



HOW TO GUIDE

ENGAGE – Fortinet Partner Program



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ENGAGE Fortinet Partner Program

What is changing with Fortinet Engage?

Essentially, there are three major changes.

1. Partner levels have changed name.

Now referred to by **level of engagement**, the new levels are:

ADVOCATE: (previously Authorised)

Partners beginning their investment and relationship with Fortinet. Limited training requirements and limited benefits.

SELECT: (previously Silver)

Partners committed to delivering superior security solutions that best fit small to medium business security concerns.

ADVANCED: (previously Gold)

Partners with proven success delivering the full spectrum of Fortinet's solutions with certified staff to handle various implementation requirements from customers.

EXPERT: (previously Platinum)

Proven Fortinet Solution experts who have demonstrated consistently high revenue and can deliver the full range of Fortinet solutions, with experts on staff to manage complex deployments.

GLOBAL: By invitation only

FAQs about Levels of Engagement:

Do I need to sign a new partner agreement?

No. Current Fortinet partners automatically become part of the new Engage program

Are Discount Levels Changing?

No. Discounts remain the same.

Can I have multiple levels of engagement? (e.g. Advocate marketplace and Select Integrator)

No. You have one level of engagement regardless of business models and specialisations you add.

Has upgrading partner level changed?

No. It's a similar process. You complete additional certifications and meet revenue requirements. What HAS changed are the number of certifications required for some levels. There are no specific revenue targets by business model

Have NSE certifications changed?

All the NSE requirements required for each specialisation and business model are in the benefits and requirements matrix on page 5.

2. Partners are now also identified by business model

Designed to help expand your footprint by specifying the go-to-market strategy, there are three **business model** definitions:

INTEGRATOR (previously Reseller)

Focuses primarily on reselling on-premise solutions to customers, may offer some managed services.

MSSP

Offering Managed Security Services – and a substantial part of revenue, if not all, comes from selling these services.

MARKETPLACE (New category)

Leverages a 3rd party provider (like AWS or Azure) that hosts security solutions in the cloud for you or your customers.

FAQs about Business Models:

Can I be more than one business model at the same time?

Yes. You can decide to have multiple business models and you will receive benefits from all the business models you choose to tie to your level of engagement.

How can we participate in additional business models?

To add additional business models, the primary member on your account must go to the Engage Hub on the Fortinet partner portal and complete a short eligibility survey for that level. These are then reviewed by your local Fortinet representative along with your current NSE compliancy. If you meet all the requirements, they raise a promotion request. Once approved, you receive an email notification.

What's the different between level of engagement and business model?

Level of engagement defines the type of relationship and revenue you want to build with Fortinet. Business models reflect the different routes to market you want to use.

3. Partners can highlight specific expertise with specialisations

Designed to help you differentiate from the competition and be recognised as a specialist and be identified as a preferred solution partner. The specialisations currently available are:

- **SECURE SD-WAN**
- **SECURE ACCESS AND SD-BRANCH**
- **DYNAMIC CLOUD SECURITY**
- **DATA CENTRE**

FAQs about Specialisation:

What specialisation do I have now?

You should automatically have Data Centre specialisation as a Fortinet partner. Liaise with your local Fortinet representative for other specialisations and check the benefits and requirements matrix on the next page.

How do we get recognised for another specialisation?

Available to Select partners or above only, each specialisation has specific sales and training requirements. Work with your local Fortinet representative on these.

What other specialisations are available?

More specialisations will be added in time. Coming in H2 will be three more: OT (operational technology), Next Generation Endpoint Solutions and Security Operations.

What are the benefits?

- **Increased Fortinet ROI.**
Levels of engagement all help determine the return. The more you put in the more you get back from Fortinet
- **Expand Business and Footprint**
More focused training for partners and a more flexible approach. Use the different business models to sell and consume, you can add more business models or be laser focused.
- **Stronger relationships**
More engagement will help you stand out with expertise



Find out what benefits are available for each level and the NSE and revenue requirements for each level.

Download the benefits and requirements matrix [here](#)

Other FAQs

What will happen to global partners?

Global partners remain at their level as long as they are compliant. They will be able to add additional business models and be recognised for specialisations.

What information will be displayed on the partner locator?

The partner locator will display active partners and distributors who are Select and above and will show company details, level of engagement, business model(s) and specialisation(s)

You can find more information on the Fortinet Partner Portal Engage Hub at:

<https://partnerportal.fortinet.com/prm/English/c/engage-home>



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