eScan enters into a strategic alliance with Datawind

By Prasanth Menon - 21 June, 2013

0 Share 0 Tweet 0 Share

0 comments | Email | Print

Anti-virus and content security solution provider, eScan, has formed a strategic OEM alliance with Datawind, manufacturer of 'Aakash' tablets for Government of India and other mobility devices. The alliance will provide eScan security solution in both government and commercial product 'Ubislate' for Datawind.

Sharing his views on this exclusive partnership, Sunil Kripalani, senior vice president, global sales & marketing, eScan said, "We are very excited about this alliance with Datawind, as we strongly believe that this will bring value for the users together with a world-class tablet provider, one of its kind along with complete protection for the users against increasing cyberthreats and a strong value proposition. Hence, with this alliance we look forward to provide a secured computing environment to customers as well as enhance our market in the region."

RELATED STORIES :

eScan partners with Webcom Information Technology

eScan announces its roadmap for 2010

eScan partners with C-Edge Technologies

eScan launches new website

eScan launches new website

Keeping with the ever increasing security threats for the tablets used across segments from SOHO to enterprise, this alliance is going to provide all 'Ubislate' tablet users a proactively secured computing environment not only from internet based threats but also from endpoint security threats, such as USB based devices, applications, etc. eScan Tablet Security for Android provides protection against raising cyberthreats such as malware infections, objectionable content and identity thefts.

On this exclusive alliance, Anil Gupta, AVP, India Sales, eScan said, "Tablet PC market in India is one of the fastest growing markets with its multi-usage features that provide excellent user experience, in addition to the increasing mobile internet penetration across the country, enhanced reach and changing lifestyles of consumers across the country. Datawind being one of the top three tablet sellers in India, this strategic alliance brings us together, an opportunity to reach the growing Indian customer base and give them a secured environment for their day-to-day computing requirements."

Talking about this partnership, Datawind spokesperson, Amit Goyal, VP, platform strategy & alliances, said, "Today, tablets are increasingly being replaced with PCs. They have proved to be a better productivity tool with its excellent form factor compared to mobiles. IT security is a serious issue for businesses across all verticals as well as end users. With an intention to provide continuous protection from evolving cyberthreats to our esteemed customers and secure their important data, thus ensuring secured computing environment, we have tied with eScan to be made available with our products. Hence, this alliance brings a lot of value to our users and is a perfect strategic fit with our vision."