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Fortinet Enhances Retail Offering With Presence Analytics as Part of Connect and Secure Solution

Integrated FortiGate, FortiWifi and FortiPresence Analytics Solutions Help Retailers Streamline Network Management and Understand Customer Behavior

SUNNYVALE, CA -- (Marketwired) -- 08/19/14 -- Fortinet® (NASDAQ: FTNT) -- a world leader in high-performance network security -- today unveiled six new products aimed at further connecting and integrating Fortinet's security and wireless platforms for retail, branch offices and distributed enterprises. As part of Fortinet's broad Connect and Secure solution, Fortinet's new FortiGate Unified Threat Management (UTM), FortiWiFi and FortiPresence analytics products combine unparalleled threat protection, analytics, wireless connectivity and centralized management capabilities. This allows distributed organizations to better adhere to compliance regulations and analyze customer behavior to compete more effectively in the marketplace.

"The launch of Fortinet's new Connected UTM appliances accelerates the company's long-term vision for a secure and connected environment for retailers, and other distributed enterprises," said Tamir Hardof, vice president of product marketing for Fortinet. "With increased integration between Fortinet's UTM features, wireless access points and analytics software, distributed enterprises with limited resources can streamline complex network management tasks, improve security, and better understand customer behavior, enabling greater profitability for their businesses."

Retail organizations, with up to thousands of branch locations and fewer than 100 users per location, face a myriad of security and networking challenges. Even the smallest of these distributed enterprises struggle to manage a slew of disparate, legacy network security and access appliances, resulting in an array of efficiency issues that bottleneck network functionality. This medley of devices often lack many of the advanced security features found in a UTM solution, leaving distributed organizations susceptible to APTs, WiFi attacks and other threats.

The Connect and Secure Advantage: Easing Retail Complexity
Retailers and other distributed enterprises are looking for a single solution that provides all of the functionality needed to keep their businesses secure, connected and compliant with regulatory mandates such as PCI DSS. Fortinet's new Connected UTM appliances, which includes the FortiGate-60D-3G4G-VZW, FortiWiFi-60D-3G4G-VZW, FortiGate-70D, FortiGate-80D, and FortiGate-94D-POE, fulfill these needs by integrating advanced security features with WiFi access point control, endpoint management, and policy control into a single, easy-to-manage appliance. This consolidation enhances network visibility and allows organizations to apply consistent policies across both wired and wireless networks, while also lowering management costs.

With simplicity in mind, Fortinet Connected UTM devices eliminate the need for a stand-alone network switch or wireless LAN controller by integrating these functions directly into the FortiGate appliance. Furthermore, the platform's award-winning ASIC architecture and FortiOS operating system allow multiple security features to be enabled without impacting network performance. Finally, Connected UTM appliances help ease PCI compliance woes by simplifying network segmentation configuration to separate Cardholder Data Environment from out-of-scope systems. The ability to easily segment the network sets the stage for the secure implementation of new technology initiatives, including digital signage, wireless POS, and kiosk systems that help retailers create value and stay competitive.

Highlights of the new Connected UTM appliances include:

- Embedded Verizon Wireless 4G LTE modem in the **FortiGate/FortiWiFi-60D-3G4G-VZW**, providing a failover WAN connection, or a primary connection to rapidly deploy new stores
- 48 Ethernet ports including 24 PoE in the **FortiGate-94D-POE**, eliminating the need for a stand-alone switch and enabling simple deployment of WiFi APs and VoIP phones

"Our implementation of Fortinet's new FortiGate-94D-POE and FortiAP wireless access points was aimed at creating a highly resilient, robust and secure network infrastructure that would cater for the business requirements of today, while enabling us to adopt WiFi dependent technologies like wireless POS systems," said Mitch Hirsch, network engineer at Kennards Hire, based in Australia. "Kennards is comprised of a highly distributed, national branch network. It demands reliable and high-performance security capable of protecting assets from a wide variety of threats. Implementing the Fortinet solution has enabled us to meet these requirements."

FortiPresence analytics: A New Competitive Edge

These days, many retail stores face stiff competition, customer attrition and lost sales to online retailers. To address this challenge, the FortiPresence analytics platform gives brick-and-mortar retailers a leg up over their competition, enabling them to compete more effectively against online retail counterparts. More than simple analytics technology, FortiPresence is an end-to-end solution that leverages a retailer's existing in-store Fortinet wireless LAN infrastructure to deliver a sophisticated customer influence engine and social Wi-Fi capabilities. This is aimed at guiding customers to make their purchases in-store, rather than trying the product and then buying it online. For retailers such as box stores, food and restaurant chains, shopping malls, and airports, the platform enables businesses to gain insight and understanding into customer behavior, optimize store hours, staffing and layout, and achieve elevated ROI on marketing investment, paving the way for higher customer retention rates and increased sales.

Availability:

The new Connect and Secure products: FortiGate-60D-3G4G-VZW, FortiWiFi-60D-3G4G-VZW, FortiGate-70D, FortiGate-80D, and FortiGate-94D-POE, including FortiPresence -- are available now from authorized Fortinet channel partners. For more information about FortiGate products, please visit: http://www.fortinet.com/products/fortigate/index.html; for more information about FortiPresence, please visit: www.fortinet.com/products/fortiap/fortipresence.html

About Fortinet

Fortinet (NASDAQ: FTNT) helps protect networks, users and data from continually evolving threats. As a global leader in high-performance network security, we enable enterprises and governments to consolidate and integrate stand-alone technologies without suffering performance penalties. Unlike costly, less effective and lower-performance alternatives, Fortinet solutions empower customers to embrace new technologies and business opportunities while protecting essential systems and content. Learn more at www.fortinet.com, or follow Fortinet at the Fortinet Blog, Google+, Linkedin or Twitter.

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