



Fortinet® Launches Innovative Managed Security Service Provider (MSSP) Partner Program

International Program Includes New Preferred Pricing, Dedicated Support and Marketing Programs

DUBAI, UAE, July 18, 2013 /EINPresswire.com/ -- Dubai, UAE, July 18, 2013 - Fortinet® (NASDAQ: FTNT) - a world leader in high-performance network security – today announced a new, four-point program that gives Managed Security Service Providers (MSSPs) in EMEA and APAC beneficial pricing, dedicated technical support and training, and MSSP-specific marketing programs.

According to the latest Frost & Sullivan research reports, the global MSSP market for 2013 is expected to be \$9.5 billion with a growth rate of 19.6 percent. Fortinet holds a unique position in this market by providing MSSPs with high-performance, flexible and easy to manage network security solutions that scale from small business to large enterprise environments.

Fortinet MSSP Partner Program Benefits

The Fortinet MSSP Partner Program (FMPP) was designed to facilitate the growth of new and existing MSSPs through infrastructure enablement, go-to-market and specialized expert-consultative support. This two-tiered program was built to suit the business models and operational capacities of partners ranging from smaller security integration companies to pure-play MSSPs and the largest telecommunications providers.

The program focuses on four core business components:

- **Infrastructure Enablement** – Special discounts and service empowerment options – The CAPEX required for MSSP infrastructure can be a growth inhibitor. The Fortinet MSSP Partner Program offers a preferred pricing structure, promotional discounts on pre-defined packages and a low-cost cloud-based management & logging service for smallest installations - FortiCloud. With those, Fortinet keeps partner costs low, enabling them to offer competitive services while maintaining healthy margins.
- **Business Development** – Service creation and recurring revenues – To achieve success, services, price points, SLAs and support requirements must align with market demand. The FMPP offers market intelligence and industry best practices based on exposure to a broad variety of MSSPs and business models, namely CPE, Cloud and Hybrid. In addition, Fortinet gives MSSPs the visibility into the renewable revenue available by offering the automated tracking of subscriptions and service renewals, delivered through a central management system and featuring attractive customer subscription renewal conditions.
- **Marketing and Sales Support** - Lead generation & Go-to-Market – Once the managed security service is created, it must be marketed and delivered to customers through a service-oriented sales approach. Through its FMPP, Fortinet brings corporate and sales tools designed to support its MSSP partners. Those include lead distribution, communication, promotions, sales resources and marketing support. Fortinet MSSP partners are also eligible for participation in regional events and enhanced visibility on Fortinet's website.
- **MSSP Specialized Support** - Experienced practitioners, training, and resources – MSSPs require rapid response to support issues as a service interruption could be costly in terms of lost customers

and SLA remedies. The Fortinet MSSP Partner Program integrates service provider quality resources, training programs and tools, such as a MSSP Cookbook and a resource library, plus a support overlay to assist in building service efficiencies into the business.

High Performance Network Security for Fortinet MSSPs

Fortinet's high performance FortiGate network security platforms are the backbone of the Fortinet MSSP security portfolio; providing scalable, customizable advanced security controls such as application control, intrusion prevention, advanced threat protection, Web content filtering and data leak prevention in a single, high-performance appliance and /or virtual appliance.

When coupled with a FortiManager for single pane of glass management and FortiAnalyzer or FortiCloud for reporting, service providers have a single platform to leverage for deployment, configuration and management of their subscriber networks. Fortinet also leads the industry in advanced security technologies such as DDOS, wireless, two factor authentication, Web application firewall and load balancing. These advanced technologies complement the core FortiGate platform to help MSSPs keep their customers' networks protected against emerging threats while increasing service revenues and improving service efficiencies.

The Fortinet Advantage

Fortinet is also leading the way with its network security platform integration into Cloud, Virtualized and Software Defined Networks (SDNs). Many carriers and MSSPs are consolidating and re-architecting their data centers using this technology to increase the value of their service offerings and reduce costs. Fortinet is committed to delivering a range of interfaces, functions and APIs native to their network security platform, which simplifies management while at the same time helping them maintain their security posture.

MSSPs also require industry certifications that ensure hardware meets the highest standards for performance and security.

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