



Cyberoam Unified Threat Management Appliance Expands Channel Network

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Cyberoam is the only UTM appliance offering identity-based security, giving instant and all-time visibility of users, which is critical in reducing network exposure to external threats.

PR9.NET March 22, 2006 - Ahmedabad, India - Cyberoam, the provider of identity-based security appliances, has announced expansion of its channel partner network in India through an aggressive campaign supported by a comprehensive partner program.

Cyberoam seeks to expand its current channel strength of 20 to over 60 by the year-end. "We have taken a major channel recruitment drive to reach out to small and medium enterprises and educational institutions," says DigvijaySinh Chudasama, VP-Sales, Elitecore Technologies, vendor of Cyberoam.

Cyberoam stands apart among UTM - Unified Threat Management - appliances due to its ability to recognize the user rather than just IP addresses. This allows enterprises to zero in instantly on the user whose machine is spreading virus, worms and other threats. Further, enterprises can set surfing policies by the user and control individual user activity.

Cyberoam brings high levels of technical support, training and marketing activity to its partners. "Cyberoam support is not limited to just training and lead generation," says Jitesh Chauhan of Rubik Infotech, a leading Cyberoam partner. "Most importantly, the company sales and support team is available for important prospect meetings as well as key installations. This makes it easy for me to solve technical problems rapidly."

"This is critical particularly in remote client locations, where phone lines are likely to be bad and toll-free numbers don't work," he adds.

Elitecore is headquartered in Ahmedabad, India, with branch offices in Delhi, Mumbai, Bangalore, each with its own highly qualified sales and support teams. Having operated largely through a direct force till recently, Cyberoam's experienced field force now works closely with partners to enhance partner revenue and profitability through local sales and support help.

"Cyberoam's partner program delivers high margins and profit earning opportunities which includes share in support contracts," says Chudasama. "Plus, we enhance partner sales with co-marketing activities and lead generation campaigns, comprehensive sales and marketing materials, regular technical updates and training with technical certification."

Cyberoam is currently conducting road shows and workshops as part of its partner recruitment drive.

Cyberoam is the only UTM appliance offering identity-based security, giving instant and all-time visibility of users, which is critical in reducing network exposure to external threats. Cyberoam offers identity recognition and management across firewall, VPN, anti-virus, anti-spam, IDP, content filtering, providing granular security over multiple ISP links through a single box.

In doing so, Cyberoam provides real-time enterprise protection from emerging threats like spyware, phishing, pharming, in addition to comprehensive protection against viruses, worms, Trojans and other attacks. In addition, it allows administrators to allocate dedicated bandwidth to applications like VoIP.

Cyberoam provides security to more than 500 corporates, educational institutes and government organizations worldwide.

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About Elitecore Technologies Ltd.

Elitecore Technologies Limited is the provider of JISP Convergent Billing, a leading carrier-grade billing, provisioning and customer care solution. In addition, it provides unified threat management solutions.

Elitecore was formed with major investment from Eclipse Micro Computer Inc., based in New York. Eclipse Micro's client list includes some of the leading financial entities in the US, like Chase Manhattan Bank, Dresdner Bank among others.

Elitecore is a dynamic young player with a 75 % growth rate since inception. With the corporate office and a state-of-the-art R&D center in Ahmedabad, India, Elitecore also has offices in USA and Australia.

Elitecore is an ISO 9001: 2000 certified company.

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