# Timothy Maliyil

**CEO, AlertBoot** is sure of the company's security offerings in India.

**What is the value proposition of AlertBoot to an enterprise customer?** A part of US based Data Guard Systems; AlertBoot delivers encryption software to protect and secure data at the enterprise end.

Powered by Sophos SafeGuard Enterprise, AlertBoot is a disk encryption software based on an AES-256 encryption. Residing at the end-point of an organization, the software offers a web-based management console with reporting features and online management tools.

Available on a subscription model, the disk encryption software is charged per node for an enterprise customer. Through our centralized datacenter, policies of enterprises are managed on our web-based manager architecture.

**What opportunities do you foresee for your security product in the Indian market?** The recession of 2009 helped our subscription based model as many enterprises had their CapEx on hold. However, going forward in 2010, we see more enterprises and midmarkets warming up to the idea of managed services for security, due to cost savings and manageability.

In India, end-point encryption demands easy deployment and low cost software. Also, new norms for encryption compliance across verticals are driving the need for such solutions.

**What is the differentiator in AlertBoot offerings as compared to your competitors?** It is AlertBoot's wholly subscription based model which puts us ahead of our competition. End-user support is also a big differentiator because if a client loses his password, we can help them retrieve it through our datacenter.

The software can be installed in about 10 minutes apart from being fully webenabled and secure. The USP of the software is a unified console. It is simple, scalable and manageable for companies of all sizes and end-customers experience higher ROI and ease of deployment.

**Can you highlight AlertBoot's channel strategy for India? What are its benefits for partners?** We need to cover enterprises, midmarkets and SMBs spread over large metro cities and B class cities through the right set of partners. We have about 12 odd active system integrators and VAR partners across India.

AlertBoot is also in talks with larger system integrators and service providers to target potential market segments. We are keen to appoint bigger partners who can offer it as a service offering to their customers on desktops and laptops.

Our partner program is also flexible and scalable for channels apart from initiatives like portal support, lead generation and incentives. As an end customer adds nodes (desktops and laptops) to his architecture, partner revenues will continue to grow from an existing customer base.

**What credentials does a channel partner need to align with AlertBoot?** We want to ensure that our channel ecosystem has partners with good contacts in the industry and are confident of the geography they operate in. They should also operate in the right verticals.

A plus would be if they have been selling security products or offerings. Channel partners with a 'managed services' model can align with us for better bottom lines.

*— Yogesh Gupta*

# Around The World

## Oracle buys AmberPoint

**BOSTON:** Oracle has fattened up its middleware stack, announcing that it has purchased SOA management vendor AmberPoint.

SOA refers to a systems design approach that designates processes, such as running a credit check on a customer, as interoperable "services" that allow code to be flexibly reused. AmberPoint's software is used to monitor the performance of SOA-driven applications and help users solve problems.

— **Chris Kanaracus**
**IDGNS**

## Microsoft Warns of Lapsing Support

**FRAMINGHAM: Just days after** Microsoft warned Windows 7 users of an impending shutdown of the free release candidate, the company reminded customers running Windows 2000, XP and Vista of approaching support deadlines for those editions.

The closest cutoff is April 13, when Microsoft will drop support for Vista RTM, the term used for the build launched at retail in January 2007. After that date, Microsoft will not provide security updates for Vista RTM.

Microsoft will retire Windows 2000 from all support in July, ending all security patches for the operating system.

— **Gregg Keizer**
**Computerworld (US)**

## Xerox, ACS close $6.4Bn merger

**FRAMINGHAM:** Xerox Corp.'s $6.4 billion acquisition of Affiliated Computer Services Inc., creates a company of nearly 130,000 employees that will rely on technology innovation.

While the merger will result in staff cuts, mostly in overlapping corporate reductions, officials insist that it isn't to boost profits by cutting workers, but cross selling and marrying ACS's business expertise with Xerox's technology and services.

— **Patrick Thibodeau**
**Computerworld (US)**