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eScan enhances end-user experience with latest SKUs

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Posted on -Friday, June 14, 2013 *By VARINDIA Correspondent*



To ensure greater availability of its SOHO range of products for end-users, eScan has introduced multiple SKUs (Stock Keeping Units). The SKUs will enable end-users to select eScan product as per their needs in terms of users and required

licence period.

Sunil Kripalani, Senior Vice-President – Global Sales & Marketing, eScan, said, “Availing multiple SKUs will ensure greater availability of eScan range of products. This will not just help our partners to serve the customers better but also help customers to have multiple choices and buy eScan products as per their needs. This will surely enhance our market penetration.”

Anil Gupta, AVP – India Sales, eScan, said, “eScan’s core objective has been that the customers are at an added advantage by availing the needed products. The various product offerings through multiple SKUs will benefit the entire chain of people involved with eScan’s distribution, including the Channel Partners, Resellers and ultimately the end-users. The availability of multiple SKUs will definitely bring out massive demands being addressed immediately and efficiently.”

This wide option for end-users will help partners close orders faster with better margins for eScan’s cloud-based security products for the home segment and ensure a wider range for users with multi-year licence.