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Sahara enters into strategic partnership with AfricaSD in bringing Kaspersky to its channel partners

Africa SD

Press release issued by Africa SD
Johannesburg, 6 Nov 2009



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Sahara Computers, a leading distributor of technology solutions and services, expands its product portfolio by stepping into the IT security solutions market.

The company has recently entered into a strategic partnership with Africa SD, distributor of Kaspersky Lab, which is a market leader in the development of anti-virus protection. Kaspersky, with headquarters in Moscow, Russia, currently operates in more than 100 countries around the globe and provides protection for over 250 million users worldwide.

Sahara will offer its channel customers a range of Kaspersky products and services in South Africa, and also bundle the security solutions on its range of desktop and laptop PCs.

The anti-virus and Internet security protection software market shows strong growth within the consumer and small business segments where there is a growing risk of virus attacks. Consumers and small businesses are recognising the benefits of anti-virus and Internet security software, which will help feed demand and ensure that more computers are protected.

Sahara Computers will be offering a complete range of products, including the Kaspersky Anti-virus, Kaspersky Internet Security 2010, Kaspersky Mobile Security 8.0.

Kaspersky Lab delivers the world's most immediate protection against IT security threats, including viruses, spyware, crimeware, hackers, phishing, and spam. Kaspersky Lab products provide superior detection rates and the industry's fastest outbreak response time for home users, SMEs, large enterprises and the mobile computing environment. Kaspersky

technology is also used worldwide inside the products and services of the industry's leading IT security solution providers.

When it comes to providing reliable protection against viruses, spam and hacker attacks, Kaspersky Lab has solutions for every customer. The company delivers a comprehensive range of products to protect home PC users and corporate networks from the increasingly complex, multifunctional malware systems that permeate the Internet.

Sahara Computers recognises the growing need against computer malware and will be running aggressive sales campaigns in offering anti-virus, anti-spyware, anti-spam, and anti-intrusion products. Kaspersky products will be available through Sahara's reseller channel base nationwide. For more information, please visit <http://www.sahara.co.za>.



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Tuesday, 17 November 2009, 11:21

Sahara Computers has signed a strategic partnership with Kaspersky Lab and will be offering its customers with the entire range of Kaspersky products and services in South Africa through distributor Africa SD.

Sahara Computers will be offering the complete range including Kaspersky Anti-virus, Kaspersky Internet Security 2010, Kaspersky Mobile Security 8.0, Kaspersky Anti-Spam, Kaspersky Hosted Web Security and Hosted IM Security. Kaspersky Lab was first to market with a number of anti-virus technologies including full-scale solutions for Linux, Unix and NetWare, a new-generation heuristic analyzer designed to detect newly emerging viruses, effective protection against polymorphic and macro viruses, continuously updated antivirus databases and a technique for detecting viruses in archived files.

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Sahara joins hands with Kaspersky

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Sahara Computers will now be offering its customers with the entire range of Kaspersky products and services in South Africa through mass distributor channel, Africa SD. Antivirus software market is gradually inching its way to become the next boom industry in emerging markets and through this distribution pact Sahara will only add more value to its customers and channel partners.

Sahara Computers will be offering the complete range including the Kaspersky Anti-virus, Kaspersky internet security 2010, Kaspersky Mobile Security 8.0, Kaspersky Anti-Spam, Kaspersky Hosted Web Security and Hosted IM Security.

Kaspersky Lab was the first to develop many technological standards in the antivirus industry, including full-scale solutions for Linux, Unix and NetWare, a new-generation heuristic analyser designed to detect newly emerging viruses, effective protection against polymorphic and macro viruses, continuously updated antivirus databases and a technique for detecting viruses in archived files.

Sahara Computers recognises the growing need against computer malware and will be running aggressive sales campaigns consisting of bundle deals with its range of products like desktops and laptops to provide a complete protected PC package to its customers. The package deal is designed to meet the needs of today's Internet users –without slowing down their computers.

Through this distribution pact Sahara Computers aims add more value and attract more customers to its current database by setting new standards in safe use of the computer and the internet. Sahara will be targeting all market segments including Home, Business and Office. Kaspersky products will be available through all Sahara channel base and branches nationwide.

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DIGITAL NEWS

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Sahara Computers has announced it has signed a strategic partnership with Kaspersky Lab, one of the market leaders in the development of antivirus protection.





Sahara will offer the complete range of anti-virus and internet security programs through mass distributor channel, Africa SD.

Kaspersky, with headquarters in Moscow, currently operates in more than 100 countries around the globe and provides protection for over 250 million users worldwide.

It is reputed to be the first to develop many technological standards in the antivirus industry, including full-scale solutions for Linux, Unix and NetWare, a new-generation heuristic analyzer designed to detect newly emerging viruses, effective protection against polymorphic and macro viruses, continuously updated antivirus databases and a technique for detecting viruses in archived files.

[17 Nov 2009 09:13]

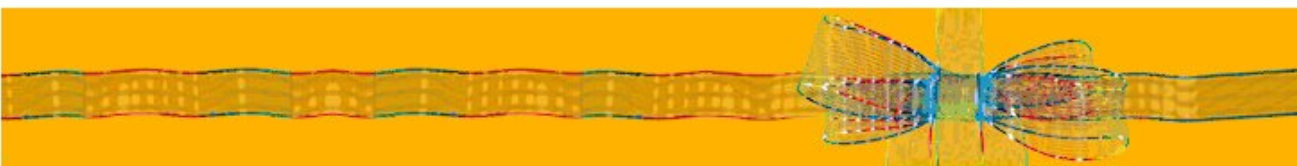
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Sahara, Kaspersky join hands

Kaunda Chama – 20 November 2009

Technology and solutions provider Sahara Computers, has expanded its business portfolio by stepping into Anti-Virus Market. It has entered into a strategic partnership with Kaspersky Lab, one of the market leaders in the development of antivirus protection software.

Kaspersky currently operates in more than 100 countries around the globe and provides protection for over 250 million users worldwide.

Sahara Computers will now be offering its customers with the entire range of Kaspersky products and services in South Africa through mass distributor channel, Africa SD.

According to the company, the antivirus software market is gradually inching its way to become the next boom industry in emerging markets and through this distribution pact Sahara will only add more value to its customers and channel partners.

The distribution company will be offering the complete Kaspersky range including the Kaspersky Anti-virus, Kaspersky internet security 2010, Kaspersky Mobile Security 8.0, Kaspersky Anti-Spam, Kaspersky Hosted Web Security and Hosted IM Security.

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