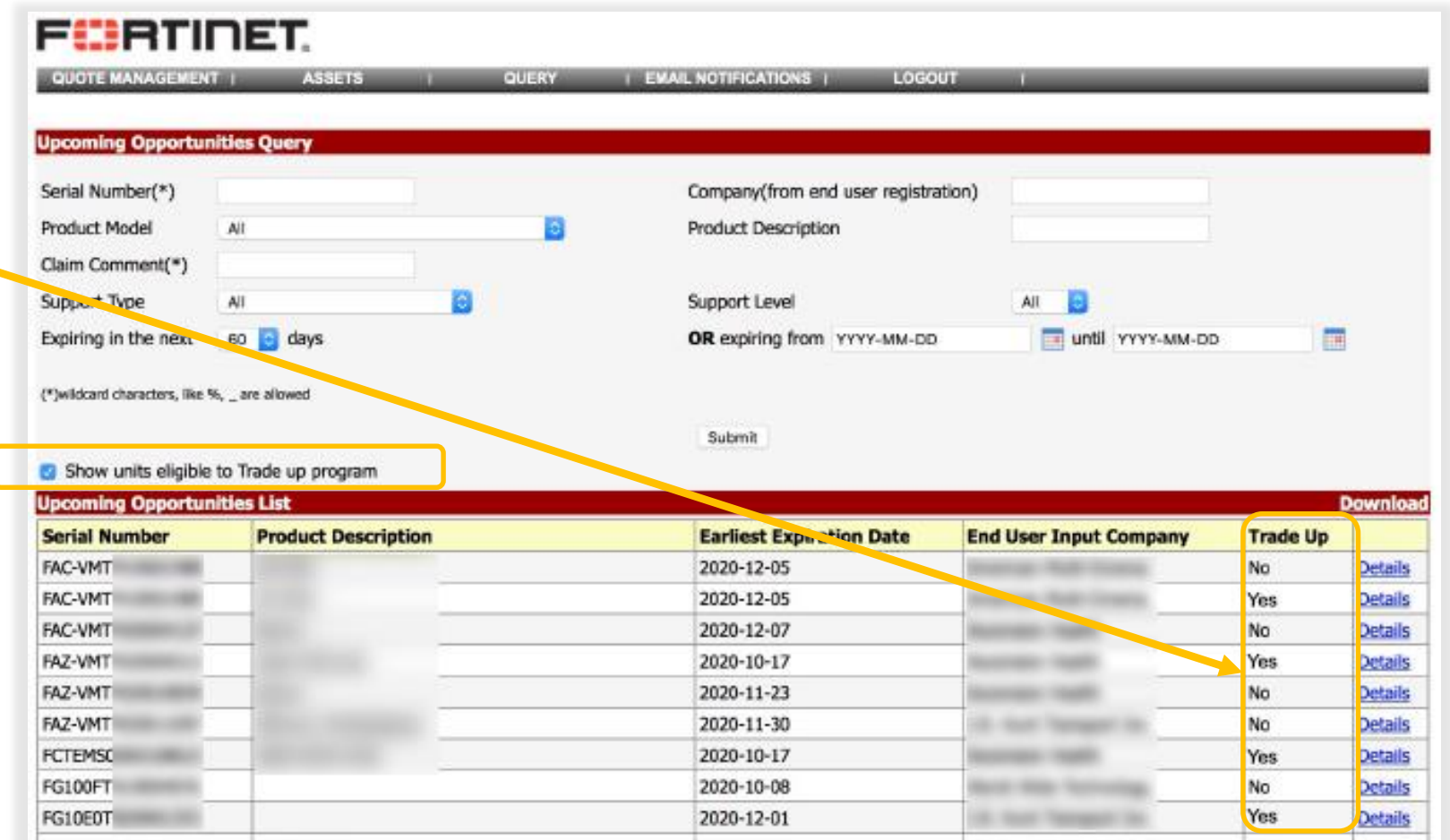
OR expiring from until

Submit

Select dynamic date range or specific dates

Click “Show units eligible to Trade up Program”

Check “Show units eligible to Trade up Program” box to view Trade Up Details Column



Upcoming Opportunities Query

Serial Number(*) Company(from end user registration)

Product Model Product Description

Claim Comment(*)

Support Type Support Level

Expiring in the next days OR expiring from until

(*)wildcard characters, like %, _ are allowed

Show units eligible to Trade up program

Upcoming Opportunities List Download

Serial Number	Product Description	Earliest Expiration Date	End User Input Company	Trade Up	
FAC-VMT		2020-12-05		No	Details
FAC-VMT		2020-12-05		Yes	Details
FAC-VMT		2020-12-07		No	Details
FAZ-VMT		2020-10-17		Yes	Details
FAZ-VMT		2020-11-23		No	Details
FAZ-VMT		2020-11-30		No	Details
FCTEMSC		2020-10-17		Yes	Details
FG100FT		2020-10-08		No	Details
FG10E0T		2020-12-01		Yes	Details

Download Expiring Assets List

Upcoming Opportunities Query

Serial Number(*) Company(from end user registration)

Product Model Product Description

Claim Comment(*)

Support Type Support Level

Expiring in the next days OR expiring from until

(*)wildcard characters, like %, _ are allowed

Show units eligible to Trade up program

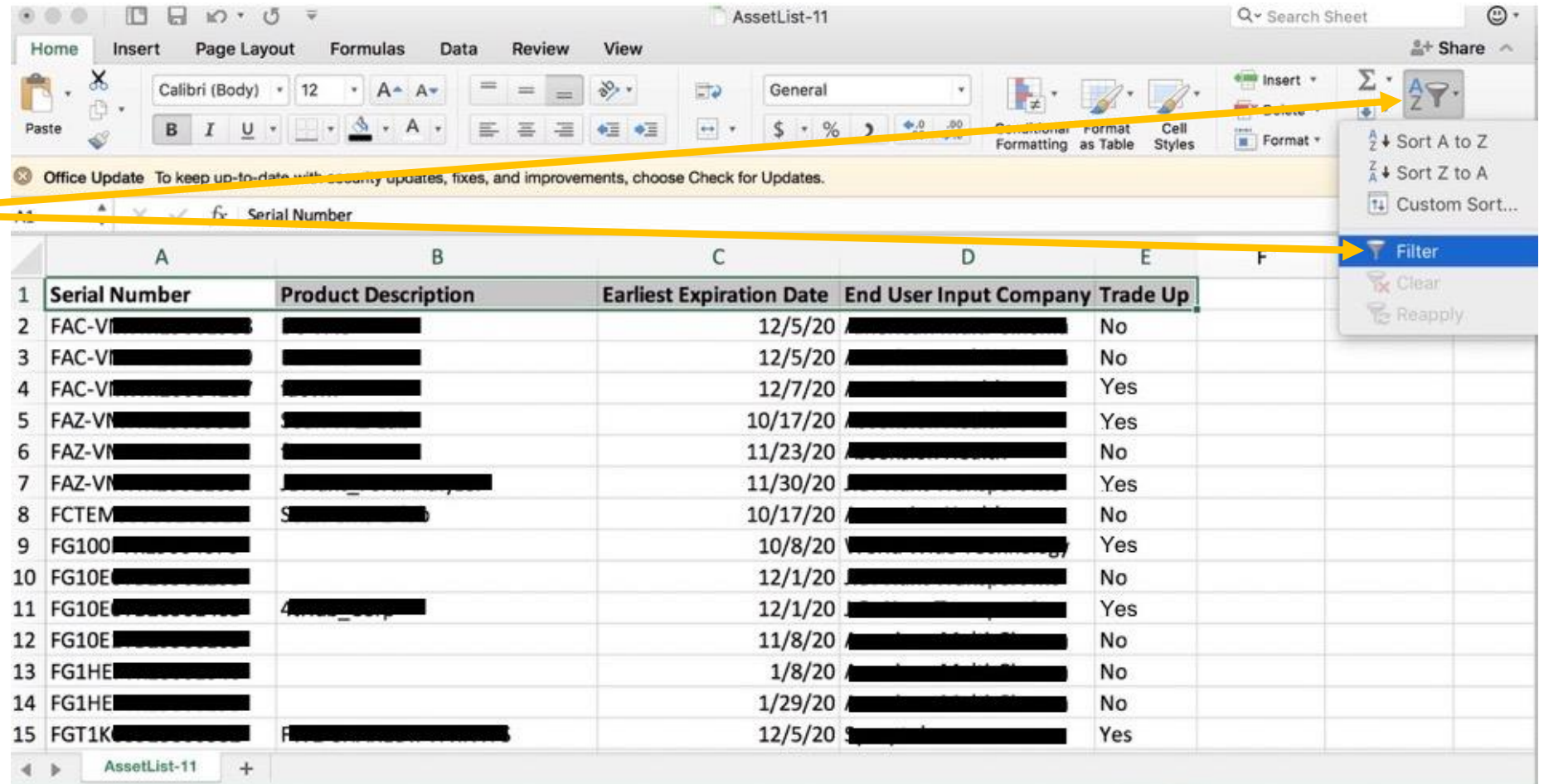
Upcoming Opportunities List

Serial Number	Product Description	Earliest Expiration Date	End User Input Company	Trade Up	
FAC-VMT		2020-12-05		No	Details
FAC-VMT		2020-12-05		Yes	Details
FAC-VMT		2020-12-07		No	Details
FAZ-VMT		2020-10-17		Yes	Details
FAZ-VMT		2020-11-23		No	Details
FAZ-VMT		2020-11-30		No	Details
FCTEMSC		2020-10-17		Yes	Details
FG100FT		2020-10-08		No	Details
FG10E0T		2020-12-01		Yes	Details

Click "Download" to export list

Open Asset List in Excel

Once open in Excel, click “Filter” icon

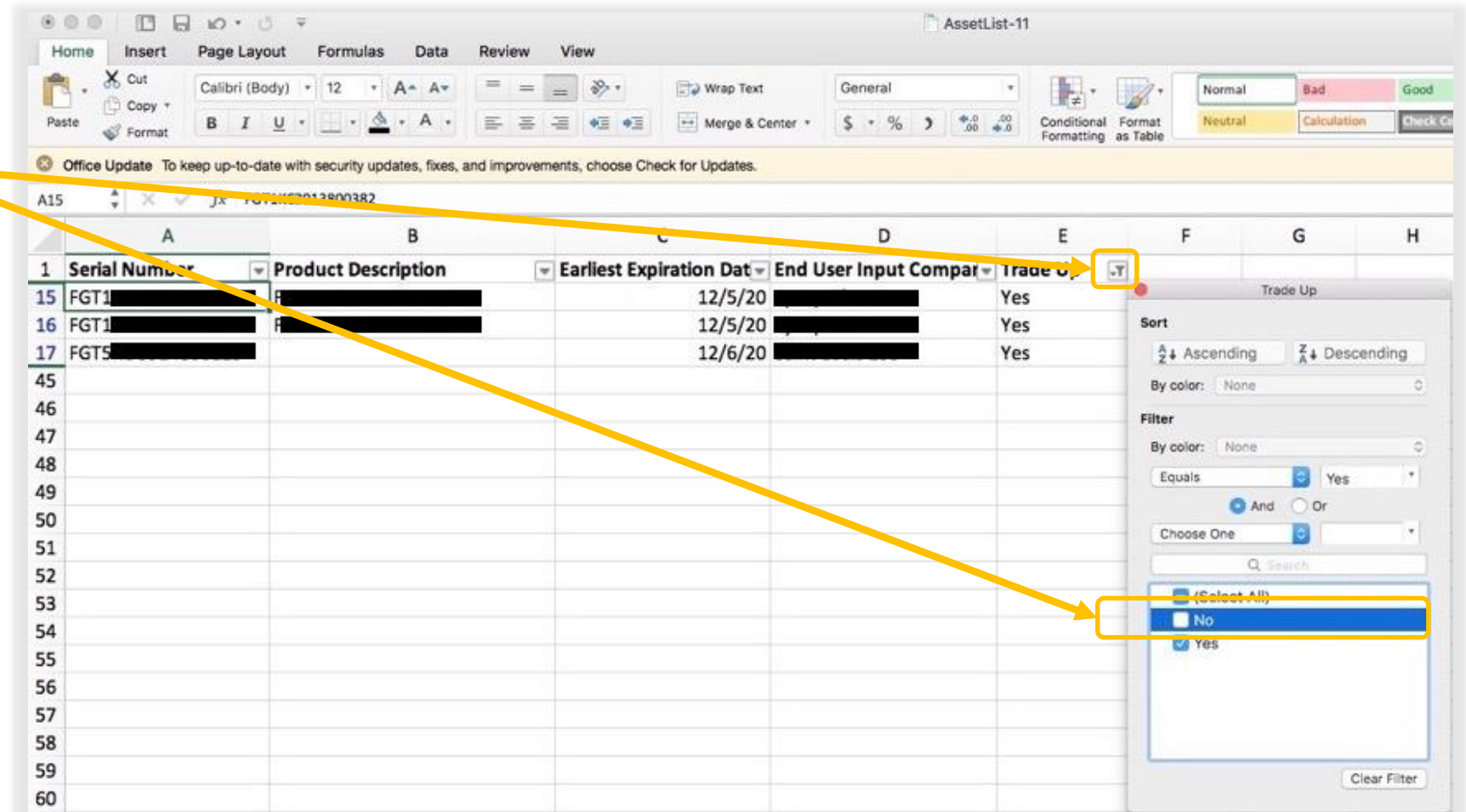


The screenshot shows the Microsoft Excel interface with the 'Filter' icon highlighted in the ribbon. A yellow callout box points to the 'Filter' icon with the text 'Once open in Excel, click “Filter” icon'. The spreadsheet contains the following data:

	A	B	C	D	E	F
1	Serial Number	Product Description	Earliest Expiration Date	End User Input	Company	Trade Up
2	FAC-VI		12/5/20		No	
3	FAC-VI		12/5/20		No	
4	FAC-VI		12/7/20		Yes	
5	FAZ-VI		10/17/20		Yes	
6	FAZ-VI		11/23/20		No	
7	FAZ-VI		11/30/20		Yes	
8	FCTEM	S	10/17/20		No	
9	FG100		10/8/20		Yes	
10	FG10E		12/1/20		No	
11	FG10E	4	12/1/20		Yes	
12	FG10E		11/8/20		No	
13	FG1HE		1/8/20		No	
14	FG1HE		1/29/20		No	
15	FGT1K	F	12/5/20		Yes	

Filter to View TradeUp Eligible Assets

Click “Filter” icon on TradeUp column, uncheck “No” to only view assets eligible for TradeUp



1	Serial Number	Product Description	Earliest Expiration Date	End User Input Comparison	Trade Up
15	FGT1		12/5/20		Yes
16	FGT1		12/5/20		Yes
17	FGT5		12/6/20		Yes
45					
46					
47					
48					
49					
50					
51					
52					
53					
54					
55					
56					
57					
58					
59					
60					

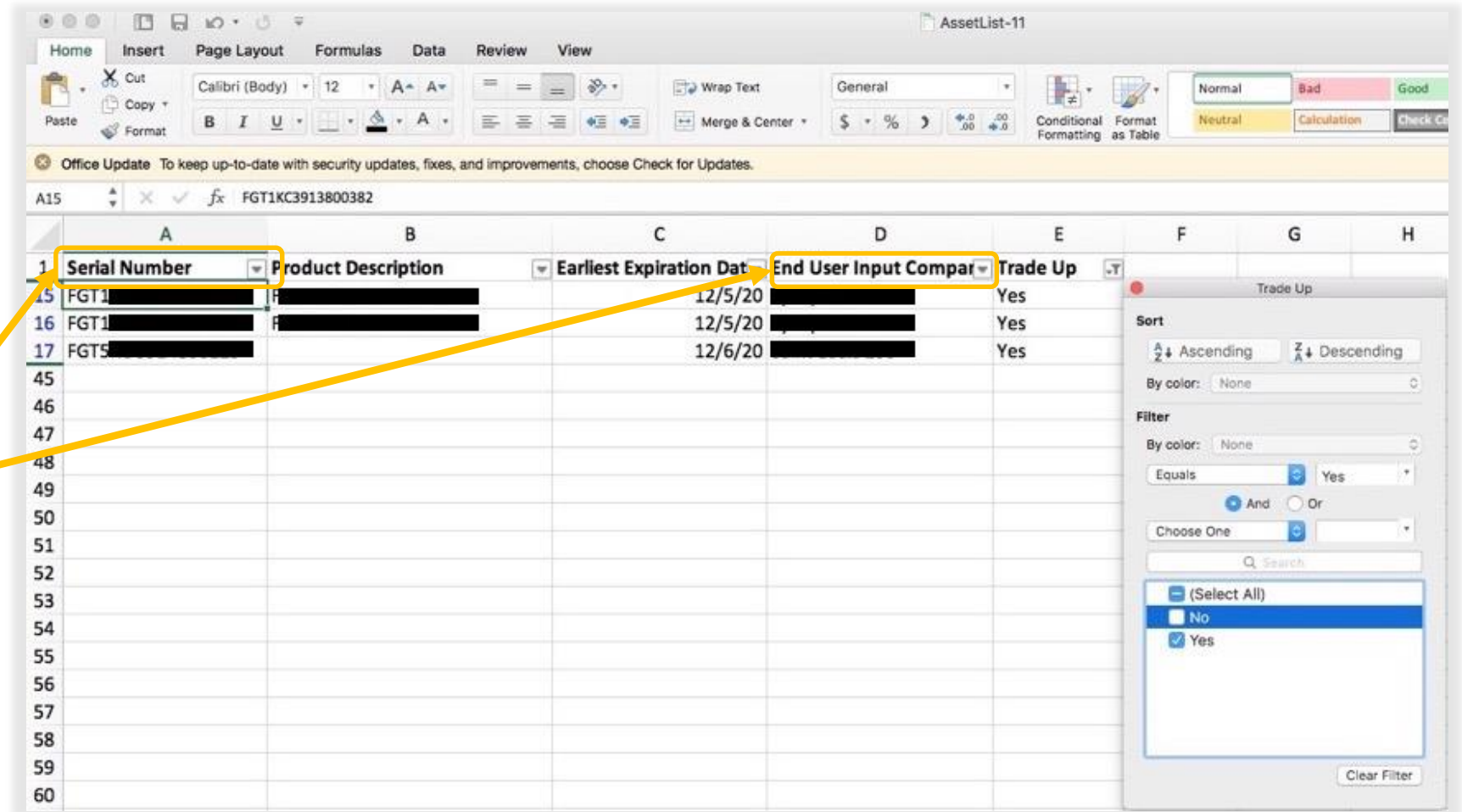
The screenshot shows the Microsoft Excel interface with the 'Trade Up' column selected. A filter dropdown menu is open, showing the following options:

- (Select All)
- No
- Yes

The 'No' option is currently selected, which is the step being demonstrated in the video.

Review TradeUp Eligible Assets

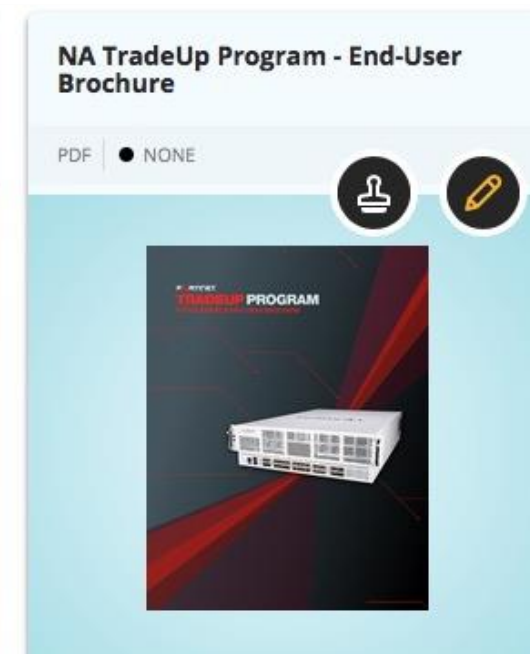
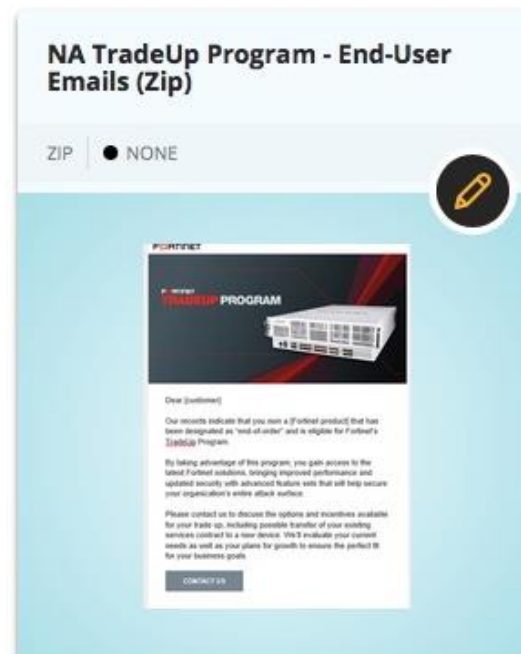
Note Serial Numbers/
Models and End User
Company



Serial Number	Product Description	Earliest Expiration Date	End User Input Comparison	Trade Up
FGT1[REDACTED]	F[REDACTED]	12/5/20	[REDACTED]	Yes
FGT1[REDACTED]	F[REDACTED]	12/5/20	[REDACTED]	Yes
FGT5[REDACTED]	[REDACTED]	12/6/20	[REDACTED]	Yes

Discuss Opportunity with End User

- Use “End-User” Email and Cobrandable Brochure to reach out to prospects
- Discuss needs, identify replacement products, etc
- Note, if service transfer is requested, upgrade path must follow path in Services Transfer Matrix



NA TRADE UP PROGRAM - SERVICES TRANSFER MATRIX

EOO PRODUCTS ELIGIBLE FOR TRADE UP (LEFT)
ELIGIBLE REPLACEMENT PRODUCTS WHEN TRANSFERRING SERVICES (RIGHT)

IF NOT TRANSFERRING SERVICES, NO SPECIFIC REPLACEMENT PRODUCT REQUIRED
PLEASE NOTE: ELIGIBLE PRODUCTS (LEFT) MUST HAVE HAD SERVICES ACTIVE WITHIN PAST 12 MONTHS OF TRADEUP

JUMP TO

[NETWORK SECURITY](#) | [SECURE ACCESS](#) | [MANAGEMENT AND ANALYTICS](#) | [APPLICATION SECURITY](#)

NETWORK SECURITY PRODUCTS

PRODUCTS ELIGIBLE FOR TRADEUP	Replacement Products When Transferring Services
FortiGate 20C ADSL A	If Services Transfer → FortiGate 30E, 40F
FortiGate 30D, 30D POE, 40C	If Services Transfer → FortiGate 30E, 50E, 51E, 40F
FortiGate 30E 3G4G INTL	If Services Transfer → FG 30E 3G4G GBL, 40F 3G4G

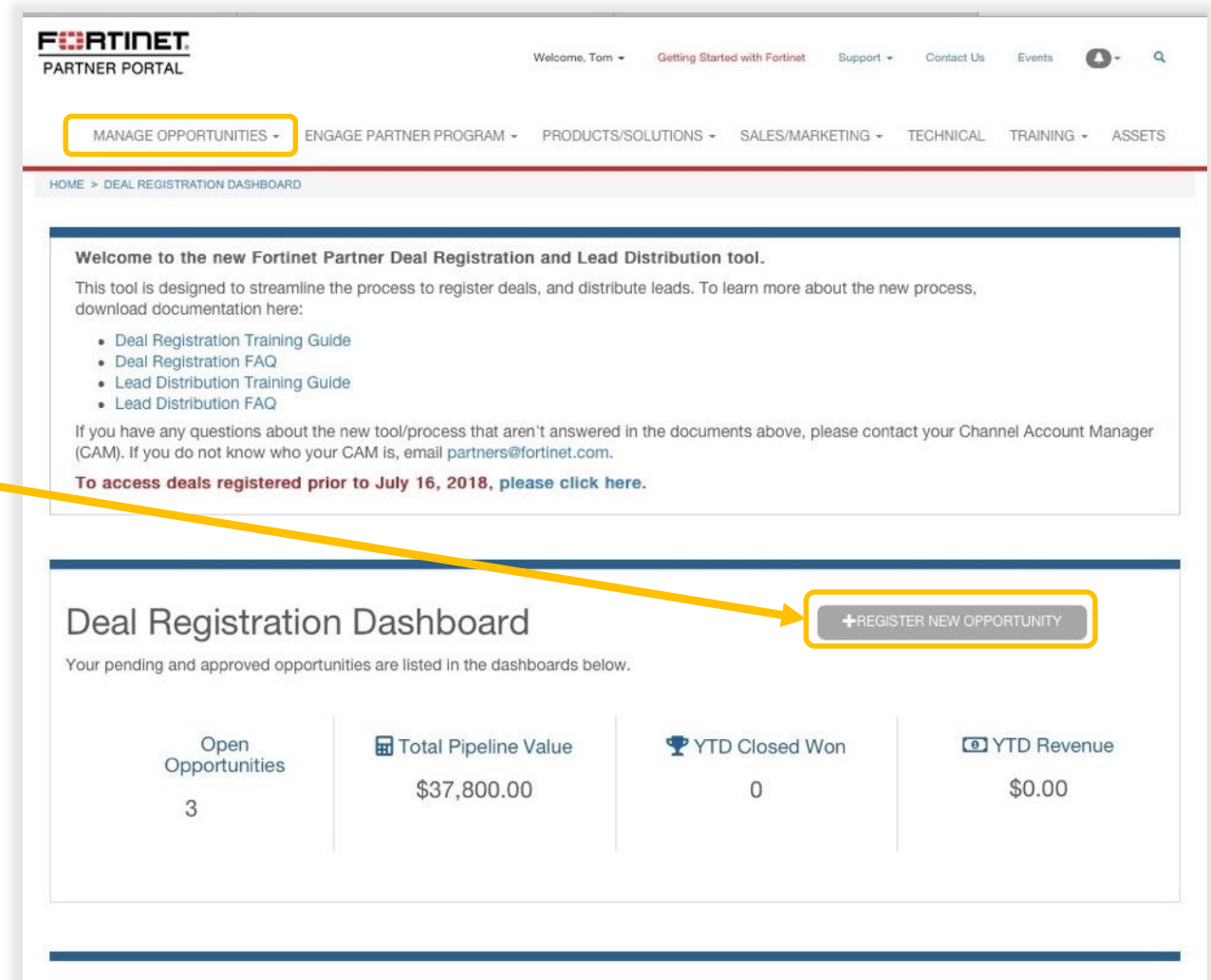
Eligible Products and Services Transfer Matrix available here:

<https://partnerportal.fortinet.com/prm/English/c/fortinet-engage-tradeup-program-matrix>

Register New Opportunity

Register a New Opportunity from Deal Registration Dashboard

https://partnerportal.fortinet.com/English/?rdir=/sf/dc/deal_registration/find_deals.aspx



FORTINET
PARTNER PORTAL

Welcome, Tom ▾ Getting Started with Fortinet Support ▾ Contact Us Events ▾

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL TRAINING ▾ ASSETS

HOME > DEAL REGISTRATION DASHBOARD

Welcome to the new Fortinet Partner Deal Registration and Lead Distribution tool.

This tool is designed to streamline the process to register deals, and distribute leads. To learn more about the new process, download documentation here:

- Deal Registration Training Guide
- Deal Registration FAQ
- Lead Distribution Training Guide
- Lead Distribution FAQ

If you have any questions about the new tool/process that aren't answered in the documents above, please contact your Channel Account Manager (CAM). If you do not know who your CAM is, email partners@fortinet.com.

To access deals registered prior to July 16, 2018, please click here.

Deal Registration Dashboard

Your pending and approved opportunities are listed in the dashboards below.

Open Opportunities	Total Pipeline Value	YTD Closed Won	YTD Revenue
3	\$37,800.00	0	\$0.00

Select TradeUp Opportunity

FORTINET
PARTNER PORTAL

Welcome, ▾ Getting Started with Fortinet Support ▾ Contact Us Events 🔔 6 ▾

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL TRAINING ▾ ASSETS

HOME > DEAL REGISTRATION DASHBOARD > REGISTER NEW OPPORTUNITY

Register New Opportunity

To register a new opportunity, fill out the form below. Fields with an asterisk (*) are required.

Trade Up Opportunity?

If this is a TradeUp Opportunity, please check the box below and enter your TradeUp ID. Learn more about Fortinet's TradeUp Program [here](#).

Is this a Tradeup Opportunity?

Click here to generate a TradeupID on the FortiCare Support Site

The SSO link above will take you to the FortiCare site to generate a TradeUp ID. You will need the serial number of a TradeUp Program eligible product to generate an ID. You can view the list of TradeUp eligible products (and replacement SKUs, if transferring services) [here](#).

Once you have generated a TradeUp ID on the Support site, please return to this page, and enter the ID below.

Trade Up Id

Check “TradeUp Opportunity” box at top of Deal Registration form

Click link to obtain TradeUp ID (links to FortiCare site TradeUp ID Generator)

Links to TradeUp Generator (on Support), Input Eligible Serial Numbers

Enter Eligible
Serial Numbers



The screenshot shows a web form titled "Tradeup Generation". On the left, there are two links: "Input Units" and "Unit List". The main form area has a red header bar labeled "Input Units". Below this, there is a section labeled "Serial Numbers *" with a text input field. The input field contains the text "FG900" followed by a blacked-out area. A yellow arrow points from the text box on the left to this input field. Below the input field, there is a note: "** Mandatory field, Separating by ';', ',', '' or 'return'". At the bottom right of the form, there are two buttons: "Next" and "Cancel".

Download Pricelist to Identify Upgrade SKU

Pull Model/SKU of Replacement Unit from Pricelist

NOTE: If transferring services, select hardware and service SKUs. Bundle SKUs (with “-BDL-” in SKU) are not eligible for Services transfer.

FORTINET								
AMERICAS 2020 Price List								
Effective Date: Sep 07, 2020								
FortiGate Pricing Guide - CONFIDENTIAL								
FortiGate: Entry-Level (30-100, Rugged Series)	FortiGate: Mid-Range (200-900 Series)	FortiGate: High-End (1000-3000 Series)	FortiGate: Ultra High-End (6000 Series)	FortiSMS	FortiCarrier Upgrade	Hyperscale Firewall License	Additional Support	
UNIT	SKU	Description	Price	1Yr Contract (Replace DD by 12)	2Yr Contract	3Yr Contract (Replace DD by 36)	4Yr Contract	5Yr Contract (Replace DD by 60)
FortiGateRugged-60D	FGR-60D	Ruggedized, 4 x GE RJ45 Switch ports, 2 x Shared Media pairs (Including 2 x GE RJ45 ports, 2 x SFP slots). DB9 Serial.	\$ 1,298					
	FGR-60D-BDL-816-DD	Hardware plus ASE FortiCare and FortiGuard 360 Protection		\$ 2,596		\$ 5,192		\$ 7,788
	FGR-60D-BDL-810-DD	Hardware plus 24x7 FortiCare and FortiGuard Enterprise Protection		\$ 2,336		\$ 4,413		\$ 6,490
	FGR-60D-BDL-950-DD	Hardware plus 24x7 FortiCare and FortiGuard Unified Threat Protection (UTP)		\$ 2,142		\$ 3,829		\$ 5,517
	FC-10-0069D-816-02-DD	360 Protection (SD-WAN Cloud Monitoring, FMG/FAZ Cloud, IPS, AMP, App Ctrl, Web Filtering, AS, Security Rating, Industrial Security, FortiConverter Svc, and ASE FortiCare)		\$ 1,298		\$ 3,894		\$ 6,490
	FC-10-0069D-810-02-DD	Enterprise Protection (IPS, Advanced Malware Protection, Application Control, Web Filtering, Antispam, Security Rating, Industrial Security, FortiConverter Svc, and 24x7 FortiCare)		\$ 1,038		\$ 3,115		\$ 5,192
	FC-10-0069D-950-02-DD	Unified Threat Protection (UTP) (IPS, Advanced Malware Protection, Application Control, Web Filtering, Antispam Service, and 24x7 FortiCare)		\$ 844		\$ 2,531		\$ 4,219
	FC-10-0069D-928-02-DD	Advanced Threat Protection (IPS, Advanced Malware Protection Service, Application Control, and 24x7 FortiCare)		\$ 584		\$ 1,752		\$ 2,921
	FC-10-0069D-131-02-DD	FortiGate Cloud Management, Analysis and 1 Year Log Retention (Rugged Supports Logging only)		\$ 260		\$ 779		\$ 1,298
	FC-10-0069D-100-02-DD	Advanced Malware Protection (AMP) including Antivirus, Mobile Malware and FortiGate Cloud Sandbox Service		\$ 260				
	FC-10-0069D-108-02-DD	FortiGuard IPS Service		\$ 260				
	FC-10-0069D-112-02-DD	FortiGuard Web Filtering Service		\$ 260				
	FC-10-0069D-159-02-DD	FortiGuard Industrial Security Service		\$ 130				
	FC-10-0069D-175-02-DD	FortiGuard Security Rating Service		\$ 260				
	FC-10-0069D-288-02-DD	SD-WAN Cloud Assisted Monitoring: Cloud-based SD-WAN Bandwidth & Quality Monitoring Service		\$ 260				
	FC-10-0069D-289-02-DD	SD-WAN Overlay Controller VPN Service: Cloud-based SD-WAN VPN Overlay Service & Portal		\$ 260				
	FC-10-0069D-179-02-DD	FortiManager Cloud: Cloud-based Central Management & Orchestration Service		\$ 60				
	FC-10-0069D-188-02-DD	FortiAnalyzer Cloud: Cloud-based Events and Security Log Monitoring including IOC Service		\$ 90				

Within TradeUp Generator, Input Eligible Serial Numbers

Select Replacement SKUs for each Serial Number - check box on left, click edit

Tradeup Generation

[Input Units](#) **Unit List**

<input type="checkbox"/>	Serial Number	Description	Hardware SKU	Contract SKU	Message		
<input type="checkbox"/>	FG90DF					Edit	Delete

Please check [here](#) the Matrix of eligible EOL products for transfer of service contracts

[Previous](#) [Next](#) [Cancel](#)

Enter eligible replacement SKUs

Not Transferring Services -
Ok to have Product or Bundle SKU

Please input replacement SKU

Hardware SKU

Contract SKU

[Submit](#) [Cancel](#)

Services Transfer - Product only for Hardware SKU - no Bundle.
If purchasing service, enter Hardware and Contract SKUs

Please input replacement SKU

Hardware SKU

Contract SKU

[Submit](#) [Cancel](#)

Review TradeUp Options

Select Tradeup as Type

Enter End-User information

Tradeup Generation

[Input Units](#)
[Unit List](#)
[Tradeup Option](#)

Tradeup Option

Request Type

Type Tradeup SPR *

Tradeup Header

Company	Fortinet *
Address Line 1	123 Main St
Address Line 2	
Website	
Business Telephone	1-212-123-0000
Contact Name	John Doe
End User Email	johndoe@company.com
Reseller Email	janesmith@reseller.com
Comments	

* Mandatory field

Previous Next Cancel

Agree to T&Cs

Tradeup Generation

[Input Units](#)
[Unit List](#)
[Tradeup Option](#)
[Agreement](#)

Agreement

FORTINET TRADE-UP PROGRAM AGREEMENT

TRADE-UP PROGRAM – EMEA & APAC REGIONS

General Terms and Conditions

CAREFULLY READ THE FOLLOWING TERMS AND CONDITIONS BETWEEN FORTINET AND THE AUTHORIZED DISTRIBUTORS AND ELIGIBLE RESELLERS PARTICIPATING IN THE PROGRAM. ANY AUTHORIZED DISTRIBUTOR AND/OR ELIGIBLE RESELLER PARTICIPATING IN THE PROGRAM AGREE TO BE BOUND BY AND ACCEPT THESE TERMS AND CONDITIONS. IF THE AUTHORIZED DISTRIBUTOR AND/OR ELIGIBLE RESELLER DO NOT AGREE TO THESE TERMS AND CONDITIONS, FORTINET EXPLICITLY ADVISES THE AUTHORIZED DISTRIBUTOR AND/OR ELIGIBLE RESELLER NOT TO PARTICIPATE IN THE PROGRAM. THE AUTHORIZED DISTRIBUTOR AND/OR ELIGIBLE RESELLER REPRESENT TO HAVE READ AND UNDERSTOOD THESE TERMS AND CONDITIONS AND HAVE HAD SUFFICIENT OPPORTUNITY TO CONSULT WITH COUNSEL PRIOR TO ACCEPTING THE TERMS SET OUT HEREIN.

FORTINET SHALL NOT BE BOUND BY ANY ADDITIONAL, INCONSISTENT, AND/OR CONFLICTING PROVISIONS IN ANY ORDER, RELEASE, ACCEPTANCE OR OTHER CORRESPONDENCE (INCLUDING WITHOUT LIMITATION ANY COMMERCIAL BROCHURE) UNLESS EXPRESSLY AGREED TO IN A WRITING SIGNED BY FORTINET'S GENERAL COUNSEL, AND IN NO EVENT SHALL FORTINET BE DEEMED TO HAVE ACCEPTED ANY TERMS IN YOUR PURPORTED OFFER OR OFFER DOCUMENTS.

1. DEFINITIONS

Authorized Distributor	shall mean an independent third party acting in its own name and account that is authorized by Fortinet (and properly registered with Fortinet as a Fortinet distributor) to sell, within the authorized territory, Fortinet's Products purchased from Fortinet to a Fortinet authorized reseller (including without limitation an Eligible Reseller).
End-Customer	shall mean a lawful owner, within the Territory, of an Eligible Product unit properly registered in its own name with Fortinet excluding Authorized Distributors and Fortinet's authorized resellers

I have read, understood and accepted the contract stated above

Previous Next Cancel

Agree to TradeUp Program Terms and Conditions

Preview/Confirm Request

Tradeup Generation

[Input Units](#)
[Unit List](#)
[Tradeup Option](#)
[Agreement](#)
[Tradeup Preview](#)

Tradeup Details

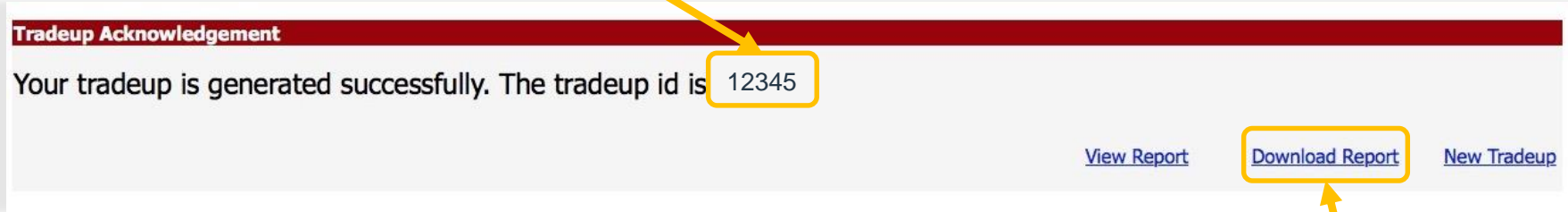
Serial Number	Description	Hardware SKU	Contract SKU	Message
FG90D [REDACTED]		FG-100F-BDL-817-12		Success

Previous **Confirm** Cancel

If correct, click
"Confirm"

Copy ID and Download Report

Copy TradeUp ID - you will need to input this into Deal Registration form

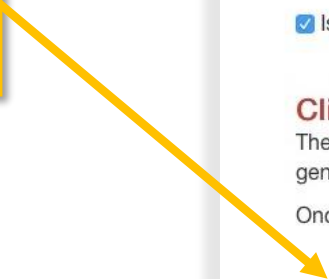


Download Report - you will need to attach this to your Deal Registration



Return to Deal Reg Form, Enter TradeUp ID

Paste TradeUp ID here



FORTINET
PARTNER PORTAL

Welcome, ▾ Getting Started with Fortinet Support ▾ Contact Us Events 6 ▾

MANAGE OPPORTUNITIES ▾ ENGAGE PARTNER PROGRAM ▾ PRODUCTS/SOLUTIONS ▾ SALES/MARKETING ▾ TECHNICAL TRAINING ▾ ASSETS

HOME > DEAL REGISTRATION DASHBOARD > REGISTER NEW OPPORTUNITY

Register New Opportunity

To register a new opportunity, fill out the form below. Fields with an asterisk (*) are required.

Trade Up Opportunity?

If this is a TradeUp Opportunity, please check the box below and enter your TradeUp ID. Learn more about Fortinet's TradeUp Program [here](#).

Is this a Tradeup Opportunity?

Click here to generate a TradeupID on the FortiCare Support Site
The SSO link above will take you to the FortiCare site to generate a TradeUp ID. You will need the serial number of a TradeUp Program eligible product to generate an ID. You can view the list of TradeUp eligible products (and replacement SKUs, if transferring services) [here](#).
Once you have generated a TradeUp ID on the Support site, please return to this page, and enter the ID below.

Trade Up Id

Enter Deal Reg Information

End User Contact Information

Please enter the contact's information for this opportunity.

* First Name * Last Name

* E-mail Address * Job Title

* Phone

End User Company Information

Please enter the contact's information for this opportunity.

* Company

* Address

* Country

* City

* Website

Opportunity Information

Please enter the information for this opportunity.

* Estimated Close Date

* Estimated Value (Deals under \$5K are not eligible)

- Select One -
- < 5000 (Cat B or TradeUp Only)
- 5,000 - 9,999
- 10,000 - 24,999
- 25,000 - 49,999
- 50,000 - 99,999
- 100,000 - 499,999
- 500,000 - 999,999
- 1,000,000 +
- Select One -

Is Federal Deal Reg

Is this a Deal Registration for a Renewal over \$9,999?

* Description (To prevent a delay for approval from 2 days to 3+ days, please include as much information you have regarding customer needs, employees they have, other locations, and if known, which Fortinet Security Solutions or products)

Attachments

Attachments are listed below.

Add Attachments (5 MB Limit):

Notes

Add a Note:

Note Title:

Note Comments:

Check here to confirm you accept the Fortinet Deal Registration Terms and Conditions

Attach TradeUp ID Report that was downloaded
Required to approve TradeUp Deal Registration

Fortinet Validates TradeUp Deal



Internal Review
Validate SKUs in attachment





Deal Approved and locked!

Once Approved – Work to Close the Deal



1. Utilize Solution Hubs and Product Selling resources on the Partner Portal
2. Take advantage of available training to ensure your expertise
3. Remember FortiRewards for both Training (NSEs) and CTAPs
4. Once closed – increase your margin even more with relevant sales incentives





Q4 Current Incentives





NSE Technical Certification:
Up to \$3,750 for earning NSE 4 and above





Complete a CTAP:
\$250-\$350 per completed
Cyber Threat Assessment





TradeUp:
50% discount on hardware and
software for eligible end of order units



Q4 Close the Gate:
Earn up to \$5,000 for deals ≥\$5k
that are registered and closed in Q4.
Must include FGT, Switch or AP products



FortiEDR:
Earn an additional discount of up to
25% and up to \$1,000 in FortiRewards



FortiNAC:
Additional discounts up to 15% and
up to \$1,000 in FortiRewards


TradeUp Program Resources

[TradeUp Page on Partner Portal:](#)

- [Partner Brochure](#)
- [FAQ](#)
- [Transfer of Services FAQ](#)
- [End-User Outreach Email](#)
- [End-User Brochure \(cobrandable\)](#)

Fortinet North America Partner
TRADEUP PROGRAM


Get Pre-Approved Discounts on Eligible TradeUp Deals



BUILD LEADS, REVENUE AND RELATIONSHIPS

The TradeUp Program allows you to offer your customers the latest Fortinet solutions, with improved performance, updated security, and an advanced feature set while benefitting from real cost savings.

[View TradeUp Program Eligibility Matrix](#)




TradeUp Products

The TradeUp program provides your end-user accounts with the opportunity to secure their networks with the latest Fortinet solutions.

By ensuring your accounts are running secure and up-to-date networks, you increase your value as a trusted advisor while contributing to your overall profitability.

In some situations, remaining services contracts can be transferred. View the TradeUp Program Eligibility Matrix to learn more.


[VIEW TRADEUP MATRIX](#)



Get Started


- 1 | FIND ELIGIBLE UNIT(S)**
Check for EOO serial numbers in your install base via the Renewal Assets area on the Support site, accessible here.
- 2 | CREATE TRADEUP DEAL REG**
Create a new Deal Registration and flag it as "TradeUp" to lock in the deal.
- 3 | CLOSE THE DEAL**
Program discounts will be applied to any approved TradeUp Deal Registration quotes.

[FIND ELIGIBLE ASSETS](#)



TradeUp Program


[DOWNLOAD BROCHURE](#)



HOW-TO GUIDE

Partners can create TradeUp Deal Registrations for this program. The How-To Guide walks you through the end-to-end process, from finding deals, to creating a TradeUp Deal Registration, to closing the deal.

[DOWNLOAD THE GUIDE](#)




ENABLEMENT

Found a prospect? Reach out to them using our TradeUp enablement assets, including an email and brochure.

If you need assistance finding prospects, reach out to your Channel Account Manager or contact the renewals team directly at renewals@fortinet.com

[REVIEW MATERIALS](#)



FAQS

Which products are eligible for the TradeUp program? What happens to traded up units? Find these and other FAQs details here.

[DOWNLOAD FAQ](#)

[View All TradeUp Program Sales Resources](#)

Next Steps

- Visit the TradeUp page on the Partner Portal
- Reach out to your CAM to discuss any deal-specific issues
- Reach out to Renewals team (renewals@fortinet.com) w/ questions

FORTINET®