



## DLP is a Colossal Market for Channels in India: Vadim Kuznetsov, InfoWatch

*Interviewed on Dec 08, 2014 by Yogesh Gupta*

We are well positioned to dominate the DLP market in India through competent channel ecosystems, Vadim Kuznetsov, International Sales Director, InfoWatch, says.



**Vadim Kuznetsov**, InfoWatch Unlike classical DLP, we need a big deal of partner involvement in the integration process to help them benefit from security services and support.

### Interview Questions

**Q.** Started in 2003, InfoWatch is still perceived as a spin-off company of Kaspersky Lab.

**Q.** DLP is largely dominated by big security vendors. Why don't we hear much about InfoWatch in India?

**Q.** Which technology trends and business imperatives will push organizations to adopt DLP solutions?

**Q.** What advantages do your solutions offer compared to say, Symantec or McAfee?


**Q.** Why should enterprise channels work with a relatively new security company like InfoWatch?

**Q.** What kind of definite business opportunities exist for InfoWatch and its channels in India?

Full Interview with Vadim Kuznetsov

**CW: Started in 2003, InfoWatch is still perceived as a spin-off company of Kaspersky Lab.**

**Kuznetsov:** We are no longer a part of Kaspersky Lab, but a multi-national information security corporation. InfoWatch is currently a fully independent holding of companies. We are now a Russian-German-Canadian group of companies with offices in the same.



InfoWatch continues to focus on its data loss prevention (DLP) portfolio through its independent teams—R&D, sales, and technical—across the globe. In 2015, we will expand our portfolio to targeted attack detection solutions and solutions for software developers providing business application source code analysis of vulnerabilities.

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**CW: DLP is largely dominated by big security vendors. Why don't we hear much about InfoWatch in India?**

**Kuznetsov:** After a decade of marketing activities and education, we are now the number one DLP vendor in Russia. In India, though, there are a huge number of companies already. Since our foray into this market two years ago, we have fairly established ourselves in Delhi and Mumbai. We are now developing the southern market of India, which is the heart of the IT sector.

India remains one of our key markets for 2015 with active support by local teams—representatives and engineers—in Mumbai and Delhi. We have over 20 customers across media, real estate, and BFSI with a robust pipeline to develop this market.

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**CW: Which technology trends and business imperatives will push organizations to adopt DLP solutions?**


**Kuznetsov:** DLP is not only for information security officers, but can be effectively used by other departments operating confidential corporate data, like finance and HR. Its key trends include DLP on mobile devices and the extension of DLP modules analyzing suspicious behavior of employees for early prognosis of possible data leakages.

Most Indian customers, especially Indian banks, are active in data digitization. The compliance mandate by the Government of India directs 100 percent digitization for BFSI across all banking systems. Most data in India would become digital by the 2015 or 2016. This is a great opportunity for InfoWatch. Banks do not realize the necessity of internal security systems while implementing core banking systems, however, that should be seriously looked into.

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**CW: What advantages do your solutions offer compared to say, Symantec or McAfee?**

**Kuznetsov:** InfoWatch DLP monitors and analyzes data with the proprietary linguistic analysis technology, which is highly efficient in data categorization and classification.



Classic DLP solutions require preliminary data categorization from customers which becomes a highly complicated task. As a market differentiator, we sell DLP solutions as a software-plus service to the customer.

Our three-stage implementation process includes security consultancy and data classification followed by the installation of a technical solution in the customer network. The final stage includes consulting customers on incidents' investigation processes. Our DLP philosophy is to never leave the customer alone as some parts of the solution installed in an insufficient manner can cause financial losses. Hence, our local engineering team provides high quality technical support during solution implementation at the customer site.

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**CW: Why should enterprise channels work with a relatively new security company like InfoWatch?**

**Kuznetsov:** We are building a partner network with over 20 partners and several distributors in North and West India. InfoWatch mostly relies on distributor deals and system integrators. Our channel strategy is simple: To appoint more partners and train engineers to be entirely involved with InfoWatch products through local sales teams.

Security expertise with a good technical team and well-entrenched connections with market verticals are the prime credentials for our partners. We offer technical training and marketing support to partners for them to make good margins. Unlike classical DLP, we need a big deal of partner involvement in the integration process to help them benefit from security services and support.

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**CW: What kind of definite business opportunities exist for InfoWatch and its channels in India?**

**Kuznetsov:** The huge geographic expanse gives us ample opportunities across verticals. BFSI and government agencies are the key industries but any company with confidential data forms a potential client for InfoWatch. We have solutions for all sizes of the B2B segment. Our deployments worldwide vary from 50 employees to 20,000 in major banks in Russia.

If the organization has UTM or anti-spam from other security vendors, our specially developed solutions can integrate into the existing infrastructure with minimum efforts. Security channels can hence deep sell our DLP solutions across their customer base.



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