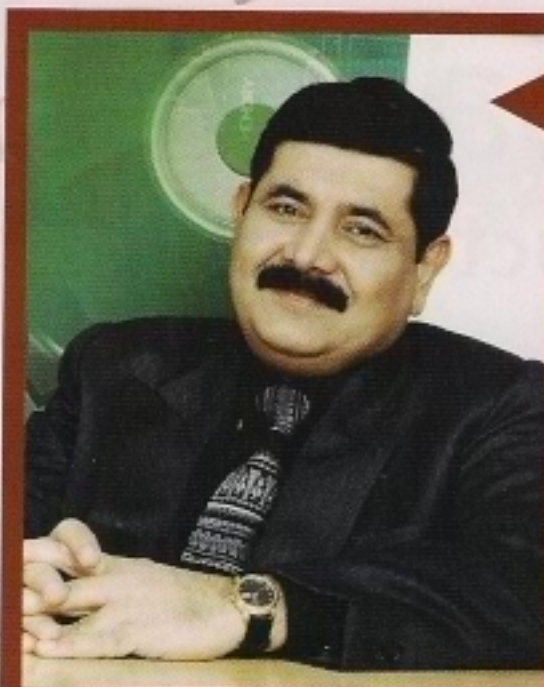


SME CHANNELS

India's First IT Magazine For SME Business

COVER STORY SECURITY



"THE SMEs RECOGNIZE THE NEED OF COMPLETE SECURITY SOLUTIONS NOT ONLY FOR PROTECTION FROM MALWARE BUT ALSO FOR DATA AND IMPORTANT CONTENTS"

SUNIL KRIPALANI, VICE PRESIDENT GLOBAL SALES & MARKETING, ESCAN

eScan is another Indian born brand for antivirus. The company understands very much the need of the SMEs thus they align their programmes with the need of the SMEs. Sunil Kripalani, Vice President Global Sales & Marketing, eScan, says, "SMEs primarily need an assisted implementation of security solutions & technology as well as a robust support system for uptime of their networks. As their major focus remains towards business growth, they look for partners or principals who have these systems in place for security deployment, support and upkeep of their network on a real-time basis."

Similarly, eScan has SKUs both in AV and ISS versions for Windows and Linux based Desktop and server solutions for SMBs starting from 5 users and above.

Sunil says, "Today the SMEs recognize the need of complete security solutions not only for protection from Malware but also for data and important contents. The other major concern areas remain are price vs. technology and support, we have been successfully addressing the same for quite some time now. Our commitment towards providing seamless support also has helped to build the confidence among our channel partners."