



COMPUTERWORLD MALAYSIA Readers Choice Awards

PROFILE + FORTINET

Securing networks the Fortinet way

Leading security player Fortinet has once again proven that it is the world's leading Unified Threat Management (UTM) security player in the market when it captured the *Computerworld* Readers' Choice Award for best UTM Category.

This category covers security appliances that counter multiple security risks and threats, including e-mail spam, viruses, intrusions, web content filtering and what usually comes within the purview of a firewall, in an integrated manner.



Eryin Halmen, Country Manager of Malaysia & Brunei, Fortinet

"The Readers' Choice Award is a clear indicator of the confidence that customers have in Fortinet's integrated, enterprise-class security solutions," said Eryin Halmen, Country Manager of Malaysia & Brunei, Fortinet. "We are truly honoured to have the FortiGate-3810A recognised by the discerning readers of *Computerworld Malaysia* as among the industry's finest solutions. We believe this is also a testament to the

strong technical support and quality value-added services that our local Fortinet team provides to customers in the region."

The award comes as no surprise as Fortinet is the pioneer and world's leading provider of UTM security systems that enable secure business communications and deliver the best security, performance and total cost of ownership available. Fortinet's ASIC-accelerated FortiGate appliances combined with the FortiGuard Subscription Services offer unmatched performance with continuously updated threat protection to create a comprehensive approach to network security.

Founded by visionary Ken Xie, the former President and CEO of NetScreen in 2000, who subsequently sold NetScreen to Juniper Networks for over US\$ 3.5 billion, Fortinet's award-winning security systems and subscription services protect the networks of more than 20,000 customers worldwide—including telecommunications carriers, service providers and enterprises of all sizes.

Fortinet's position as the leading privately-held network security company has been validated by more than US\$100 million in funding from the industry's leading venture capital firms. Headquartered in Sunnyvale, California, with customer support, development and sales facilities throughout Asia, North America, and Europe, Fortinet sells its system and subscription service products through a network of channel partners worldwide.

According to Halmen, one of the many factors that went into Fortinet's service of its clients, which has enabled the company to win this award, included implementing an excellent customer service mindset the Fortinet way.

He explains, "In addition to our strong value proposition in terms of offering a highly competitive UTM security whole offer from our FortiGate appliance to FortiGuard subscription services, we are able to be in constant contact with our customers and provide direct engagement to the teams involved. Fortinet values our customers' feedback and pays better attention to their specific security needs and requests by listening to them. This enables us to build stronger relationships with both our partners and customers alike."

Halmen also says that Fortinet has a very strong local team that emphasises teamwork and collaboration, which has enabled it to be united in its approach when dealing with both partners and end customers.

"The other reason is our security solution, though universal in mindset, appeals directly to local partners and customers because of its strong value proposition with high performance and economic value," he adds. "In summary, we are able to gain a strong competitive footing in the marketplace because of our strong offerings and unbeatable local team."

Dedicated Security Resources

One of the key reasons for Fortinet's success is that the company builds its comprehensive security platform from the ground up to provide multiple layers of threat protection and management. This translates into increased deployment flexibility and better security through integration, a 'future-proof' solution that can easily scale with business requirements.

Underpinning its key differentiator to its competitors' products is Fortinet's Application Specific Integrated Circuit (ASIC) innovation and performance acceleration capabilities. With this key difference, FortiGate systems can detect and eliminate the most damaging, content-based threats from email and Web traffic such as viruses, worms, intrusions, inappropriate web content and more in real time—without degrading network performance.

FortiGate systems integrate the industry's broadest suite of security protections—including firewall, VPN, antivirus, intrusion prevention (IPS), Web filtering, antispam, and traffic shaping—that can be deployed individually or combined for a comprehensive unified threat management solution.

Such is the breadth and width of its product portfolio that Fortinet is able to enable customers to:

- Protect mission-critical infrastructure from a wide range of attacks
- Reduce the complexity of security infrastructure and solutions
- Limit or reduce costs associated with point product implementations and maintenance
- Keep up with ever-evolving intrusion and virus threats
- Provide superior multi-threat protection without degrading network performance

FortiGate ASIC-based multi-threat security systems employ breakthroughs in networking, security and content analysis. Its architecture analyses network content and behaviour in real time, enabling all key network services—including real-time Web applications—to be screened for both network and content-level threats without impacting network performance.

In a nutshell, Fortinet offers an array of scalable multi-threat security appliances, e-mail security appliances, and management, reporting and analysis solutions that enable customers of all sizes to have flexibility in deployment, meet compliance objectives and cost-effectively protect their critical assets.

Fortinet's local distributors include three of the largest in the country, Ingram Micro Malaysia, Trans Niaga (Malaysia) and Spectrum Edge.

For more on Fortinet products and services, go to www.fortinet.com.

