



**FORTINET**<sup>®</sup>

## Meeting SMB security needs: Why **Fortinet** is the smart choice

**Right-sized security for your SMB customers. Targeted support for you.**

Today's small and midsize businesses (SMBs) are going digital like never before—but they need help staying secure. Moving to cloud-based apps and infrastructure—plus connecting with customers through digital marketing and mobile apps—is inherently fraught with security and compliance risks, which can lead to data breaches and costly fines.

As a Fortinet managed service provider, you can combine your expertise with a world-class security solution that enables you to strategically rightsize that offering to meet your customers' most pressing digital needs—at a price that fits their budget.

We don't expect you to navigate this road alone. Fortinet believes that providing you with the right training and support you need is essential to differentiating your business and helping you expertly manage threats, policies and network defense on your SMB customers' behalf. All so that you can deliver the reliability, responsiveness and service your customers expect.

# The Fortinet advantage

What sets Fortinet apart? It's our Security Fabric paired with our MSP training and support—a dynamic combination that drives SMB confidence, competence and sales. Unlike other security providers that shoehorn several enterprise technologies into offers for SMBs, Fortinet solutions are tailored specifically for SMBs—making them the ideal choice.

- **Scalable, easy-to-implement solutions fit for SMBs:** Fortinet provides best-in-breed, adaptive UTM security solutions that fit any security environment or requirement your customers may demand. We offer a Security Fabric solution—not disparate endpoint products—that is easy to implement, manage and scale. It's a smart way to provide one-stop service to your customers.
- **Expert resources designed for MSPs:** We offer the MSP-friendly management features, multitenancy and administrative domains you need, as well as essential API and DevOps integration support for back-end provisioning and custom portals—all with the goal of providing the automation and centralized management that's essential for operational efficiency.
- **Tailored tools, training and certification:** Becoming a consultative expert in SMB security and developing long-term relationships are key to your success. We offer targeted technical and sales training courses and tools—like guides to develop custom security plans with your customers—to help your team sell with credibility and competence. We also offer Network Security Expert certification, quick-start guides, in-field experts, marketing and lead-generation support, and our Partner-to-Partner Connect engagement platform that provides a community through which you can jointly deliver services.
- **Highest ARPU (Annual Revenue per Unite) and lowest TCO (Total Cost of Ownership) of any security vendor:** Turn on more billable features with devices designed for high performance security at line speed. This means higher margins and quicker ROI for the OpEx services that are increasingly in demand for SMB customers.
- **Flexible business models:** Fortinet offers hardware as a service and FortiSIEM-MSSP consumption models designed to fit your business strategy, with built-in contract flexibility to help you scale with your customers' needs and achieve "month one" profitability.
- **Support on demand:** Fortinet support is never out of reach. Fortinet-trained support professionals and content are available online and via escalation 24/7 from your preferred distributor. You'll be well equipped to offer seamless support to your customers.
- **Opportunities for growth:** FortiVet talent program helps you identify cybersecurity candidates as prospective employees to build out your security team.



## What's next for you



For more information on how Fortinet can help you support your SMB customers' most pressing security challenges, contact us today at [partners@fortinet.com](mailto:partners@fortinet.com).