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United Arab Emirates: Sunday, January 23 - 2005 at 09:29

MicroWorld expands operations in the Gulf region

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% 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 Co etc.

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. 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 localized support.

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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,' said Mr. Govind Rammurthy, CEO, MicroWorld.

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

MicroWorld is the publisher of world's first real time antivirus and content security software eScan and MailScan, for desktops, file servers, citrix servers, proxy servers and Mail Servers. Working on revolutionary MicroWorld Winsock Layer technology, MicroWorld's time tested and reliable products have been bestowed with certificates and awards by some of the most prestigious testing bodies like Virus Bulletin, Checkmark, TUCOWS, and Advanced CheckVir, Red Hat Ready, Novell Ready etc.

More than a decade of operations old, MicroWorld has a well-established presence in India as well as globally via offices in Asia Pacific, US, Germany and a strong network of more than 12,000 channel partners across the globe.

Contact

Manoj P. Mansukhani
MicroWorld
Plot No. 80, Road No. 15,
MIDC, Marol, Andheri(E).
Mumbai 400 093.
India
Tel. (+91) 22 28265701

Pramod Shetty

Product Manager - Enterprise Security Solutions
Solutions Middle East
P.O.Box 28216, Dubai, UAE
Tel: +971-4-352 3232 ext 651; Fax: +971-4-352 4763
Mobile: +971-50-553 1832



Posted by Christine H. Andersen, Assistant News Editor
Sunday, January 23 - 2005 at 09:29 UAE local time (GMT+4)

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