



Fortinet Expands its International Partner Program

New Version of the Program Further Aligns with Fortinet's Business Strategy and Channel Ecosystem

DUBAI, UAE, August 27, 2013 /EINPresswire.com/ -- Dubai, UAE, August 27, 2013 - Fortinet® (NASDAQ: FTNT) – a world leader in high-performance network security - recently introduced the expansion of its Partner Program for the EMEA and APAC regions. The new version of the FortiPartner Program (FPP) is designed to further align with Fortinet's business strategy in providing end-to-end network security solutions and recognize the investment made by its channel in skilled sales and technical resources, through adapted benefits in the areas of sales, marketing and training.

As of today, Fortinet has over 10,000 Reseller Partners across the international region, with over 300 signed every quarter. The selective recruitment of Fortinet's Authorized Resellers is based on specific requirements, including the size of the reseller and the level of commitment it can provide to the Fortinet brand and solutions.

The new FortiPartner Program includes the following key elements:

- Technology Specializations – New FortiWireless Specialization: Fortinet gives channel partners the opportunity to define their approach to the market through specializations on specific Fortinet solutions. In addition to the existing FortiMail and FortiWeb specializations, Fortinet introduces the FortiWireless Accreditation, which allows resellers to obtain the partner status of FortiWireless Specialist.
- Partner Teams Training – New Online Sales Training: Fortinet's extensive training curriculum has always been available to systems engineers, supported by its vast network of Authorized Training Centers. Today, Fortinet counts over 1,000 trained FCNSPs (Fortinet Certified Network Security Professionals). Through its new FPP, Fortinet is adding the Fortinet Certified Sales Associate (FCSA) training, which has been specifically designed for the partners' sales teams and certifies partners on how they handle basic security selling engagements.
- Four-Tiered Program for Resellers – New Bronze+ Level: In an effort to address Fortinet's broad range of resellers and reward them fairly, the Bronze+ level is being introduced to the FPP, in addition to the existing Bronze, Silver and Gold levels. This new Bronze+ level is designed for partners that have proven experience in delivering security solutions to small and medium-sized customers and wishes to further invest in Fortinet, thus receiving additional sales, marketing, education and support benefits in return.

"Fortinet is now recognized as one of the few top worldwide network security players. The contribution of our channel in supporting our growth is paramount and we must constantly ensure that our partner program is in line with their needs in terms of technical expertise, business support as well as sales and marketing benefits," said Emilio Roman, vice president of International Sales Operations at Fortinet. "The new version of our FortiPartner Program proves that Fortinet continues to evolve with its partners by maintaining a structured, best in-class channel ecosystem, in which resellers get

rewarded on their investment in our brand, technology and products.”

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