

# Get ready to reap the rewards

## Are you making the most of your renewal opportunities?

Renewing your Fortinet business on time is crucial. From protecting your initial investment to widening your footprint, there are so many benefits to making the most of the renewal opportunity to grow your business!

**At Exclusive Networks, we make it EASY for you to grow your Fortinet business and expand your footprint with your customers!**

Use our checklist to make the most of your renewals

### RETAIN

Use our checklist to discover which of your customers are approaching their renewal dates and the topics to discuss with them

GET THE TOOLKIT

### UPGRADE

Prioritise the units going EOL/EOS and suggest a suitable Trade Up to ensure the customer is not exposed to threats

RENEWAL HUB

### EXPAND

Look for any opportunities to bundle Category S Subscription Based Services as part of the upgrade

TRADE UP HUB

## Retain:

-  Maintain the customer relationship
-  Protect your initial investment
-  Deepen customer engagement
-  Build trust with the customer
-  Deliver Added Value

## Upgrade:

-  Trade-ups offer more innovation
-  Maintain robust security levels
-  Protect against threat landscape
-  Avoid costly data breaches
-  Reduce the chance of attacks

## Expand:

-  Expand your account footprint
-  Bundle Category S Subscription Services
-  For recurring and predictable spend
-  Unlock margin and rebate for you
-  Explore threat assessment opportunities

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# Renewals checklist

## Get your data ready before requesting a quote

- ☐ Who is the end user?
- ☐ What are the serial numbers?
- ☐ What is the term... 1, 3, 5 years or co-term?

## Could the Trade Up Program Help?

- ☐ Are any of the products / serial numbers going EOL?
- ☐ Have the end user's requirements changed?

## Is the renewal value over £10k?

- ☐ Would a multi-year option be of interest?

## Is budget likely to be an issue?

- ☐ Would a finance and leasing agreement help?

## CONTACT US

✉ [fortinet@exclusive-networks.co.uk](mailto:fortinet@exclusive-networks.co.uk)

## Is there an opportunity for up or cross sell?

- ☐ Have the customer's requirements changed?
- ☐ Have you revisited the customer to see if there are any opportunities to upgrade their solution or introduce other products from the Fortinet solution?
- ☐ Are there any opportunities to bundle Category S Subscription-based services ie. FortiGate Cloud, FortiSASE, Managed FortiGate Service, SOCaaS, FortiEDR or FortiAnalyzer Cloud? These will boost your customer's security and your recurring revenue.
- ☐ Have you considered running a Healthcheck on any existing firewall. It generates an in-depth report highlighting key observations, operational state, and recommendations
- ☐ Has the customer expanded their workforce? BYOD? Remote working
- ☐ Are there any new members of the IT team managing the solution who might need training?
- ☐ What about cyber essentials/basic security training for all employees?
- ☐ Would you like to consult with our presales team to investigate upsell opportunities or prestaging?

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