



Diflex Honored as the EMEA New Partner of the Year in WatchGuard's 2022 Partner Awards

Lissabon – 2023-05-25, 2023 – Diflex announced today that [WatchGuard Technologies](#), a global leader in unified cybersecurity, has recognized it as the EMEA New Partner of the Year in the company's 2022 Partner Awards program. WatchGuard and its channel community gathered in Portugal, Lisbon, to celebrate another year of growth and excellence, and to recognize top-performing partners.

"WatchGuard's singular focus is to enable the MSP with its Unified Security Platform approach, so it's extremely rewarding to see new partners dive in and accelerate our stated company vision – to be the security platform provider of choice for the MSP community," said HoJin Kim, senior vice president and chief revenue officer at WatchGuard Technologies. "As a proud and enthusiastic new member of WatchGuard's executive leadership team myself, I'm very pleased to honor Diflex with the EMEA New Partner of the Year award, and I look forward to watching their continued success as a WatchGuardONE partner."

The New Partner of the Year award recognizes the most impactful partners that have worked with WatchGuard within the last year. These partners have shown unwavering dedication to quickly growing their business with WatchGuard, while exceeding expectations at all levels. The judges reviewed all candidates that became WatchGuardONE Qualified after October 1, 2021 and selected this year's New Partner of the Year winners based on a variety of criteria including partner level, sales performance, quarter-over-quarter growth, marketing engagement, and overall relationship with WatchGuard.

Steen Frederiksen is the CTO at Diflex and here is his words about this award:

- We have recently changed to WatchGuard as our supplier of firewalls and IT-security products. Since this change we have had a very high focus to deliver the best service to our customers and for that reason we spend a lot of time to get to know the products.

We are of course very honored and proud of this announcement and look forward to a good partnership.

WatchGuard's Annual Partner Awards program honors and recognizes top channel partners for their performance and implementation of WatchGuard's Unified Security Platform® approach and the WatchGuardONE Program to increase the scale and velocity of security delivery while gaining operational efficiencies and increasing profitability. Categories include "Partner of the Year," "New Partner of the Year," "Marketing Program of the Year," "Most Inspirational Partner of the Year," and "End-User Project of the Year." These prestigious awards are presented at WatchGuard's Partner Kickoff events around the globe. For more information about WatchGuard's Unified Security Platform approach, visit [here](#), and to learn about the WatchGuardONE Partner Program, visit [here](#).



About Diflex

Diflex is a IT-company based in south of Sweden that supplies costumers with IT-support and IT-hosting solutions. A big part of the service is the IT-security management where Diflex take care of the firewalls and the related IT-security features that a customer needs.

About WatchGuard Technologies, Inc.

WatchGuard® Technologies, Inc. is a global leader in unified cybersecurity. Our Unified Security Platform® is uniquely designed for managed service providers to deliver world-class security that increases their business scale and velocity while also improving operational efficiency. Trusted by more than 17,000 security resellers and service providers to protect more than 250,000 customers, the company's award-winning products and services span network security and intelligence, advanced endpoint protection, multi-factor authentication, and secure Wi-Fi. Together, they offer five critical elements of a security platform: comprehensive security, shared knowledge, clarity & control, operational alignment, and automation. The company is headquartered in Seattle, Washington, with offices throughout North America, Europe, Asia Pacific, and Latin America. To learn more, visit [WatchGuard.com](https://www.watchguard.com).

For additional information, promotions and updates, follow WatchGuard on Twitter ([@WatchGuard](https://twitter.com/WatchGuard)), on [Facebook](https://www.facebook.com/WatchGuard), or on the [LinkedIn Company](https://www.linkedin.com/company/watchguard) page. Also, visit our InfoSec blog, Secplicity, for real-time information about the latest threats and how to cope with them at www.secplicity.org. [Subscribe to The 443 – Security Simplified podcast](https://www.secplicity.org) at [Secplicity.org](https://www.secplicity.org), or wherever you find your favorite podcasts.

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Social Media Post

Diflex proudly announces that WatchGuard Technologies awarded us the EMEA New Partner of the Year in 2022. The New Partner of the Year award recognizes the most impactful partners that have worked with WatchGuard within the last year. These partners have shown unwavering dedication to quickly growing their business with WatchGuard, while exceeding expectations at all levels.