

## **Cyberoam Security Appliances Announces Special Channel Partner Incentives at SecuTech Expo 2007**

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Ahmedabad, Gujarat, April 16, 2007 /[India PRwire](#)/ -- Cyberoam, the provider of Identity-based Unified Threat Management (UTM) appliances announced an incentive scheme for its channel partners in Taiwan as a part of market promotion efforts on the inaugural day of the SecuTech Expo 2007.

As a part of this special Cyberoam scheme, there is provision for free Cyberoam appliance (Basic DPU) to the partners on a minimum purchase order of three Cyberoam CR50i and CR100i appliances (with fully bundled 1 year subscription services). Similarly on purchase of every 2 Cyberoam appliances of the CR series of 250i, 500i, 1000i or 1500i, the partner gets one appliance (Basic DPU) of the same range for free.

The schemes to be announced at the exhibition are a reflection of Cyberoam's commitment to its partners in enabling them to compete more effectively, explore and expand the market and build profitable recurring revenue streams.

Mr. Harish Chib, VP-New Business Development, said, "The participation at SecuTech Expo and the announcement of schemes is a joint-effort of Cyberoam and our regional distributor E-Ray Secure that not only seeks to promote partners but also drive the strategy and Cyberoam expansion in Taiwan. E-Ray Secure is a reputed player in the Taiwan market with extensive experience in handling Network Security Solutions. We are looking at a revenue expectation of 1 Million USD in the year 2007-2008."

Mr. YiYuan Chang from E-Ray Secure said on similar lines, "The Taiwan Internet security appliance market is on a rapid growth path. With nearly 14.5 million Internet users, which accounts for around 63% of Taiwan's total population, there are increasing security concerns among enterprises. We are pleased to have Cyberoam UTM solution in our portfolio due to its unique identity-based security, the only one of its kind in the world, in addition to their strong channel partner program."

Apart from the scheme, the visitors at SecuTech Expo 2007 can also see a live demo of Cyberoam at Booth number A610. The demo depicts how Cyberoam secures networks through an easy-to-use single interface, enabling the creation of Internet access policies based on user identity and profiles.

### **Notes to Editor**

#### **About Cyberoam**

Cyberoam, a division of Elitecore, is a leading innovator of identity-based Unified Threat Management appliances offering a complete range of security features, including identity-based Firewall, VPN, Gateway Anti-Virus, Gateway Anti-Spam, Intrusion Detection and Prevention, Content Filtering, as well as Bandwidth Management and Multiple Link Management – all over a single platform. Cyberoam offers complete Internet security to corporations, educational institutions and government organizations worldwide. Cyberoam has offices in the Newburyport, MA and India. For more information, please visit [www.cyberoam.com](http://www.cyberoam.com)

#### **About Elitecore Technologies Limited**

Elitecore Technologies Limited is a leading provider of convergent billing, provisioning and customer acquisition solutions, and Unified Threat Management Solutions. Elitecore's divisions include Crestel, meeting the voice, data, video billing and customer care requirements of tier-one service providers; and Cyberoam, the leading innovator of identity-based UTM solutions that offers integrated Internet security with fine granularity through unique user identity-based policies. Elitecore was established in 1999 by Eclipse Micro Computer Inc., and possesses a strong

R&D base and support center based in India, allowing the Company to sustain a healthy growth rate of more than 75 percent since inception. For more information, please visit [www.elitecore.com](http://www.elitecore.com)

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