



## WEBSPY SETS SIGHTS ON AUSTRALIAN MARKET

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ASX-listed WebSpy has announced the bundling of its Internet monitoring tool, Analyzer, with the Microsoft Internet Security and Acceleration (ISA) Server 2000.

The Perth-based security software developer, that has so far concentrated its efforts in US and European markets, will use the product integration as a spearhead for its plans to infiltrate the Australian market. The package is available in Australia for \$3199.

WebSpy managing director, Jack Andrys, estimated that price was half that of buying the products separately and would give resellers margins of up to 35 per cent. WebSpy will continue to carry out research and development (R&D) at its Perth labs and hopes to add further products to the bundle in the future.

Plans for WebSpy to turn its attention to the Australian market have been sharpened by the recent announcement that online security software distributor, Janteknology, has gone into administration, leaving it with 60 resellers to manage.

Andrys said evaluation of existing channel partners was currently underway, distribution partners would be actively encouraged and the appointment of a channel manager was at the top of his priority list.

"We are looking for someone to manage the channel because the Australian market has been managed in the past", he said. "We are expanding and slowly moving forward but I would love to see the channel make a big impression on the progression".

WebSpy products, aimed primarily at the SME market, were currently distributed electronically but Andrys said he would be prepared to put his products on the shelf with distributors if it made sense. He was also considering opening an office in Sydney if it made sense to run the channel program from the East coast.

Security and management product for Microsoft Australia, Ben English, said this was the first global integration deal involving the ISA Server. He said that bundles with other security vendors like SurfControl and Trend Micro would be attractive possibilities in the future because this would allow customers to "pick and mix" a security solution.

### ***Australian Reseller News***