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SOFTWARE

Microbe alters business model, signs eScan

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Special deals for new resellers.

Traditionally a Kaspersky only distributor, Microbe has stepped away from a single vendor distribution policy announcing today a partnership with antivirus vendor eScan.

Microbe will distribute the eScan range of antivirus, anti-spam and content security technologies across Oceania which includes Australia, New Zealand and the Pacific Islands.

Microbe sales and marketing director Mark Hay denied a split with Kaspersky, confirming that the distributor still "loves Kaspersky". Rather, "eScan is a complimentary product.

"It sells into a couple of the gaps, particularly around anti-spam for [Microsoft] Exchange," said Hay.

"We're happy for resellers to take on either or both."

Hay said the distributor may even expand its vendor partners further - particularly in hardware - but its "software book is full."

Additionally, Hay has signalled a recruitment drive of reseller partners to bolster the existing 1200. Microbe has offered new resellers "generous margins and great pricing to launch," the product.

The distributor has also launched a website at [escan.com.au](#) as well as a new marketing portal for resellers.



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eScan's parent company is MicroWorld, a company founded in Mumbai and headquartered in the US.

Sunil Kripalani, vice-president, global sales & marketing of eScan said he wants eScan to be one of the top three preferred information security brands in Oceania by 2011.

"This partnership with Microbe will help us accelerate our plans by tapping into Microbe's network of more than 1200 active channel partners," said Kripalani.

Microbe is the distributor and accredited technical support centre for eScan AV security software solutions in Australia, New Zealand & Oceania.

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