

FORTINET ACQUIRES BRADFORD NETWORKS

To facilitate additional growth and enhance the value of our Security Fabric offering, we announced on June 4, 2018, the acquisition of Bradford Networks. Bradford's network policy and access control technology enhance our Security Fabric by improving network visibility of endpoints and users. This improved visibility is critical to providing the micro-segmentation required to secure headless IoT devices in Enterprise networks.

As networks continue to expand beyond the perimeter and embrace increasing numbers of IoT devices and applications, the attack surface expands with it. At the same time, attacks are becoming more sophisticated, and are targeting highly distributed network architectures. It is estimated that by 2020 over 25% of attacks on enterprises will involve IoT.

Bradford Networks' policy and access control technology enhances the Security Fabric by providing granular visibility of users and endpoint devices, including BYOD and headless IoT devices. This technology provides complete, continuous, agentless visibility of endpoints, users, trusted and untrusted devices and applications accessing the network. IoT security is further enhanced through device micro segmentation, dynamic classification of headless devices by type, profile, as well as automatic policy assignment to enable granular isolation of unsecure devices, all using a simple web user interface. Additionally, accurate event triage and threat containment in seconds is possible through automated workflow integrations that prevent lateral movement. For large customers spread geographically, another key benefit is the ability for easy, cost-effective deployment due to highly scalable architecture that eliminates deployment at every location of a multi-site installation.

KEY QUESTIONS

Q: How does Bradford Networks enrich Fortinet's IoT offerings?

A: Bradford Networks helps Fortinet on several fronts:

- Enhances the value of the Security Fabric offering due to Bradford's tight integration with several Fortinet products
- Strengthens our IoT position by providing granular device visibility by type, and device profiling, which enhances our ability to micro-segment
- Quickly expands our customer base due to common channel partners, thereby allowing us to immediately market to new customers and opportunities

Q: What market problem does this acquisition address?

A: Ability to secure IoT deployments, including headless devices, in mid and large Enterprise Networks

Q: Can you explain Bradford Network's technology or product offerings?

A: Bradford Networks' multi-vendor, policy and access control technology provides visibility into everything that connects to your network and orchestrates automated responses to observe threats. In addition, it is highly scalable within an enterprise network and across networks of the same enterprise and easy to deploy and use. For example, if a smart speaker was connected to a network located in the Chicago office, the Bradford Networks technology in the headquarters in Dallas would learn of the new connection, identify it as a smart speaker, provide classification information to the various firewalls and switches across the network so that the smart speaker had appropriate access to internal and external assets.

Q. Will the Bradford Networks become part of the Fortinet brand?

A. Yes.

Q: Who are Bradford Network's customers?

A: Large enterprise customers across multiple vertical industries such as Financial Services, Education, Healthcare, Hospitality, Utilities

Q: Where is Bradford Networks located?

A: Boston, MA and Concord, NH

Q: Whom should Fortinet channel partners contact for more information about the Bradford Networks Acquisition?

A: For more information on the Bradford Networks acquisition you should contact your local Fortinet channel representative.

Q: What are the benefits to Fortinet partners of this acquisition?

A: Partners will benefit immediately from this acquisition in a number of ways, including selling an expanded product and services portfolio, access to an increased addressable market, and the ability to up-level their strategic sales conversations with the CISO. The Bradford Networks solution is already integrated with Fortinet FortiGates, FortiSwitches, FortiAP, and FortiSIEM and is ideal for ongoing and new opportunities.

Q: Fortinet and Bradford Networks share some partners. Will these partners continue to sell Bradford Networks services?

A: Yes. Fortinet is in the process of integrating the Bradford Networks solution and partners into the Fortinet Channel program. In the meantime, Bradford Networks partners can continue to sell Bradford Networks services as usual.

Q: Will the Bradford Networks products be sold via the existing Fortinet Channel?

A: The Bradford Networks products and services will be transitioned into an integrated program.

Q: What does this mean for Fabric Ready Partners in this space?

A: The openness of the Fortinet Security Fabric ensures seamless integration with Fortinet competitive and non-competitive products. In the same way that we have Endpoint Security Fabric Ready Partners while also offering our own Endpoint Security Products, we will continue to partner with companies in this space.