

TechnoBind Partners With Seclore To Increase Distribution Network and Drive Growth

Strategic partnership to expand reach into new regional and vertical markets - Customers can benefit from seamless collaboration without compromising data security

Bengaluru, Karanataka, December 19, 2016 /[India PRwire](#)/ -- **TechnoBind**, India's first specialised distributor for data and the associated domains, today announced a strategic tie-up with Seclore, the leading provider of Enterprise Digital Rights Management (EDRM) solutions. This association will offer support to Seclore's strategic and business expansion plans in India and meet the growing needs of firms in the region for data-centric security solutions.

Seclore provides one of the most advanced, secure, and automated EDRM solutions to help companies in controlling and managing user access to critical documents and files. This comprehensive software suite comes bundled with industry-specific features, convenience, advanced technology, and connectivity that delivers automated file protection.

TechnoBind's alliance with Seclore will benefit businesses who have been looking for a packaged solution that strikes the right balance between data-centric security and collaboration. It enables companies to secure sensitive data as it is exchanged and shared across a variety of different sources.

"In this era of consumerization of IT and enterprise mobility, end-users are demanding 'anywhere, anytime' access to information data. While it improves productivity, constant file sharing introduces new challenges to businesses. Seclore's offerings will address some of the key pain points around Information usage control, information rights management and securing information as it travels," said **Prashanth G J, CEO at TechnoBind**.

"Seclore is growing and we wanted a key strategic partner that would enable us to cater to growing demand and to scale rapidly in critical markets. The Central Government's sustained focus on 'Digital India' ensures huge potential for Seclore's business. TechnoBind brings in both the reputation of being a value added distributor and a widespread operational footprint. This partnership with TechnoBind makes us well positioned to accelerate the expansion of our business in the India market," said **Amit Malhotra, VP, Sales - India, Middle East & Africa, Seclore**.

According to Seclore, interest in EDRM is growing rapidly. The benefits of EDRM are clearly being seen now across a range of sectors. The new partnership will bring new opportunities for both Seclore and TechnoBind's, who will be able to tap into these verticals where data-centric security is the primary focus. This partnership announcement comes at a time when Seclore has won a recent 'Channel Leadership survey' award from a leading publication house for the best EDRM solutions. Seclore expects EDRM to take a greater share of the increasing IT investment in the region over the coming years.

Notes to Editor

About TechnoBind

TechnoBind is the first Specialist Distributor in the Indian IT channel space, offering a hybrid distribution model placed synergistically between broad-based and niche distribution, to deliver high business value for its reseller partners. TechnoBind helps partners to implement solutions, which solve specific business pain points arising out of the rapidly changing facets of technology for businesses.

The company's sole focus has been on technologies that help the customer handle his Data and the associated challenges of Data Treatment. It is part of a large 20-year old business group having a turnover of Rs 200 Crore (USD 40 Million) and has a presence across major cities in India - Bangalore, Mumbai, Delhi, Chennai and Hyderabad.

For more information, visit www.technobind.com.

About Seclore

Seclore's Enterprise Digital Rights Management solution enables organizations to control the usage of files wherever they go, both within and outside of organizations' boundaries. Featuring dozens of pre-built connectors for leading enterprise applications (EFSS, DLP, ECM, ERP, and email), Seclore automates the protection of documents as they are downloaded, discovered, and shared to accelerate adoption. Every day, over 6 million users across 1000+ companies in 29 countries are using Seclore to achieve their data security, governance, and compliance objectives.

Recent Recognitions to Seclore

- Frost & Sullivan with a Growth Excellence award, by Deloitte as one of the '50 Fastest Growing Technology Companies'
- Gartner as a 'Cool Vendor,' for innovations in browser-based access to protect documents
- VARINDIA Channel Leadership Survey 2016 for 'Best Enterprise Digital Rights Management'
- 'Startup of the Year 2016' and 'Cyber Security Firm of the Year' award at the Super Achievers Award - World HRD Congress
- 'Most innovative start-up' and 'Tech Woman of the Year' award at World Leadership Federation Awards 2016

To learn more about Seclore and the latest in data-centric security, visit us at www.seclare.com.

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