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"TO BE A LEADER IN SOHO AND ENTERPRISE SPACE"

eScan, one of the key products of MicroWorld, is a leading provider of information security solutions. The anti-virus market in India pegged at USD 1.5 billion is one of the fastest growing market in India and globally. SME Channels spoke to Sunil Kriplani, VP (Global Sales and Marketing), eScan, to know more about its channel strategy and plans to tap the growing market potential. Excerpts:

Q If the total market size of Indian antivirus market is 1.5 billion USD, what is your market share?

In India, currently, eScan is among the top 3 preferred antivirus solution providers in the SOHO and enterprise market.

Q What kind of growth are you expecting this year for overall antivirus market?

As estimated by security experts, cyber threats will continue to grow indefinitely. Hence it is a major concern for end-users which has led to increasing awareness of IT security solutions across all the segments. This in turn is increasing the demand for security solutions worldwide. Currently, anti-virus market is one of the fastest growing markets not only in India but also across the globe.

Q What is the turnover of the company and what kind of growth are you expecting?

Being a privately held company, we do not disclose turnover information. But our aim is to become the leader in both SOHO and enterprise market.

Q Justify in 10 points how eScan is superior to the competition

products?

First, eScan protection is not just limited to secure digital identity of its customers, but also prevents known and unknown malware from infecting systems. Second, to ensure protection from the latest security threats, eScan continuously provides automatic compressed updates, along with virus and spam definitions. eScan is known to have one of the fastest automatic updating systems.

Third, the revolutionary MicroWorld Winsock Layer (MWL) Technology detects information security threats at the Windows socket layer itself, before it reaches the Application Layer to prevent the applications from being infected.

Fourth, eScan facilitates system administrators to remotely administer their vast networks using the newly implemented eScan Management Console (EMC). EMC even allows administrators to remotely install eScan, deploy upgrades, updates and enforce integrated security policies for the entire enterprise network.

Fifth, eScan also facilitates endpoint security with device management (USBs and CD/DVD ROMs), network outbreak prevention, live alerts and reports to the administrator.

Sixth, the enhanced eScan firewall monitors and logs all incoming and outgoing traffic according to the policy defined by the administrator, on both server and client. Seventh, we also effectively prevent data theft and virus infections via USB

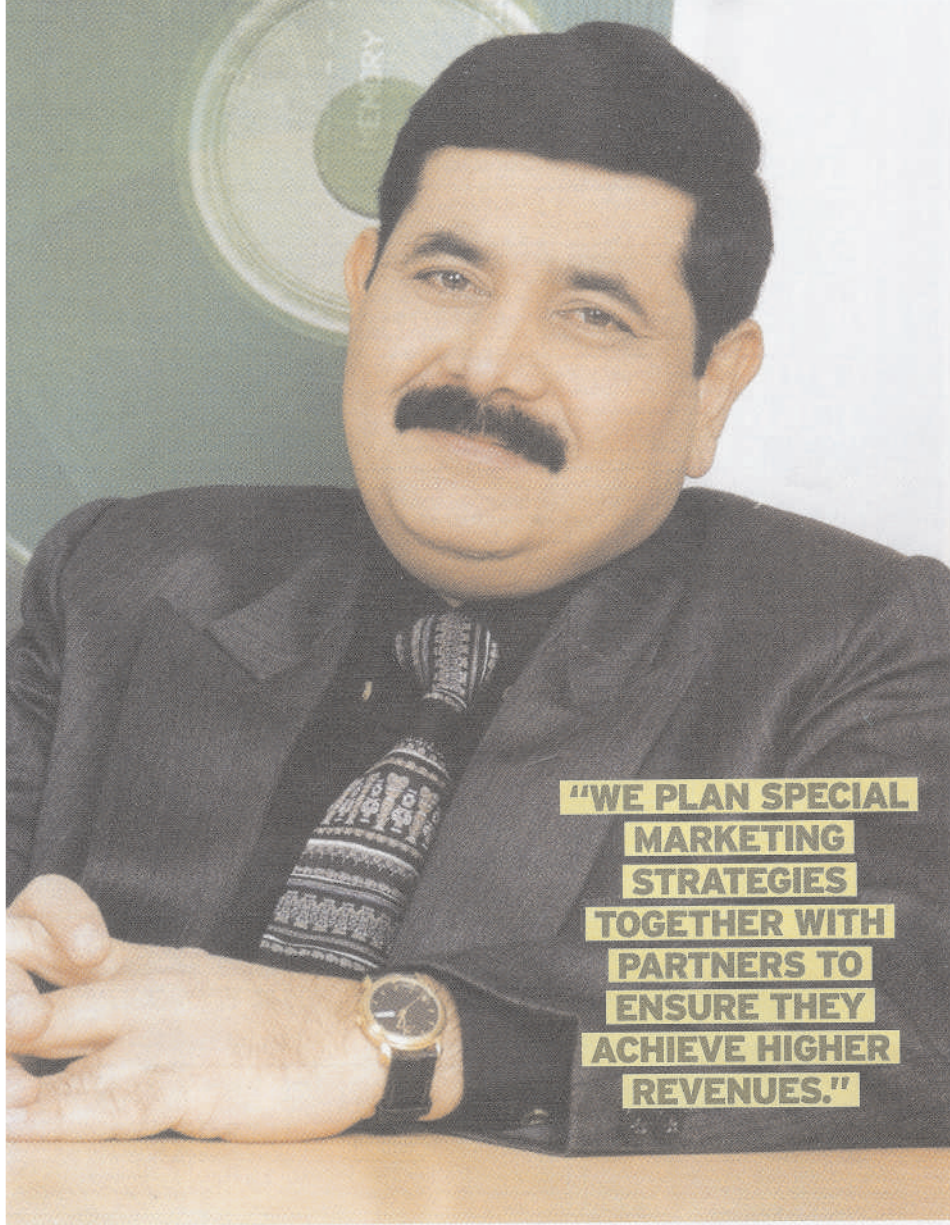
and fire wire-based devices. eScan's application control module allows blocking/allowing permission to applications running on networks and stand-alone computers.

Eighth, to ensure safe computing environment, eScan reports about the network outbreaks and helps administrators manage 'critical hotfixes' released by eScan and Microsoft to ensure that all the clients in the network are updated with the latest patches.

Ninth, eScan technical support team has truly become a major product differentiator that is dedicated 24x7 to our customers in order to resolve their issues regarding the product. The technical support is available in the form of Online Technical Support, where the customers can seek help through internet or phone. We also offer technical support through remote support, where the remote technical support team access the customers' system (on their permission) through internet and rectify the issues.

Finally, the free eScanAV Anti-Virus Toolkit (MWAV) is an intelligent and powerful anti-virus utility that enables faster and hassle-free scanning of computers without the need to install. It can be run directly from anywhere, on the computer, USB drive or from a CD-ROM.

Q Do you have any specific strategy to tap the growing poten-



"WE PLAN SPECIAL MARKETING STRATEGIES TOGETHER WITH PARTNERS TO ENSURE THEY ACHIEVE HIGHER REVENUES."

tial market and outnumber the competition?

eScan range of security solutions are specially designed, keeping in mind the IT security needs of our users.

To ensure our reach to every IT user in various markets segments and verticals, we have our vast distribution network through our channel partners that includes distributors, dealers, VARs, resellers, retailers, ISPs, and OEMs across the globe.

eScan has an exclusive channel partner program to reinforce channel engagement, support and satisfaction levels for the distribution of the eScan range of products in the various regions/territories. 'eScan Connect Program' facilitates marketing and sales resources to our esteemed partners in order to ensure that they have maximum sales opportunities and higher profitability. eScan partners can also leverage support for competitive pricing through our partner program and ensure that they do not lose prospective customers.

We periodically design channel incentive

schemes and marketing strategies that ensure higher business profitability to our channel partners. Various focused marketing activities are carried through channel meets, customer interactive shows, security awareness campaigns and more such retail activities to reach the end consumers.

In order to ensure complete customer satisfaction, we, at eScan, offer 24x 7 experts technical support to our customers along with exclusive remote support facility to resolve the issues faced by eScan users at the fastest possible time frame.

What is your strategy to win back competition clients. Any compelling value proposition you are offering?

Looking at the current scenario of the security landscape, we at eScan constantly make efforts to enhance our products that provide futuristic security intelligence to computers across all segments, to be in pace with the changing technology trends and ensure multilayered protection to our customers.

To win competition clients, we also have

specially designed cross-upgrade offers, license extension schemes, and many such exclusive benefits for the customers. To ensure our maximum reach and easy availability we are continuously signing up distributors across India.

What kind of changes are you bringing to your current channel strategy?

At eScan, the channel structure is exclusively designed to ensure focus on all markets and verticals. Considering our channel partners as an extension to our business, we use a diverse approach with them rather than just concerning about business targets.

As previously discussed we have our 'eScan Connect Program' for the partners. It facilitates eScan partners to enhance their sales and marketing skills that will ensure higher profitability. In addition, we provide them access to the specially designed marketing tools, pre and post sales support as well as technical support.

How are you focusing on the profitability of the partners?

We periodically design channel incentive schemes. In addition, we plan special marketing strategies together with partners to ensure they achieve higher revenues. Moreover, we always extend our support to them with all the issues they face. We provide them with product training, pre and post sales and technical support, marketing support on expos and tradeshow and much more to win more customers. We also have exclusive go-to-market strategy, designed after receiving various feedbacks and suggestions from our valued partners.

Are you planning any major investment in marketing and branding exercise?

At eScan, we have focused marketing activities across the region through channel meets, customer interactive shows and such many more retail activities to reach the end consumers. To strengthen our market presence and brand visibility; we plan to participate in various events across the globe. In addition, to ensure knowledge about eScan range of products, we have plans for training tours, security awareness campaigns, road shows, etc. in various countries. Tie-ups and bundling with various leading brands is also on the list.

What is your product roadmap for 2012?

In the year 2012, we plan to introduce the eScan version for Mac, MSPs and mobiles. **SME**