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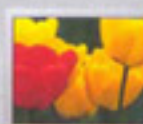
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Cyberoam: Ready to rule the roost of UTM Space

If I call it the Pandora's box in the security solution space, it will not be wrong. The only difference is that this Greek mythological box was filled with evil, but this box is filled with goodies for the users and evil for the hackers and cyber criminals. Any guess? Yes, I am talking about the Unified Threat Management, which is commonly known as UTM.

Ever since this wonderful product surfaced in the market, there has been a lot of research and development in the UTM space. Vendors in the competition have added on new features to outperform each other. In this scenario, Cyberoam, a division of Elitecore, is one of the large players who is moving up the ladder of competition very fast. From

number four two years back, it has occupied number two position now. The biggest advantage of Cyberoam UTM is that it is identity based. The company offers a complete range of security features, including identity-based firewall, VPN, gateway antivirus, gateway anti-spam, intrusion detection and prevention and content filtering, as well as bandwidth management and multiple link management—all over a single platform.

Digvijaysinh Chudasama, Vice-President – Sales, Cyberoam, says, "The corporates have started looking at UTM as the next-generation security appliance. We are building up a niche in our products that is identity-based solution, which is in line with BS7799 standards." Cyberoam UTM appliance works on the basis of identity of an individual, his importance, security parameters are defined on the work profile, nature

of the work and his status in the organization. "We are pretty much confident that identity-based next-gen UTM appliance solution would be more beneficial in terms of total cost of operations (TCO), better ROI for the product and handling the features for the threats coming from the internal users," he added.

Everybody is now looking at security from the internal perspective rather than an external perspective. When an IT person goes for a solution, their thorough process is security for external resources. But they have started realizing that the threat is more from the internal organization rather than the external organization. In this regard, for example, a company listed on the BSE or NSE reveals the financial results in advance, it means the

person who receives the information can make money even out of it by buying or selling the stock of this company. Similarly, the R&D department of a pharmaceutical company takes 6–8 months and if the person sells or shares the formula to the external world can make the same drug within one month's time and the pricing will be much lower than the parent company. Therefore, Cyberoam UTM is suitable for the today's environment.

Every company seeks a single sign-on. For example, one has implemented SAP, or mail server or even domain server and has even other application sitting on other third-party solutions. For every application that has been used by the employees, they need to have authentications. It means the user needs to have different user IDs and passwords in order to go to various applications and services.

business flexibility.

Cyberoam is a unique product that stands out in the UTM industry as the only UTM appliance that embeds user identity in the firewall rule matching criteria. As a result, Cyberoam binds security to user identity and delivers security in DHCP and Wi-Fi environments too.

Having taken Cyberoam to the

But using Cyberoam UTM, logging on to the system, the user can log on to every application. Besides, Cyberoam UTM also defines a parameter in terms of assigning bandwidth for disparate applications understanding the criticality applications. As Voice, Data and Video are getting integrated, one needs premier bandwidth for it



Digvijaysinh Chudasama

Vice-President – Sales, Cyberoam

or proper bandwidth management. For example, when one watches IP TV, he needs to have premier bandwidth to watch the quality of the picture. Here is where Cyberoam UTM is going to play a major role in bandwidth management along with security parameters in place.

Talking about the trend in the industry, Digvijay says, "For the mobile workers, our UTM is also ideal. The service providers, whose cards users use for mobile devices, if they have UTM in place, the client gets filtered mail. But the issue is that the ARPU (average revenue per user) is very low, and they are not able to provide security extensively. However, as the equipments will be cheaper, the service providers will surely look at adding value to the customers. Or deploy this kind of solution at their network." He adds, "Etisalat, the Dubai-based service provider, has

international markets successfully, we see Cyberoam as a competitively superior, single-platform global solution, which maps user identity, providing protection against all the future threats to a wide range of industries and becoming the leading player in the UTM industry in the coming years.

Cyberoam will not just offer strong and dependable security to

deployed a solution for content filtering in the central location. Nobody across the Dubai region is able to surf any pornography site. So, the implementation has to come from the Telecom players or ISP players. This will happen slowly and gradually."

With six products in place, Cyberoam operates in India through two-tier distribution model. Avaya is its national distributor, which is a billing and logistic partner. And, the company has 12 regional distributors across India, who are directly responsible for marketing in that particular area. Under these distis, there are 60 resellers. Digvijay says, "The regional distributors understand the markets very well and has control over the market." Asked about Avaya, he says, "Avaya's philosophy is to provide a single window for Voice, video and data as solution. But other big distributors are only

enterprises globally, but it will also shorten their IT audits through in-depth and user identity-based compliance reports.

What is your strategy for Cyberoam in India? Where do you want to see the Cyberoam brand globally?

Elitecore has a strong channel partner network across India

What is your vision for Cyberoam?

Cyberoam, placed distinctly in the UTM market, is the result of our prediction that user control and protection holds the key to enterprise security. Our vision was to create a product that, in protecting individual users, at the same time protected enterprises while supporting high levels of

consisting of Avaya GlobalConnect as the national distributor, key regional distributors and more than 50 authorized channel partners for Cyberoam. Elitecore is in the process of identifying MSP channels and rolling out its solutions based on revenue sharing models. Elitecore is also looking at acquisitions in the future to play a strategic role in strengthening Cyberoam as a product.

Elitecore has the following activity in place to drive the channels for sale of Cyberoam:

Lucrative margins

A limited number of channel partners per region to avoid market flooding and unhealthy competition between the partners end-to-end support to partners through complete process automation and dedicated partner portal Partner Training and Education to make them Cyberoam Certified Security Professionals Complete sales and marketing support with strong co-marketing activities in the form of event participation, end-customer road shows, direct mailers, advertisements and moreover Suggest, Implement and Partner in doing campaigns specific to the region, vertical or segment

Participate with partners to optimize their resources, increasing sales and ultimately making them realize the profits.

Do you want to add on any new products?

Cyberoam product enhancement is a continuous process in accordance with the market needs to proactively address the emerging security needs of enterprises. Every new Cyberoam version is a step forward to enable our customers to derive maximum advantage from Cyberoam by meeting their corporate security and productivity needs effectively. To continue building Cyberoam strength, we

the box movers. But security is not a box. We have attached to Avaya because of their philosophy. If Avaya can do it, it is better than any other distributor."

Cyberoam has been termed as the next-generation security vendor by IDC. It also has been named as the border-less security application provider. The company has about 1,500 implementation bases in

have a strong vision for Cyberoam with a well-defined roadmap.

What are going to be the growth drivers for Cyberoam?

The rise in demand for security products has been especially notable for the SMB market. SMBs are increasingly replacing their existing single-point security solutions like firewalls and anti-virus with the integrated security appliances like Cyberoam to gain complete security against the number and range of threats over a single platform. Inconvenience in dealing with multiple Annual Maintenance Contracts, multiple patches, upgrades, multiple reports and subscription services of standalone security products further clears the way for UTM product like Cyberoam.

Other factors that will govern the rise in demand for Cyberoam are:

Rising Threats – Internet threats today are rising both in number and range and are increasingly targeting the individual users. Also, there have been more and more instances of internal threats due to the ignorance of the user or his malicious intent.

The falling cost of bandwidth allows SMBs to offer Internet access to all its employees. When the employees use network resources for indiscriminate surfing, it makes the enterprise network vulnerable to Internet threats leading to entry of spyware, virus, and worms, Trojans, etc. that compromise enterprise security.

Increasing User Mobility – Rising user mobility and end-user devices within enterprises will drive the requirement for user identity-based security. Cyberoam will leverage this security and business requirement to drive its penetration.

There is a support centre at Ahmedabad. What kind of support does it provide and which are the countries does it provide?

India and for the last one year it has acquired 650 customers. And, according to Digvijay, many of them come from the competition platform as they see the technology advantage and value proposition. Cyberoam UTM is believed to be having a much better ROI and TCO. When one upgrades his security platform of 15 to 50 users, they find it is a huge saving in



Harish Chib
Vice-President - New Business Development,
Cyberoam

Cyberoam adopts a support philosophy that focusses on in-depth product training and education to partners and end-customers. Our core focus is to ensure that Cyberoam customers derive maximum advantage from Cyberoam to meet their corporate security and productivity needs. We extend full support by helping the customer right from Cyberoam installation to the user-identity based policy creation depending on the business requirements of the end-users.

A team of highly skilled and responsive in-house technical support representatives with a well-defined support escalation process helps understand the importance of support issues and stands behind Cyberoam. 24x7 online assistance through Web chat, e-mail and telephonic support, knowledge base, partner portal, end-to-end process automation further enables us to meet the support need that ensures highest level of customer

Cyberoam UTM vis-à-vis the competitors' platforms.

Cyberoam has a team of 250 people in India. But the partners have added people to sell Cyberoam production. They are directly reporting to Cyberoam.

Cyberoam is also ready to support other technologies, apart from IP. Digvijay added, "As of

satisfaction.

Where do have R&D centres and how much are you investing in R&D?

Cyberoam R&D centre is based at Ahmedabad. Cyberoam invested to the tune of US\$1 million towards this.

What kind of investment are you making in India for expansion of the market?

As Elitecore works towards building capabilities to market a multi-channel enterprise, we appointed 60 partners in India in 2006-07. We regularly do the co-marketing activities with Cyberoam partners and we have allocated MDF for the same. The promotional events like Partner Road Shows, Ad Campaigns, Direct Mailing Campaigns and participation in exhibitions are organised on a regular basis in different regions of the country. ■

now, we are CDMA ready, but it is the service providers who will take the first step."

Finally...

With the growth in the clientele, the turnover of Cyberoam has grown from half crore in 2005-06 to Rs.13 crore this year. Is not it a tremendous jump? Digvijay says, "This is because of our partners' commitment to our business." ■