

**Vishak Raman,**  
Country Manager, Fortinet



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*Going ahead with its strategy, Fortinet is looking at reaching to out newer market in the country through its selective partner approach. Sharing some of the trends and strategy with IT PRICE VAR we have Vishak Raman, Country Manager, Fortinet.*

**What Kind of channel plans does Fortinet have for the Indian market?**

For the Indian market, we have a clear two-tier distribution model in place. We have had tremendous growth in last 2 years and our partnership with Ingram micro and all Fortinet partners are gaining strength to strength.

**What is your current market share and do you have any expansion plans?**

We hold 49 % market share in India in the Unified Threat Management (UTM) segment with more than 450 installations in India. We believe in a channel framework where we understand the business plan with the resellers and sign them up. We don't intend to broad base our channel as we feel security selling has not reached a commodity selling stage, especially when we are evangelizing the concept of UTM, it is solution selling & not a commodity. Today we find competitive vendors signing up 4 distributors for a single product line. When the revenues/ installation base has not reached the critical mass, we would not get in to that short-term approach. We had built a business model where partners understand us and vice versa. We would like to reduce the number of non- performing channel partners and ensure the correct channel mix is kept in the region.

**What is its strategy to push its products in the market?**

UTM is no more a jargon, it is here and Indian customers are seeing the merits. We have had our share of success in the UTM segment, Fortinet products address beyond a UTM appliance like centralized management (FortiManager appliance), FortiMail (a specialized high end mail server appliance only for AV / Antispam) & FortiLog ( a logging appliance to address the specialized logging & reporting requirements ), we would like to focus on these offering in next 2 quarters.

**What is the current channel strength in the country?**

Ingram Micro continues to be our Master distributor, we have more than 18 signed up partners in the

country and CNT is our national distributor in Sri Lanka.

**Any kind of channel expansion plans? If yes, by how many and what time frame and where all?**

We would look at selective expansion of 5-7 channel partners across India in next two quarters.

**What kind of trends do we see in the security space?**

Integrated appliances are currently gaining a lot of market share, and we believe that in the next year, it will gain even more. (See the IDC report) There are several contributing factors:

More companies now see the importance of network security because their businesses depend on connectivity to a greater extent than ever before. Previously, only larger companies bought network security solutions, because their higher profile and greater dependence on the Internet made them especially vulnerable to hackers and crackers. Today, however, even SOHOs and smaller businesses cannot ignore network security because the current threats are not discriminating in their targets.

Manageability will be a big issue for companies buying their network security solution for the first time, because there is the added complexity of the learning curve. For this reason alone, network appliances have an edge over software point products, because there is no added complexity of dealing with the operating system while learning the product. Most network appliances offer a web browser front-end for configuration and administration tasks, so, to first-time security administrators, the familiar environment makes learning easier.

All-in-one integrated appliances have an added advantage over point software products in that users do not have to learn multiple software packages and interfaces to implement equivalent functions.

Cost is also lower for network appliances because customers do not need to pay any additional costs for the operating system or client licenses.