



EMEA END USER GUIDE

TRADEUP PROGRAM

Trade up your products & save!

The Trade Up Program is a cost-effective way to upgrade your Fortinet solutions with the latest features and performance benefits to protect cybersecurity investment.

Which products are eligible for the Trade Up program?

Two categories of products are eligible:

1. EOO products with valid support subscriptions or expired within 12 months
2. Non-EOO products from your asset list with valid support subscriptions or expired within 12 months not on the Exclusion List*.

What are End of Order (EOO) products?

End of Order products have reached the End of Order date, that is the last date on which a product may be ordered. After that date the product is no longer available for sale.

What rules apply?

- Replacements for non-EOO products should be chosen from the same model range
- We suggest the best replacement for EOO products be chosen from the Trade Up Matrix*
- Transfer of support and protection services are only allowed for EOO products with valid services. The Trade Up Matrix* shows a list of technically compatible replacements

What's new?

- Non-End of Order (EOO) products not included in the Exclusion List* are now eligible for Trade Up, allowing users faster access to the latest cybersecurity solutions

Stronger benefits!

Greater eligibility to upgrade to the latest Fortinet solutions

Boost performance with updated security and advanced feature set

Real cost savings on the vast majority of new products

TradeUp Program	Non - EOO Products	EOO Products
Eligible to Discount	✓	✓
Eligible to Transfer of services		✓
Eligible products should have valid services or expiring within 12 months	✓	✓
Replacement chosen in Trade up Matrix		✓
Replacement chosen in Price List within same model range	✓	

Discounts

	END-USER RECOMMENDED
 Hardware Hardware Bundles Standalone FortiGuard	45%
 FortiCare Support Bundle Subscriptions	34%

Transfer of services is possible to hardware devices only

How to buy a trade Up?

1. You must reach out to your local resellers.
2. Resellers need your information and serial number(s) which will be replaced.
3. A Trade Up ID will be created by Distributors and will be the Fortinet Trade Up identifier.

What happens to traded-up products?

You cannot reuse, resell, lend, rent, or lease the replaced products. Neither can they use it for any kind of commercial services to third parties. Once a product has been traded-up, it no longer qualifies for further Trade Up or renewal.

How to transfer service support subscriptions from an EOO product to a recommended replacement product

You can transfer your services in the “Asset/ Manage Products” area on FortiCloud

1. Select the serial number of the product to be replaced
2. Click on the “Registration/RMA Transfer” option and insert the serial number of the new product
3. Click on “Save” and ensure that the transfer of services has been confirmed

Once existing services have been transferred to the replacement product, additional standalone services subscriptions can be registered.

For more information or help with the Trade Up Program, please contact your local Fortinet representative or email renewals_emea@fortinet.com

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