

# KASPERSKY<sup>®</sup> VALUE ADDED SERVICES FOR XSPs

*For broadband & mobile service providers*



# KASPERSKY VALUE ADDED SERVICES FOR XSPs

## Get value added services for your business

Increase your revenue, strengthen your brand and improve customer retention through offering superior anti-malware protection.

Creating an additional revenue stream, helping you maintain a competitive edge and reducing levels of malware entering your system – these are just some of the ways Kaspersky Lab can contribute to your corporate growth strategy.

It's a 'win-win' situation. By partnering with a global leader in IT security, you provide your customers with the opportunity to benefit from continuous best-of-breed anti-malware protection, tying them more closely to your business and making your financial transactions together more secure.

### • Increase your Revenue Per Customer at No Additional Cost

Each subscriber to Kaspersky Lab software (and current Kaspersky Lab Subscription Services partners are seeing an average 10% subscription level from targeted customers) generates additional revenue for your organization. And, because this is an ongoing service, this income-stream is continuous.

### • Strengthen your Brand and your Global Reach

Consumers and independent test authorities alike recognize Kaspersky Lab security solutions as 'best-of-breed'. Partnering with a global market leader like Kaspersky Lab, supported by our worldwide marketing reach, differentiates your business and helps build trust in the eyes of consumers.

### • Improve Your Online Security and Efficiency

Subscribing to Kaspersky Lab security software won't just keep your customers happy, loyal and protected – it also optimizes the security of online customer transactions. The risk of introduced malware is minimized, which in turn reduces the load on technical support and, critically, levels of expensive downtime experienced by your business.

## End-user benefits

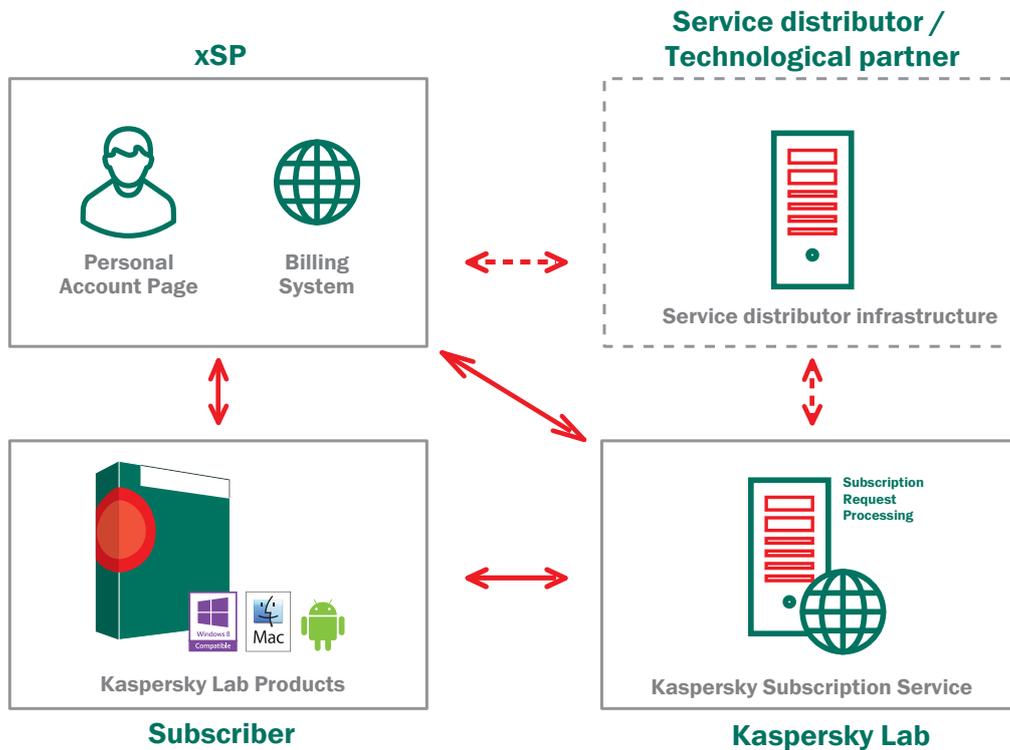
Safe surfing, reliable protection against Internet threats, based on the innovative award winning Kaspersky Lab consumer product range, including best-of-breed Kaspersky Internet Security and Kaspersky Mobile Security. This enables users to combine the power of a complete security package with the flexibility of a subscription-based service.

## Support of leading Cloud Marketplaces

If one of the world's leading Cloud Marketplaces is already in use in your organization, then it is possible to launch the sales of Kaspersky products quickly. (Please see page 4 for the list of Cloud Marketplaces.) In any case, being a privately owned Company, Kaspersky Lab can quickly allocate the necessary technical resources to meet the needs of the project and promptly enable subscribers' protection via cloud subscription model.

## Integration process

A simple and flexible integration process, assisted by Kaspersky Lab experts, enables the service provider to quickly activate new services. Cross-platform compatibility and easy customization allow the solution to be integrated into any environment. Kaspersky Lab hosts the subscription service infrastructure, with no need for the service provider to deploy additional facilities.

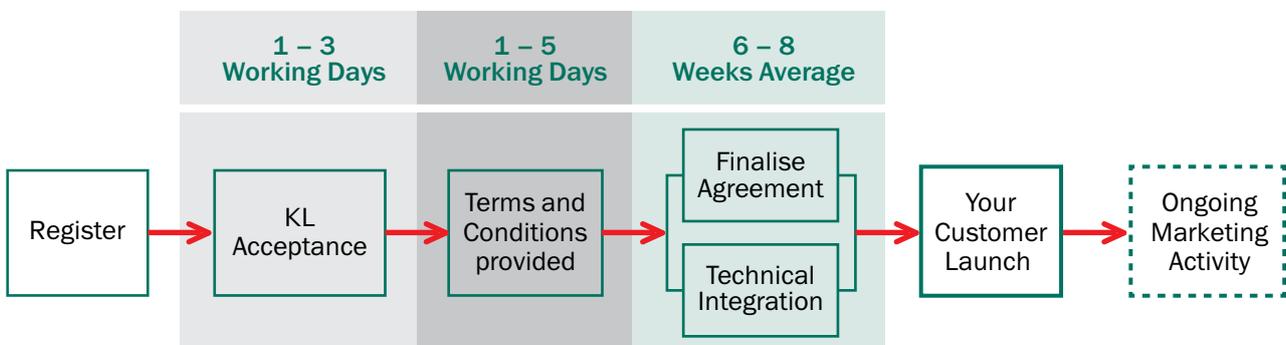


## Licensing scheme

A flexible licensing scheme allows service providers to offer their customers a variety of subscription options, or a continuous subscription with an automated renewal process. The small periodical fee encourages users to subscribe to the service.

## Project lifecycle

The process of becoming a Kaspersky Subscription Partner is straightforward – you could expect to be launching your subscription program within 3 months of applying for registration.



To register as the Kaspersky Subscription Partner and learn more about Kaspersky Subscription Services go to [kaspersky.com/subscription-services](https://kaspersky.com/subscription-services) or email us at [kss\\_sales@kaspersky.com](mailto:kss_sales@kaspersky.com).

## Full cycle marketing support

At Kaspersky Lab, we have the experience gained from launching more than 400 projects. We know which tools give better conversion and how the products can gain acceptance within your customer base. We are ready to offer marketing guidance on how to best launch our products to your customers within your country or region.

## About Kaspersky Lab

Throughout its more than 18-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for large enterprises, SMBs and consumers. Kaspersky Lab, with its holding company registered in the United Kingdom, currently operates in almost 200 countries and territories across the globe, providing protection for over 400 million users worldwide. Learn more at [www.kaspersky.com](http://www.kaspersky.com).

## More than 400 partners trust us



## VAS platform partners



## Some of our awards

Over the last 19 years, Kaspersky Lab's products have received literally hundreds of awards lauding their impeccable detection rate and protection capability, including, just over the last few months:



The total list of awards and certifications is too long to be listed here, but you can see it on Kaspersky Lab website at [www.kaspersky.com/top3](http://www.kaspersky.com/top3).