



HOME CATEGORIES ▼ SPECIAL ▼ CASE STUDY WHITE PAPER TECH TREND ▼
ASK AN EXPERT

Simple Solutions - Simplifying Business

July 2012 Edition

 SHARE    Print this  RSS

Posted on -Friday, July 20, 2012 By VARINDIA Correspondent



Sunil Kripalani
Senior VP - Global Sales & Marketing
eScan

Today, IT users among all the segments not only understand the importance of security solutions but also realize the difference between the free software and the licensed version. They realise how important the Anti-Virus updates are that keep the system updated in order to ensure protection against zero-day threats. Hence, the demand graph of licensed security software is drastically rising. eScan claims and sees tremendous growth in the sale of licensed versions.

Separate AV for separate product categories

Yes, there are separate product categories available in the market and eScan's range of solutions are already available in the market for PCs/ laptops for all the segments ranging from Home users, SMBs as well as Enterprise for Windows and Linux platform. "We are working on eScan security solutions for Tablets and Mobile phones. Moreover, eScan security solution for Mac platform is on the verge of launch," informs Sunil Kripalani of eScan.

Safeguarding Channels business

The channel plays a vital role in their business expansion. Hence, it becomes very important for them to ensure that they gain diversified benefits with their association with eScan. "We are in continuous process of providing them with the resources to increase their business growth as well as relationships with customers," he adds.

They have an exclusive partner programme for their channels that ensure that they earn maximum from their investments. eScan provides them a special training programme that makes them Anti-Virus specialists. This helps them to understand the needs of customers and serve them better. We provide them assistance to close deals and make decent margins. In addition, channel is provided with both technical and marketing support. eScan's customization tool is designed specially for partners which helps them to earn recurring renewal business.

"We come up with special channel-oriented schemes regularly that provide opportunity for our partners to earn additional incentives. We plan various marketing activities like road shows, security awareness programmes, etc. in association with our channel partners that helps them enhance their business growth," Sunil adds.

Last but not the least...

At eScan, to reach the market efficiently, they have a strong and extensive partner network across the country.