

BATTLECARD

Fortinet Retail

Executive Overview

Fortinet, Inc. provides cyber security solutions to a range of enterprises, service providers, and government organizations across the globe. Its “Fabric Ready” network security solutions consist of **cloud, virtual, and physical platforms, which provide integrated security and networking functions** to protect data, applications and users from network, and content level security threats.

Solution Overview

The retail industry is a common target of cyber criminals, with many retailers having been the victim of a data breach in the past. As digital innovation and the need to provide omni-channel shopping experiences drives network transformation, retail wide-area network (WAN) transformation like software-defined WAN (SD-WAN) with integrated security becomes more vital and more complex. Retail solutions must provide the centralized visibility and management of security devices without sacrificing efficiency and the quality of the customer experience.

Elevator Pitch

Based on our industry experience, retailers need secure, fast, and scalable store connectivity to enable seamless transactions in order to attain and retain customer satisfaction.

Fortinet’s Retail Branch in a box solution allows you to manage firewall, wireless, SD-WAN, switching, and 4G wireless broadband all from one single pane of glass with full integration of all products enabling robust reporting to help enhance your cyber security posture.

Retail Target Market and Key Audiences

Target Market

- Any multi-site retail organization in Quick Serve Restaurant, Fast Casual, Dine-in Restaurant, Consumer Goods, Apparel, Grocery, Pharmacy, Gas Stations, Convenience Stores, Franchises, Consumer Services, Department Stores, Discount Stores, etc.

Key Personas

- CSO, CTO, CISO, CFO, CMO, Chief Digital Officer (CDO), Network Services Manager, Network Manager, Retail Network Director, Retail Technology Manager, Store Network Manager, Telecommunications Manager

Value Proposition

SD-WAN

- SD-WAN is built into all Fortinet firewalls at no extra charge
- Routing capabilities of our technology are second to none allowing IT teams to deliver on business application objectives
- Ability to control and access cloud based applications in a secure and optimized manner
- Embedded secure sockets layer (SSL) inspection and decryption increases the chance of uncovering malicious content hiding in encrypted connections

Fortinet Key Facts

- 6 Gartner Magic Quadrants NGFW, UTM Leader/Visionary
- #1 Units Shipped, Security Appliances
- Over 500,000 Customers
- **HQ Location:** Sunnyvale, CA USA
- **Employees:** >5000
- **Estimated Revenue:** >\$2.2 billion growing
- **Website URL:** <https://www.fortinet.com>

Consolidation and Simplification

- Provides customers with visibility, protection, and control of their entire infrastructure estate through a “single pane of glass”.
- Ability to consolidate multi vendor environments into a single, cohesive, and connected Security Fabric
- Lowers total cost of ownership (TCO)

Fortinet Security Fabric Architecture Allows Customers to:

- Meet best practice security standards (industry and tech)
- Gain visibility and monitor enterprise applications and infrastructure
- Comply with ever changing regulatory landscape
- Reduce risk and security complexities

Pain Points for Retail

- Ecosystem complexity slows response and mitigation
- Ever changing regulatory landscape
- Security solutions must be adaptable and scalable to support growth
- Constant demand to transform digitally to enhance customer experience and stay ahead of the competition

Customer References

Sonic Drive-In

Secure company's digital presence revolution—delivering dynamic marketing content and real real-time information to each customer leverage Fortinet in +3,600 restaurants in 45 states.

GPS Hospitality

GPS Hospitality owns hundreds of Burger King, Popeye's Louisiana Kitchen, and Pizza Hut franchises, mostly in the south eastern United States, but reaching into Michigan and Pennsylvania as well. The company's expansion strategy called for an outsourced approach to IT using Honor Built which deployed Fortinet's technology.

The Paper Store

The largest family owned and operated specialty gift business in the northeastern U.S., the Paper Store employs more than 3,000 people at nearly 90 stores across six states and in the company's 500,000 sq ft. distribution center. With frequent new store launches, technology management grew more complex, and wide-area networking costs soared. IT Director Alex Fuchs sought to consolidate security and networking functions into fewer appliances leveraging Fortinet's software-defined branch (SD-Branch).

Batteries Plus Bulbs

Batteries Plus Bulbs chose Fortinet Partner Leeward Business Advisors using to manage many network and security operations functions for the company, leveraging FortiGate next-generation firewalls (NGFWs) seamlessly integrated with Fortinet SD-WAN.

Qualifying Questions

- When are you planning on taking a closer look at your WAN OpEx costs and how SD-WAN technology could play a key role in optimizing spend going forward?
- What type of questions are you getting from your marketing team around wireless, analytics, foot traffic, guest wireless, etc?
- How has the recent pandemic changed the way you guys look at cybersecurity?
- What has been your experience with your current firewall and switching products currently installed today?
- Many of our customers are looking at 4G wireless broadband as a primary connectivity means. What about you guys?
- When was the last time you saw a full presentation on what Fortinet's product line is made of? They are not the small firewall company anymore!
- How have TCO presentations from vendors been received by you guys in the past? We have a very compelling TCO argument when comparing our firewalls feature sets and cost to that of the competition.
- How are decisions made with firewall and security at ABC Corp?
- How are decisions made with respect to switching at ABC Corp?
- How are decisions made with respect to wireless at ABC Corp?



Additional Resources

- [Fortinet for Retail](#)
- [Fortinet Retail Video](#)
- [Fortinet Retail Cybersecurity White Paper](#)
- [Fortinet SD-WAN](#)
- [Introduction to Fortinet Retail Video](#)

Contact for More Info

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