Work From Anywhere Campaign at a Glance

What Is the Campaign About?

This campaign educates how Work from Anywhere (WFA) is becoming the new model for organizations, and Fortinet is the only vendor to have all the parts of the solution, integrated and working together for complete security. WFA includes working from home, while traveling, and from the office. Fortinet offers ZTNA for application access security for all of those locations, endpoint protection for EDR at all times, and network security for the office via either FortiGate NGFW, while traveling via FortiSASE, and for home networks via the Linksys HomeWRK for Business solution. Only Fortinet can deliver all the necessary protections for organizations as they evolve to safely support a WFA model. WFA will enable partners to:

- Capitalize on the new hybrid work environment that many organizations are looking to secure
- Speak to the many products that Fortinet can bring to bear on the office, home, and travel use case
- Position the Fortinet Security Fabric as uniquely capable to fully address the entire WFA scenario

Why Should I Use This Campaign?

WFA is a key trend for companies as they come out of the pandemic and return to the office. With more of knowledge workers expecting to be able to work from home, the hybrid work life is here to stay and organizations need to be able to confidently secure it. The WFA conversation can go in many directions, depending on the customer's most urgent needs, opening up the ability to sell many parts of the Security Fabric.

Who Is This Campaign For?

Personas To Target: Primary Audience—VP of Infrastructure
Segments: Midsize, Enterprise

How To Build the Campaign

1. **Decide if you want to promote a single asset or do a multi-touch nurture campaign**
   - For a multi-touch nurture campaign, we recommend sending each promotional email 2 weeks apart.
2. **Select the asset(s) you want to promote in your campaign**
3. **Download the Work from Anywhere Campaign in a Box**
   - From the zip folder, use the co-brandable email in the folder to promote the selected assets.
   - Add your logo to the upper right corner of the HTML(s) and update the CTA(s) under the asset thumbnail and at the bottom of the email with your landing page link(s) to track the number of downloads.
   - Build the right target list using the recommended personas and company size above.

Click here for current promotions.

How To Ensure Success

1. **Get Sales trained-up on the solutions**
   - NSE Trainings
     - Learn how to provision FortiClient with the Fortinet NSE 5 FortiClient EMS course.
     - Learn how to use FortiEDR to protect your endpoints against advanced attacks with the NSE 5 FortiEDR course.
   - 40 Minutes "Linksys HomeWRK for Business" on-demand webinar
2. **Execute your email campaign using the co-brandable email package(s)**
3. **Close more deals**
   - Prepare for sales calls with this 2-page at-a-glance that covers the target personas, discovery questions, overcoming objections, and Why Fortinet messaging.
     - FortiEDR Sell Sheet
     - NGFW Sell Sheet
     - ZTNA Sell Sheet

Campaign Assets (Customer-facing):

- eBook – Zero Trust Access (ZTA) for Dummies Book
- White Paper – Work From Anywhere Doesn't Have To Be Complicated