

# INFOWATCH TO CASH-IN ON INDIA DLP MARKET

**For the Russian Company India is one of the key countries for the company and is outlining strategies to deepen its presence in the market.**

**BY: KARMA NEGI**  
karma@smechannels.com



**VADIM KUZNETSOV,**  
INTERNATIONAL SALES DIRECTOR,  
INFOWATCH

**F**ounded in Kaspersky Labs but now an independent entity Russia-based provider of data loss prevention solution (DLP) InfoWatch is extending its reach in the international market more importantly India.

India is a key market for its international sales department and buoyed by the country's venture into digitalisation InfoWatch sees massive opportunity in the market.

"In the beginning of 2014 India government directed the banks to implement core banking system which means digitalisation of information. Hence InfoWatch will proceed with India as a key market in 2015-16. We are putting in more investments and setting up an office is next step including providing best local support team," answers Vadim Kuznetsov, International Sales Director, InfoWatch.

Presently, InfoWatch relies on its sales representative. Its present in Delhi and Mumbai through two national distributors Sitcom Infotech and Technobind Solutions with approximately 30 channel partners and plans to add another 15 by the end of this year. Some of its reference customer includes Prime Focus and couple of software development companies.

Further it wants to develop its presence in South India We still need to develop south. "While Delhi

is an industrial area, and Mumbai a financial hub, south India is the heart of IT sector hence we want to develop this market," Kuznetsov adds.

This he plans to do by appointing self representatives, engineers and partners. While the appointment of partners is under process for Bangalore and Chennai, the sales reps will be appointed next year. They will be appointing a different partner to look after the south India business.

By 2015 it also plans to invest in a small office in Delhi, Mumbai, or Bangalore. "This office will be point of growth and support business development," he adds.

Calling India market as technologically advanced with lots of potential he adds that "market here is good and vast".

Showing its seriousness on the pivotal role of India market for InfoWatch the company has invested \$100,000 in the country on local engineers, sales forces (including visits from the headquarters every two months), to training of partners.

However, he feels still a lot of work has to be done. "While today people have started taking about InfoWatch still we need to shout for some more time. We are organising events, appointing partners and sales reps; while these might look like ordinary actions but are important."

InfoWatch products cater to both large and

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small enterprise: starting from 50 users to more than 20,000 seats. And in 2013-14 most of its business came from organisations with 300-400 people.

Some of the major verticals for InfoWatch include BFSI, govt, telecom, manufacturing. But, he includes they do not stop at these verticals only but are open to serve the best to any company which wants to protect its digital assets and keep them safe. **ESC**