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Cyberoam Debuts Channel Program

(Newburyport, MA) — Security VARs continue to be actively recruited by security vendors. The latest example is Cyberoam, a vendor that makes identity-based UTM (unified threat management) solutions. The company's new channel program provides partners with the resources and support infrastructure such as on-site VAR training and the support necessary to design and sell identity-based UTM solutions.

Cyberoam's channel program provides partners with market development funds and co-op funds, lead generation programs, deal registration and account protection, access to demo gear for customer site evaluation, and up-to-date competitive information and training to help approach competitive selling situations. Cyberoam also provides VARs with training targeted toward selling its solutions based on ROI.

As part of the program, the company also is launching the Cyberoam Autho-

rized Solution Partner Council, a group of 10 executive, technical, and sales/business development personnel representing Cyberoam's geographic and vertical VAR organizations. The council will provide partners with the opportunity to directly impact the program from an operational and strategic standpoint, as well as contribute to technical enhancement recommendations gathered from the company's customer base.

Cyberoam appliances feature an identity-based firewall, VPN (virtual private network), gateway antivirus, gateway antispam, intrusion detection and prevention, content filtering, bandwidth management, and multiple link management over a single platform. Cyberoam enables users to track Internet activity and set user-based policies — a differentiator among UTM products that will enable partners to grow their businesses in compliance-related markets.



www.cyberoam.com