



Fortinet Recognized for

2021

Product Leadership

Global

SD-WAN Vendor Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Fortinet excels in many of the criteria in the SD-WAN vendor space.

AWARD CRITERIA	
<i>Product Portfolio Attributes</i>	<i>Business Impact</i>
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Match to Needs

Fortinet has been a long-time leader in the network security market. While the company’s initial foray into the SD-WAN market was narrowly defined in nature, Fortinet’s SD-WAN go-to-market approach has evolved to address the diverse needs of enterprise digital transformation.

“Fortinet has been a long-time leader in the network security market. While the company’s initial foray into SD-WAN market was tactical in nature, Fortinet’s SD-WAN go-to-market approach has evolved to address the diverse needs of enterprise digital transformation.”

- Roopa Honnachari, VP of Research

Fortinet SD-WAN is built with security features embedded in the platform. The SD-WAN functionality is enabled on its FortiGate appliance, which is a next-generation firewall (NGFW). The FortiGate foundation includes 2 purpose-built, application-specific chips: 1 for security and 1 for advanced networking. This enables the company to deliver ultra-fast SD-WAN and advanced security functions. While Fortinet’s strength lies in security, its FortiGate offer also includes an advanced routing stack, application performance optimization, and Zero Trust Network Access (ZTNA) access proxy built-in, at no additional cost to the customer.

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Security has always been a critical piece in the enterprise WAN transformation journey. However, with the rise in hybrid and multi cloud, Frost & Sullivan notes that connecting users to cloud-based application in a secure and optimized manner remains a challenge. Frost & Sullivan’s own research confirms that Fortinet’s secure SD-WAN properly aligns with businesses’ cloud-first strategy. Fortinet has established on-ramp connections to Azure vWAN, AWS Transit Gateway, Google Cloud, Equinix, MegaPort, and Teridion virtual edge data centers to enable

secure and optimized cloud connectivity from branches.

Product/Service Value

According to the Frost & Sullivan 2020 Global Cloud survey, 52% of the respondents said they have deployed cloud Infrastructure as a Service (IaaS) - and 42% said they currently use hybrid cloud. While cloud adoption continues to grow, enterprises have generally struggled to implement and maintain a secure, high-performing WAN that allows for efficient access to cloud-based applications across their user base. With the rise in remote working and distributed users accessing cloud-hosted applications, the enterprise perimeter is no longer limited to users within the company site.

Fortinet’s Secure SD-WAN solution consolidates pure SD-WAN capabilities, the Next Generation Firewall (NGFW), advanced routing functions and ZTNA Access Proxy (on a single appliance or a single virtual machine - VM) to deliver secure networking capability. The solution can be deployed in physical or virtual format on-premises or as a VM in the cloud, with a throughput of 20 Gig, which is the highest available in the industry.

Fortinet has many FortiGate models where some include wireless LAN, LTE and Ethernet ports as well as interfaces for these capabilities to pave the way for a software-defined branch that can manage 1,000s of sites through a single management system. Frost & Sullivan points out that the company, unlike other vendors, offers unrestricted bandwidth consumption on its appliances.

Customer Acquisition

Fortinet has been a long-time leader in the network security market. To break the perception that it is a security vendor that also does SD-WAN, and to eliminate the risk of not appealing to enterprise infrastructure or network decision makers, the company has consciously focused on highlighting its routing and networking capabilities in proofs of concept. In addition to PoCs, Fortinet highlights its SD-WAN solution and capabilities through marketing (dedicated SD-WAN page, assets, webinars, education, SEO, demand generation, and social media) and a customized sales approach (dedicates sales team and specialized SD-WAN experts, for example).

Fortinet’s ability to offer multifunction VNF (SD-WAN, security, ZTNA access proxy and advanced routing in one operating system and management system) has led to significantly large global wins.

While the initial traction around Fortinet's solution was from existing customers of the company's firewall solution, Fortinet has successfully carved a name for itself in the SD-WAN space. Fortinet's revenue from its secure SD-WAN offer (which includes at least SD-WAN functionality and/or SD-WAN plus NGFW features) has been nearly doubling since 2019.

Growth Potential

Due to its focus on secure SD-WAN and the ability to deliver multiple functions in a single hardware appliance or VM, Fortinet has seen significant growth in the last 3 years. Fortinet sells 100% through channel partners, including large telcos such as AT&T, British Telecom, Masergy, GTT, KDDI, Orange, and Windstream that are looking to add secure SD-WAN to their portfolios.

The company has also seen tremendous growth in the European market, with a significant percentage of its revenues coming from Europe, the Middle East, and Africa (EMEA), as opposed to North America, which is the case for most other vendors.

Conclusion

Fortinet has emerged as a formidable competitor in the enterprise secure networking space. While the company has always served as a leading competitor in the network security space, the transformation to adding SD-WAN, NGFW, ZTNA access proxy and advanced routing capabilities on a single operating system is highly commendable.

With the rise in hybrid working (home/office/road warriors), and with business users (employees, partners, suppliers) increasingly accessing cloud-based applications, the security perimeter is expanding beyond the office firewall. Fortinet's secure SD-WAN solution can be consumed in different form factors, including physical appliances or virtual form factor to enable a consistent security posture across all edges as well as quality of experience, thus setting the stage for secure access service edge (SASE).

With its strong overall performance, Fortinet earns the 2021 Frost & Sullivan Global Product Leadership Award in the SD-WAN vendor industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

