

eScan will focus on SOHO & SMB segment and looking forward for corporate as well as Enterprise sector



MR SUNIL KRIPALANI, VICE-PRESIDENT GLOBAL SALES & MARKETING, eScan spoke to D.Ujval Kumar, Principal Correspondent, ITCOM Journal.

ITCom Journal:- Recently eScan has launched Version 11 of corporate edition and SMB edition in the Indian Market, how it is going to help channel partners and how is the response.

Mr.Sunil Kripalani:- Our latest version, eScan 11 for corporate edition and SMB edition, the next generation power packed Anti-Virus product is superior to competition. eScan 11 is today's solution for even tomorrow's malware. We are proud to say that not only it is successfully accepted by Indian market but our customers are greatly satisfied with its performance. The current times have increased the expectations and

demands from security software due to the highly evolving threat scenario. In eScan 11, we have factored the attack vectors and methods of future breeds of Malware and have power packed it with technologies that can counter them. As a policy we sell through the channel partners and most of our product business goes through the channel. Hence, with its excellence in providing security, we see that there a raise in the demand of this product which will in turn prove to be a benefit for our channel partners. Also the free direct support by MicroWorld helps in freeing partner resources and concentrate on sales.

ITCom Journal:- What type of programs you have taken up to capture channel partners in the Indian market.

Mr.Sunil Kripalani:- We have always been a pro-channel security vendor, and we recognize the *contribution of these partners in our growth today. We are tapping into more* channel partners to reach out more customers. Supporting our partners at every step of the sale and support has always been at the core of our beliefs. We ensure profitability for our partners by working closely with them in identifying new opportunities with customers. Our enhanced, eScan Partner Program proves a unified platform where our partners not only can strengthen their business capabilities, but also can avail of marketing and sales benefits. It provides periodic channel incentive schemes along with continuous road shows to establish our partner connect, thus capturing the channel community.

ITCom Journal:- You have introduced latest new features for the channel partners in the market, can you brief us about them.

Mr.Sunil Kripalani:- Our aim is to help facilitate our channel partners for their engagement with eScan by assisting them in securing their business opportunities. eScan offers its channel partners the opportunities for growth and provide them with solutions to solve customers complex security related issues. The latest features include customer protection and renewal protection, along with an opportunity to closely connect with the customers.

ITCom Journal:- Can you tell us about customization kit introduced by the eScan for the channel customers?

Mr.Sunil Kripalani:- eScan Customization Kit is an application for partners of eScan, using which, our partners can customize eScan products to show their company information to their customers. Customization includes partner contact details and other relevant communication information that can be used by their customers to keep a closer contact with their eScan Solution Providers. It also provides product highlights, free online technical support, remote support as well as multilayered protection.

ITCom Journal:- There is lot of competition in the Indian market in providing security products, how you are going to face them.

Mr.Sunil Kripalani:- We provide our partners with the latest update on competition through the partner portal that would help them to position us much more aggressively against competitive technology or vendors. Our Development Center helps us to identify and develop some key features and probably tailor them more to requirements from Indian customers. Not only this have had we provided free online support as well as remote support as a part of our partner program. We help hold partners in both pre & post sales, while working closely to provide leads and help close them.

ITCom Journal:- What type of support and market strategies you are providing to the channel partners in promoting your products.

Mr.Sunil Kripalani:- We provide pre-sales support, post-sales support along with sales leads. As far as marketing strategies are concerned, we help them with trade shows, advertising, seminars, events, exclusive pre-release reviews, direct mailing, marketing collateral, online support, product documentation and demo kits along with product power point presentations.

ITCom Journal:- What will be your major focus for the coming years?

Mr.Sunil Kripalani:- We are predominantly focused on SOHO & SMB segment and looking forward for corporate as well as Enterprise sector. We approach customers in these segments through our channel partners hence increasing the channel base in our prime focus. Along with that we are also focusing on continuous training programs for our channel partners to become AV specialist and thus helping them to increase our market share.