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Mr. Sunil Kripalani, Senior Vice President – Global Sales & Marketing, eScan

Product range and solution's of eScan

eScan range of products cover the entire spectrum of the Information Security solutions, making it a one-stop shop for protecting all Information Security assets. eScan products are available for Home User, SMB, as well as Enterprise segment for Windows, Linux users.

eScan can do wonders in Indian Market

According to Internet in India (I-Cube) 2011 report, India has already crossed 112 Million internet users. Due to increase in the penetration of internet as well as PC market, the IT security software products are a profitable business to the channel partners. With their increasing usage, Mac based systems are now as vulnerable to cyber attacks as Windows. The increasing trend of mobility in the corporate world has made it difficult for administrators to manage remotely accessed IT assets and information. In addition, as online transaction methods that are a growing trend, has lead data sensitivity to be the top most concern. Hence, sectors like banking and financial services, telecom, IT and ITeS have started spending more in terms of security and now prefer licensed Anti-Virus. The increasing need for added protection has lead to introductions of many new security softwares in the market. Therefore, we foresee immense growth of Indian Anti-Virus market.

Market Strategy of eScan

eScan's go-to-market strategy has been designed after receiving various feedbacks and suggestions from our valued partners in order to highlight their strengths and maximize their sales potential. In order to deliver a unique value proposition to our customers, along with our excellent product, we empower our partners to proactively engage with their customers. To make this happen, we continuously support our partners in terms of product training, sales and technical support, etc. We are focusing across all the sectors; however, our focus is primarily government and public sector for enterprise offerings that will maximize our reach.

Market response of eScan in Metro and Non Metro Cities in India

eScan is been received extremely well by the market in all the segments in metros and non-metro cities pan India. Our market is expanding more in metros, while we have growing market in non-metro cities. In fact, the latest version of eScan has become a game changer in the information security industry with its innovative trendy & user-friendly design and next generation advanced protection from security threats. eScan being one of the most preferred security software amongst the IT users, says it all.

eScan's Initiatives and Focus for its Channel Partners

Individuals who are working with small companies, micro-businesses and freelancers, who are proactively willing to work dedicatedly with eScan for expanding its market reach across his region or geography, can join eScan partner team. With our enhanced channel partner program, more and more partners are teaming with eScan regularly. At present, more than 6000 partners pan India are actively promoting eScan across all segments.

At eScan, we recognize the contribution of our valued partners in our constant growth. Along with our excellent security solution offering, we support our partners by working closely at each step with them in identifying new opportunities and ensuring business profitability. Our eScan Partner Program is a unified platform where our partners can strengthen their business capabilities. We have periodic channel incentive schemes designed to ensure higher benefits. We also organize road shows regularly to establish our partner connect. In order to strengthen our partner relationships across globe, we plan special marketing strategies together with partners to ensure they achieve higher revenues.

We have always been a pro-channel security vendor, and we recognize the contribution of these partners in our growth today. We are tapping into more channel partners to reach out more customers from various segments. We provide our channel partners with sales support and technical support. For marketing purpose, we help them with trade shows, advertising, seminars, events, exclusive pre-release reviews, direct mailing, marketing collateral, online support, product documentation and demo kits along with product power point presentations. eScan partners also have access to the general information through our website that contains product information for prospects, FAQ sets and online access to searchable Knowledge Base.

At eScan, we constantly evaluate our distribution model to ensure that it fits with the local dynamics of the marketplace. We have powerful network of partners and resellers pan India that make eScan reach to major as well as non-major cities.

eScan’s Future Plans and Programmes in India for 2012

The year 2011 witnessed a considerable change in the threats landscape with more sophisticated and targeted attacks. Looking at the current scenario of the security landscape, year 2012 is said to face even more persistent and sophisticated cyber attacks. As always, we will be focusing on our product enhancement that suits the continuously changing technologies trends. With the changing market dynamics, we will be aligning market centric products that are segment specific. With hackers and cyber criminals shifting their focus on the Mac based systems, eScan range of security solutions will soon add Mac Edition. In 2012, we also aim to continue strengthening our presence across the country.