

McAfee, eScan promote necessity of security solutions for SMEs

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Security solutions providers' endeavour to spread awareness among SMEs about the importance of having IT security solutions in place to protect data seems to have produced positive results. According to AMI Research, the global market for security solutions in the SME segment is growing at a CAGR of around 9% per year and is presently valued at about US\$5.1 billion.

In view of this rising demand for security solutions among small businesses, security technology companies like McAfee, a wholly-owned subsidiary of Intel Corporation, and eScan are taking initiatives to promote the necessity of such solutions in the enterprise segment. While McAfee has announced increased focus and updated security solutions designed specifically for SMEs, eScan has come-up with a comprehensive report based on malware URLs for further awareness on the same among enterprises.

While almost all Indian SMEs today realise the importance of protecting data by installing security solutions, many of them are unable to afford the same due to budget constraints. Taking this factor into consideration, McAfee is looking to offer security solutions that are within the buying limits of small businesses.

Highlighting the necessity for SMEs to be protected, Gavin Struthers, senior vice president (Worldwide Channels) at McAfee, said in a press statement that small enterprises face the challenge of increased threats including spam, phishing, viruses and web attacks, which can disrupt the network and affect business operations. In order to avoid any such disruption, having security solutions in place is crucial for SMEs.

Mr Struthers further said that in order to keep the business continuously up-to-date, it is necessary for SMEs to have total protection against known and unknown cyber threats. Without constant updates, security software is of no use, he pointed out.

eScan's report

According to the report prepared by anti-virus and content security solution provider eScan, the total number of recorded malware incidents increased significantly last year. It added that [cyber crime](#) has become a deadly and silent epidemic, hurting several enterprises.

Under the present circumstances, IT administrators alone cannot salvage a situation and general awareness in this regard is a must for all employees in an organisation, opined Govind Rammurthy, managing director and CEO of eScan. In a media statement, Mr Rammurthy said that awareness is a key to cope with IT security issues and knowing which documents to download and open can prevent a system from getting infected.

In fact, documents have become one of the most common ways through which malware is spread across the web. Besides, a lot of cyber attacks take place through social networking sites, online games and sites containing malicious content, the eScan report stated.

Moreover, the increased usage of mobile devices, which is almost a necessity today for every business, has further exposed SMEs to cyber threats. Therefore, today SMEs face a major challenge of keeping their organisation secure. However, even with limited IT resources and budget, SMEs are striving to combat cyber threats. The support provided by McAfee and eScan will help them further in keeping their data secured.

Tags:

security software mcafee malware it security Intel Corporation escan enterprise cyber threats cyber crime Bizxchange
