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MicroWorld in Gulf expansion

Posted: Sunday, January 23, 2005

Dubai

MicroWorld has launched major initiatives to expand its operations in the Gulf region.

With the overwhelming response received during Gitex 2004 and the increasing customer base in the region, MicroWorld has partnered with Solution Middle East to provide local representation to all its customers and partners in the region.

MicroWorld has seen an increase of over 70 per cent in its business from this region over the last year.

Most of this business was acquired with help of our channel partners in this region. Some of our customers in this region are Invest Bank, Amadeus Gulf, Le Royal Meridian Hotel, Al Buhaira National Insurance Company.

Solution Middle East will be working towards building the brand further for MicroWorld's eScan and MailScan range of real time antivirus and content security products.

In addition to providing sales related support, Solution Middle East would be responsible for providing existing partners and customers with the necessary technical support for MicroWorld's products.

MicroWorld and Solution Middle East will be jointly running various marketing campaigns to target the enterprise business segment, the small and mid-sized business (SMB) segments, and the consumer and SOHO segment.

"Our eScan and MailScan range of real-time antivirus and content security products have been well received in the Gulf region," said Govind Rammurthy, CEO, MicroWorld.

"This has been clearly seen by the increase of revenue from this region.

"With the demand for our products increasing daily it was only fair that we provide our customers and partner with localised support.

"This would help us improve our service to customers and ensure them complete support from our end and a faster resolution to any of their queries."

MicroWorld has also recently launched their antivirus products for the Linux platform along with the anti-spam, X-Spam product at Gitex 2004.

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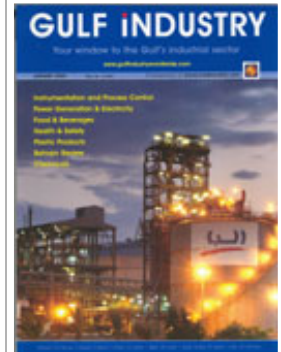
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MicroWorld thus now has a complete range of security solutions for both the Windows and the Linux platform to offer to the markets in the Gulf region to ensure complete security for their networks and stand alone PCs.

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