

Microworld to promote eScan offering

by [Stuart Wilson](#), Monday 5 September 2011



Rohini Sonawane, COO at Microworld

Representatives from Microworld are attending this month's DISTREE Latin America to promote the company's security portfolio to channel partners from across the region. Microworld's portfolio includes eScan and MailScan encompassing anti-virus, anti-spyware, content security, anti-spam and network intrusion prevention solutions.

"eScan's range of information security solutions covers the entire spectrum of security requirements providing futuristic security intelligence to computers, be it enterprise, SMB, or home user segment," explained Rohini Sonawane, COO at Microworld.

The vendor also offers a channel programme designed as a unified platform that serves to strengthen the business capabilities of partners as well as providing marketing and sales benefits. Channel incentive schemes and roadshows are designed to increase interaction with partners. The company also provides an eScan customisation kit to its partners, which helps them to adapt products. eScan is also now available in Spanish and Portuguese.

"We are excited to attend DISTREE Latin America 2011 as we have increased our focus in the Latin America region because it is a key area to increase our market share," added Sonawane.

"Globally, eScan is expanding and consolidating," she added. "We have realigned our products to the changing market dynamics by having market centric products for each segment. We believe that our growth is linked to our partners. eScan products offer excellent margins, customisation kits, better marketing support and renewal protection for channels partners, which makes it a preferred product for major channel partners."

Last year, eScan signed distributors in Mexico and Colombia. This year the company plans to increase its distribution channel further and strengthen eScan as a brand.

"Latin America gives us great scope in terms of market penetration and we have more and more channel partners associating with us. We are working together to create eScan as a brand, known as a preferred software among IT users," Sonawane said.

DISTREE Latin America

DISTREE Events is expanding into the Latin American market in 2011, driven by demand from ICT and consumer electronics (CE) vendors for a regional channel development platform. DISTREE Latin America will offer easy access to major buyers from across this vast region in one place at one time. www.distree-latam.com

The inaugural DISTREE Latin America will take place at the Jequitimar Sofitel in Guarujá, Brazil, from September 13th to 15th 2011. Read more details [here](#).

DISTREE Latin America offers vendors a powerful and cost-effective platform to meet senior executives from major distributors and retailers from across this vast continent, accelerating channel development for all attendees. Follow DISTREE Latin America updates on Twitter [www.twitter.com/DISTREE_LatAm](https://twitter.com/DISTREE_LatAm)

Exhibitor Enquiries

Companies interested in participating as exhibitors at the inaugural DISTREE Latin America, please contact fsimard@distreeevents.com quoting code LATAM11

Channel Partner Enquiries

For distributors, resellers and retailers interested in registering as delegates for DISTREE Latin America 2011, please contact tawfik@distreeevents.com quoting code LATAM11