

eScan eyes Latin American expansion

by Stuart Wilson, Friday 24 August 2012



Rohini Sonawane, COO at eScan

Channel EMEA (CE): What are eScan's main products and solutions and why should channel partners in Latin America consider selling them as part of their portfolio?

Rohini Sonawane (RS): eScan's range of information security solutions covers the entire spectrum of security requirements providing futuristic security intelligence to computers for enterprise, SMB and home user segments covering Windows, Linux and Macintosh platforms. Our product portfolio includes the eScan and MailScan range of products comprising anti-virus, anti-spyware, content security, anti-spam, and network intrusion prevention solutions.

As a part of our global expansion strategy, we have channel partners associated with us to enhance our reach in each and every corner of the world. For our channel partners, we have a unique partner programme offering great flexibility. The eScan connect programme equips our partners with sales, marketing and technical support, in addition to periodic channel incentive schemes to enhance their profit margins. Moreover, we have a special eScan customisation kit for our partners which they can use to customise eScan products to display their company information to customers. We have more and more partners as well as customers associating with the brand.

CE: What are your main reasons for attending DISTREE Latin America 2012? What do you hope to achieve at the event?

RS: In accordance to our global expansion strategy, Latin America is an area of major focus for us. DISTREE Latin America is one of the major events in the region that brings retailers and vendors of IT products together under one roof. This means an unparalleled opportunity to meet multiple distributors in one place at one time and wide market exposure.

DISTREE facilitates meetings and allows us to develop new business relationships, while also maintaining existing relationships. Because we have highly focused expansion plans for the region we are excited to attend the DISTREE Latin America 2012.

CE: Which geographic areas and channels represent the greatest opportunity for growth for eScan in Latin America?

RS: With respect to Latin America, eScan's range of products has excellent growth prospects in countries such as Brazil, Mexico, Colombia, Argentina, Peru, Chile, Panama, and Ecuador. eScan is looking for master distributors who are keen on adding our range of security solutions to their current portfolio to create and grow the brand.

CE: Why should distributors and retailers focus on your products? What makes your channel proposition better than competitors in the market?

RS: To attain maximum market reach, we have channel partners across the globe. We have a specially designed baseline partner programme that ensures that all the partners associated with the brand earn maximum benefits by promoting and reselling eScan products. We understand our channels' needs and flex our programme based on geographic and economic factors plus the infrastructure needs of the local IT security market.

CE: Do you offer a strong margin proposition to your partners?

RS: Yes, we have a structured channel hierarchy with a widespread distribution network comprising distributors, sub-distributors, VARs, resellers, retailers, ISPs, and OEMs that all help eScan reach IT users in various markets segments and verticals. We realise that our channel partners play a significant role in further expanding our portfolio and customer reach. To ensure profitability, we provide them with extensive commercial and technical training, sales support and work closely with them to identify new opportunities with customers. In addition, we also facilitate them support in terms of marketing and technical support.

CE: What sort of support do you offer distributors and retailers in terms of marketing, promotions and channel development activities?

RS: At eScan, we offer pre-sales and post-sales support along with sales leads in the form of direct customers or other sub-channels. We also provide go-to-market-kits and exclusive pre-release reviews, direct mailings, marketing collateral, online support, product documentation as well as demonstration kits to our channel that helps them maximise their margins. We also help them to participate in various trade shows, advertising, seminars, and events.

CE: What have been the major developments for your company in Latin America in the last year? What do you have planned for the next 12 months?

RS: In the last financial year, we opened up eScan Brazil in Sao Paulo to provide the benefit of local distribution and local support to our channels. We conducted various reseller partnership workshops in various cities in Mexico and had a partnership drive event in Colombia leading to tie-ups with a few major distributors.

For the current year, we have an expansion strategy planned focusing on other areas of Latin America. We have special plans for enhancing our distribution channel to enhance our market share. We have plans, along with our partners in the region, to conduct road shows, security awareness campaigns and other such marketing activities.

CE: How quickly is your business growing in the Latin America region? What market trends have you identified that are impacting your business segment?

RS: Our experience in the Latin American market has been promising. eScan is identified as one of the preferred security solutions in the region and is well received in all customer segments. The market penetration of eScan's range of security solutions is gradually strengthening. We have been working on enhancing the quality of our product as well as our price performance offering.

With respect to the market trends, in the year 2011 Latin America's online population grew faster than any other global region. As a whole, Latin America has 217 million internet users in 2011, according to eMarketer. The number is expected to grow to 285 million by 2015. Brazil accounts for the largest share of that group in 2011 at 36%. With this growth, awareness about IT security among users is increasing in the region. This has led to greater expectations concerning data and IT infrastructure security, increasing demand for IT security software across the region.

CE: Is your company channel-friendly? What are your overall channel goals and aims for Latin America?

RS: Absolutely. In fact, eScan is completely channel centric and we consider our channel community as an integral part of eScan's success. We do business only through our channel partners. If partners are interested in learning more about eScan products and becoming part of this exciting worldwide team of representatives and distributors, come and see us at DISTREE Latin America and tell us about your company.

DISTREE Latin America

The 2nd annual DISTREE Latin America takes place on September 11-13th 2012 in Buenos Aires, Argentina. DISTREE Events expanded 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 offers easy access to major buyers from across this vast region in one place at one time. www.distree-latam.com

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)

Vendors, distributors and retailers interested in attending DISTREE Latin America should contact tawfik@distreevents.com quoting code DLA12.