



# Bipolarity—the Fortinet way

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Fortinet, the UTM solutions vendor, has initiated a bipolar approach to drive growth.

The company will now focus primarily on the enterprise vertical. It wants its distributor, Ingram Micro, to completely take charge of the SMB segment in India.

The vendor wants Ingram to address the needs of the channel partners with enhanced support and training arranged for the VAR (value added reseller) and SI (system integrator) base.

According to Vishak Raman, Country Manager, India, Fortinet, “We want to shift focus and energy to the downstream (customer satisfaction). Fortinet will tackle the enterprise segment while we want

Ingram to handle the mid-market segment, train channels, provide guidance and ensure support infrastructure for the channel to deliver solutions to the SMBs.”

In order to reiterate its commitment to the mid-market segment, Fortinet is working with Ingram to start an Authorized Training Center in Bangalore. The vendor expects to start the center by Q4.

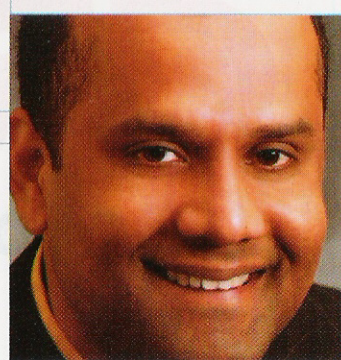
Andre Stewart, VP, EMEA, Fortinet said, “The SMBs are very demanding in the tier II cities, and we want VARs with skill-sets of converging network and security to exclusively leverage this segment.”

According to him, the VARs can have more influence to guide the mid-market clients than the technologically-established

enterprise clients. “The revenue contribution would be higher when the channel engages itself in technology-intensive selling to SMBs,” he opined, adding, “We don’t want to cram the channel space. Highly skilled VARs have been driving our success and this partnership is a win-win strategy.”

With a dozen channel partners by its side, Fortinet will scout for VARs and SIs in selective B- and C-category cities in India and cautiously double its channel base in the next 12-18 months. It will also partner VARs with vertical expertise and focused skill-sets.

Fortinet now plans to attend to the government and defense verticals in India. It has asked channel partners to tap the potential



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– VISHAK RAMAN  
Country Manager  
India  
Fortinet

for security in this space. “Fortinet will drive its channel to address the needs of the mid-market segment and verticals like the government with integrated solutions,” Raman informed.

The vendor is also planning to roll out target-oriented schemes, per-box incentive schemes and training incentives for the channel.