

EXL Public Relations

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REGION

eScan launches new website

DQW NEWS BUREAU

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e Scan has launched its new website www.escanav.com.

This change in the domain name from earlier www.mwti.net, is in keeping with the positioning of the eScan brand and increasing connections with customers. The new website brings an easy and friendly user interface to its visitors. The website is targeted to address the needs of both channel partners and the end-users. Through unique functions like RSS feeds for 'eScan Hotfix Alerts' and 'eScan Virus Alerts' the website provides visitors with not just product information but also updates them with critical information that

helps to keep them safe online.

Besides these, one can subscribe to the eScan RSS Feeds to get real-time update on security. The new website also offers better navigation through the different pages and layers, making it easier to search for information and help. With new social media connections, one can now easily keep up-to-date with the latest in the world of online security by following eScan's updates on popular social networking sites like Twitter, Facebook and others with just a click. Also the enhanced support option on the website provides a hassle-free approach to a customer to reach out to eScan for support.

Speaking about the new website launch, Govind Rammurthy, CEO and MD, eScan said, "Be it in our software or in our online presence, we always strive to improve our customer's experience with eScan. A whole new look and the ease of access to information was the main thought behind developing our new website. Online has become a very effective medium for communicating with our customers and partners. That is why we have introduced RSS feeds that can provide instant alerts on new eScan developments and information security threats. We have also leveraged the social networking media to communicate to our customers and partners in this new avatar."