

Fortinet Forms 'Global Alliance' for Partners

To grant partners access to products, training and sales tools

BY SHANTHERI MALLAYA

TO FURTHER augment its support to partners, UTM major Fortinet recently announced its Global Alliance Partner Program worldwide.

The program is designed to complement and extend the unique value proposition of the company's security product and service offerings for large global enterprises and service providers. Its initial members are Alcatel-Lucent, AMD, ArcSight, ProCurve Networking by HP and Unisys already on board. These companies,



RAMAN

Fortinet says, would lay the foundation for the program for an 'ecosystem' of industry-leading IT vendors, global systems integrators, service providers and technology consultancy firms.

Commenting on this, Vishak Raman, Country Manager India, Fortinet, said, "The program is designed to create effective partnerships with innovative and industry-leading companies to meet varying customer requirements for multiple levels of security, management and enterprise-class support, while providing an in-depth approach to help

secure large networks around the world."

The program, which is still at a nascent stage, would be implemented in India as a three-tiered program and promises to extend benefits to the chosen partners, including early access to enhanced products, joint marketing and solution testing, training, technical support, and sales tools.

The three levels of participation include: Strategic Partners, Solution Partners and Technology Partners. Strategic Partners would be restricted to a select few IT vendors and platform providers with products or services that enhance its product portfolio. He said

that these partners would receive the highest support from Fortinet, including dedicated account representatives and customized go-to-market plans that include joint sales and marketing initiatives to drive their incremental revenue.

The next category, the Solution Partners, have already achieved success with Fortinet solutions and are committed to the continued adoption of technologies in the market place. "They would enhance Fortinet's FortiGate and Forti-Manager appliances to deliver value for joint customers."

The third sect, Technology Partners, are IT vendors with products that have been proven to complement and extend security solutions. They would ensure support to channel engagement efforts.

Raman said, "The Program is a formalized framework for the partners to drive maximized value to customers and incremental revenue to Fortinet and its partners." ▀