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eScan to focus more on SoHo, enterprise

Besides the strong hold in the retail consumer segment, eScan is eyeing bigger share in the small office/home office and enterprise space

Pankaj Maru

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MUMBAI, INDIA: Antivirus vendor [eScan MicroWorld](#), which has been enjoying a strong presence in the Indian retail consumer segment, is now looking to expand its presence in the SoHo and enterprise space.

"In the SoHo space we are focusing on small and medium size businesses while in the enterprise space we are focusing on sectors like banking, telecom and government," Govind Rammurthy, eScan MicroWorld CEO & MD told CyberMedia News.



"Though there's a cut throat competition in the market due to so many players but we are constantly upgrading our knowledge and technology base along with channel partners and OEMs to expand our reach," Rammurthy said.

[DNS Changer: Minimal impact seen in India](#)

According to Rammurthy, eScan MicroWorld only operates through channel partners and distributors has also tied up with OEMs like Acer, Sybex and others. With such OEM tie-ups, company is attempting to address corporate customers in the enterprise and SoHo market in India.

During the last fiscal 2011-12, company's overall revenue grew over 30 percent that was dominated by 70 percent from retail segment and remaining 30 percent coming from small and medium businesses and corporate customers.

In terms of verticals, sales in the Government and Public Undertaking Sector (PUS) contributed high as 30 percent, BFSI and Telecom shared 25 percent along with Education, Hospitality and Healthcare also contributing 25 percent and rest 20 percent came from other verticals.

Rammurthy pointed out that Indian market is very lucrative with high penetration of computers, tablets and smart phones. However, Rammurthy added that there are very specific players that cater to specific computing products like smart phones, tablets and other devices.

Giving the example of Mac market in India, he stated that initially the market of Mac was very low but now it has grown to 10 percent. Further he informed that company will soon launch antivirus and security products for Android and BlackBerry devices, which currently are under beta testing.

In India, company has around 100-150 people dedicated for core technology research and development (R&D).