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People FOR BREAKFAST

Software security market is booming

Govind Ramamurthy is CEO, MicroWorld

What are the major activities of your firm?



* MicroWorld is the world's first software company to deliver realtime content security and anti-virus software based on MicroWorld Winsock Layer (MWL) technology. We have offices in the US, Germany, Malaysia and India, and a network of more than 13,000 partners and resellers. Our products, eScan, MailScan, eConceal, eTraq and MWAV, are sold in 84 countries and used by over a million customers. We have been in the business for the last 13 years.

How are your products retailed?

* Our software security solutions are sold over the Internet (electronic licenses) and via retail chains (boxed products).

How strong is the anti-virus software market?

* Total losses incurred by the world economy due to virus writers, hackers and spammers was close to \$18 billion in 2004, with a trend towards 30 per cent to 40 per cent annual growth. The total market for security standard solutions was estimated at \$2.7 billion in 2003, \$3.3 billion in 2004 and about \$3.8 billion in 2005.

What are your focus areas?

* Being an Indian MNC I wish to have substantial reach in the domestic market and also be a billion-dollar company in the next five years. We aim to provide a security blanket on every communication medium across the globe.

What's your annual business volume?

* We enjoy about 30 per cent market share in India and 12 per cent internationally.

- Arun Lakshman

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