

KASPERSKY^{lab}

PARTNER
PROGRAM

- ▶ PROFITABILITY
- ▶ SALES & MARKETING BENEFITS
- ▶ SUPPORT & TRAINING
- ▶ AWARD-WINNING SECURITY SOLUTIONS



Protect your corporate customers

Build your security business

Your partner in total security

- Kaspersky Lab has more than 2,200 employees working in over 27 countries.
- Our solutions protect almost 400 million users worldwide.
- We have over 300,000 corporate clients globally.
- Over 130 different vendors' products include our technologies.
- We are the largest privately owned security software company in the world.

Today's businesses face unprecedented threats to their security, exposing them to the risks of stolen data, lost profit, reduced productivity and damaged reputations. The International Data Corporation (IDC) predicts the worldwide IT security market will be worth over \$38.4 billion by 2013, with endpoint protection the largest segment. That's why there's never been a better time to join a profitable partnership with Kaspersky Lab.

Work with the anti-malware leader

When choosing a security partner, you need to know the company has the strength and resources to protect your corporate customers' profits, safeguard their brands, improve their effectiveness and reduce their costs. Since launching in 1997, Kaspersky has focused on anti-malware protection. Despite our competitors diversifying into other areas, we remain committed to securing companies against cyber threats. It's why we've grown to become the world's largest privately owned security software company, with over 300,000 corporate clients, a wealth of awards and unmatched scores in independent security tests.

A partnership that puts you first

A partnership with Kaspersky delivers more than market leading security solutions that impress your corporate customers. You will enjoy superior margins, incentives, rewards, support and training. All from a company that's fully committed to partners in the channel. So you know you're working with a team that values your business, supports your efforts, rewards your achievements and helps you increase sales.

This is your opportunity to secure a competitive edge in the world's fastest-growing security sector. With Kaspersky, the rewards are there for the taking.

What the experts say

A partnership with Kaspersky delivers superior margins, rewards and support with market-leading security solutions that will attract, retain and protect your corporate customers.

What the experts say

Experts from across the security industry all agree: Kaspersky is the vendor of choice for partners seeking to grow their businesses.

Gartner Market Share Analysis: Security Software Worldwide 2010

In terms of revenue growth, Kaspersky Lab has been the most successful vendor in the endpoint security space.

The performance of this vendor in 2010 is even more striking if we analyse it in euros (almost 65% of its global revenue comes from EMEA), whereby the growth for consumer and enterprise endpoint security revenue (key areas of focus for this vendor) was 49% and 37% respectively; well above the market average.

What is particularly significant in the analysis of Kaspersky Lab is that an important part of company growth comes from enterprise endpoint security; a very mature area in which adoption rates are high and competition is fierce.

Kaspersky's success comes from a good channel partner strategy and the building of a strong brand and technical expertise. Good execution in building an effective go-to-market strategy in the consumer sector, particularly on the retail channel, and a focus on anti-malware detection technology in the enterprise space are other factors behind this player's inroad in the market.

B2B International

"Kaspersky is ranked number 2 in the world among IT professionals worldwide."

Why partner with Kaspersky Lab

Selecting the right security partner is a vital decision. You need a company with the technology to satisfy your customers and the commitment to help grow your revenue. That's what makes Kaspersky Lab the perfect choice for your business.

A Message from our CEO, Eugene Kaspersky:

“Our partners are critical to our success. That's why we focus exclusively on supporting you. Customers trust you to secure their systems and maximise the returns on their technologies. So we provide the solutions and support you need to please your customers and build a profitable business. It's a partnership where everyone wins.”



Four reasons why it pays to work with us

1. We have the strength to support you

With thousands of employees and millions of users worldwide, we are the world's largest privately held security software company. So you can relax knowing we'll always be around to support you and your customers with the finest security solutions.

2. We bring you technology you can trust

Independent tests prove that none of our competitors' solutions match the detection rates, platform coverage, small system footprint, fast threat responses, and effortless control that our proprietary technologies deliver. The result is corporate solutions that secure every level of your customers' networks, ensuring they feel confident in your services.

3. We will take care of your customers

We know that for your business, reputation is everything. That's why everything we do is about helping you exceed your customers' expectations. It's also why our solutions lower your customers' total protection costs through unbeaten security, flawless performance, simple installation, easy-to-use management, and reliable technical support.

4. We will always be there for you

We focus completely on channel and, unlike almost every other anti-malware vendor, we will never approach your customers direct. Instead, we'll bring you excellent margins, recurring revenue streams and exceptional technologies that satisfy your customers. That's not all. We also deliver the training, rewards and incentives you need to take your business to the next level. Little wonder the Kaspersky Partner Program has earned the VARBusiness 5-Star Partner Program designation. It's because we know how to help you make money and secure customers.

Technology that takes your business further

Your key to a successful career in security

As we consider partners an extension of our business, we will share our knowledge with you.

The expertise and insights you gain will help grow your business in partnership with Kaspersky.

Become a partner of Kaspersky and you put the leading security solutions on your side. As part of our team, you will gain access to exceptional technologies that secure your customers' systems, reduce their overall costs, and help you build a profitable business.

Lowering your customers' total cost of protection

Choosing the wrong anti-malware solution can cost your customer much more than the price of the product. All too often, businesses suffer from solutions that offer weak protection, poor performance, lost productivity, inferior support and time-consuming management tools. With Kaspersky, your customers receive the best in anti-malware security. Our optimised technologies, effortless management and rapid support reduce their total cost of protection and help them operate more effectively.

Security that's second to none

Kaspersky consistently comes first in independent anti-malware tests, beating all major software vendors. We've built our solutions on a single world-class malware engine that protects every layer of your customers' businesses, from workstations, laptops and mobile devices through to file servers, mail servers, gateways and the cloud. While providers refresh their databases daily, we update our files hourly, giving your customers better protection from an outbreak.

Securing your customers at every level

Our solution for protecting corporate customers is Kaspersky® Open Space Security™ (KOSS). Comprising three suites, KOSS secures your customers at every level of their business networks and makes it easy to manage each user. You can sell these products as one, two or three-year subscriptions. During the terms, your customers will receive virus signature file updates and product upgrades. Outside the term, they can still use the solutions, however, the updates and upgrades cease.

Optimised for superior performance

To ensure your customers' employees remain productive, our solutions are optimised for the lowest-possible impact on systems resources. Our patented iChecker and iSwift technologies also manage CPU resources intelligently. Additionally, our hourly updates mean smaller updates, which minimise demand on resources and improve efficiency.

Unparalleled coverage for multiple platforms

Our solutions provide comprehensive security for the broadest range of platforms and operating systems, including Windows, Mac, Netware, Unix, Linux, Lotus, Android, Blackberry and Symbian. Whatever their systems, your customers can install our solutions across their networks and manage everything from just one screen.

Simple deployment and management

It couldn't be easier for your customers to deploy our solutions. One management console automatically removes existing products, then installs and updates our solutions. Once in place, your customers can then manage our solutions quickly and effortlessly from a central view: the Kaspersky Security Center. Even better, they can easily customise their existing security policies and create new ones.

Program levels to match your business dynamics

The Kaspersky Partner Program rewards you with great benefits and unlimited opportunities. There are different levels to match the needs, dynamics and capabilities of our partners. Your performance and engagement with Kaspersky will determine your rewards and support, plus the opportunity to rise to the next level.



Platinum

Platinum is the highest status available to our partners. The accolade recognises your achievements and aims to steer you to even greater heights of success. That's why we award Platinum status to those that are committed to selling Kaspersky solutions; achieve revenue targets; deliver excellent customer service; and display leading technical abilities.



Platinum License

The status Platinum License is granted to partners who are specialised in software Licensing. As a Platinum & Platinum License partner, you will enjoy only the finest benefits. These include support from an allocated account manager; quarterly business reviews to help grow your profits; face-to-face support from our technical experts; direct access to our sales team; sales and marketing opportunities; and exclusive rewards and incentives.



Gold

Gold level status welcomes successful partners with business strategies that focus on providing market-leading security solutions. The status also embraces businesses dedicated to developing their operations in partnership with us. To reflect and reward your achievements, we will provide you with dedicated support from an account manager; quarterly business reviews to help increase profits; access to sales and marketing programmes; solution training; and eligibility for incentives.



Silver

Silver partners display proven success in selling Kaspersky solutions alongside other products within their security portfolio. Becoming a Silver partner opens the door to a lucrative range of benefits, such as free access to useful online and offline resources, and complementary sales tools.



Registered

The Registered status is an excellent starting place for partners to begin engaging with Kaspersky. Take your place as a Registered partner and you will gain a valuable introduction into the Kaspersky Partner Program and advice on ways to grow your security business.



Retail

Retail Partners primarily sell Kaspersky's Home and Home Office products. As a Retail Partner you can benefit from the many advantages the Partner Program offers.

Kaspersky Lab Partner Program requirements and benefits at a glance

Kaspersky Partner Program		BeNeLux & Nordic				
Requirements	Retail	Registered	Silver	Gold	Platinum	Platinum License
Accreditation	n/a	n/a	1 Trained Sales Specialist, 1 Trained Technical Specialist	2 Trained Sales Specialist, 2 Trained Technical Specialist	3 Trained Sales Specialist, 3 Trained Technical Specialist	3 Trained Sales Specialist
Revenue commitment	n/a	n/a	>10.000	>25.000	>40.000	>100.000
New business commitment	n/a	n/a	25%	35%	40%	50%
Business planning and reviews	n/a	n/a	Every Y	Every Q	Every Q	Every Q
Benefits	Retail	Registered	Silver	Gold	Platinum	Platinum License
Free use of Kaspersky products for your business	50% discount	50% discount	Free (Limited to 25)	Free (Limited to 50)	Free (Unlimited)	Free (Unlimited)
Promotions and incentives program	✓	✓	✓	✓	✓	✓
Included on the online Partner locator	✓	✓	✓	✓	✓	✓
Deal registration	n/a	n/a	✓	✓	✓	✓
Special bid pricing	n/a	n/a	✓	✓	✓	✓
Kaspersky driven leads	n/a	n/a	✓	✓	✓	n/a
MDF support (50/50 cost share)	n/a	n/a	n/a	3%	5%	5%
Sales revenue bonus	n/a	n/a	n/a	3%	5%	5%
Access to Partner Portal	✓	✓	✓	✓	✓	✓
Dedicated Account Manager	n/a	n/a	n/a	✓	✓	✓
Dedicated Internal Account Manager	n/a	n/a	✓	n/a	n/a	n/a
Instore POS material	✓	n/a	n/a	n/a	n/a	n/a
Dedicated marketing support	n/a	n/a	n/a	n/a	✓	✓
Partner newsletter	✓	✓	✓	✓	✓	✓
Annual Kaspersky Partner Conference	n/a	n/a	n/a	Eligible	Required	Eligible
Support and Training	Retail	Registered	Silver	Gold	Platinum	Platinum License
Kaspersky courses for sales and technical staff	✓	✓	✓	✓	✓	✓
Access to Technical Account Manager (pre and post sales)	n/a	n/a	✓	✓	✓	✓
Training vouchers	n/a	n/a	20%	35%	50%	50%

Four simple steps to becoming a partner



With businesses facing ever-growing security threats, now's the time to work alongside a world leader in anti-malware solutions. As a valued partner of ours, you will receive the exceptional technologies and support you need to thrive in this profitable security sector.

Step this way to success

So now it's over to you. Follow these four simple steps, and you're set to become a partner of the largest independent security software company in the world. We look forward to welcoming you to the team.

1. Register via Program Registration at www.kasperskypartner.eu
2. Receive your personal Reseller ID and log on to get your on-boarding kit.
3. Use the local Partner Portal at www.kasperskypartners.eu. The portal gives you access to valuable materials such as whitepapers, brochures, training videos, and information on partner events and promotions.
4. You're ready to do business with Kaspersky.

You can contact our offices:

Benelux

Papendorpseweg 79
3528 BJ Utrecht
The Netherlands
+31 (0)30-529555
sales@kaspersky.nl
sales@kaspersky.be

Nordic Region

Jan Stenbecks torg 17
164 40 Kista
Sweden
+46 (0)8 57 85 30 00
corporatesales@kaspersky.se