

EXL Public Relations

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Security is one of partners to take care solutions, MicroWo the SMEs in the s SME Control of the SME segment has emerged to be a big market for every vendor, how do you see SME marged 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 Ni-Fi and the use of portable devices like laptops, and phones, and USB drives have given ave to opportunities of various data leaks. A standahor attivitue without endpoint security will not suffice Endpoint security is a major challenge with securing the network. Understanding this sequement, MicroWolf has come out with solutions that has endpoint security as the atting interview. MicroWolf has come out with solutions that has endpoint solution integrated the securing the network. Understanding this sequement, MicroWolf has come out with solutions that has endpoint solution integrated the securing the network. Understanding this provident at a standahor solution.	 of this by providing a scalable, eaurild is one such organization, which security space. Govind Ramamurt Channels as to how his company 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 hauched SME centric product 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 as the major concern for SMEs and today Endpoint solutions are targeted more towards enterprises. Data loss or virus infection intrough portable storage devices can be detrimental to the hottamilines of the SMEs. The effective solution that addresses this major threat is exan Internet Security Suite for SMEs/SMEs provides them with comprehensive protection 	 And the serve to manage the understands the pain points of the pain points. Excerpt And the paint of the paint points are paint of the paint points are paint of the paint points are paint of the paint of the paint points are paint of the paint points are paint of the paint of





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 hut 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-

"MICROWORLD ENSURES ITS CHANNEL PARTNERS BENEFIT FROM COMPETITIVE PRICING AND GOOD MARGINS"

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?

Detsite to roccus on SMEST 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. COM