

## EXL Public Relations

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# Stop that virus!

**Given that enterprises, big and small, are concerned with the security of their content and are evaluating options from various vendors to avail the best security suites, anti-virus, both as a product and solution, is here to stay**

**T**he recent virus attack on the online version of the Common Admission Test (CAT) for the IIMs and other business schools that slowed down examination process and led to some being canceled across the country, is a perfect example of why we need an effective security solution. Given that enterprises, big and small, are concerned with the security of their content and are evaluating options from various vendors to avail the best security suites, anti-virus, as a product and solution, is here to stay.

**SIGNIFICANCE OF ANTI-VIRUS**

According to Jagnath Patnaik, VP—Sales & Marketing, Quick Heal Technologies, "Enterprises of all sizes and even single PC users rely on the Internet to meet their day-to-day needs. In choosing to use the Internet puts users in a vulnerable position in which they are open to attacks from malware, viruses, Trojans etc. It is therefore important for them to invest in an anti-virus solution so that they are able to browse without fear."

Sharing a similar train of thought, Amit Nath, Country Manager—India and SAARC,

Trend Micro, said, "Malware is forcing enterprises and PC users to opt for the best anti-virus solutions to avoid loss of data, productivity and business not only at the end-point but also for servers and Web solutions."

**MARKET OVERVIEW**

According to a recent Gartner prediction the Asia-Pacific security market is growing at an average of 28 percent, even as the worldwide market for anti-virus solutions at large is growing at 12 percent.

The above figures are indicative of the fact that the security market is likely to witness a boom in terms of sales and growth in the coming years. While user awareness about having a legal anti-virus software installed is one of the primary reasons for the growth, PC and broadband penetration are some of the other reasons for the growing demand.

Anil Gupta, Head—National Sales, Microworld pointed out, "Awareness around legal anti-virus has solutions have increased amongst the users. In addition, anti-virus as a product is being technically updated to ensure greater security. Few years ago, viruses were being sent as programs, while now



hackers have started using technically advanced ways to crack into a PC."

Nath of Trend Micro further opined, "As vendors we need to be cautious as the enterprise customer is still a deserving

customer and is looking at opting for vendors who are ahead of the curve. With virtualization gaining prominence and security moving towards cloud computing, customers are looking to opt for an anti-virus that offers maximum security."

Patnaik from Quick Heal stated, "In the last few years, the security software market has not grown in proportion to the PC market. It is only now

that it has started showing signs of growth. However, the market is yet to mature fully and anti-virus as a product still has to grow both technically and in terms of commercial sales. There was a time when a

single-user anti-virus was priced between Rs 1,800-2,000 and now it is available between Rs 500-600."

On the other hand, MH Noble, MD, Zoom Technologies, distributors for Kaspersky in India shared, "In the past, anti-virus was only available to corporates due to the price factor. However, with software becoming affordable, the price of anti-virus has also come down largely."

**OPPORTUNITIES FOR SPS**

With the market scenario improving, companies are increasingly looking at Capex investments. 2010 will see more and more companies investing in Web solutions, virtualizing solutions and data leakage solutions. This also implies is that opportunities that lay before the community of solution providers is huge.

Nath of Trend Micro pointed out, "In the first place, SPS need to distance themselves from reactive selling to a proactive one. Partners will have to convince their customers that their businesses are not fully secure. SPS must also provide consultation to customers when they require it. This way, the SPS will be in a position to identify the gaps in the organization and will then be able to suggest a relevant security suite."

Patnaik from Quick Heal concluded, "Partners who are looking to go beyond selling anti-virus as a box item can look at venturing into managed security services. They will then have to bundle the software along with services," he opined.