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Events



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We are not affected by the slowdown

11 August 2009

05:34 am, Anil

Gupta, Head – National Sales, MicroWorld

MicroWorld has launched various programmes to reach out to its resellers. Anil Gupta, Head – National Sales, MicroWorld, in an interview with Charu Khera, asserts that MicroWorld's channel policies are not governed by the current economic slowdown.



Q:Can you please elaborate on your various channel strategies? How widespread is your existing channel network?

A: Our main channel strategy comprises providing training to our partner's engineers in both sales and support as our partners are first line of contact with the end-users. We also continuously reward our loyal channel partners with schemes to help them grow their business. We currently have more than 2,000 active channel partners across India but we are targeting to increase our channel base to more than 3,000 active channel partners in FY 2009-2010. We are also looking at tapping the resellers and Value-Added Reseller (VAR)

segment that mainly caters to the SoHo and SMB segment. We already have a presence in tier-two and tier-three cities across India.

Q:Has MicroWorld initiated any channel engagement programmes lately? Could you please brief us on the same?

A: We are attempting a road show with Digit Channel Champ to cover 32 cities across India in a span of two months. Around 50 resellers per city would be attending the same, which will help us increase our penetration in the Indian market. This road show is aimed at increasing our reseller network and addressing the concerns of our existing partners. Moreover, we will be providing demonstrations to all our resellers about the current information security issues



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and how our products are the best fit for the current scenario. In addition, we have also launched the Monsoon Bonanza scheme for resellers to earn rewards based on point system. This scheme offers many exciting prizes to our partners such as holidays to exotic locations, multimedia phones, refrigerators, digital cameras, etc. To be eligible for the scheme, resellers have to collect certain number of points through their sales. We have devised this scheme for our resellers to show our appreciation for their contribution and loyalty because they form important pillars of our distribution system by helping us in reaching our customers. This occasion will help us to strengthen our relation with resellers and will also aid in reaching out to new ones.

Q:Has the sale of your anti-virus software been affected by the market slowdown with many customers now using pirated software?

A: There are two areas in IT—security and storage —that are seeing tremendous growth. This is because they are considered OPEX (operational expenditure) and not CAPEX (capital expenditure). Especially, SoHo users have become more aware about data security. This is due to the increase in their dependence on online banking. Thus, they are now focusing more towards buying licensed anti-virus software, which provides them with regular updates to protect their systems. The sale of our anti-virus solutions is not directly affected by the recession.

Q:Are you looking at revamping your channel policies in the wake of the current economic slowdown?

A: As said above, we proactively help our channel partners to increase their bottom line. There has been no effect on the sales performance due to the current economic slowdown. Thus, we are currently not looking at revamping our channel policies. But we plan to launch various incentive programmes for our partners in future.

Q:Increasingly tough competition has been forcing many channel partners to sell below the MRP (Maximum Retail Price). What, according to you, can vendors do to safeguard the interest of their channel partners in this regard?

A: Our products are one of the most competitive when compared to any product available in the same segment. Our products are more market-focused and come with value for money in both features and cost. Our partners give better post-sales service, so they have a better edge and are able to sell at MRP. One of the major reasons is the constant training we provide to our partners in both —post-sales services and support to customers.

Q:What are some of the challenges that you face in reaching and managing your remote smaller partners?

A: We do not face any difficulty in reaching to our partners in tier-two and tier-three cities. We regularly meet our partners via direct visits, phone calls and online medium. Our distribution model is structured in such a way that even remote partners are always informed on all the latest developments. This is one of the reasons that we are witnessing a surge in the number of channel partners signing up with us to sell our products even at remote locations.