

eScan To Indianize Partner Portal

Sonal Desai, CRN, April 26, 2012, 1000 hrs

eScan has planned to customize the content and add more India-specific features on the partner portal it launched for India partners in May 2010. The portal will be formally re-launched in September 2012.

The portal will be accessed by the partners across all tiers including Gold, Silver, Bronze, Red Belt that includes authorized, enterprise and regional distributors; and Black Belt that includes the master or national distributors.

Currently, it is being accessed by 1,000 partners across tiers, and plans are afoot to bring the entire spectrum of 6,000 partners and distributors on-board the new portal, said Sunil Kriplani, Vice President, Global Sales & Marketing, eScan.

"We would introduce the lead generation and channel scheme announcement features on the portal, which is currently done over email and newsletter," he added.

Admitting that partners were slow in using the portal, Kriplani remarked, "The concept of a partner portal is new in the antivirus segment, where most of the communication is offline. Very few partners logged in 2010, but in 2011, the number surged to 1,000. Encouraged by the response, we decided to customize the portal according to the needs of Indian dealers and distributors."

Once launched, eScan would motivate partners and distributors to conduct all transactions online. "The distribution model would not change. Resellers would continue buying from the distributors and sell the antivirus to the end users. The entire process would be transparent and also address the MOP issues currently plaguing the channel, and partners would be able to focus on up selling, cross selling and customer acquisition," he said.

The portal would also display details of partner performance and information on support and renewals. For example, the company would enable an auto pop-up alert at the end-user site about the expiry date. The pop-up would have the contact details of the partner to be contacted for renewal.

Post the portal re-launch the company expects to double its revenues from India next fiscal, and expects 30 to 40 percent of the transactions to come online. "We should be able to increase our market share in India from the current single percent to about 20 percent in the next couple of years," Kriplani said.