

Arxis Accelerates SASE Pipeline Growth & New Fortinet Opportunities through NEXTGEN Concierge Program



Overview

Through the NEXTGEN Concierge Partner Marketing Program, Arxis partnered with NEXTGEN and Fortinet to design and deliver a targeted executive roundtable focused on Secure Access Service Edge (SASE). The initiative enabled Arxis to engage key customers, uncover

new opportunities, and accelerate Fortinet deal registrations — resulting in six approved deal registrations and **significant six-figure growth in Arxis' Fortinet managed** services pipeline.

The Problem

Arxis, a leading Australian managed services provider specialising in secure, modern **infrastructure, identified a significant opportunity** within its existing customer base to modernise network and security architecture. With increasing demand for hybrid work, cloud connectivity, and zero-trust security models, customers were actively exploring Secure Access Service Edge (SASE) solutions.

However, like many partners, Arxis faced key challenges:

- Limited internal marketing resources to design and execute high-impact demand generation campaigns

- The need to engage senior decision-makers in meaningful, consultative conversations around infrastructure transformation
- **Difficulty activating and converting their installed base into qualified Fortinet deal registration opportunities**
- The need to align vendor, distributor, and partner strategy into a coordinated go-to-market motion

Without structured support, these opportunities risked remaining dormant within their customer base.

The Opportunity

NEXTGEN identified Arxis as an ideal candidate for the NEXTGEN Concierge Program, a full-service, through-partner marketing initiative designed to help strategic partners uncover demand, engage customers, and drive measurable vendor outcomes.

Working closely with Arxis and Fortinet, NEXTGEN developed and executed a targeted executive roundtable aligned to Fortinet's strategic SASE growth pillar.

Key elements of the Concierge engagement included:

- Strategic campaign planning aligned to **Fortinet's SASE priorities**
- Full-service event management including venue sourcing, logistics, invitations, and execution
- **Targeted audience identification across Arxis' install base**

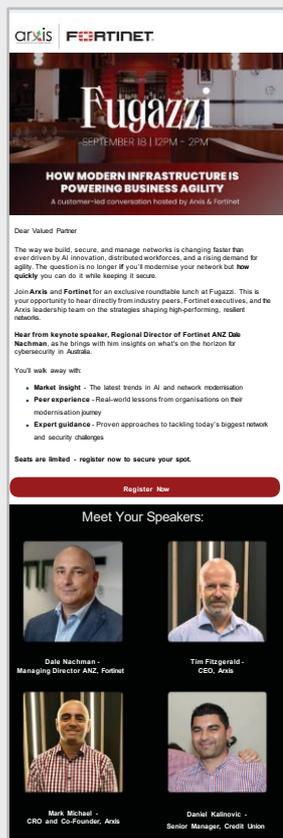
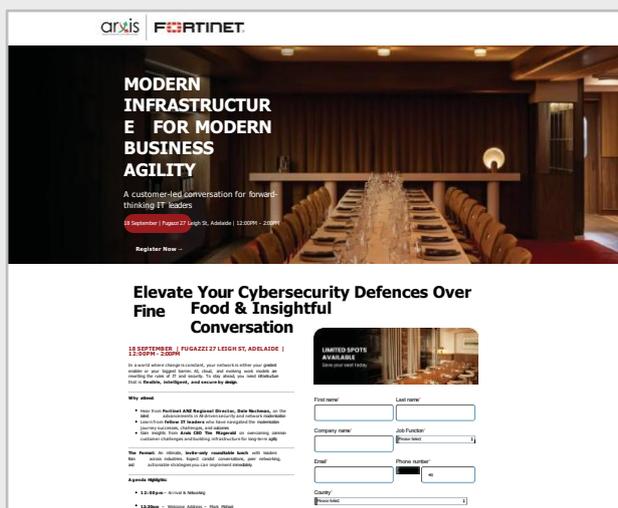
- Executive-level positioning with Fortinet and Arxis leadership participation
- Campaign copywriting, digital promotion, and attendee management
- Full reporting, follow-up enablement, and Deal Registration support

The resulting executive roundtable, **"How Modern Infrastructure is Powering Business Agility,"** was held on September 18, 2025, in Adelaide, South Australia.

Executive hosts included:

- Dale Nachman, Managing Director ANZ, Fortinet
- Tim Fitzgerald, CEO, Arxis

The event attracted senior IT and business leaders across key industry verticals including **aged care, banking, finance, legal, retail, and construction.**



NEXTGEN Concierge in Action

The NEXTGEN Channel Marketing and Fortinet **vendor teams worked as an extension of Arxis'** business to ensure seamless execution.

NEXTGEN delivered:

- End-to-end campaign design and execution
- Concierge-level event coordination and logistics management
- Executive-level positioning and vendor alignment

- Targeted customer engagement strategy
- **Lead qualification and post-event follow-up** support
- Full campaign reporting and Deal Registration enablement

This allowed Arxis to focus on customer engagement and solution conversations while NEXTGEN managed the operational complexity of delivering a high-impact campaign.

The Outcome

The campaign delivered exceptional engagement, conversion, and pipeline outcomes for both Arxis and Fortinet.

Event Engagement Results

33 senior end-customer registrations	100% attendance rate
Representation across multiple key verticals	Executive-level engagement with Fortinet and Arxis leadership

Commercial Outcomes

6 approved Fortinet Deal Registrations	Significant \$ Uplift in new Fortinet opportunity pipeline
100% net-new customer opportunities	All opportunities forecast to convert by June 2026
Multiple follow-up customer meetings secured	Significant managed services contract growth
Arxis' two largest SD-WAN-as-a-Service deals secured to date	



Beyond the initial deal registrations, the roundtable significantly strengthened Arxis' positioning as a Fortinet SASE specialist and accelerated its long-term managed services growth strategy.

Partner Perspective



“Working with NEXTGEN’s Concierge Program to bring together our Fortinet event was an outstanding experience from start to finish.

The team took the time to understand our objectives, audience, and brand expectations, then seamlessly coordinated the venue, logistics, vendor management, and execution. Communication was clear and **proactive throughout, giving us complete confidence leading into the event.**

Most importantly, the ROI spoke for itself. As a direct result of the engagement, we secured over a million dollars in managed services contracts and closed our two largest SD-WAN-as-a-Service deals to date. The event not only strengthened our Fortinet and NEXTGEN partnership but delivered tangible commercial outcomes that **significantly advanced our growth strategy.”**

Mark Michael
Chief Revenue Officer & Founder, Arxis

The Value of the NEXTGEN Concierge Program

The success of this initiative demonstrates the critical role NEXTGEN plays as a strategic distributor, not just enabling transactions, but actively creating and accelerating revenue opportunities for partners and vendors.

Through the Concierge Program, NEXTGEN delivers:

For Partners

- Turnkey demand generation campaigns
- Access to dedicated marketing and campaign specialists
- Increased customer engagement and **opportunity identification**
- Faster pipeline acceleration and deal conversion

For Vendors

- Increased deal registrations and pipeline growth
- Targeted engagement within high-value partner install bases
- Improved partner activation and solution adoption
- Stronger alignment across partner, distributor, and vendor GTM strategy



Conclusion



By leveraging the NEXTGEN Concierge Program, Arxis successfully activated its customer base, accelerated Fortinet SASE adoption, and generated new Fortinet pipeline opportunities — alongside **significant managed services growth**.

This initiative highlights the power of distributor-led, partner-executed, vendor-aligned marketing to drive measurable commercial outcomes.

NEXTGEN continues to play a pivotal role in helping partners like Arxis grow faster, vendors like Fortinet scale deeper into the market, and customers successfully modernise their infrastructure.

To learn more about **the NEXTGEN Concierge Program**, contact **James Bright, NEXTGEN Head of Channel Marketing:** james.bright@nextgen.group or visit: nextgen.group/contact



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