



Partner Upgrade & Expand Engagement Kit

Purpose: Enable partners to easily engage multiple end-customers with consistent, compelling messaging to **drive customer retention, upgrade, renewals, trade-ups, and expansion into Category S services.**



Prepared for: **Exclusive Networks Partners**

Effective Period:
Now – December 31, 2025

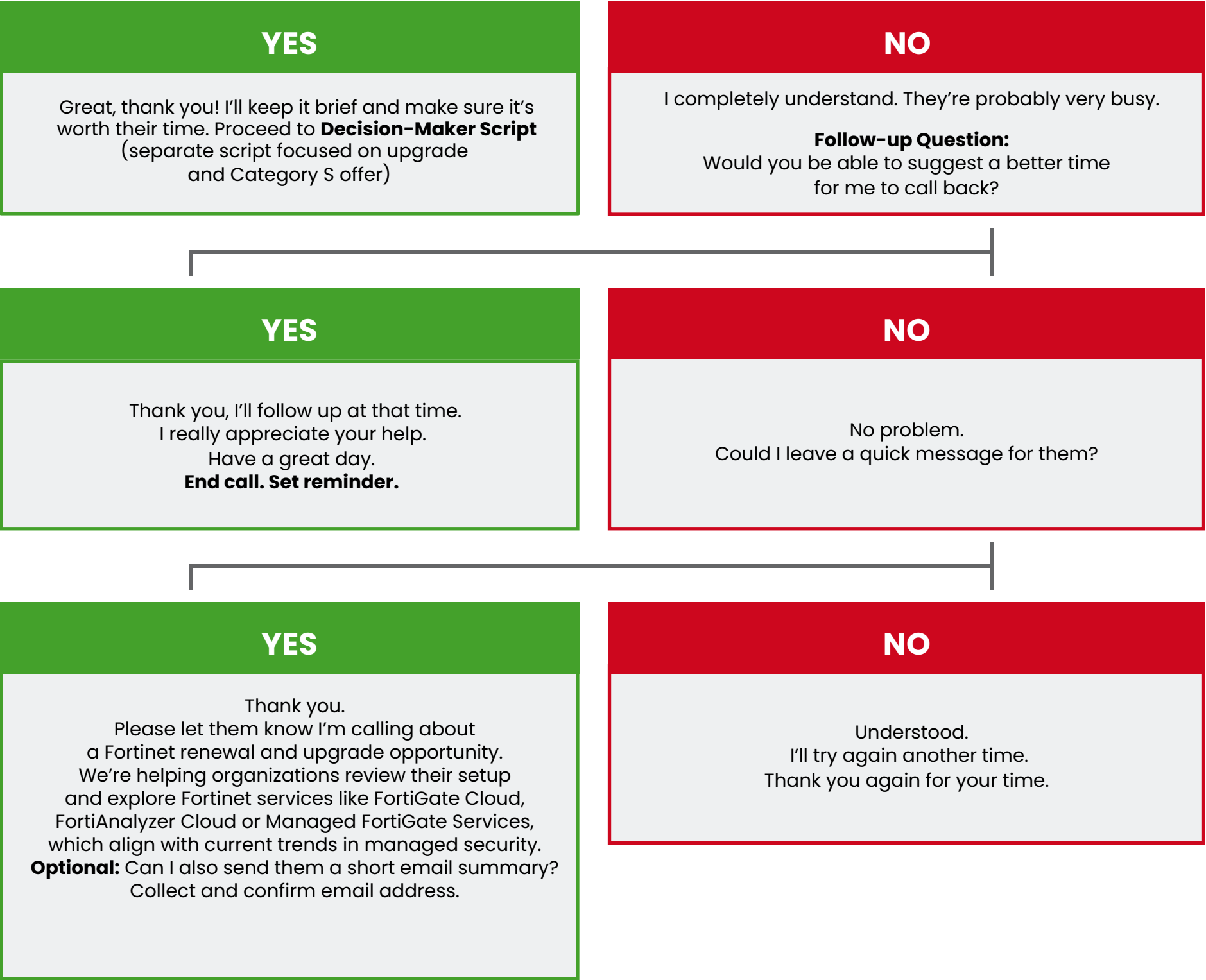
FORTINET PARTNER CALL SCRIPT TO END-USERS

Goal: Reach the decision-maker to discuss upgrade and Category S opportunities
Use Case: Partner calling end users during the renewal window

Greeting

Step 1:

Hello, this is [Your Name] from [Partner Company]. I hope your day is going well. May I speak with the person who handles your Fortinet security infrastructure or IT renewals?



FORTINET PARTNER CALL SCRIPT TO END-USERS

Goal: Reach the decision-maker to discuss upgrade and Category S opportunities

Use Case: Partner calling end users during the renewal window

Confirm Contact
(Optional if unclear)

Step 2:

Just to confirm,
is [Decision-Maker Name]
still the right person
for Fortinet-related decisions
in your organization?

YES

Perfect. I'll make sure to connect with them directly.
Thank you.

NO / NOT SURE:

Is there someone else you recommend
I speak to about network security renewals
or infrastructure upgrades?

Closing

Thanks again for your help today. I'll follow up as discussed. Have a great rest of your day.

FORTINET PARTNER CALL SCRIPT: DECISION-MAKER VERSION

Use Case: Upgrade engagement during the renewal window

Delivered by: Partner Sales or Account Manager

Strong Introduction

Step 1:

Hello [Decision-Maker Name], this is [Your Name] from [Partner Company]. We're your Fortinet partner, and I'm reaching out because your current Fortinet solution is approaching its renewal window. I'd like to quickly walk you through some options that could enhance your performance, simplify operations, and increase long-term value. Is now a good time?

YES

Proceed.

NO

I completely understand. Would it be better if I followed up with a short summary by email, or would another time suit you better?

Set the Context

Step 2:

Based on the Fortinet lifecycle and what we're seeing with your [Device/License Name], this is a great moment to consider a move to a next-generation model. This would ensure full support coverage, improved performance, and alignment with Fortinet's current security architecture.

Share Value Proposition

Step 3:

In addition to the core upgrade path, Fortinet now offers Category S subscription-based services that can be bundled for a complete solution. These services are designed to extend visibility, reduce management effort, and strengthen your security posture. For example:

- FortiGate Cloud: Security Management Services
- FortiAnalyzer Cloud: Security analytics & log management
- Managed FortiGate Service: Firewall as a managed service
- FortiSASE: Cloud-delivered SASE framework
- SOCaaS: Security Operations Center-as-a-Service
- FortiEDR: Real-time endpoint protection & response

Bundling these with your upgrade gives you more centralized control and better long-term scalability.

FORTINET PARTNER CALL SCRIPT: DECISION-MAKER VERSION

UseCase: Upgrade engagement during the renewal window

Delivered by: Partner Sales or Account Manager

Ask Discovery Questions

Step 4:

Totailor this for your environment, would you mind sharing:

- Are you experiencing any performance limitations with your current firewall or infrastructure?
- Do you manage endpoint security and remote access in-house or through third parties?
- Are you planning any changes related to compliance, cloud, or remote work in the next 12 months?

(Listen actively and use answers to guide next steps.)

Recommend Next Steps

Step 5:

Based on this, I'd like to send you a customized quote showing:

- Your recommended upgrade path
- Transfer of existing services
- Optional Category S enhancements for your review

Would you be open to receiving that quote this week and scheduling a quick follow-up to walk through it?

YES

Great. I'll prepare the quote and send it to [confirmed email address].
Let's reconnect on[day/time].

NO

No problem. I'll still send a summary for your reference and follow up closer to the renewal date.

Closing

Thank you for your time today. We'll help you get the most out of your Fortinet investment and make sure your renewal delivers long-term value. I'll be in touch shortly. Have a great day.

END USER GUIDE: CULTIVATING CYBER RESILIENCE

A Guide to Security Refresh for UK Businesses

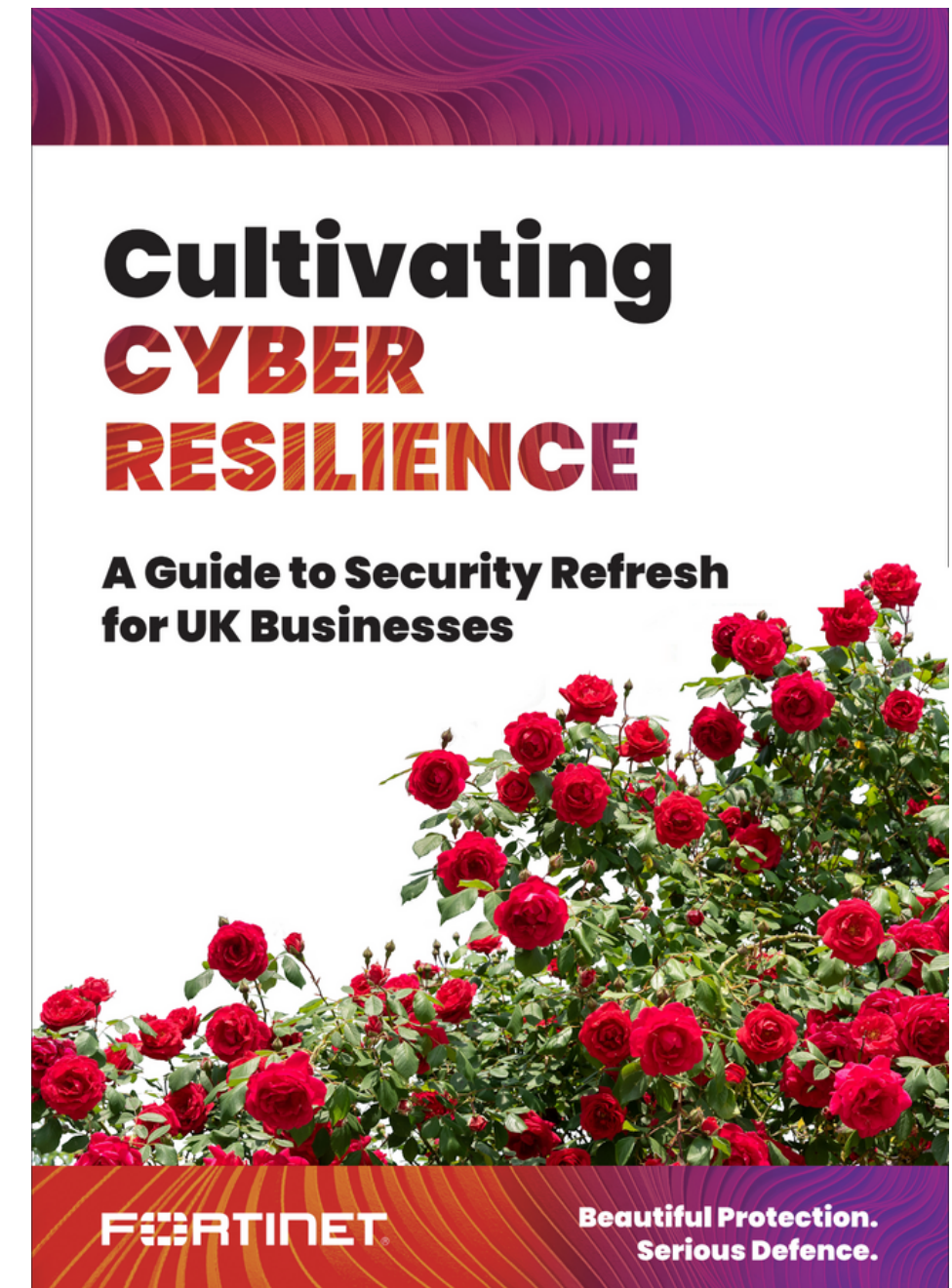
This comprehensive guide addresses the real challenges UK business leaders face when considering cybersecurity renewal or upgrade decisions. From cost justification and compliance complexity to business continuity concerns and skills gaps, we understand that security refresh isn't just about technology – it's about navigating genuine business obstacles while maintaining operations.

What's Inside:

- Six key challenges decision makers face and proven solutions for each
- UK-specific compliance requirements including GDPR, NIS2, and sector regulations
- How modern security infrastructure transforms from cost center to competitive advantage
- Professional roadmap for seamless transition with minimal business disruption
- Real-world benefits including energy efficiency, performance gains, and future-proof protection

Why Read This Guide: Whether you're managing aging security hardware approaching end-of-life, struggling to justify upgrade investments, or concerned about disruption during transitions, this guide provides practical answers and actionable strategies. Learn how experienced organizations turn security renewal challenges into business opportunities while ensuring robust protection against modern threats.

Perfect for: IT Directors, Security Managers, Finance Directors, and business leaders responsible for cybersecurity investment decisions who need clear guidance on navigating the security refresh process successfully.



[CLICK HERE TO DOWNLOAD A COPY](#)

EMAIL TEMPLATES/REMINDERS

270 DAYS BEFORE

Early Awareness & Education

Subject: Time to Nurture Your Cybersecurity

Key Message: "Don't let your cybersecurity defenses wither – nurture renewal planning before systems reach end-of-life"

Objective: Create awareness of approaching end-of-support deadlines while encouraging proactive planning rather than reactive emergency action. Positions security renewal as natural lifecycle management similar to gardening, emphasizing that experienced businesses prepare well in advance rather than waiting for crisis situations.

Content Focus: Uses gardening metaphors to explain how aging security infrastructure becomes vulnerable without manufacturer support, patches, and updates. Highlights mounting risks of delayed action including data breaches, compliance violations, and operational disruptions. Introduces multiple renewal pathways including trade-up programs, upgrade packages, and financing options. Promotes the "Cultivating Cyber Resilience" guide as comprehensive educational resource.

Partner Benefit: Establishes early engagement in the renewal cycle before competitive pressure intensifies. Positions partner as experienced advisor who understands natural technology lifecycles and proactive planning benefits. Creates educational touchpoint that builds trust and expertise perception while encouraging consultation discussions about specific requirements and upgrade pathways.

[CLICK HERE TO DOWNLOAD HTMLS](#)



**Don't let your
CYBERSECURITY
defences wither**
FORTINET

Dear [Customer Name],

Now is the time to replace aging **End-of-Support (EOS)** or **End-of-Order (EOO)** hardware — while there's still time to prepare for what's next.

Just as experienced gardeners plan their planting seasons well in advance, smart businesses begin preparing for hardware refresh cycles before their current systems reach end-of-life. Your Fortinet security infrastructure has served you well, but like any living system, it needs renewal to continue thriving against evolving threats.

The Risks of Letting Your Security Garden Go Untended

When security hardware reaches end-of-support, it becomes vulnerable to threats that newer systems can easily deflect. Without regular updates, patches, and manufacturer support, your once-robust defenses begin to wither, leaving gaps that cybercriminals are eager to exploit. The longer you wait, the more exposed your organization becomes to data breaches, compliance violations, and operational disruptions that could have been prevented with timely renewal.

Multiple Pathways to Stronger Security

The good news is that you have numerous options for refreshing your security landscape. From trade-up programs that protect your existing investment to comprehensive upgrade packages that expand your capabilities, there are solutions designed to fit your budget, timeline, and operational requirements. Special deals and financing options are available to help you cultivate the security infrastructure your business needs to flourish.

Your Next Steps

Don't let your security defenses become overgrown with vulnerabilities. Download our comprehensive guide, "**Cultivating Cyber Resilience: A Guide to Security Refresh for UK Businesses**," to understand your options and the renewal process.

Then contact us to discuss your specific requirements and explore the upgrade pathways available to your organization. Together, we can design a security refresh strategy that protects your business while positioning you for sustainable growth.

Best regards,
[Partner Name]

Exclusive Networks, Alresford House, Mill Lane, Alton, United-Kingdom GU34 2QJ, +44 (0)1420 548248

[Unsubscribe](#) [Manage preferences](#)



email: fortinet@exclusive-networks.co.uk for co-branding requests

EMAIL TEMPLATES/REMINDERS

180 DAYS BEFORE

Challenge Recognition & Expert Guidance

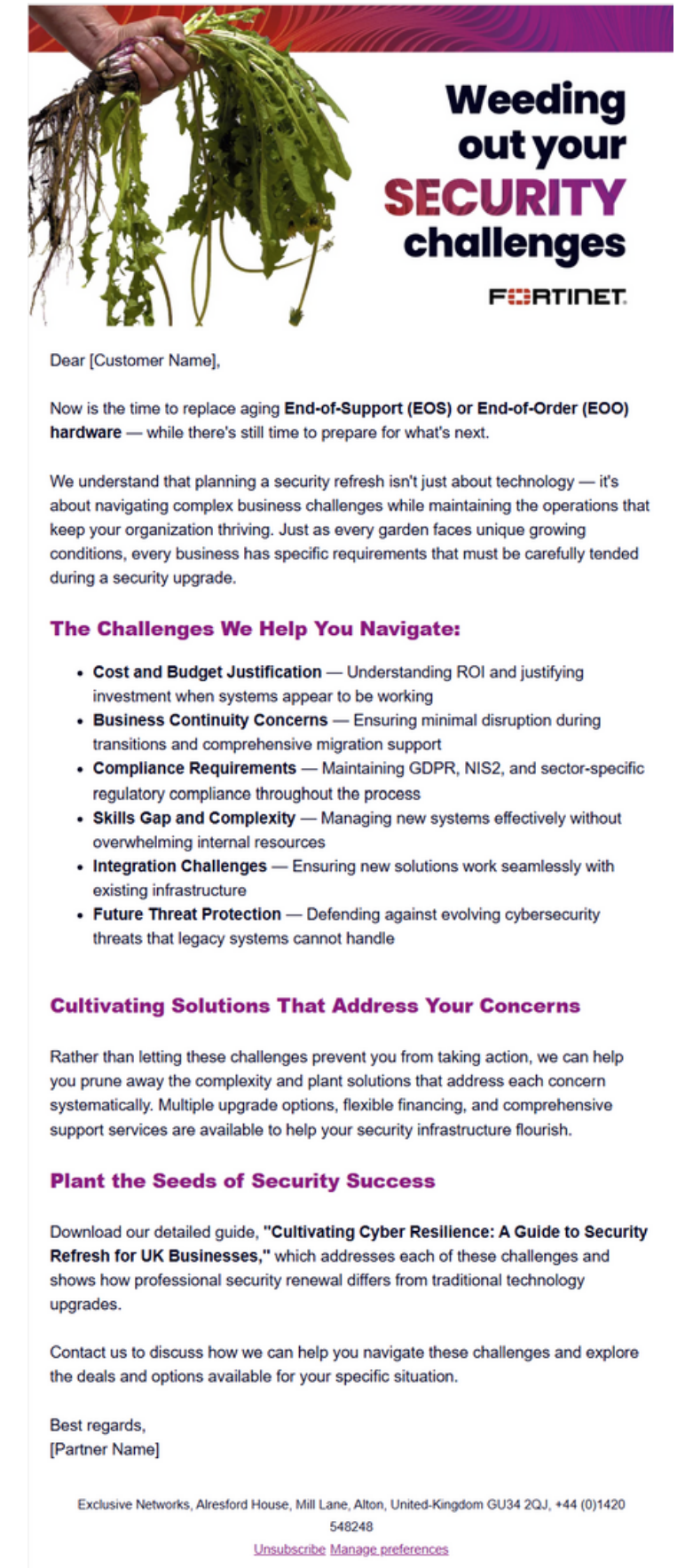
Subject: We Understand Your Security Renewal Concerns

Key Message: "We understand your security renewal concerns and can help you weed out the complexity"

Objective: Demonstrate comprehensive understanding of the real business challenges customers face during security renewal decisions, positioning the partner as an experienced guide who recognizes that renewal involves complex business considerations beyond just technology replacement. Builds empathy and trust by acknowledging legitimate concerns while offering systematic solutions.

Content Focus: Systematically lists and acknowledges six key business challenges: cost justification, business continuity concerns, compliance requirements, skills gaps, integration challenges, and future threat protection. Uses gardening metaphors ("prune away complexity," "plant solutions") to position challenges as manageable obstacles rather than insurmountable barriers. Emphasizes that professional security renewal differs from traditional technology upgrades and promotes comprehensive support services.

Partner Benefit: Builds credibility through demonstrated understanding of customer pain points, differentiating from competitors who focus only on technical specifications. Establishes consultative relationship by showing empathy for business concerns while positioning partner as experienced problem-solver. Creates trust foundation for deeper engagement discussions about specific customer requirements and tailored solutions..



EMAIL TEMPLATES/REMINDERS

90 DAYS BEFORE

Benefits of Early Adoption and Services Expansion

Subject: Harvest the Benefits of Early Upgrade

Key Message: "Time to harvest the benefits of early upgrade and grow your security capabilities"

Objective: Shift focus from challenges to opportunities by highlighting concrete benefits of modern security infrastructure while introducing service expansion possibilities. Creates momentum toward purchase decision by emphasizing advantages of early action and positioning upgrade as optimal timing for comprehensive security enhancement rather than simple hardware replacement.

Content Focus: Details specific technical and business benefits including accelerated network performance, cost-efficiency through transferable services, and AI-driven threat prevention. Introduces Category S services (FortiGate Cloud, FortiAnalyzer Cloud, Managed FortiGate Service) as natural extensions that enhance infrastructure capabilities. Uses gardening metaphors to position services as complementary growth opportunities that help security "thrive" and "reach full potential." Includes clear call-to-action options for tailored quotes or security reviews

Partner Benefit: Transitions relationship from educational to transactional by demonstrating clear value propositions and concrete benefits. Introduces service expansion opportunities while customers are receptive to infrastructure investment, increasing potential deal size and recurring revenue. Creates urgency through early upgrade advantages while maintaining consultative approach through personalized quote and review options.

[CLICK HERE TO DOWNLOAD HTMLS](#)



Ready to
cultivate your
SECURITY
future?
FORTINET

Dear [Customer Name],

Now is the time to replace aging **End-of-Support (EOS)** or **End-of-Order (EOO)** hardware — while there's still time to prepare for what's next.

With your hardware's end-of-life approaching, now is the perfect season to reap the rewards of upgrading early. Just as wise gardeners plant before the optimal growing season, businesses that refresh their security infrastructure ahead of schedule often harvest the greatest benefits.

Why Plant Your Security Seeds Early?

- **Accelerated Network Performance** – FortiGate NGFWs are powered by next-gen processors for stronger protection and faster throughput, helping your digital landscape flourish
- **Cost-efficiency** – Transferable services help you protect your existing investment, ensuring nothing goes to waste in your security garden
- **Outbreak Prevention** – The latest FortiOS integrates AI-driven security and networking for proactive, intelligent defense against threats that could blight your operations

Growing Your Security Capabilities

This is also the perfect moment to consider expanding your security landscape with complementary services that help your infrastructure thrive:

- **FortiGate Cloud** – Streamlined security management that tends your systems automatically
- **FortiAnalyzer Cloud** – Advanced analytics and log insights to monitor your security ecosystem
- **Managed FortiGate Service** – Fully managed firewall operations, like having expert gardeners tend your defenses
- **And much more** – Additional services to help your security infrastructure reach its full potential

Would you like a tailored quote that shows exactly how these solutions can benefit your organization? Or would you prefer to schedule a quick review of your current security landscape to identify the best upgrade path?

I'm here to support your planning and help ensure your security infrastructure continues to protect and perform — season after season.

Let's make sure what you plant now continues to flourish for years to come.

Best regards,
[Partner Name]

Exclusive Networks, Alresford House, Mill Lane, Alton, United-Kingdom GU34 2QJ, +44 (0)1420 548248

[Unsubscribe](#) [Manage preferences](#)



email: fortinet@exclusive-networks.co.uk for co-branding requests

EMAIL TEMPLATES/REMINDERS

60 DAYS BEFORE

Service Expansion Opportunities

Subject: Branch Out Your Security for Wider Protection

Key Message: "Branch out your security for wider protection with subscription services during your refresh"

Objective: Position subscription-based services as natural extensions of hardware refresh rather than additional complexity or separate projects. Emphasizes timing advantages of implementing comprehensive security ecosystem during planned infrastructure changes, transforming hardware replacement into strategic security transformation that extends protection beyond traditional perimeter defences.

Content Focus: Explains how security ecosystem needs strong roots (hardware) and extensive branches (services) to thrive. Provides detailed explanations of Category S services. Emphasizes benefits including predictable costs, expert management, seamless deployment, comprehensive coverage, and future-proof capabilities. Positions timing as optimal for unified implementation rather than piecemeal additions.

Partner Benefit: Maximizes deal size by introducing high-value subscription services while customers are already in investment mode and receptive to security improvements. Creates recurring revenue opportunities and stronger customer relationships through ongoing service delivery. Differentiates from competitors offering only hardware by positioning comprehensive security ecosystem as superior protection strategy.

[CLICK HERE TO DOWNLOAD HTMLS](#)



Dear [Customer Name],

Now is the time to replace aging End-of-Support (EOS) or End-of-Order (EOO) hardware — while there's still time to prepare for what's next.

With your hardware renewal approaching, this is the perfect moment to branch out your security infrastructure and cultivate comprehensive protection that grows beyond traditional perimeter defenses. Just as a healthy tree needs strong roots and extensive branches to thrive, your security ecosystem can flourish with additional services that extend protection across your entire digital landscape.

Why Branch Out During Your Refresh?

When you're already planning infrastructure investments and managing security changes, adding subscription-based services becomes seamless. Rather than requiring separate projects, budgets, and disruptions later, expanding your security capabilities now creates a unified, comprehensive protection platform from day one.

Grow Your Security Canopy with Cloud-Delivered Services

- **FortiGate Cloud Portal** - Reduce the burden on your IT team with centralized management that provides instant visibility into how applications, websites, users, and threats impact your network. Like having expert gardeners tend your security landscape automatically.
- **FortiSASE** - Enable secure access for your hybrid workforce while simplifying operations. This cloud-delivered solution extends protection from your network edge to remote users, ensuring consistent security regardless of location.
- **Managed FortiGate Service** - Let Fortinet experts handle the cultivation of your security infrastructure 24/7. From deployment optimization to incident response, professional management ensures your security garden flourishes without overwhelming internal resources.
- **SOCaaS** - Eliminate the struggle to hire and retain security professionals. Expert monitoring and response capabilities provide the coverage you need while reducing costs and complexity.
- **FortiAnalyzer Cloud** - Centralized logging, analytics, and automation provide the intelligence needed to optimize security performance. Advanced capabilities like IOC detection and outbreak alerts help threats before they take root.
- **FortiEDR** - Extend protection beyond your network perimeter to endpoints with real-time threat detection and automated response. Lightweight agents proactively shrink your attack surface while preventing malware infection.

The Benefits of Growing Your Security Ecosystem

- Predictable costs through subscription pricing rather than capital investments
- Expert management without hiring specialized staff
- Seamless deployment alongside your hardware refresh
- Comprehensive coverage that extends protection across your entire infrastructure
- Future-proof capabilities that evolve with emerging threats



EMAIL TEMPLATES/REMINDERS

30 DAYS BEFORE

Final Urgency & Comprehensive Call to Action

Subject: Don't Let Your Security Defences Wither

Key Message: "Final call – don't let your security defenses wither, stop threats from taking root"

Objective: Create appropriate urgency for immediate action by emphasizing imminent EOS deadline and escalating risks of delay. Combines all previous messaging into compelling final push that transforms education and consideration into purchase decision while positioning delay as turning manageable upgrade into emergency crisis requiring immediate attention.

Content Focus: Establishes critical timing messaging and metaphors to illustrate vulnerability. Summarizes mounting risks including unpatched vulnerabilities, compliance violations, and performance degradation. Recaps all six challenges from Email 2 paired with corresponding solutions including accelerated performance, cost-efficiency, AI-driven protection, and expanded capabilities. Provides clear three-step action plan with guide download, contact for pricing, and upgrade scheduling.

Partner Benefit: Converts nurtured prospects into active opportunities through urgency without desperation. Leverages relationship building from previous emails to request immediate action while reinforcing comprehensive value proposition. Creates final decision point that positions partner as essential solution provider before customer either delays decision or engages competitors for emergency replacement.

[CLICK HERE TO DOWNLOAD HTMLS](#)



**Stop Threats
Overgrowing Your
CYBERSECURITY**

FORTINET

Dear [Customer Name],

Now is the time to replace aging End-of-Support (EOS) or End-of-Order (EOO) hardware — while there's still time to prepare for what's next.

Time is running out. Your security hardware will soon reach end-of-support, and like plants left untended through winter, systems without manufacturer support quickly become vulnerable to threats that could devastate your business.

The Urgent Reality

Once your hardware reaches end-of-life, you'll face mounting risks from unpatched vulnerabilities, compliance violations, and performance degradation. The costs of waiting — potential breaches, regulatory fines, and operational disruptions — far exceed the investment in timely renewal.

We Understand the Challenges You Face:

- Budget justification and ROI concerns
- Business continuity and downtime fears
- Complex compliance requirements
- Skills gaps and management complexity
- Integration with existing systems
- Protection against evolving threats

But We Also Know the Solutions:

- Accelerated Performance through next-gen FortiGate processors
- Cost-efficiency with transferable services protecting your investment
- AI-driven Protection that prevents threats before they take root
- Expanded Capabilities through cloud management, analytics, and managed services
- Multiple upgrade pathways with special deals and flexible financing

Your Security Garden Needs Immediate Attention

This is your final opportunity to plan a controlled transition before your current systems reach end-of-support. Don't let procrastination turn a manageable upgrade into an emergency replacement.

Take Action Today:

1. Download "Cultivating Cyber Resilience: A Guide to Security Refresh for UK Businesses" for complete guidance
2. Contact us to discuss your options and secure special pricing
3. Schedule your upgrade before it's too late

The growing season for security renewal is almost over. Let's ensure your organization's defenses continue to flourish rather than wither from neglect.

Get in touch. Your business's security depends on the decisions you make right now.

Best regards,
[Partner Name]

Exclusive Networks, Alresford House, Mill Lane, Alton, United Kingdom GU34 2QJ, +44 (0)1420 548248
[Unsubscribe](#) [Manage preferences](#)



SOCIAL MEDIA POSTS

[CLICK HERE TO DOWNLOAD SOCIAL MEDIA SUGGESTIONS & IMAGES](#)

ADDRESSING THE CHALLENGES

Cost & Budget Justification

🌱 Planting seeds of security doesn't break the budget – it prevents costly breaches. The average UK data breach costs £3M+. Smart renewal investments pay for themselves.

💡 Worried about justifying upgrade costs? Legacy systems consume 30-50% more energy than modern alternatives. Your security refresh could bloom into significant savings

🌱 Don't let budget concerns leave your security garden untended. GDPR fines can reach 4% of global turnover – much more than proactive protection cost.

🌸 Security renewals aren't expenses – they're investments in productivity. Modern systems free IT teams from constant firefighting to focus on growth initiatives.

Business Continuity & Downtime

🌸 Fear of downtime holding you back from security renewal? Expert migration planning ensures your business keeps blooming throughout the transition

🌻 Worried about disruption? Professional security partners provide detailed migration timelines and 24/7 support to keep your operations flowering.

🌹 Business continuity isn't just maintained during security upgrades – it's enhanced. Better performance, reliability, and protection help your organization flourish.

Compliance & Regulatory Requirements

🌿 GDPR, NIS2, WEEE regulations – compliance complexity growing like weeds? Professional security partners help you navigate every requirement during renewal.

🌿 Healthcare organizations: NHS Evergreen requirements making security renewal complex? Experienced partners ensure patient data stays protected throughout upgrades.

Integration with Existing Infrastructure

🌸 Worried new security won't play nicely with existing systems? Fortinet's Open Fabric Ecosystem works with 325+ technology partners for seamless integration.

🌻 Integration complexity stifling your security renewal plans? Professional assessment and proven methodologies ensure new solutions enhance rather than disrupt operations.

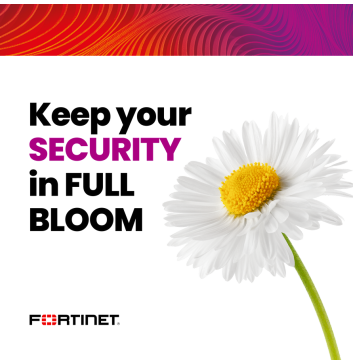
Skills Gap & Complexity Management

🌿 No cybersecurity green thumb on your team? Managed security services provide expert cultivation of your digital defences 24/7

🌿 Growing your internal security expertise? Certified training programs help your team bloom into cybersecurity professionals while maintaining expert support.

🌸 Complex security management choking your growth? Modern integrated platforms and expert support help your defenses flourish without overwhelming your team.

EXAMPLES:



SOCIAL MEDIA POSTS

[CLICK HERE TO DOWNLOAD SOCIAL MEDIA SUGGESTIONS & IMAGES](#)

DANGERS OF NOT RENEWING

Security Risks

⚠️🌿 Legacy security systems are wilting under modern threats. AI-powered attacks and ransomware-as-a-service specifically target outdated defenses. Don't let yours wither.

🌿🔧 End-of-support hardware is like a garden in autumn – vulnerabilities multiply while protection fades. New patches stop, but threats keep growing.

🌧️🌪️ Cyberstorms are intensifying, but legacy defenses can't weather modern threats. Don't wait for the flood – strengthen your security infrastructure now.

🌿🕒 When security hardware reaches end-of-life, it becomes fertile ground for cybercriminals. Don't let your defenses decay while threats flourish.

Compliance Risks

⚡🌿 Compliance violations growing like weeds in your legacy infrastructure? GDPR fines up to 4% of turnover await organizations with inadequate protection.

🏛️🌪️ NIS2 Directive storms approaching – legacy systems can't provide the resilience critical infrastructure requires. Don't get caught in the regulatory tempest.

🏥🌧️ Healthcare data breaches in legacy systems cost more than just money – they damage patient trust and regulatory standing. Protect what matters most.

Business Impact

📈🌿 Business growth stunted by aging security infrastructure? Legacy systems create bottlenecks that prevent digital transformation from taking root.

💰🌿 The hidden costs of legacy security: increased energy bills, constant maintenance, productivity losses, and growing breach risk. Time to plant fresh solutions.

🕒🌿 Every day you delay security renewal, your risk exposure grows while your competitive advantage withers. Don't let procrastination become your biggest vulnerability

EXAMPLES:

**Is Your Outdated
Cybersecurity
A TICKING
TIME BOMB?**

FORTINET

**Outdated
SECURITY
is WILTING
FAST**

FORTINET



SOCIAL MEDIA POSTS

[CLICK HERE TO DOWNLOAD SOCIAL MEDIA SUGGESTIONS & IMAGES](#)

BENEFITS OF UPGRADING

Performance & Protection

- 🚀🔥 Next-gen FortiGate processors deliver accelerated performance that helps your network flourish – stronger protection, faster throughput, better user experience.
- 🛡️🌱 AI-driven security that grows smarter with every threat encounter. Modern Fortinet solutions adapt and evolve to keep your business blooming safely.
- 🌿 Global threat intelligence from FortiGuard Labs processes 100 billion security events daily – your local protection benefits from worldwide threat cultivation.
- 💡🌸 Outbreak prevention that nips threats in the bud. Latest FortiOS integrates AI-driven security and networking for proactive, intelligent defence.

Operational Benefits

- ⚡🌱 Energy-efficient security that's green in every sense – reduce power consumption by 30-50% while growing stronger protection.
- 🔄🌸 Transferable services protect your existing investment while new capabilities help your security ecosystem flourish. Nothing goes to waste.
- 🎯🌻 Streamlined management through FortiGate Cloud lets your security garden tend itself – automated updates, monitoring, and optimization.
- 📊🌱 Advanced analytics through FortiAnalyzer Cloud provide the insights needed to cultivate optimal security posture and business intelligence.

Strategic Advantages

- 🌈🌱 Future-proof architecture that grows with your business – new capabilities deployed seamlessly as threats evolve and requirements change.
- 👛🌸 Managed FortiGate services provide expert cultivation of your security landscape – like having professional gardeners tend your digital defences.
- 🎯🌱 Compliance becomes effortless when security solutions are designed with regulations in mind – GDPR, NIS2, industry-specific requirements all flourish together.
- 💼🔥 Transform cybersecurity from cost center to competitive advantage – modern security enables innovation while legacy systems stifle growth.

EXAMPLES:



BLOGS

[CLICK HERE TO DOWNLOAD BLOG CONTENT & IMAGES](#)

ADDRESSING THE CHALLENGES

Long Version

Title: ***“Navigating the Security Renewal Maze: Understanding the Real Challenges Facing UK Businesses”***

Word Count: **824**

Character Count (with spaces): **6,499**

Shorter Version

Title: ***“The Six Key Challenges of Security Renewal – And How to Navigate Them”***

Word Count: **391**

Character Count (with spaces): **3,950**



DANGERS OF NOT RENEWING

Long Version

Title: ***“The Ticking Time Bomb: What Happens When Your Security Hardware Reaches End-of-Life”***

Word Count: **825**

Character Count (with spaces): **6,661**

Shorter Version

Title: ***“The Dangerous Reality of End-of-Life Security Hardware”***

Word Count: **394**

Character Count (with spaces): **3,300**



BENEFITS OF UPGRADING

Long Version

Title: ***“Reaping the Rewards: How Modern Security Infrastructure Transforms Protection into Business Advantage”***

Word Count: **973**

Character Count (with spaces): **8,055**

Shorter Version

Title: ***“Transforming Security Investment into Business Advantage”***

Word Count: **469**

Character Count (with spaces): **4,054**



USEFUL LINKS

FORTINET UPGRADE & EXPAND PROGRAM BROCHURE

EXCLUSIVE NETWORKS LANDING PAGE FOR PARTNERS

TRADE UP MATRIX

LINK TO TRADE UP HUB ON PARTNER PORTAL

RENEWALS CHECKLIST

LINKS TO RENEWALS HUB ON PARTNER PORTAL

UPSELL GUIDE

