

Fortinet

Global headquarters: Sunnyvale, California, US

Global CEO: Ken Xie

Top Asia-Pacific executive: Hansen Chang, vice-president, Asia-Pacific

Core activity: Security appliances

Revenue: More than US\$100 million (FY 2005)

Profit: N/A (privately held company)

Key clients in Asia-Pacific: Not disclosed

No. of employees: More than 700

FEW ANALYSTS ADVOCATE a one-solution-fits-all approach to a knotty problem like security, but Fortinet is aiming for just that. The firm is a leading vendor of unified threat management (UTM) appliances, an emerging line of solutions that combine protective functions such as firewalls, intrusion detection and message filtering in a single box.

Asia-Pacific vice-president Hansen Chang says while in the past cost-conscious small businesses were the biggest adopters of UTM, the technology has officially moved into the big leagues, with large enterprises and telecoms firms beginning

to purchase and deploy UTM products. For Fortinet this has translated into 40 per cent revenue growth over the past year.

Asia has proven a particularly fertile market for the California-based firm, which in the past few months concluded deals with South Korea's Hanaro Telecom and Ulsan Cable. Other recent



Ken Xie

regional customer wins include Indonesia's Astra Honda Motor and Thailand's Bank of Agriculture and Agricultural Co-operatives. The company has also opened a new office in Beijing's central business district and is planning to expand its technical assistance centre in Kuala Lumpur, Malaysia.

With new solutions for service providers and the telecom industry in the wings, and a threat environment that includes "targeted phishing and more sophisticated forms of hacking", Chang is confident UTM will win further converts in the months ahead. ■

Fuji Xerox

Global headquarters: Tokyo, Japan

Global CEO: Toshio Arima

Top Asia-Pacific executive: Undisclosed

Core activity: Imaging and document management solutions

Revenue: US\$9.3 billion (FY 2005)

Profit: US\$459 million (FY 2005)

Key clients in Asia-Pacific: Undisclosed

No. of employees: 37,633

FUJI XEROX REMAINS one of the largest players in the standard printer and copier markets but is increasingly turning attention to multi-function products designed to cement leadership in the enterprise space.

In late 2005, the company debuted its ApeosPort line of document management devices, which group end-to-end management software, scanning, copying, printing, and fax functions in a single box, and are designed to work directly with corporate networks and applications.

This has been followed by efforts to seal alliances with partners that will integrate Fuji Xerox products into their enterprise content management (ECM) solutions packages. The firm recently announced a strategic partnership with Singapore-based ECM provider I-Magination Group that will help it tap into I-Magination's extensive regional client base.

Like many of its counterparts in Japan, Fuji Xerox is racing to grow its business in China. The company has spent nearly US\$2 million on a learning and development facility in Shanghai that will churn out direct sales personnel and engineers for the domestic market.

It also moved to revamp its regional sales force by turning the companies it has established in different countries into fully owned subsidiaries. According to a recent report, the overhaul is intended to improve the implementation of marketing strategies and encourage Fuji Xerox's nascent office services operations. ■