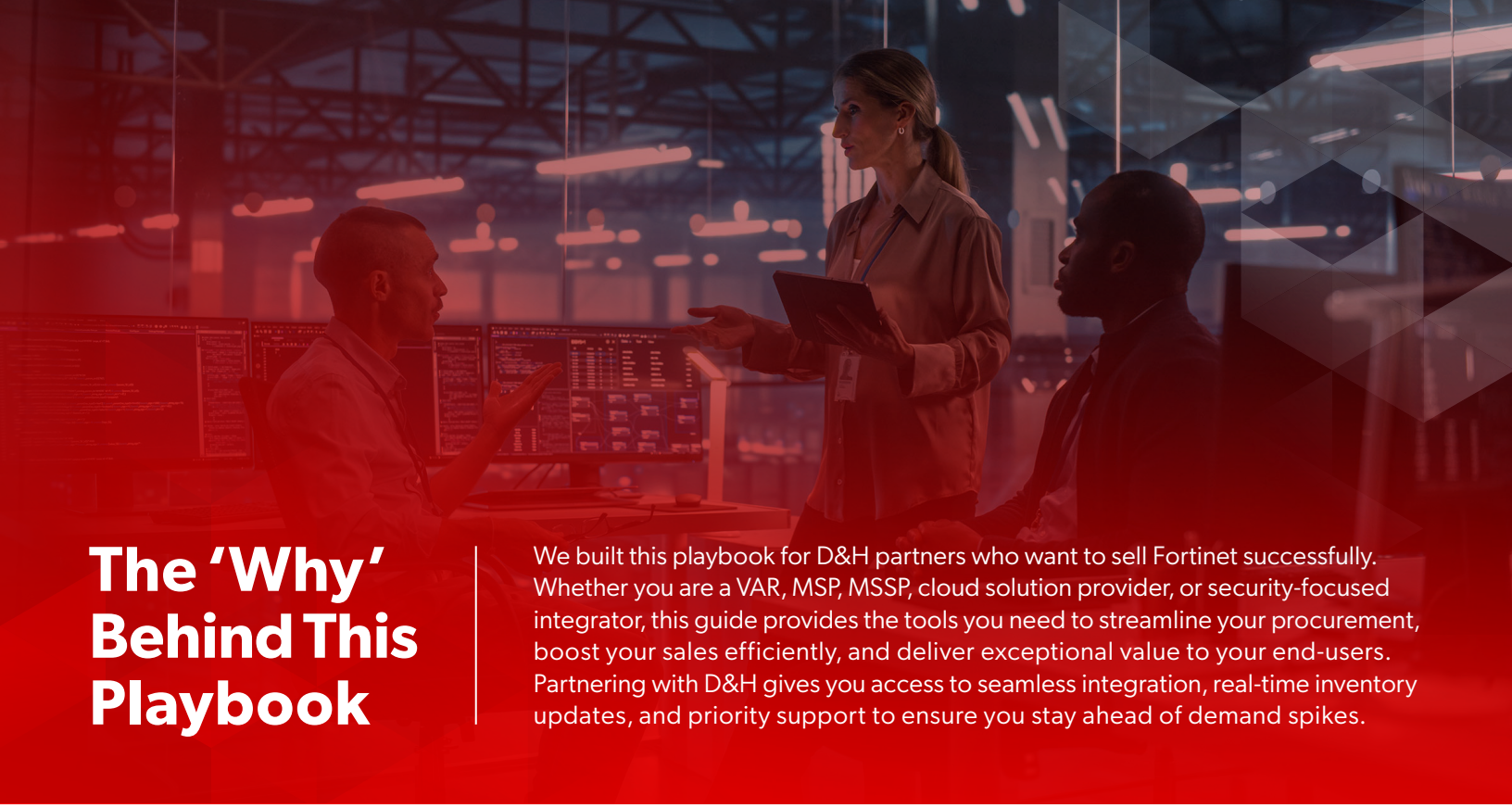


D&H PARTNER PLAYBOOK

Win & Grow Security with Fortinet

FORTINET



The 'Why' Behind This Playbook

We built this playbook for D&H partners who want to sell Fortinet successfully. Whether you are a VAR, MSP, MSSP, cloud solution provider, or security-focused integrator, this guide provides the tools you need to streamline your procurement, boost your sales efficiently, and deliver exceptional value to your end-users. Partnering with D&H gives you access to seamless integration, real-time inventory updates, and priority support to ensure you stay ahead of demand spikes.

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Why Fortinet + D&H

The Fortinet Value Story

Fortinet is a global cybersecurity leader and a recognized fixture in industry Magic Quadrants. They secure millions of devices worldwide through an integrated platform approach called the Security Fabric. This platform helps you secure your clients' networks, users, devices, and applications with improved visibility and automation.

Fortinet's FortiOS operating system serves as the foundation of the Security Fabric. It enables policy consistency and converges networking and security across on-premises, cloud, and hybrid environments.

The D&H Advantage

With over a century of experience, D&H is built on a legacy of reliability and partner growth. We help you scale your Fortinet business by providing:

- Dedicated B2B sales support and priority issue resolution.
- Guidance around deal registration and incentives.
- Seamless product catalog integration and real-time inventory updates to prevent over-ordering.
- Flexible purchasing options and bulk payment terms tailored to your business needs.



What to Sell

SOLUTION MAP

Land

FortiGate Next-Generation Firewall (NGFW)

FortiGate NGFWs protect users, data, and assets across hybrid environments. They rely on FortiGuard AI-Powered Security Services for real-time protection. FortiGate converges security and networking functions, simplifying operations through unified management.

KEY ACTION: Target fast wins by looking for firewall refresh opportunities, branch protection needs, segmentation projects, and hybrid edge protection.

Expand

Secure Networking + Fabric outcomes

Fortinet's platform supports broad coverage across campus, branch, cloud, and remote environments. Start with FortiGate, then expand your footprint into switching, wireless, endpoint, cloud, and SecOps tooling.

SMB Growth Motion

Simple Packaging

Fortinet SMB solutions are affordable, scalable, and easy to manage. They deliver enterprise-level protection for organizations with limited resources.

POSITION YOUR SMB MESSAGING AROUND THESE SIMPLE PACKAGES:

- **Secure Users:** Endpoint protection and secure access.
- **Secure Offices:** FortiGate firewalls paired with secure switching and Wi-Fi.
- **Secure Applications:** Cloud and email security solutions.

ENTERPRISE SECURITY FOR CHANGING TIMES: Protection for expanding infrastructures, increasing attacks, and strict compliance requirements.



HOW TO BECOME A

Fortinet Partner

Step 1

Become a D&H Customer

You need an active D&H reseller account to transact through distribution and access our flexible purchasing terms.

REGISTER HERE: https://partnerportal.fortinet.com/English/register_email.aspx?dist=D&H

Use the D&H-specific registration path. During registration, ensure you select D&H Distributing as your distributor to guarantee seamless integration with our systems.

Step 2

Register with Fortinet

REGISTER HERE: https://partnerportal.fortinet.com/English/register_selection.aspx

Use the D&H-specific registration path. During registration, ensure you select D&H Distributing as your distributor to guarantee seamless integration with our systems.

Step 3

Access the Fortinet Partner Portal

The Fortinet Partner Portal is your central hub for deal registration, tracking, pricing, sales tools, and training.

Quick Access

PORTAL HOME: https://partnerportal.fortinet.com/English/

LOGIN: https://partnerportal.fortinet.com/English/login.aspx

Quick FAQ

What if integration seems complex?
We offer comprehensive guides to simplify your procurement processes and ensure a smooth transition.

Already have an account?
Simply log in and verify D&H is listed as your preferred distributor.

Deal Registration

Deal registration protects your opportunities and ensures preferential pricing. By registering early, you secure your margins and gain a competitive edge.

Key Action: Register deals early, well before quoting your customer.

Best Practices Checklist

- ✓ Register opportunities early to lock in your margin advantage.
- ✓ Provide comprehensive, detailed opportunity information.
- ✓ Keep the deal status updated regularly in the portal.
- ✓ Once approved for special pricing, work directly with D&H to quote and transact efficiently.

How Partners Make Money

You can grow your Fortinet revenue and increase your average order value through several proven profit levers:



Product Margins + Deal Registration

Earn base margins plus enhanced margins on registered deals.



Services

Offer high-value services. *Example: Sell deployment packages for FortiGate firewalls or ongoing managed security services.*



Lifecycle/Renewals

Capitalize on recurring revenue. *Example: Upsell FortiGuard subscriptions during hardware refresh cycles.*



Land-and-Expand Platform Strategy

Start your customer with a FortiGate firewall, then expand into adjacent Fabric solutions like secure Wi-Fi and switching.

Training and Enablement

Fortinet provides comprehensive enablement through the Fortinet Training Institute. These resources help you understand the technical requirements and position the products effectively.

CERTIFICATIONS

NSE Training Program: Access certification learning paths to enhance your technical expertise and build trust with your clients.

WEBINARS & PROGRAMS

FortiRewards: Earn incentives for your sales efforts (Fortirewards_NA).

40 Minutes with Fortinet: Stay updated with these concise, informative webinars.

Engage Partner Program: Access the Engage Hub 3.0 for program resources.



Incentives and Activation

FortiRewards is available through the Partner Portal for eligible partners. This program helps you increase profitability by claiming incentives on qualifying sales.

Example: Earn points for specific FortiGate sales and redeem them to boost your bottom line.

ACCESS FORTIREWARDS ▶

Partner Marketing and Learning



Use Fortinet's live and on-demand events to stay current on technology updates, seasonal promotions, and industry best practices.

LIVE EVENTS ▶ ON-DEMAND LEARNING ▶

Key Action: Stay ahead of the curve and address end-user demand spikes by registering for upcoming product launch events.

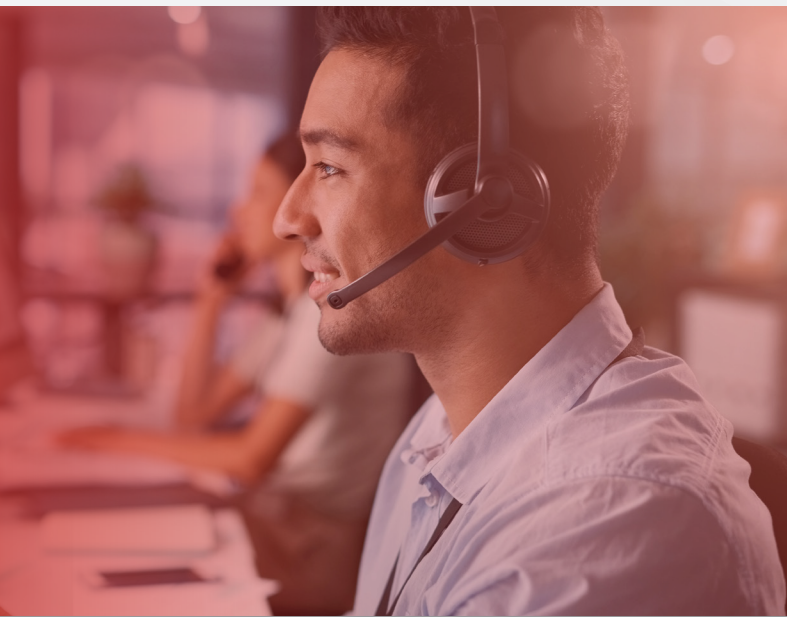


Partner Program

Fortinet's Engage Partner Program drives profitability, growth, and differentiation. The program offers various tiers and specializations, allowing you to align your business model with specific market demands and stand out from the competition.

APPLY/LEARN MORE ▶

Getting Help



Our dedicated B2B support team prioritizes your needs. We provide fast, responsive assistance for quoting, enablement, onboarding, and deal strategy support.

Common Issues We Resolve Quickly

- Need help navigating deal registration?
- Looking for real-time inventory updates for a large deployment?
- Require assistance structuring a complex quote?

Contact the D&H Fortinet Desk

- FortinetSales@dandh.com