

A stylized, semi-transparent graphic of two hands shaking, rendered in shades of blue and green, set against a background with a blue-to-green gradient. The hands are positioned centrally, with the fingers interlaced in a firm grip.











Canalys EMEA vendor benchmark: cybersecurity

**For Kaspersky's distribution
December 2020**

Summary










- The top three cybersecurity vendors in terms of channel satisfaction are Kaspersky, ESET and WatchGuard.
- Kaspersky improved overall in the last 12 months, with account management effectiveness seeing the largest increase (+6.8%). This was followed by managing channel conflicts (+6.5%), and usefulness of portal and tools (+5.8%).

Kaspersky EMEA ranking

Ranking	Vendor	Top topics	Avg rating ▼
#1		<p>Product availability and supply 9.1</p> <p>Effectiveness of account management 8.9</p>	<p>86.4%</p> <p>554 recent reviews, 855 in total</p> 
#2		<p>Product availability and supply 9.1</p> <p>Ease of doing business 8.9</p>	<p>85.1%</p> <p>288 recent reviews, 431 in total</p> 
#3		<p>Product availability and supply 9.0</p> <p>Quality of technical support 8.8</p>	<p>84.9%</p> <p>92 recent reviews, 129 in total</p> 
#4		<p>Product availability and supply 8.6</p> <p>Effectiveness of account management 8.1</p>	<p>78.2%</p> <p>74 recent reviews, 569 in total</p> 
#5		<p>Product availability and supply 8.7</p> <p>Ease of doing business 8.1</p>	<p>76.7%</p> <p>30 recent reviews, 33 in total</p> 

Source: Canalis EMEA vendor benchmark, as of 17 December 2020

Canalys EMEA vendor benchmark: cybersecurity

Top cybersecurity vendors				
EMEA ranking	Cybersecurity vendor	Overall rating	Annual change	Number of recent interviews
1	Kaspersky	86.4%	+5.2% 	554
2	ESET	85.1%	+17.3% 	288
3	Trend Micro	78.2%	+11.9% 	74
4	Check Point	74.1%	+6.0% 	70
5	Juniper Networks	73.5%	+8.2% 	134
6	Fortinet	68.8%	+0.8% 	37
7	Cisco	67.7%	+0.1% 	74
8	Palo Alto Networks	67.2%	-0.6% 	29
9	Symantec	54.6%	-4.1% 	23
Unranked*	McAfee	60.2%	NA	<15
Unranked*	Sophos	69.9%	NA	<15

Note: *Unranked due to low sample size

Source: Canalys EMEA vendor benchmark, as of 17 December 2020

Vendor benchmark scorecard: Kaspersky

Highest ratings

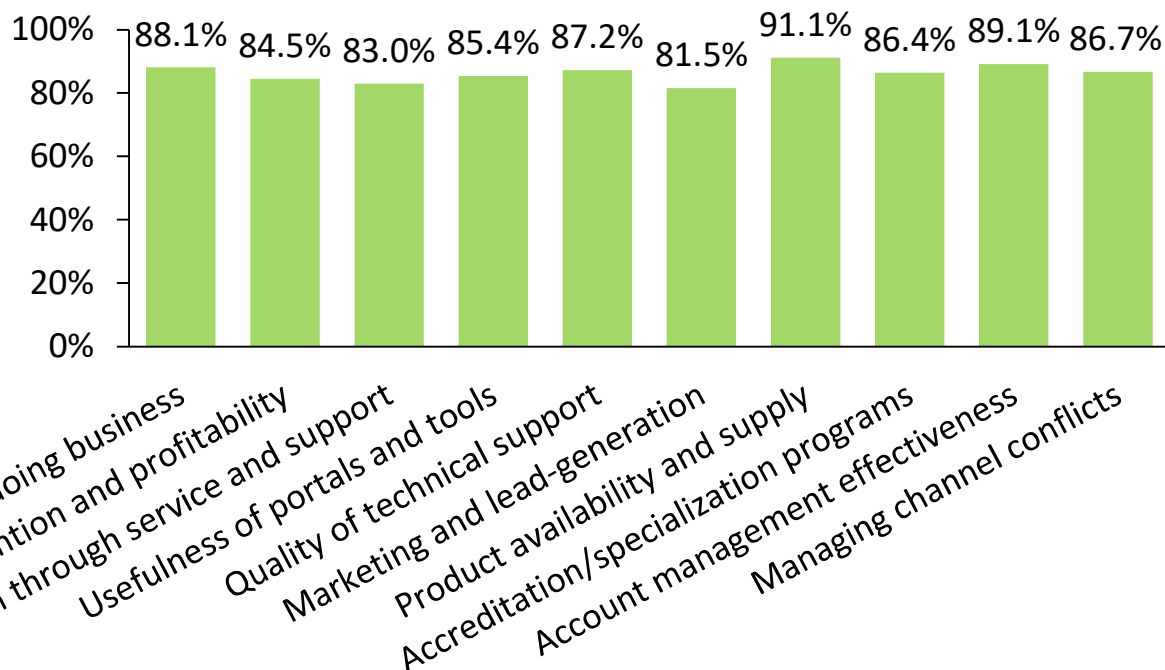
Product availability and supply	91.1%	↑
Account management effectiveness	89.1%	↑

Lowest ratings

Marketing and lead-generation	81.5%	↑
Growth through service and support	83.0%	↑

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Ratings by topics
Overall rating: 86.4%

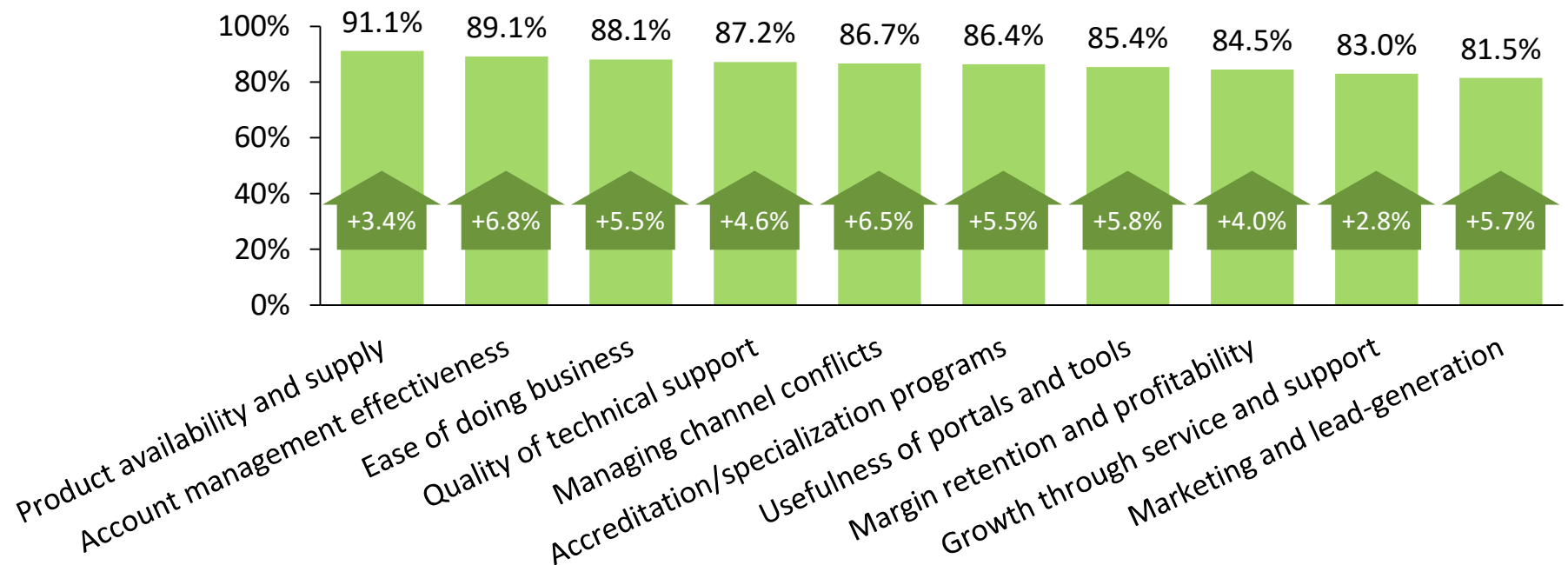


Note: arrow percentages represent year-on-year score change
Source: Canalis EMEA vendor benchmark, as of 17 December 2020

Vendor benchmark ratings by topics: Kaspersky

kaspersky

Overall rating: 86.4%



Note: arrow percentages represent year-on-year score change
Source: Canalys EMEA vendor benchmark, as of 17 December 2020

Call to action link for partners and prospects

- Candefero is an exclusive online community for the IT channel. It offers its members high-quality market intelligence and trends analysis – free of charge.
- Candefero is also a forum for channel players to come together to discuss the burning issues affecting their businesses. Share knowledge by posting comments and responding to polls and surveys. Only people employed by authorized channel partners can join Candefero.
- Partners can complete the Canalys vendor benchmark on the Canalys Candefero partner community platform.
 - <https://www.candefero.com/vendorpartnerregister.php?id=104>.
 - If partners are already Candefero members, it will take them straight to the usual benchmark page on Candefero.
 - If they aren't, it takes them to a page to fill in the benchmark.

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