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Manacom distributes Trend Micro products to Big W retail stores

By Lilia Guan

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Tags: manacom | distributes | trend | micro | products | retail | stores

Manacom, software publisher and distributor has announced it will supply a selection of security software to mass merchant retailer Big W.

The new collaboration between Manacom and Big W will see popular software titles including Trend Micro, Net Nanny and iPod Studio available throughout 148 stores Big W's stores Australia wide.

James Mackay said the selection of Manacom software titles will enhance existing Big W software product lines and provide consumers with greater choice across a broader application range.

"We believe that Trend Micro Internet Security and Net Nanny product lines, along with the Studio for iPod range will increase the software offering and present consumers with greater choice," he said.

David Peterson, consumer sales director Australia and New Zealand told CRN the Trend Micro products sold through Big W will be from its consumer range.

"The box products are the same as those sold at Harvey Norman, JB Hi-Fi, Dick Smith Powerhouse and in all the major retailers and smaller retailers. We have had quite a heavy retail focus because we have a commitment to the channel and to retail," he said.

Patrik Bihammar senior analyst, Security Solutions and System Management Software at IDC Australia said the highly competitive is a price sensitive marketplace.

"This announcement will provide another route to the market for the mentioned vendors in the consumer security retail market, adding 148 stores to reach consumer buyers," he said.

"However IDC has observed a trend towards more consumer security software being purchased on-line." According to Bihammar even though many first time buyers often pick up a box from a retail store, many consumers choose to purchase and renew their security software on-line.

"Other innovative channels for consumer security software include selling/purchasing through ISPs and broadband providers. There are also examples of banks offering security software to their on-line banking customers," he said.



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