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Fortinet plans channel expansion in tier two cities



Vishak Raman
Country Manager,
Fortinet (India),

Fortinet, one of the largest security appliance vendors in the unified threat management market (UTM), has announced channel expansion plan in tier two cities. Currently, the vendor has about 18 partners in the country and Ingram Micro as distributor while CNT is their distributor in Sri Lanka. The vendor has 49 percent market share in UTM market in India.

Speaking to IT PRICE VAR, Country Manager, Fortinet (India), Vishak Raman said, "We are very selective about our channel partners. We are looking for channel partners in tier-two cities like Chandigarh, Coimbatore, Kolkata and Hyderabad apart from some other cities. Presently, we have partnership with six S.Is and we will soon add around five more security focused S.Is."

In order to educate channel partners and end users, the vendor will be holding training programs in Bangalore. From

May, 2-5, training and certification will be organized for channel partners and from May, 8-11, end users will be provided with training and certification.

On the question of segments, Fortinet is focusing on this fiscal year, Raman commented, "Our segment focus depends on network characteristics. Since we have 20 products in our product line we cater to different verticals and our focus is on all. However, we are eyeing UTM market." This financial year, Fortinet is targeting 50 percent annual growth.

Channel training is important. May 2-5 training and certification for partners and 8-11 may for end customers in Bangalore. This is centralized training program where partners from across the country come. Time duration for training program is 4-5 days. It is hands on lab training. Since not possible to carry 20-25 appliances they have centralized training programs.