



## ANIL GUPTA

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ESCAN



### CONTRIBUTION IN CHANNEL GROWTH

I am currently associated with eScan as the Assistant Vice President – Sales for India. At eScan, I hold the responsibility of leading the sales team within India. I take care of two major channel segment product SKUs i.e. SOHO and SMB (Small & Medium Business) through the distribution channels, in addition to a sales model to cover the B, C and D class of cities in India for deeper penetration of eScan in the Indian continent.

Recently, I have initiated many new strategies to enhance our market penetration in India and to attain eScan's position as a leading brand in security software industry. However, this is all done as a team work along with my strong core team of highly skilled senior sales professionals that focuses on various regions across India. Along with this team, we have also initiated many strategic alliances with different brands, ISPs and distributors.

Today, channel partners are keen to understand about the technologies behind the product and know each and every detail about the product. They are gradually becoming more open to new technologies and also have proper understanding of the market. This helps them to better understand the security needs of their customers and accordingly offer the right

product. This in turn helps them earn better margins.



### CHANNEL INITIATIVES

Being a channel centric brand, channel initiatives are an ongoing process. Our first step is to ensure that eScan range of products meet the IT security needs of our customers belonging to various segments and verticals. It not only helps increase the confidence of our partners towards the brand but also motivates them to sell our products.

eScan has a dedicated team pan India solely focusing on the partners who are catering to various segments and verticals. We strategically plan and regularly organize partner meets, workshops and other such interactive events exclusively for our channel partners with an intention to enhance their knowledge about eScan range of products. In addition, we also regularly introduce exclusive offers for our partners that help them enhance their profit margins. Moreover, we also regularly initiate various marketing activities, channel and customer technical meets to create awareness amongst them through various IT associations across the country.

eScan has especially designed security solutions to fulfill the IT security needs of Enterprise segment. Moreover, being a channel centric brand, we have designed a special partner

program that our partners with sales, marketing and technical support, as well as periodic channel incentive schemes to enhance their profit margins. In addition to this, we have a special eScan Customization Kit for our partners through which they can customize eScan products to display their company information to customers.

We now also facilitate Electronic Software Distribution (ESD) license keys to our partners. This will help them to deliver eScan products to their customers 24x7, thus enhancing reach of eScan as well as margin for our channel partners. At eScan, we plan special marketing strategies together with partners to ensure they achieve higher revenues. Moreover, in case of security software, the license is required to be renewed every year. Hence, this leads to year-on-year revenue to our channel partners.



### MAJOR TAKEAWAYS

Channel in India is getting more and more educated and tech savvy. We realize that today, channel partners need more and more personalized attention and grass root level support particularly in B and C class cities. Hence, we are equipping ourselves adequately to meet their needs. Moreover, Channel Sales business requires innovation and flexibility from region to region.



### CHANGES IN ECOSYSTEM

We are very happy with the way our current channel ecosystem is working. Hence, we won't like to change anything in our existing partner ecosystem.



### VISION FOR 2014

In the next financial year, we look forward to strengthen our security markets by providing solutions for smartphones and tablets. Today the world is moving from desktops and laptops to smart hand held devices and this market is growing by leaps and bounds year-on-year basis which is creating lot of opportunities for IT security solution vendors like us.

Also, now after having successfully tapped the channel community, our next step is to create awareness amongst the IT users. This year we are planning to majorly focus on end consumer marketing activities through road-shows, online portal and social media in the public domain.



### MESSAGE TO PARTNER COMMUNITY

As we always say to our channel partners that, 'eScan is for them, eScan is with them and eScan is because of them.' ■