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eScan Pens New Strategies

Sonal Desai, CRN, July 13, 2012, 1400 hrs

eScan has appointed Savex as its national distributor for the consumer segment. "With its network of 41 offices across India, Savex will add value to our business. Our synergy with Savex will enhance eScan's availability in Class B and C cities, thus maximizing our market penetration and revenue. We expect an increase in our revenue by 3-4 times by the end of FY2012-13," said Sunil Kripalani, Senior VP, Global Sales & Marketing, eScan.

For the corporate segment, the company has appointed special business heads with experience in national sales of IT software solutions.

It recently appointed Leo Veluthukaran as National Head for the banking, telecom and ISP verticals; Ravi Shankar for the education vertical (pan India) and corporate verticals (in the south and east). These executives will work closely with national and regional SIs such as Orient Technologies, Team Computers, Value Point, Webcom Technologies and Accel Frontline.

Jayesh Shah, Director, Technical, Orient Technologies, said that the SI would promote eScan along with its managed services offerings. "We are looking at growing the eScan business to 10,000 licenses in this financial year, up from the 2,000 licenses we have been selling so far. We are in the process of integrating eScan with all our product offerings."

eScan has bagged hi-profile customers such as Donear Suitings, Bassein Catholic Co-Operative Bank, Iron Mountain India, Snowcem Paints, Jaslok Hospital, Laqshya Digital Media and GTL.

"We aim to expand our sales team in Mumbai, Pune, Bengaluru, Delhi, Chennai, Hyderabad, Ahmedabad and Kolkata. Plans are also afoot to carry out marketing activities across the country," Kripalani said.