

APAC BROCHURE

# 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 a 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.



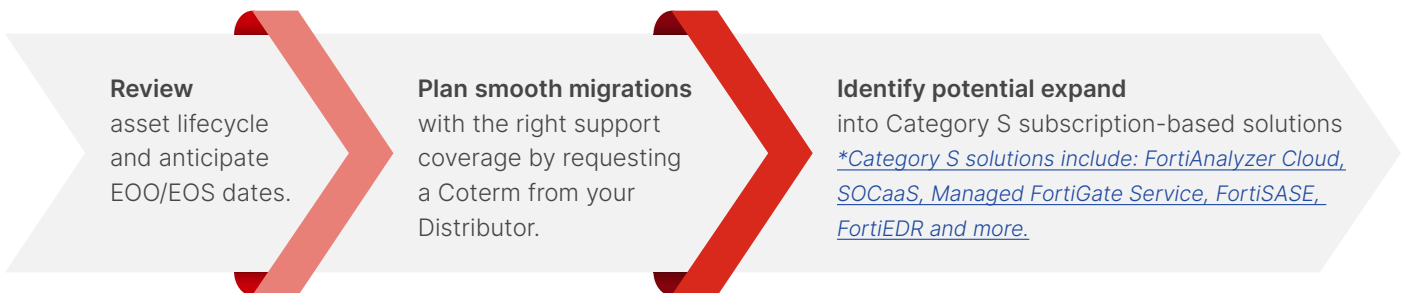
**Cost-efficiency**

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

# 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:



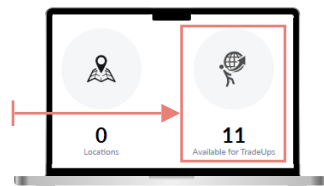
## Step-by-Step Upgrade Process



**STEP 01**

**Review and Identify EOO / EOS Products and Non-EOO 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.**

## Partner Benefits - What You Gain



#### Exclusive Upgrade Discounts

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



#### Cross-sell Opportunities

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

*\*APAC Recommended End-User Price List*

### Discount Summary

Upgrade Category	Partner Discount
Hardware / FortiGuard	Up to 55%
FortiCare & Subscriptions	Up to 50%
Category S Solutions	Up to 50%

## 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**

### 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** 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.




## Limited Time Offer: FortiConverter Service – FREE FortiGate-to-FortiGate Migration

### Upgrade in Hours - Not Days

Seamlessly transition to the latest FortiGate models with no in-house expertise required. There is no better time to upgrade your existing FortiGate with the **Trade Up program!**

### Why Converter?

 **Robust Upgrade** – Automatically identify, upload, and convert existing firewall configuration files directly in the FortiGate management console. Supports legacy FortiOS 3.x & above.

 **Zero-Touch & Automated** – Reduce errors, eliminate rule redundancy, and ensure fast, secure configuration transfer.

### How to Activate Free FortiConverter?

1. Log in to the **Fortinet Support Portal**
2. Click Get **Free License**
3. Follow the simple **step-by-step guide**

**FortiConverter** – Upgrade faster, cut complexity, and protect your customers' existing security investments.

## 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 Transfer](#)

### Where can I get support or assistance?

Contact your Fortinet Channel Account Manager or email: [renewals\\_apac@fortinet.com](mailto:renewals_apac@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.

# FORTINET

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February 2, 2026 3:44 PM

