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Small Company, Giant Leap

MicroWorld maybe small, but its ambitions are big. MicroWorld strives to offer cutting edge software security solutions to its customers worldwide.

/24-7PressRelease.com/ - February 5, 2005 - "Startups often create innovative products but do not have financial muscle, so MicroWorld turned to a partner that was mammoth in size."

MicroWorld maybe small, but its ambitions are big. MicroWorld strives to offer cutting edge software security solutions to its customers worldwide. But to even get a nibble in the crowded security space, MicroWorld needed to prove that it possessed the technology required to address customer pains—a tough task for the company.

"We do not have huge resources for brand building as compared to established giants," says the company's founder and CEO, Govind Rammurthy. MicroWorld's answer to being small was partnership with one of the world's largest mail server providers, Deerfield Communications. Deerfield's MDAemon mail server is used widely across the world.

MailScan, MicroWorld's mail server content security and anti-virus software, was a perfect fit for MDAemon. Partnering with Deerfield turned the fortunes of MicroWorld. The company tapped into Deerfield's channel partners and began establishing tie-ups with various resellers, vendors and technology providers.

MicroWorld's entry into the U.K. market followed a similar pattern. It struck a deal with Paul Smith Computer Services, a leading software company in the U.K. that had many channel partners.

Today, the company has a large network of established partners in various countries—USA, Canada, Mexico, Brazil, Argentina, Chile, U.K, Norway, Sweden, France, Italy, Germany, Turkey, Netherlands, Belgium, Singapore, Hong Kong, Vietnam, and Indonesia.

All incoming and outgoing mail passes through the WinSock Layer at the server and client level. MicroWorld's WinSock Layer (MWL) sits on WinSock Layer. All content passing through WinSock must pass through MWL, where it's checked for any security-violating data. If such data is discovered, it is removed and the clean data is passed on to the application.

Simply having an innovative product doesn't advance one in the race, especially when it comes to selling security products. The challenge was to offer 24/7 service.


"All established players earn a lot from customers and partners through various levels of paid support," says Sunil Kripalani, VP of International Sales. "We are the only company offering free 24/7 technical supports not only to partners and customers but also to important prospects. This has helped us make real breakthroughs."

MicroWorld has also explored the advantage of offering customized deals, which have enabled them to enter important segments and sign up with some of the best names like Vodaphone, Australia and UK, Ford U.S, and WHO.

About MicroWorld Technologies Inc.

MicroWorld Technologies is one of the leading solution providers for Information Technology, Content Security and Communications Software. MicroWorld has established itself as a leader in providing content security, anti-virus and corporate communications software solutions. MicroWorld's primary motive is to "add confidence to computing" by developing innovative solutions targeting Single Home Users, Small and medium companies, Corporate, Large Enterprise, Schools and Universities, Government Organisations and ISPs. Headquartered in Michigan it has its development centre in India which Asia-Pacific and Europe. MicroWorld has presence in more than 74 countries today and reselling through a channel network of more than 12,000 Resellers, Distributors, Security partner and System Integrator. MicroWorld's Revolutionary "MicroWorld-WinSock-Layer (MWL)" technology, the first of its kind in the world. It deals with these threats before they enter your network, in the same way that a firewall controls user access

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