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eScan eyes European growth

by [Stuart Wilson](#), Friday 25 November 2011



Schweta Thakare, assistant VP for Europe at eScan

Security solutions outfit eScan is participating at DISTREE EMEA next year as the vendor looks to strengthen and expand its routes-to-market across the region. The EMEA region is an area of strategic focus for eScan as it looks to build its market share. Attending DISTREE EMEA on February 7-10th 2012 offers the vendor the chance to meet hundreds of potential channel partners in one place at one time.

Schweta Thakare, assistant VP for Europe at eScan, said: "This event provides us with an opportunity to present our products and meet with distributors on a one-on-one basis, giving us a real view of their requirements."

eScan's product portfolio includes anti-virus, anti-spyware, content security, anti-spam and network intrusion prevention solutions focused on customers from the consumer level through

to large enterprises.

"eScan has a channel programme that offers a unified platform for partners to strengthen their business capabilities and avail of sales and marketing benefits," added Thakare. "It provides periodic channel incentive schemes along with continuous road shows to establish our connection with partners."

"Along with this, we also provide eScan customisation kit to our partners, which helps them to customise eScan products to show their own company information and brand to their customers," she added.

eScan is also now available in Spanish and Portuguese opening up new markets for the products both in Europe and Latin America. Major European markets of UK, France and Germany are also targets for channel expansion for eScan. The vendor is also interested in boosting its channel reach in the Benelux, Poland and Turkey. eScan reckons that its products offer numerous technical advantages that partners can convey to potential customers.

"eScan has one of the fastest automatic updating system against new and emerging threats while it counters unknown threats using advanced behavioural analysis to provide protection from zero day threats," said Thakare.

"We believe that our growth is linked to our partners," she continued. "eScan products offer excellent margins, customisation kits, marketing support and renewal protection, making it a preferred product for major channel partners."

"We have always been a pro-channel security vendor, and we recognise the contribution of these partners to our growth today. We are tapping into more channel partners to reach out to more customers. Supporting our partners at every step of the sale and support has always been at the core of our beliefs," explained Thakare.

eScan offers a full portfolio of channel assistance including pre-sales support, go-to-market kits, marketing, online support, product documentation and demonstration kits. eScan prides itself on its status as a partner-driven company and now has presence in more than 90 countries around the world.