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"ENDPOINT SECURITY IS THE MAJOR CONCERN FOR SMEs"

Security is one of the major concerns of the SMEs. They look upon the vendors and partners to take care of this by providing a scalable, easy to install and easy to manage solutions. MicroWorld is one such organization, which understands the pain points of the SMEs in the security space. **Govind Ramamurthy**, CEO and MD, eScan spoke to SMEChannels as to how his company is ready to tackle issues. Excerpt

Today SME segment has emerged to be a big market for every vendor, how do you see SME market in India from security point of view?

Currently, portability of data with facilities like Wi-Fi and the use of portable devices like laptops, smart phones, and USB drives have given way to opportunities of various data leaks. A standalone antivirus without endpoint security will not suffice. Endpoint security is a major challenge while securing the network. Understanding this requirement, MicroWorld has come out with solutions that has endpoint solution integrated rather than a standalone solution. SMBs are growing at a tremendous rate and they also require corporate level protection. In this tough economy, SMEs have realized the importance of Information Security as theft of confidential information or intellectual property can have a direct impact on their growth. Also, with adoption of data protection laws that requires high levels of data security have forced the SMEs to do a rethink on their information security needs and now they are looking for solutions that not only offer value for money but also proactive protection for their both the perimeter

and endpoints, securing their data from all Information Security threats and vulnerabilities.

What kind of solutions do they need and do you have those solutions?

Like large corporate, small and medium sized enterprises also require corporate level protection. Therefore, last year we had launched SME centric products that provide corporate level protection at SME level price as SMEs today understand that ensuring business continuity is essential to increase their growth and bottom lines. Endpoint security is the major concern for SMEs and today Endpoint solutions are targeted more towards enterprises. Data loss or virus infection through portable storage devices can be detrimental to the bottomlines of the SMEs. The effective solution that addresses this major threat is eScan Internet Security Suite for SMEs. eScan Internet Security Suite for SMBs/SMEs provides them with comprehensive protection and multi-layered security normally available in an enterprise level product. eScan's proactive protection combined with endpoint security and asset management ensure that SMEs are protected from all Information Security threats that target

their confidential information assets and intellectual property.

What is your strategy for wooing SMEs?

Our Strategy is to provide SME centric solutions that can provide Enterprise level security at a price affordable to the SMEs.

What is your distribution and marketing strategy?

We are implementing a two pronged strategy to increase our market share in the SME segment through channel and customer activation programs. As part of our channel expansion plan we have signed up distributors across India and now eScan is available from Kanyakumari to Phulwama. We are strengthening our channel base that caters to the SME market through aggressive channel promotion plans.

How is your empowerment programmes for the partners?

MicroWorld ensures its channel partners benefit from competitive pricing and good margins. Apart from this MicroWorld also provides active



pre and post sales support to its partners. We regularly train the technical team of our partners so that they not only provide the first level of support but also can become AV specialist adding to their bottom-line.

What is your support strategy?
We at eScan, believe in providing proactive support to our customers and partners. With the eScan Remote Support function that is now part of all our products, we pro-

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vide free remote support to all our customers round the clock.

What is your advice to the partners in terms of developing skill sets to focus on SMEs?

In the current economic scenario, SMBs are not willing to compromise in terms of security and channel partners have the opportunity to benefit from this situation if they focus on selling security as a solution and not as a product.