

Total security. Complete confidence.
Gigamon + Fortinet Campaign

Channel Target Audiences

- Fortinet customers
- Gigamon customers
- Next-gen firewall prospects
- Network security operations prospects
- Cloud operations prospects
- Visibility prospects

The Challenge

As network perimeters fade, it's critical to inspect all traffic flowing through each part of the network. Advanced attacks need to be identified and stopped before they can impact your customers' operations — and take the rest of their organizations hostage. What's needed? Complete and operationally efficient visibility for their Next-Generation Firewalls (NGFWs), ensuring resilient networks that see, filter and inspect all data. Visibility not only eliminates threats, it minimizes the number of devices your customers need to secure their networks. It also makes sure that downtime ends. So that network security doesn't.

The Solution

Together, Gigamon and Fortinet give your customers complete visibility into data in motion, zero network downtime, continuous security and an affordable way to streamline the number of tools needed. The GigaSECURE® Security Delivery Platform and a Fortinet NGFW are much more than just two products sold as a bundle. The combined solution's integrated approach significantly raises the security bar while maximizing the effectiveness of your customers' security investments.

What is the Campaign About?

The *Gigamon + Fortinet Campaign* is a demand-generation and sales program that promotes the combined effectiveness of Gigamon visibility solutions and Fortinet network security solutions. All materials — including an email nurture campaign, asset-ready landing pages and joint-solution sales deck — are customizable with your logo, top-level value proposition, value-added solution suggestions and any special pricing you may offer.

The Campaign Assets

- Customizable Awareness, Consideration and Decision-stage emails and landing pages.
- Email offer assets: *Security Inside Out* eBook, joint solution brief and technology overview.
- Customizable sales-focused PowerPoint deck.
- Call script and qualifying questions.



Security Inside Out eBook

Joint Solution Brief

Technology Overview

Q & A

What results can I expect from the campaign?

Respondents who open your emails, download assets or visit landing pages become qualified leads. Note: These leads are only visible to your company.

What are my next steps?

Arrange in-person or online meetings with qualified leads, then demonstrate the network visibility, resilience, security and technical operations benefit of the joint solution through the included sales deck.

How will I know where to include my messages on the materials?

We've included "instructional greeking" in many of the assets. You'll want to replace that greeking with your specific channel messages.

Why should I use this campaign?

The campaign allows you to become the trusted advisor for your customers, solving multiple challenges for them—and potentially creating new revenue streams for you.