

FOR IMMEDIATE RELEASE

Exponential growth in internet usage across varied segments boosts security software market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Security Software Market in India 2011 report covering a market with strong growth potential. It is a part of Netscribes' Information Technology Series.

Mumbai, India – October 18, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Security Software Market in India 2011*. Increased usage of internet and presence of abundant cyber attack prone devices, is primarily stimulating growth in the security software market.

The report commences with an overview of the overall market in India, listing of key reasons for growth and the current competitive landscape in the market, the section also depicts the market size and growth figures of security software in India, thereby giving a clear picture of the current and future market scenario. Moving along, the report explains the various available categories of security software and also highlights the usage of the most crucial security products for a deeper understanding.

Types of Cyber Attacks section in the report comprises of a list of the most popular cyber attacks, wherein it explains all the mentioned attacks thoroughly and lists any relevant real life case of the particular type of attack. This report also features a section on the various possible preventive measures which can be followed in order to maintain a proper IT security framework. It talks about the various steps and initiatives individuals or even organizations can adhere to, so as to stay protected and up to date with the latest cyber threats.

An analysis of the Drivers and Challenges explains the major factors pushing the market including rapid computerization, abundant presence of smart handheld devices, increased internet usage, frequent usage of storage peripherals, rapidly growing e-Commerce, rising cyber attacks, increased security awareness and the Government initiatives, whereas the threats identified for the market include free of cost availability of pirated softwares and tendency to avoid software upgrades.

The report features a separate section which focuses on the channel partners and their role in the security software market. Channel partners act as a primary marketing medium for the security software vendors and this section enlightens upon the basic work model followed by the channel partners. It also highlights the distribution of the major operational channel partners across India, wherein it provides a list of their names, headquarters, brands they deal with and the respective industry vertical they cater to. It is immediately followed by a section on the major vendors in the market, which provides insight on their corporate information, business highlights and strategic point of contact of the company. Major users section in the report gives us a brief idea about the current consumers of security software products across major industry verticals which can be effectively utilized by the salesforce to generate crucial lead to target similar customers.

A list of happenings such as the launch of new products and major corporate activity is tabulated chronologically in the recent development section, thus giving a clear picture about the market scenario and the various strategic moves taken by the existing players. The report also features a section on the future trends of the market, which explains the various possible future developments in the market which can act as a crucial aide for decision making and planning.

The report concludes with a strategic recommendation derived after a thorough research of the market and an appendix listing the necessary details of the most recent cyber threats to have surfaced both in India and globally.

For more details on the content of each report and ordering information please contact:

Kalyan Banga

Tel: +91 33 4064 6215

Email: kalyan.banga@netscribes.com

Gagan Uppal

Tel: +91 22 4098 7530

Email: gagan.uppal@netscribes.com

About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com

Netscribes (India) Private Limited, Podar Center, 85 Parel Post Office Lane, Off Dr. Ambedkar Road, Parel (East)
Mumbai 400 012, Maharashtra, India.