

Fortinet Presents Engage Partner Program

Written by Alice Marshall
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Fortinet announces Fortinet Engage-- a partner program providing specialisations with a focus on growing markets, including SD-WAN and cloud, customised support and engagement flexibility to accelerate business growth and expansion.



“With today’s digital innovations being a catalyst for organisations to evolve their networks and security strategies, we have transformed our partner program so partners can untap new opportunities and rising markets, including SD-WAN,” the company says. “Building on our investment in our partners, the new program offers specialisations, updated enablement initiatives and tailored support for unique business models to further partner success.”

Organisations are rapidly expanding networks to keep up with the digital economy. According to IDC, the global economy will reach "digital supremacy" by 2023, with over half of global GDP coming from digitally transformed enterprises. The transformation of networks means security not only plays a critical role, but also needs to evolve to keep up with new business demands.

To keep up with such demands, Fortinet designed new enablement initiatives and specialisations. The Engage program provides greater flexibility on partner engagement, offers customised support and allows partners to specialise in emerging areas. Partners can select from dynamic cloud, secure access and branch, secure SD-WAN and datacentre, all with custom training and certifications.

Fortinet also supports partners fitting in 3 business models-- MSSP partners, Market Place

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partners and traditional integrator partners. Each business model gets appropriate support, and Fortinet plans to further embrace growing business areas such as managed services. Partners can also select the type of expertise they want to develop, benefits and revenue streams through four partnership levels, dubbed Advocate, Select, Advance and Expert.

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