

FORTINET

TRADEUP PROGRAM

FOR NORTH AMERICA RESELLERS



Discounts*



50%*

on Hardware, Hardware Bundles and Standalone FortiGuard



50%*

on FortiCare Support & Bundle Subscriptions

RESELLER
RECOMMENDED

50%

END-USER
RECOMMENDED

40%

Upgrade & 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 End-of-Order (EOO) 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.

* Recommended - actual discount set by Distributors

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.

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

Questions?

Contact your CAM or reach out directly to our Fortinet Renewals team at renewals@fortinet.com.

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

