

## **Fortinet Selects New Distributor to Focus on Value within the Channel**

*VADition Committed to Bolstering UK Growth Plans*

**LONDON, UK, November 28, 2007** – Fortinet – the pioneer and leading provider of unified threat management (UTM) solutions – today announced it has selected value-adding distributor, VADition to join its partner program and push forward penetration into the UK market. In line with the company’s aggressive growth strategy to treble its UK business over the next 18 months, Fortinet’s re-evaluation of its distribution strategy is another step toward further extending its success across the region.

Paul Judd, Regional Director, UK and Ireland at Fortinet explains, “Our contract with VADition signifies the start of a considerable drive to increase penetration in the UK market. Fortinet has outgrown its previous channel strategy; increasing levels of business and fast-paced growth has changed what we require from our partners. We require high-quality, value-based distribution, and VADition is committed to providing it to us.”

Drawing together a dedicated team, VADition will offer the full range of FortiGate products through its network of value adding resellers and system integrators, which scales SMB, high-end enterprise and key vertical markets. This extends VADition’s portfolio in the security market, and will be supported by its distribution philosophy calling upon advanced in-house technical knowledge, pre/post sales support and other value adding services.

"As an innovator and pioneer in Unified Threat Management, Fortinet has a very strong security proposition in the channel and is a great addition to our growing portfolio of *'Intuitive Technologies'*," commented Neil Ledger, VADition's co-founder and director.

"Its FortiGate product range scales from SMB through to high-end enterprises and carriers, enabling the channel to address a broad spectrum of market opportunities through a common platform architecture and with the most comprehensive set of

integrated security functions on the market. Fortinet's value-based approach to distribution resonates with our own, and we very much look forward to a mutually beneficial relationship as we work with the Fortinet team to successfully grow the business moving forward."

The new VADition partnership comes during an aggressive period of channel investment at Fortinet. Judd concludes, "Working closely with VADition will enable us to extend our reach to new solution providers across all our key market segments as we focus on value-add partners to fully address the rapidly growing UTM market across the UK."

For more information on Fortinet's complete suite of security solutions, please visit:

[www.fortinet.com/products](http://www.fortinet.com/products).

#### **About VADition**

VADition ([www.vadition.com](http://www.vadition.com)) is a Value Adding Distributor introducing a new wave of technologies to its partners in the UK. These technologies form the basis of its '***Intuitive Technologies***' strategy, a range of Internet inspired platforms and services designed around simplifying increasingly complex and overloaded information infrastructures. The products chosen mirror the self-service behaviour of an increasingly IP savvy society - business and consumer. The characteristics of VADition's chosen vendor partners therefore must demonstrate a belief in new business models embraced within 'Web 2.0', and have designed their technology around 'Self Service' or simplification.

#### **About Fortinet ([www.fortinet.com](http://www.fortinet.com))**

Fortinet is the pioneer and leading provider of ASIC-accelerated unified threat management, or UTM, security systems, which are used by enterprises and service providers to increase their security while reducing total operating costs. Fortinet solutions were built from the ground up to integrate multiple levels of security protection--including firewall, antivirus, intrusion prevention, VPN, spyware prevention and anti-spam -- designed to help customers protect against network and content level threats. Leveraging a custom ASIC and unified interface, Fortinet solutions offer advanced security functionality that scales from remote office to chassis-based solutions with integrated management and reporting. Fortinet solutions have won multiple awards around the world and are the only security products that are certified in six programs by ICSA Labs: (Firewall, Antivirus, IPSec, SSL, Network IPS, and Anti-Spyware). Fortinet is privately held and based in Sunnyvale, California.

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