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eScan strengthens its Channel Partner Network

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Mumbai, Maharashtra, July 15, 2013 /India PRwire/ -- eScan, one of the leading Anti-Virus and Content Security Solution providers are aggressively looking at gaining resilient foothold in India with multiple reseller meets organized. With an objective to enhance its strength, eScan has rolled out a series of reseller meets and road shows to attract, educate end customers for the benefit of its channel partners pan India.

Being a channel centric brand, eScan along with its regular schemes and offers is taking benefit of these reseller meets as a significant platform to educate the partners about evolving cyber threats targeted towards various verticals amongst all segments such as SMBs, Corporate, and Enterprise as well as Home users. During the event, eScan showcases and educates the attendees about its latest products with Cloud Security as well as beneficial channel schemes that will benefit eScan's privileged channel partners with good value proposition and profits. Moreover, the partner engagement model of eScan reiterates its commitment to build, develop and sustain long-term and healthy relationships with the channel partners. The company also ensures that the partners are well-trained and are equipped with collaterals that enable them to understand the IT security needs of customers and offer them eScan range of products accordingly.

The exclusive reseller meets covering majorly all B and C- Class cities pan India focuses to enhance the brands reach amongst T3 & T4 partners. As of now, eScan has conducted more than 25 meets in various regions of India and has received an overwhelming response.

According to Mr. Anil Gupta, AVP - India Sales, eScan, "We have strategically planned the reseller meets in order to strengthen our presence in the country. Simultaneously, we have also initiated canopy activities in B & C Class cities with hoardings being installed to create end-user awareness for our channels in these cities. Such partner & end-customer engagement programs are aimed at imparting knowledge to all the participants about our latest range of Cloud Security products as well as strengthen and expand the current partner network. We look forward to more such reseller meetings as they certainly help in cementing our relationship and enable us to serve our customers better. Such events bring confidence amongst our dealers and resellers on the products. We will continue to engage with our valued partners and have robust engagement plans in place."

Notes to Editor

About eScan:

eScan, one of the leading Anti-Virus & Content Security solutions for Desktops & 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. eScan provides 24x7 free remote support facility, integrated in the software to help customers to get their malware related issues resolved in the fastest possible time-frame. 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 Multi-level Real-time Protection to Computers and Networks. For more information, visit www.escanav.com.