

UPGRADE & TRADE-UP PROGRAM

Retain Your Customers. Earn More. Upgrade Today.

Unlock Growth & Security

Fortinet's **Enhanced Trade-Up & Upgrade Program** helps you retain customers, modernize hardware, and boost revenue. As Fortinet partner you'll be able to assist your customers in their upgrade journey, enabling smooth transition to the next generation solutions and safeguarding their security investments. Enhance customer loyalty and maximize deal value.



What is the Fortinet Upgrade Program?

The Upgrade Program enhances your customers' security infrastructure by upgrading them to the latest Fortinet solutions. Customers can replace their End of Support (EOS) / End-of-Order (EOO) hardware and enjoy:



Accelerated Network Performance

FortiGate NGFWs are built on next-gen processors for superior speed and protection.



Outbreak Prevention

The latest OS merges AI-powered security and networking for smarter defense.



Cost-efficiency

Discounts for eligible upgrades; transferable services to protect existing investments.

Additionally, the program helps you deliver strategic upgrades through the [Upgrade & Expand promo](#).

Partner Workflow - Step-by-Step Process

When Should Partners Propose an Upgrade?

The **renewal period** is the ideal time to accompany your customers throughout their upgrade journey:



Step-by-Step Upgrade Process



STEP 01

Review and Identify EOO / EOS Products

- Visit the Fortinet Partner Portal > Renewal Asset section > [Upcoming Renewal](#)
- And/or check [FortiCloud](#) asset Management page > Trade-Ups or Hardware Lifecycle section



STEP 02

Select Suitable Replacements & Expansion Opportunities

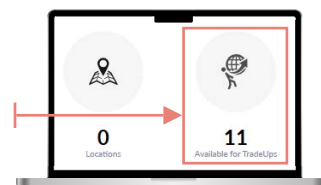
- Choose the most appropriate next-gen model.
- For transferring subscriptions, select only models listed in the [Trade Up Matrix](#).
- Propose additional [Category S](#) services for layered security.



STEP 03

Request Trade-Up ID

- Coordinate with your authorized distributor.



Complete the Transition & Get Your Benefits



Transfer Services in FortiCloud

You can migrate support and security services from old to new device. **In case there are no services to be transferred, please make sure the new assets are well registered in [FortiCloud](#) customer account.**



FortiRewards Verification

Make sure you're registered for [FortiRewards](#) (and opt for "Partner Pay" preference) to receive the 1% rebate* on qualifying deals.

* According to [Upgrade And Expand Promotion](#)

Partner Benefits - What You Gain



Exclusive [Upgrade Discounts](#)

Save up to 55% on hardware - available to all partners.



Rebate with [Upgrade & Expand Promo](#)

Receive up to 1% rebate on bundled upgrades and Category S deals $\geq$ \$80K (List Price*). Only available as part of the Upgrade & Expand Promo incentive until Dec. 31st, 2025.



Cross-sell Opportunities

Add high-value Category S subscriptions to increase solution footprint.

Discount Summary

Upgrade Category	Partner Discount
Hardware / FortiGuard	Up to 55%
FortiCare & Subscriptions	Up to 44%
Category S Solutions	Up to 44%
Trade-Up + Category S $\geq$ \$80K*	+1% rebate

* EMEA Recommended End-User Price List

Spotlight: Category S Solutions – Add Value, Grow Faster

Category S solutions are Fortinet's subscription-based services designed to expand your customer's security posture and your business opportunity. When combined with hardware upgrades, they provide:

Easy-to-deploy security enhancements	Scalable service add-ons	Increased customer stickiness
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Popular Category S Solutions:

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

Category S delivers a modular growth path and is eligible for **discounts and promo rebates** when bundled with Trade-Up. Explore the full range of products eligible for the Upgrade and Expansion promotions within Category S by referring to the price list or consulting your distributor.



Partner FAQ - Your Key Questions Answered

Do I need to enroll in the Upgrade Program?

No. All Fortinet Partners are automatically eligible.

What qualifies for Trade-Up?

All EOO units with valid/expired services (within 12 months), excluding non-eligible products listed on the [Trade-Up page](#).

Are services transferable between devices?

Yes, services can be transferred via [FortiCloud](#) > Asset Management - [RMA Transfert](#)

How do I access my rebate from the Upgrade & Expand promo?

Register for FortiRewards and choose the 'Partner Pay' preference. **No claim is required** — after the end of each reward period, simply check your account balance to see the amount earned.

Where can I get support or assistance?

Contact your Fortinet Channel Account Manager or email: renewals_emea@fortinet.com

Take the Next Step

Start Now. Identify Upgrade Opportunities. Lead Your Customers Forward.



Offer better security, reduce complexity, and grow your renewal value with every Trade-Up deal.



Connect with your Fortinet contact today or visit the [Partner Portal](#) to get started.

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