

Govind Rammurthy, CEO & MD, eScan Microworld on VARIndia

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**Govind Rammurthy,
CEO & MD,
eScan Microworld**

What are the core strengths of eScan?

Some key strengths of eScan that make it one of the most preferred Information Security solutions include lowest memory usage: eScan has one of the lowest memory-footprints (less than 10MB at idle times) amongst all AV products. eScan End Point Security helps customers to secure USB/Flash and other storage devices. Device control also provides for white-listing and device authentication so that users can "disallow" foreign devices from accidentally infecting their systems. Another feature is protection from accidental detections of Operating System files (false-positives) - The problem of wrong detection of file as malware will never arise with eScan. eScan Remote Support helps consumers to detect and solve malware-related issues, in the fastest possible time-frame. And, many such exclusive features set eScan apart from others.

For how long you have been associated with the IT industry?

I have been involved with the IT industry for more than 18 years. To be precise, I have been involved in developing products for the Information Security industry for more than 17 years. Prior to heading MicroWorld, I had a brief stint at TELCO, India.

How do you find your channel association?

We consider our Channel community as an extension of our business and are continuously working to provide them with resources to enhance customer protection and increase their bottom line. We invite the channel partner to be associated with eScan for better return on their investments and become antivirus specialists through our regular training programme.

How is the channel structure of eScan put in place?

eScan considers its channel partners as its fundamental assets and a force multiplier for its business. Our channel strategy is to be the partner of choice in India. In India, we work on the regional distribution model. We have specialized distributors for all regions covering entire India from Jammu to Kanyakumari to cater to our channel community needs.

What is your go-to-market strategy?

To reach out to the market, we leverage our extremely strong and widespread partner network across the

country by constantly equipping them with tools and updating them on the latest happenings in the industry that will help them to address the customer's needs more efficiently. We also constantly provide training to our partners to enable them to become AV specialists and effectively support their customers.

eScan also has a well-organized Partner Programme that helps partners to directly leverage our Marketing and Sales Resources to maximize their sales opportunities and increase their profitability. We also support our partners with competitive pricing and collaborate with them on key accounts to ensure that they do not lose prospective customers.



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