



### **For Immediate Release**

### **eScan expands its partner network in UK**

**UK, September 08, 2011:** eScan, the leading Anti-Virus and Information Security Solutions expands its channel partner network for SMB and Corporate segments in UK through their newly appointed distributor Arcus Technology Limited, providers of Information Technology expertise, solutions and services.

On this occasion, Mr. Sunil Kripalani, eScan Vice-President Global Sales and Marketing, added to that, "The latest preliminary forecast by Gartner, Inc. says that the PC market growth is all set to touch 352 million units by the end of 2011, a 3.8% increase from 2010, and forecast to witness better growth by the end 2012. The threat to SMB's & Corporate has increased manifold. According to the current scenario, security plays a prime role in ensuring business continuity. With the constant rise in our growth graph, we have exclusive expansion plans in UK. Our partnership with Arcus Technology Limited is a step ahead to make eScan, the most preferred Anti-Virus amongst the Information Security Solutions available in the UK market."

Mrs. Shweta Thakare, Asst. Vice-President - Europe Sales of eScan said, "Currently, the major security trends faced by IT users are the continuous increase in the number of PDF attacks, increase in the number of attacks using covert techniques such as JavaScript obfuscation, continuous havoc created by the Zeus Botnet toolkit, the boom in social networking that provides new ways of accessing systems to hackers and also the increase in social engineering techniques such as phishing that aim to trick people into disclosing personal information. As there is a constant growth in the PC market in UK, to penetrate such a mature market, we needed a partner who has a strong channel network like Arcus Technology Limited. Hence, with eScan's strong product portfolio and Arcus Technology Limited's partner network, we look forward to attain a sizable market share in SMB & Corporate sector in UK."

Talking about eScan range of products, Mrs. Thakare added, "Our latest version of eScan provides multi-layered protection and utilizes the least memory and system resources, thereby not compromising on the speed of the system. We are proud to present eScan, today's solution for even tomorrow's security threats to IT users in UK. And we are confident that with this partnership, eScan will soon become the most preferred Information Security Solution in UK."

In UK, the approximate growth rate of internet use has increased by 51.4% and is growing rapidly. With this, there is a high awareness of the requirement for security with IT users. The most common threats perceived by IT Users is identity theft due to inappropriate access to sensitive data, such as bank accounts. The number of internet users is increasing constantly. Also, though there is a low



understanding of what is considered secure and insecure amongst users; however there is a high awareness about the need of an Anti-Virus product.

Sharing his thoughts on this partnership with eScan, Mr. Dale Heath, Managing Director, Arcus Technology Limited said, "This partnership represents a fantastic and exciting opportunity for Arcus Technology to work with the world's leading established Security Solution provider, eScan. This partnership will enable us to continue bringing innovative technologies to both the UK Channel and our own direct customer base. We are sure that soon eScan will be one of the most preferred Anti-Virus & Content Security Solutions for the IT users in UK. Currently, our major focus is on the Small & Medium Enterprises, including education and healthcare sectors."

For additional information on eScan 11, please visit the eScan website at: [www.escanav.com](http://www.escanav.com).

### **About eScan**

eScan, the world's first Real-time Anti-Virus and Content Security software for desktops and servers is developed and marketed by MicroWorld. It is powered by innovative and futuristic technologies, such as MWL Technology, DIRC Technology, NILP Technology, and sophisticated Anti-Virus Heuristic Algorithms that not only provides protection from current threats but also provides proactive protection against evolving threats. It has achieved several certifications and awards from some of the most prestigious testing bodies, notable among them being Virus Bulletin, AV-Comparatives, West Coast Labs (Checkmark), ICSA, and PCSL labs. Combining the power of various technologies, eScan provides Multilevel Real-time Protection to Computers and Networks. Visit [www.escanav.com](http://www.escanav.com) for more information.

### **About Arcus Technology Limited**

Arcus Technology is a provider of Information Technology expertise, solutions and services with strong capabilities in virtualisation technologies and solutions in United Kingdom. It provides Managed ICT services to small and medium organisations, along with in-depth analysis, consultancy and support for more specific initiatives. Some of its major clients are in Retail, Healthcare, Education and Pharmaceutical industries. The company aims to support all segments however; currently their major focus is Small to Medium Enterprises, including sectors like education and Healthcare.