

H1 2024



# APAC Partner Incentive Programs Catalog

**PARTNER ONLY**

**GET STARTED**



# Partner Incentive Programs Framework

Programs	Level of Engagement			
	Advocate	Select	Advanced	Expert Regional Global
 Maximise Your Renewal Business	<a href="#">Trade Up Promotion</a>			
 Solutions Focused		<a href="#">OT Sales Incentive</a> <a href="#">Cloud Incentive</a>		
 Develop Your SMB Business	<a href="#">Advocate Booster</a>	<a href="#">Select 3-2-1</a> <a href="#">Select Champion</a>		
 Partner Enablement		<a href="#">New NSE Certification</a> <a href="#">Partner Specialization Investment</a>		
 SecOps and Universal SASE			<a href="#">Enterprise Channel Reward</a>	
 Sustainable Growth				<a href="#">VIP Partner Rebate</a>




# Table of Contents



## YOU HAVE A QUESTION?


Reach out to your Fortinet Channel Account Manager or contact [Apac\\_FortiRewards@fortinet.com](mailto:Apac_FortiRewards@fortinet.com)



### Maximise Your Renewal Business

- Trade Up Promotion


4



### Solutions Focused

- OT Sales Incentive
- Cloud Incentive

5-6



### Develop Your SMB Business

- Select 3-2-1
- Select Champion
- Advocate Booster


7-9



### Partner Enablement

- New NSE Certification
- Partner Specialization Investment


10-11



### SecOps and Universal SASE

- Enterprise Channel Reward

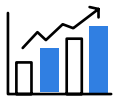
12



### Sustainable Growth

- VIP Partner Rebate

13



# Trade Up Promotion



## Partner Benefits

Renew Your Customer Assets with Fortinet's cutting edge technology and Earn Rewards up to US\$1,000



## Program Period

H1 2024  
(1st January – 30th June 2024)

## Eligibility

Open to **all FortiPartners**

Incentive is paid per FortiPartner. FortiPartner can **submit 1 claim** during program period & can accumulate their TradeUp Billing for higher incentive \$ payout

Trade up replacements cannot be taken from Distributor Stock

## Terms & Conditions

Fortinet TradeUp process must be adhered. **A TradeUp ID** must be provided in the claim submission form

FortiPartners will receive FortiRewards points where sell thru via TradeUp program (mandatory). Payout is calculated based on the total TradeUp Billing Bracket

Program will cease once the maximum of 60 claims are successfully submitted and approved

## Rewards

2024 Program	TradeUp Billing	Incentive Payout USD(\$)
Greater than>	\$5,000-\$19,999	\$300 (3,000 points)
Greater than>	\$20,000-\$49,999	\$500 (5,000 points)
Greater than>	\$50,000-\$99,999	\$700 (7,000 points)
Greater than>	\$100,000 & above	\$1,000 (10,000 points)



# OT Sales Incentive



## Partner Benefits

Reward Partners with OT Specialization up to US\$5,000 in selling Fortinet product in OT use cases



## Program Period

H1 2024  
(1st January – 30th June 2024)

## SOLUTIONS FOCUSED

- **OT Sales Incentive**
- [Cloud Incentive](#)

[← Back to Contents](#)

## Eligibility

Open to Partners who achieved OT specialization  
Exclude high discount deals

**No document is required to be uploaded**

**Partner will be notified** to submit reward claim when target and OT specialization requirement met and eligible for payout

## Terms & Conditions

Partner earn up to US\$5,000 for >\$500K List Price of Fortinet product sold in OT use case. Refer to payout table

**Limited to 1 claim per partner** within program period

**Limited to 30 approved claims**

## Rewards

Total Purchase in OT during validity period	Incentive Payout
> = US\$100,000 (List Price)	\$1,000 (10,000 points)
> = US\$200,000 (List Price)	\$2,000 (20,000 points)
> = US\$500,000 (List Price)	\$5,000 (50,000 points)



# Cloud Incentive



## Partner Benefits

Secure your Customers' Cloud Journey and Earn up to US\$2,000



## Program Period

H1 2024  
(1st January – 30th June 2024)

## SOLUTIONS FOCUSED

- OT Sales Incentive
- Cloud Incentive

[← Back to Contents](#)

## Eligibility

Open to all partners who are compliant to the Engage Cloud Business model or have an approved Cloud Specialization

**Partner will be notified** to submit reward claim when revenue target is met, and eligible for payout

Eligible Cloud product SKUs are highlighted in the table

## Terms & Conditions

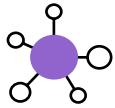
Partners who have a revenue of US\$20,000 and above for cloud products will be eligible for an incentive of 2% subject to a maximum of \$2,000 (2,000 points)

**Limited to 1 claim per partner** within program period

**Limited to 20 approved claims**

## Rewards

Eligible Products	Incentive Payout
Amazon Web Service	Maximum of \$2,000 (20,000 points)
Azure Cloud Service	
Google Cloud Service	
Oracle Cloud Infrastructure	
Alibaba Cloud	
FortiWeb	
MSSP (FortiFlex)	
FortiADC	
FortiCWP	
FortiDevSec	



# Select 3-2-1

[← Back to Contents](#)

- **Select 3-2-1**
- [Select Champion](#)
- [Advocate Booster](#)

## Eligibility

Open to **Select Partners only**

### Payout eligibility:

1. **Earn** 3% with minimum US\$80K of POS target (excluding FortiSASE /SecOps and Renewal) and;
2. **Get additional** 2% with minimum US\$20K of FortiSASE and;
3. **Get additional** 2% with minimum US\$20K of SecOps and;
4. **Get additional** 1% with minimum US\$20K Renewal

## Terms & Conditions

Partner can only submit 1 claim during H1

Maximum CAP payout @\$4K per partner

Renewal means a purchase order which includes either i) a Renewal FortiCare ID, 2) a Coterm FortiCare ID and/or 3) a Trade Up ID



## Partner Benefits

Earn up to US\$4,000 upon achievement of POS, FortiSASE, SecOps and Renewals

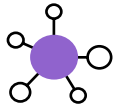


## Program Period

H1 2024  
(1st January – 30th June 2024)

## Rewards

Target Description	Minimum Target (USD)	Earning %
POS	80,000	3% Base
FortiSASE	20,000	+2% Bonus
SecOps	20,000	+2% Bonus
Renewal	20,000	+1% Bonus



# Select Champion

[← Back to Contents](#)

- [Select 3-2-1](#)
- Select Champion**
- [Advocate Booster](#)

## Eligibility

Open to **Select Partners only**

Must meet minimum US\$210K for whole year to compete in Top 3 Select Partner

## Terms & Conditions

Require to meet Quarterly targets listed below:

Q1 : min. US\$20K + min. 20% security fabric share

Q2 : min. US\$35K + min. 20% security fabric share

Q3 : min. US\$45K + min. 20% security fabric share

Q4 : min. US\$50K + min. 20% security fabric share

Select Partner must be compliant by end of Dec 2024

Need consistent purchase quarterly to be top 3 SELECT partners in each country

Program results will be tabulated at the end of 2024

## Rewards

Partner Ranking	Select Champion Prizes	Recognition
Top Select Partner	US\$5,000 (50,000 points)	Trophy + Partner mention in FTNT Social Media
1st Runner Up Select	US\$3,000 (30,000 points)	Trophy + Partner mention in FTNT Social Media
2nd Runner Up Select	US\$1,000 (10,000 points)	Trophy + Partner mention in FTNT Social Media



### Partner Benefits

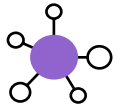
Earn US\$5,000 for Top Select Champion & Trophy



### Program Period

2024  
(1st January – 31st December 2024)





# Advocate Booster

- [Select 3-2-1](#)
- [Select Champion](#)
- Advocate Booster**

## Eligibility

Open to **Advocate Partners only**

Partner can submit max. 5 claim during H1

Maximum CAP payout @\$2K per partner

Program will cease once the maximum of 50 partner claims are successfully submitted and approved

Exclude high discount deals

## Terms & Conditions

Eligible to all products including renewals

Every \$10,000 (LP) deal earns \$200

Every \$20,000(LP) deal earns \$400



### Partner Benefits

Earn up to US\$2,000 when selling Fortinet solutions



### Program Period

H1 2024  
(1st January – 30th June 2024)

## Rewards

Total List Purchase (H1'24)	Incentive Payout (\$)
> = US\$10,000	US\$200 (20,000 points)
> = US\$20,000	US\$400 (40,000 points)



# New NSE Certification

## PARTNER ENABLEMENT

- **New NSE Certification**
- [Partner Specialization Investment](#)

[← Back to Contents](#)



### Partner Benefits

Elevate your Cybersecurity expertise to effectively address the evolving threat landscape.

Achieve Fortinet NSE certifications and Earn up to US\$2,000



### Program Period

H1 2024  
(1st January – 30th June 2024)

## Eligibility

Open to **Select, Advanced, Expert, Regional** and **Global** partners

**Each FortiPartner company is only eligible to submit 3 claims** within the program period

Each individual engineer is entitled to claim once for each proficiency level

Upload a Copy of NSE Certification achieved

## Terms & Conditions

Partner engineers can claim a higher proficiency level

The last exam pass date for the new NSE certification must be on or after 1st Jan 2024 to be eligible. For example, you've a valid NSE 4 and you must pass the second elective exam on or after 1st Jan 2024 to be eligible for the claim

### Limited to 50 approved claims

The NSE Certification Challenge is non stackable and shall not be combined with claims related to other Specialization incentive program. FortiPartner is not allowed to submit claims based on multiple then-available incentive programs for the same NSE certification

## Rewards

Proficiency	Certification Level	Payout (US\$)	FortiRewards Points
Fortinet Certified Professional (FCP)	All FCP Certifications	\$500	5,000 points
Fortinet Certified Solution Specialist (FCSS)	Public Cloud Security, Security Operations, OT Security, Zero Trust Access	\$600	6,000 points
Fortinet Certified Solution Specialist (FCSS)	FCSS Network Security or FCSS SASE	\$800	8,000 points
Fortinet Certified Expert (FCX)	FCX Cyber Security	\$2,000	20,000 points



# Partner Specialization Investment



## Partner Benefits

Reward Partners who have invested in Fortinet Specialization. Partners could earn up to US\$5,500 if achieved all 7 specialization within program period



## Program Period

H1 2024  
(1st January – 30th June 2024)

## PARTNER ENABLEMENT

- [New NSE Certification](#)
- Partner Specialization Investment**

[← Back to Contents](#)

### Eligibility

Open to **Select, Advanced, Expert, Regional** and **Global** partners

Partner earn US\$500 to US\$1,000 for each specialization listed in payout table

No document is required to be uploaded

Partner will be notified to submit reward claim when partner achieved specialization within program period

### Terms & Conditions

Partner could earn up to US\$5,500 if partner achieved all 7 specialization within program period

Limited to **60 approved claims**

**Limited to 1 claim for each specialization per partner** within program period

The Specialization incentive program is non stackable and shall not be combined with claims related to other NSE Certification program. FortiPartner is not allowed to submit claims based on multiple then-available incentive programs for the same NSE certification

### Rewards

Achieved Specialization During Validity Period	Incentive Payout
<b>SD-Wan</b>	\$500 (5,000 points)
<b>Data Center</b>	\$500 (5,000 points)
<b>Operational Technology</b>	\$500 (5,000 points)
<b>LAN Edge and SD-Branch</b>	\$1,000 (10,000 points)
<b>ZTA</b>	\$1,000 (10,000 points)
<b>Security Operations</b>	\$1,000 (10,000 points)
<b>Adaptive Cloud Security</b>	\$1,000 (10,000 points)



# Enterprise Channel Reward

SASE, SecOps (selected Sku)



## Partner Benefits

Reward Enterprise Channel Partner up to 3% rebate to accelerate sales volume and contribution on SASE and SecOps (selected Sku) products



## Program Period

H1 2024  
(1st January – 30th June 2024)

## Eligibility

Open to **Global, Regional, Expert** and **Advanced** Partners

Eligible Products : SASE, SecOps select SKUs

- FortiSASE
- FortiSiem
- FortiSOAR
- FortiEDR & FortiXDR
- FortiNDR & FortiNDR Cloud

Minimum sales **>\$60K** list price to qualify for payment

Partner need to achieve **NSE compliance** to qualify for payment

Partner will be notified to submit reward claim when partner meet the minimum sales target and NSE requirement after end of each quarter within program period

## Rewards

Eligible Products Total POS during validity period	Incentive Payment
> = <b>\$60,000</b> List Price	<b>Advanced 2.0%</b> of Eligible Net POS
> = <b>\$60,000</b> List Price	<b>Global, Regional &amp; Expert 3.0%</b> of Eligible Net POS

## Terms & Conditions

Partner earn up to **3%** on total eligible product sales less exclusion transactions

Measured achievement on **total POS**

Payment exclude **high discount** deals, renewal and 50% on 5 years support

Payment via **FortiRewards**. Partner need to enroll to FortiRewards

No document or deal information is required for claims submission

Cap maximum payout @ **\$100K** per partner per quarter

Program Period **Full year 12 months**, payout @ 3 months



# VIP Partner Rebate



## Partner Benefits

Reward Global, Expert & Regional partners up to 4% rebate to accelerate sales volume and contribution in meeting / exceeding growth target



## Program Period

H1 2024  
(1st January – 30th June 2024)

## Eligibility

Open to **Global, Regional** and **Expert** Partners

Partner 2023 revenue > **\$1M**

Partner need to achieve **Expert NSE compliance** to qualify for payment

VIP partners need to submit H1/H2 **business plan** to qualify for payment

## Terms & Conditions

Partner earn up to **1% ~ 4%** on growth target achievement

Measured achievement on H1/H2 **total POS** vs Target

Payment exclude **high discount** deals, renewal and 50% on 5 years support

Cap maximum payout @ **\$200K** per partner

Program Period **Full year 12 months**, payout @ 6 months

## Rewards

Total POS during H1/H2 validity period	Rebate Payment
> = <b>VIP BASE Target</b>	<b>1.0%</b> Eligible POS
> = <b>VIP PLUS Target</b>	<b>2.0%</b> Eligible POS
> = <b>VIP ULTIMATE Target</b>	<b>3.0%</b> Eligible POS
> = <b>VIP ULTIMATE SUPREME Target</b>	<b>4.0%</b> Eligible POS