

'India is still an unexplored market with respect to DLP'



In an exclusive interview with Nivedan Prakash of InformationWeek, Vadim Kuznetsov, International Sales Director, InfoWatch, explains the need for a DLP solution and the growth strategy for the Indian market

? How upbeat are you about the India market? What's your analysis of the DLP market here?

InfoWatch is not completely new to the Indian market. We have been present in the country through our partners. In fact, we already have an established partner network in Delhi and are building the same in Mumbai as well. At the same time, we already have a few reference customers in India like Prime Focus, and in other industries like construction, logistics, and couple of software development companies.

While our business development team is developing other markets, India is among the key regions for sales department. And since India is one of the key countries for InfoWatch's international sales department, our strategy for growth here is to do massive penetration in the country.

As per the industry estimates, the DLP market is growing and evolving every year. In general, it is evolving by 40% and in the year 2013, the growth of this market was about 50%. Though these figures count many countries, India is the most noticeable case in this respect.

The industry verticals that we are targeting here in India include BFSI, telecommunications, industrial companies and governmental structures. All these market verticals require solutions to protect them from internal data leakages as they have sensitive data. Loss of data would damage a company's reputation and result in direct financial losses. Hence, India is still an unexplored market.

? What can Indian customers expect from InfoWatch?

The value InfoWatch can offer to the market is that we are providing not only direct information security but also a philosophy where information security fits in an optimum way into the business processes without blocking them or damaging business processes flow.

For example, the BFSI sector is undergoing digitization and all the banks have to deploy core banking system. And it is the right time for us to offer our expertise and philosophy based on our Russian and German experience of the information security domain. The same can be replicated for Indian companies.

We are building a seamlessly integrated internal information security system that helps in increasing the level of security on the corporate network perimeter. At the same time, it helps a CISO of an enterprise to increase the efficiency of working of his department by decreasing manpower spending on manual search of what has happened in the network. Thus, we focus on giving a tool, which reduces the risk of financial losses and provides optimization of business processes and in some cases, even cost cutting as well.

? When you interact with Indian CISOs, what are the normal concerns that you come across?

The normal concerns are generally around how our DLP solutions can prove effective in case of data leakages and in many cases, what is the ROI. In my experience, most of the companies come to us with a requirement of internal information security. For example, they want to protect the e-mail flow of their organization. But the primary question comes in terms of the ROI or return on usability. In such case, we provide a proof of concept.

We do free integration of our system in existing infrastructure and then provide post PRC report or post pilot report. This report is provided by our information security analysts and contains our recommendations of what has to be improved. In many cases, we even catch real data leakages. [IW](#)

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