■ MY VIEWS

V BALASUB-RAMANIAN
MARKETING MANAGER (IT SECURITY SOLUTIONS),
MANAGEENGINE

"Products have Broad Coverage with Affordability"

IN THE WAKE OF RECENT SECURITY INCIDENTS IN THE REGION, THE
ORGANIZATIONS IN MIDDLE EAST AND AFRICA WANT TO SHIELD THEMSELVES
EVEN MORE. ALSO, THE CHANGES IN PCI DSS 3.0 HAVE OPENED NEW
OPPORTUNITIES FOR COMPANIES LIKE MANAGEENGINE TO CONTRIBUTE
TO IT SECURITY MANAGEMENT. MANALI MISRA OF ENTERPRISE CHANNELS
MEA SPOKE TO V BALASUBRAMANIAN, MARKETING MANAGER (IT SECURITY
SOLUTIONS), MANAGEENGINE TO KNOW MORE ABOUT THE COMPANY'S PLAN.

◪ What are the new trends emerging in IT security management?

In Middle East, IT security until recently was not a focused area. So, organizations were happy in perimeter security systems. The focus is changing now. They have started having more internal controls for cyber threats. Due to recent cyber threat incidents, security has become the focus in this region. Banking and Financial institutions in this region want to have video records of privileged activities. It is one of the trends emerging in this region. They want to have video record for audits unlike the traditional way where it was in form of text especially due to the insider threats. You trust your employees, partners or third party vendors and you grant the privileged access to some of your IT resources based on needs. They also want to check what the person who has been given

privileged access is doing. For that they want to have video record which we call as session recording. It's an emerging thing in this region.

What innovations is ManageEngine bringing to the market in terms of technology and products?

Earlier we were having a Password Management Solution that just stored the administrative password of IT resources in a centralised repository. Organizations were storing password in text files, excel sheets and other volatile resources in plain text. We introduced a product called Password Manager Pro which is a centralized password vault where you can put all your administrative passwords and share with the team as and when needed. For example, network administrators will get access only to network related device passwords and not to server passwords. When users wanted audit trails with video records we introduced session monitoring in this software itself. The best part is that it is a single integrated solution. So, you are anyways storing the user name and password of all your IT resources. When you want to view the username or password all you need to do is click there and you will get a direct connection to your IT resource without even copying the username or password. You will get one click access to the remote resource and whatever operations you do thereafter they are video recorded and stored. So, it is a single integrated solution for password management as well as remote access and then the session recording. This is on-premise solution but we provide a web-interface also.

Payment Card Industry (PCI) Data Security Standard (DSS) 3.0 is coming in January 2015. That is one important thing for us because all organizations in this region, especially banking, want to be complaint with PCI DSS. PCI DSS 2.0 which is operational till date requires organizations to analyze logs of security devices. PCI DSS 3.0 has gone a step further. PCI DSS 3.0 wants organizations to segregate devices into sensitive and non-sensitive and they want organizations to mandatorily review security sensitive devices logs every day and identify malicious or suspicious activities. The aim is not log analysis but the mandate is to prevent attacks. So, all security devices generate thousands of logs everyday and it is impossible for anyone to manually review them. We definitely need a log management solution. We have a product called EventLog Analyzer that helps organizations review logs from various sources and it gives a lot of predefined report. PCI DSS 3.0 is a very big opportunity for us.

Security Manager Plus is a vulnerability assessment and patch management solution

which also helps generate reports for PCI. PCI 3.0 lays stress on password protection and security. Hence, Password Manager Pro has also a lot to offer for PCI. All these products will generate a lot of focus.

Which all solutions do you have for BYOD platform?

We have desktop management and mobile device management solutions. These help the organizations to take total control of the devices brought by the employees. You can deploy any software into those devices. You can also delete something you want. It gives the complete control on the devices brought by the employees into the corporate network.

What is the differentiating factor for ManageEngine?

All the ManageEngine solutions are highly affordable when compared to competing solutions. We have all the features and the price point is highly affordable. All organizations have security budgets but they can't afford to spend half a million dollar on password management solution or any other such solutions. That is the major differentiating factor. Another thing is that you get everything from a single window. ManageEngine has got 24 different products which cater to the entire spectrum of IT manage-

important event. We will be participating in GITEX as well.

What is your channel partner strategy?

In UAE, we operate only through Elitser Technologies LLC. They are our sole distributors. They have got relationship with all the IT organizations here. In other countries across MEA we have multiple partners like in Saudi, we have three partners. The total number of partners will be close to 20 in Middle East & Africa.

We have three different certifications like Gold, Silver and Bronze. We have 24 products and it is difficult to train partners on multiple products. But the more number of products they get trained in, they get the Gold certification. We also organize training programs for partners at a common location in GCC countries. Partners also visit our development centre in India and receive training. It's an on-going activity.

How are you present in different parts of MEA?

We operate only through partners.

How do you customise your products for the local needs?

We do not do any customisation. It is the partner

> MANAGEENGINE HAS GOT 24 DIFFERENT PRODUCTS WHICH CATER TO THE ENTIRE SPECTRUM OF IT MANAGEMENT, IT OPERATIONS MANAGEMENT AND IT SECURITY MANAGEMENT.

ment, IT operations management and IT security management.

Out of 90,000 customers across the globe, how many are from MEA?

Most likely, it will be close to 5-10%. In the UAE, all the top banks and oil companies, they are our customers. Since, we have 24 different products we are focusing on cross-selling.

What is your GTM for Middle East and Africa?

We market our products mainly through channel partners. We have started participation in trade shows in this region especially for security. We participated in e-Crime where many CIOs and CTOs were also gathered. GISEC is another

who takes care of that like implementation and minor customisation. Whenever, they require our help they get in touch with us but most of the time, they take care.

What is the focus for this year?

In Password manager Pro, we are enhancing session management and session recording. We want to position this product as a full-fledged remote access control solution. In EventLog management, we want to make log collection and analysis 10 times faster. We are integrating EventLog Analyser with Firewall Analyser solution. That integration is going to happen this year. These are some of the activities planned and these will also help compliance management especially PCI. ◤