



## **DQ Channels\_ MicroWorld appoints Cache Technologies as RD\_June 16'09**

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### **MicroWorld appoints Cache Technologies as RD**

Announces 30-city roadshow to further penetrate into the B and C-class cities, and plans to appoint 25 RDs by 2010 end

Puja Sharma  
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Pune: In line with its plans to tap the SME and SMB segments, MicroWorld has announced the appointment of Pune-based Cache Technologies as its regional distributor (RD). The vendor is aiming at appointing as many as 25 RDs by the end of 2010.

MicroWorld will also hold roadshows in 30 cities across the country to train its existing channel partners and provide them information around its product portfolio and the relevance of security in the wake of rising threats.

"We have not yet expanded in the B and C-class cities, hence we are looking at training and empowering our reseller partners in the region. We will also be expanding our reseller partner base in order to focus on the SME, SMB and government verticals," stated Anil Gupta, Head-National Sales, MicroWorld.

The vendor presently has as many as 2,000 odd reseller partners and in order to enhance its presence in the healthcare and education segment, the vendor is aiming at appointing another 1,500 resellers by 2012.

"Customers today are not comfortable sharing their data and hence hesitate in extending remote access to their servers. Hence, we are looking to train and tap a large chunk of SIs to tap the SME/SMB and government verticals," stated Gupta.

MicroWorld will also run a number of online training programs by the end of this quarter to provide certification to partners' workforce (engineers).