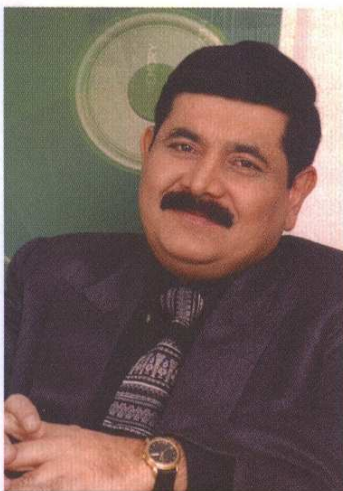


# Interview of Mr. Sunil Kriplani – VP, eScan in VAR Middle East Africa



**Sunil Kriplani**  
Vice President, eScan

*eScan from India based Microworld Technologies, is a leading brand in security software. In the region, Bulwark Technologies is its distributor. Sunil Kriplani - Vice President, Global Sales and Marketing of eScan gives insights into the market scenario as well as the strengths of eScan as a solution*

*How do you think the outlook for 2010 looks in terms of security spending by various sectors?*

Year 2009 has been most crucial and challenging year for security vendors to combat ever rising e-mail and Internet related security threat. Threat level for an Internet user has increased to 432% and its envisaged to become double in 2010. Social Networking sites

## Security at the forefront

and web based applications will remain the haven for Hacker and malicious programmers. The common man and mid sized companies are more prone to these threats, as they have to still acknowledge the need of holistic multi layered protection for desktops, server and end points. Many vendors are eyeing to tap mid-size market for speedy ROI.

Vendors are spending more and more in the countries to provide local support to partners. Technical and Sales training to partners and reseller meet seems to be riding high in 2010. Every vendor wants their channel to be confident and loyal to their brand, that's why they are frequently interacting with resellers on such occasions. Resellers are becoming the first point of contact for customers and they should be able to present and provide technical assistance to end users, so that they realize their spending is worth picking up a security solution. Especially for new entrants, the prevailing situation seems to be a blessing in disguise. These companies, reaching to customers through various advertisement media and providing them convenient options to make easy switchover, which benefits them in the short and long term as well in terms of price and margins.

*Is the AV market overcrowded?*

As compared to the Middle East market size, it can not be termed as crowded. In restricted

countries you don't feel the same crowd you would see in UAE or Saudi Arabia. Every product has its own market and their target audience based on the price, product and place. A huge chunk of market share is still untapped.

We have different strategies for different region. We know our competitors and are well aware of their strengths and weaknesses. Our superior and stable technology has helped us to retain our customers for last 5-6 years and is also helping us to acquire new customers. Our channel policy has been the key factor to keep our partners loyal to us.

*Which are the customer segments strongest for scan - consumer or commercial?*

Our 70% of revenue would come from SMB/Corporate market. We are managing good clientele in GCC. In year 2009 we entered the consumer segment in a full fledged manner and we will continue our focus in the same segment until we establish ourselves among TOP 3 retail brand. We have clients in GCC using our commercial products for last 5-6 years.

*Please discuss you channel program if that is in place for the region?*

We are coming out with some new initiatives in our Partner Program and will be announcing it shortly.