



2025 Fortinet Partner Enablement Guide



As a valued Fortinet partner, you have access to various value-added services and resources built to enhance your partnership and enable you to grow alongside Fortinet. This Fortinet Partner Enablement Guide outlines comprehensive persona-based programs that provide the tools, resources, and training needed to drive success; enhance customer engagement; and increase revenue. By aligning Fortinet's offerings with partner-specific needs, this guide ensures that partners are empowered to grow their businesses and achieve long-term success with Fortinet.

“The Fortinet Partner Enablement Guide is more than just a resource; it’s a roadmap to empower our partners, providing the tools, knowledge, and support needed to unlock new opportunities, drive growth, and succeed in an ever-evolving cybersecurity landscape. Together, we can build a stronger, more secure future for our customers and our businesses.”

– Ken McCray, VP of Channels at Fortinet



TARGET PERSONA

- ◆ Business Executive/Owner
- ◆ Sales Representative
- ◆ Marketing Representative
- ◆ Solutions Engineers
- ◆ All

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Program Enablement

The following programs have been designed with the Engage Partner Program to drive partner compliance, loyalty, advancement, and overall growth. By equipping partners with the right tools and expertise from the start, Fortinet aims to enhance its ability to drive success, maximize sales, and deliver exceptional value to customers.



TARGET PERSONA

- ◆ Business Executive/Owner
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Engage Partner Program

TARGET PERSONA◆ **Business Executive/Owner**

The Fortinet Engage Partner Program is designed to drive your profitability by providing exclusive resources, incentives, and training to accelerate business growth and enhance customer outcomes. As you invest more with Fortinet, we invest more in you, offering increasing benefits such as discounts, rebates, specialization designations, and dedicated channel team support as you progress through the program. This program empowers you to drive revenue, expand your market presence, and succeed with Fortinet's industry-leading cybersecurity solutions, ensuring long-term success for your business.

Program | [View](#)

Onboarding Program

TARGET PERSONA◆ **Business Owner/Executive** | ◆ **Sales Representative**

The Fortinet Onboarding Program combines tools, assets, and engagement opportunities to welcome partners to the Fortinet community, providing the step-by-step groundwork for growing your business.

Self-service | [View](#)

Engage Partner Specializations

TARGET PERSONA◆ **Business Owners** | ◆ **Solutions Engineers**

Available to Select and above partners, the Partner Specializations equip organizations with the knowledge and skills needed to excel in high-demand business areas. Once achieving specialization status, partners receive recognition in our partner locator, a social badge, exclusive event access, and engagement opportunities with the Fortinet community.

Self-service | [View](#)



Sales and Marketing Enablement

Fortinet's partner sales and marketing programs aim to empower partners with the tools, resources, and incentives needed to drive revenue growth and enhance customer engagement. These programs aim to foster strong, mutually beneficial relationships by supporting partners in achieving sales targets and expanding their reach through targeted marketing initiatives.



TARGET PERSONA

- ◆ Business Executive/Owner
- ◆ Sales Representative
- ◆ Marketing Representative
- ◆ Solutions Engineers
- ◆ All

Partner Incentives

TARGET PERSONA

◆ **Business Executive/Owner** | ◆ **Solutions Engineers** | ◆ **Sales Representatives**

Fortinet offers tiered incentive programs and promotions for partners to boost profitability, enhance engagement, and drive expertise. These include FortiRewards, back-end rebates, and competitive take-out incentives, all designed to support partners in maximizing their business opportunities.

Program | [View](#)

Fortinet Sales Trainings

TARGET PERSONA

◆ **Sales Representatives**

The Fortinet Sales Enablement Training Program is designed to equip partners with the skills, knowledge, and tools needed to sell Fortinet's cybersecurity solutions effectively. Through self-paced training sessions, partners gain insights into Fortinet's products, sales strategies, and best practices to drive success and enhance customer engagement.

Self-service | [View](#)

Fortinet Quick Hit Sales Tips

TARGET PERSONA

◆ **Sales Representatives**

This video series highlights key strategies for effectively positioning and selling Fortinet solutions. Focusing on customer engagement, overcoming objections, and successfully closing deals, this series equips sellers with practical insights to drive sales performance and strengthen customer relationships.

Video series | [View](#)



TARGET PERSONA

- ◆ Business Executive/Owner
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- ◆ Marketing Representative
- ◆ Solutions Engineers
- ◆ All

State of the Channel

TARGET PERSONA◆ **All**

This quarterly update will review key highlights from the previous quarter, offering insights into Fortinet's performance, profitability, and channel impact. Leaders will discuss upcoming and ongoing promotions, focus areas, and sales strategies for the following quarter, setting the stage for continued success and growth in the year ahead.

Virtual event | [View](#)

Fortinet AfterHours

TARGET PERSONA◆ **Sales Representatives** | ◆ **Marketing Representatives**

Fortinet AfterHours is an in-region networking event that brings together field sellers, account teams, and partners for relaxed, high-energy meetups focused on building strong alignment and uncovering new business opportunities. This event creates the perfect environment for collaboration and growth, driving success for all participants.

Regional event | [View schedule](#)

40Minutes to Grow Your Business

TARGET PERSONA◆ **Sales Representatives** | ◆ **Marketing Representatives**

A sales-focused webinar series that empowers partners with the knowledge and strategies needed to grow their business with Fortinet. Each session features a concise product or solution overview followed by a deep dive into the sales motion, led by a partner SE. Learn how to position Fortinet solutions, overcome objections effectively and close more deals.

Virtual event | On-demand | [View schedule](#)



TARGET PERSONA

- ◆ Business Executive/Owner
- ◆ Sales Representative
- ◆ Marketing Representative
- ◆ Solutions Engineers
- ◆ All

Marketing Connect

TARGET PERSONA**◆ Marketing Representatives**

Marketing Connect is a dynamic community that brings marketing professionals together to share best practices, enhance their careers through professional development, and build valuable connections, offering resources like newsletters, news blasts, webinars with industry SMEs, and in-person regional meetups.

Bi-monthly webinar | [View schedule](#)

Monthly newsletter | [Opt-in](#)

Partner Portal and Self-Service Campaigns

TARGET PERSONA**◆ Sales Representatives | ◆ Marketing Representatives**

These tools enable partners to easily promote and sell Fortinet solutions, saving time while driving engagement and accelerating growth. With ready-to-use digital assets, such as customizable email nurture campaigns and a turn-key Fortinet microsite, partners can enhance their marketing efforts and deliver value-driven experiences to customers with minimal effort.

Self-service | [View](#)



Technical Enablement

The following programs are designed to equip partners with the technical skills and expertise required to deploy, manage, and support Fortinet solutions effectively. This program aims to enhance partners' ability to deliver optimal security solutions to customers, ensuring successful implementations and ongoing support.



TARGET PERSONA

- ◆ Business Executive/Owner
- ◆ Sales Representative
- ◆ Marketing Representative
- ◆ Solutions Engineers
- ◆ All

Fast Track Workshops

TARGET PERSONA

◆ Sales Representatives | ◆ Solutions Engineers

Free, interactive, solution-based workshops designed to educate participants on key foundational Fortinet security solutions to help acquire new customers, upsell existing customers, and take business to the next level.

Bi-weekly webinar | [View schedule](#)

Fortinet Road to XPERTS (RTX)

TARGET PERSONA

◆ Solutions Engineers

This program enhances partners' technical expertise through in-region and virtual NSE training sessions, enabling them to complete core or elective classes for certification and up-leveling to qualify to attend the prestigious XPERTS Summit.

Regional event | Coming in Q2

FortiGate Immersion Workshops

TARGET PERSONA

◆ Solutions Engineers

These free workshops consist of two half-day hands-on lab experiences for U.S.-based partners who have completed the FortiGate Administrator course and want to enhance their practical skills before taking the FortiGate Administrator exam. Participants work on DIY configuration tasks in a virtual lab, covering key topics like firewall policies, the Fortinet Security Fabric, VPNs, routing, and content inspection.

Virtual event | [View schedule](#)

Engage Technology Enablement Program

TARGET PERSONA

◆ Solutions Engineers

This seed-unit program (restricted to the U.S. only) provides partners with free hardware or software to expand their Fortinet expertise and assist with obtaining NSE-based certifications.

Self-service program | [Learn more](#)
(Restriction: for Select partners or greater)



Tech Connect

TARGET PERSONA

◆ **Solutions Engineers**

Tech Connect is a dynamic monthly newsletter with the latest Fortinet technical updates, competitive insights, and exclusive training opportunities. Designed to keep you ahead of the curve, it's your go-to source for valuable information and incentives that empower you to maximize your technical expertise and drive success with Fortinet solutions.

Monthly newsletter | [Opt-in](#)

NSE Insiders

TARGET PERSONA

◆ **Solutions Engineers**

NSE Insiders is a webinar series that trains partners on the newest Fortinet product and solution features. Each session features a product or solution overview with messaging and positioning for sales and technical contacts, providing targeted insights and strategies to enhance sales effectiveness.

Virtual event | On-demand | [View sessions](#)

XPERTS Summit

TARGET PERSONA

◆ **Solutions Engineers**

This exclusive annual event brings together top technical experts and partners to explore the latest in cybersecurity trends, Fortinet solutions, and best practices. Attendees gain valuable insights, hands-on training, and networking opportunities, enhancing their expertise and ability to drive customer success with Fortinet's cutting-edge security technologies.

Event | [More information coming in Q2](#)