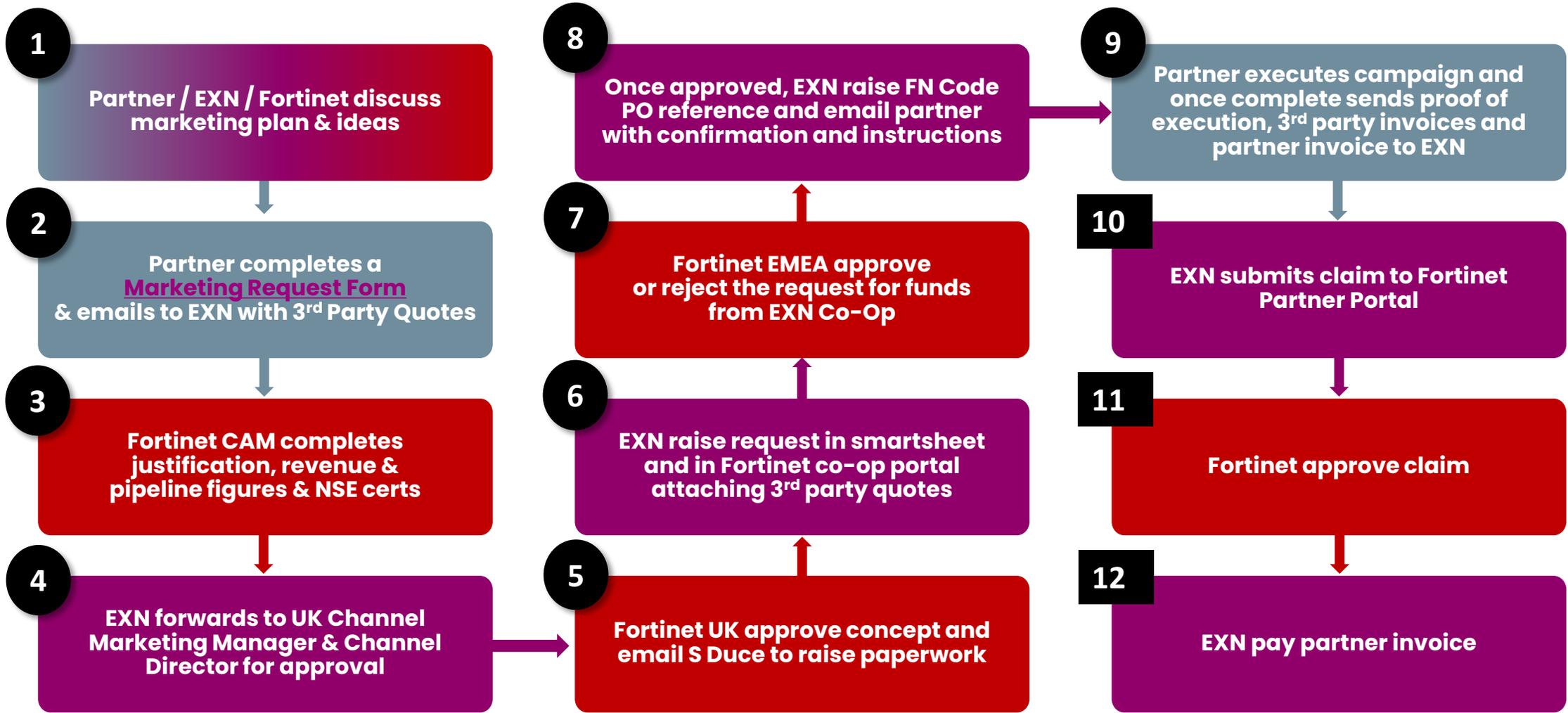# Fortinet Marketing Co-op Process

The Co-Op Process

Legend:
- Exclusive Networks to action
- Fortinet to action
- Partner to action

1 Partner / EXN / Fortinet discuss marketing plan & ideas

2 Partner completes a **Marketing Request Form** & emails to EXN with 3rd Party Quotes

3 Fortinet CAM completes justification, revenue & pipeline figures & NSE certs

4 EXN forwards to UK Channel Marketing Manager & Channel Director for approval

5 Fortinet UK approve concept and email S Duce to raise paperwork

6 EXN raise request in smartsheet and in Fortinet co-op portal attaching 3rd party quotes

7 Fortinet EMEA approve or reject the request for funds from EXN Co-Op

8 Once approved, EXN raise FN Code PO reference and email partner with confirmation and instructions

9 Partner executes campaign and once complete sends proof of execution, 3rd party invoices and partner invoice to EXN

10 EXN submits claim to Fortinet Partner Portal

11 Fortinet approve claim

12 EXN pay partner invoice

The Co-Op Process

> Fortinet will generally approve marketing co-op to partners based on a number of criteria:

>> Revenue to date on Fortinet

>> Pipeline of Fortinet opportunities

>> Partner NSE Accreditations

>> Partner Status

> Fortinet will consider funding up to 50% cost of a marketing plan.

> Activities such as incentives, promotions, hospitality etc are not covered by co-op.

> Only third party costs are covered. In house costs or rate cards are not accepted.

Co-Op Activity

- ❯ Activites not supported:
  - ❯ Internal/in-house marketing/rate cards
  - ❯ Incentives
  - ❯ Hospitality
  - ❯ Anything involving alcohol
  - ❯ Price promotions or discounts
  - ❯ Training or exams
  - ❯ NFR or demo kit
  - ❯ Events where Fortinet are already present
  - ❯ SKOs

The plan must include lead generation and be able to demonstrably deliver return on investment (ROI). Plans that aim to drive new business / incremental revenue will always be favoured.

NB. Please be aware for compliance reasons, some requests may be screened and potentially rejected. These pertain to our anti-corruption and code of ethics guidelines which may include any requests involving Govt, Govt related activity, individuals/third parties with Govt connections; suppliers from embargoed countries; suppliers without legitimate company information etc.

Focus Areas for 2025

SMB

SASE

OT

SEC OPS

MSSP

ZTNA

SD-WAN

CLOUD