Kaspersky MSP Specialization

Speaker name and position
Date
What is important when choosing a security ISV?

Which of the following things are partners looking for when choosing an IT security software vendor? (Top-5)

- Vendor reputation
- Competitive pricing
- Simple license purchasing and management
- Quality of protection in tests
- Easy integration with RMM

Which of the following qualities are clients requiring more from MSPs nowadays?

- Expertise in infrastructure
- Reputation and credentials
- Cyber security expertise
- Local and personalized service
- High SLAs / quick response times
Most Tested. Most Awarded. Kaspersky Protection.*

In 2019 Kaspersky products participated in 86 independent tests and reviews. Our products were awarded 64 firsts and achieved 70 top-three finishes.

Kaspersky ranks No.1 in the Canalys Worldwide Vendor Benchmark of channel satisfaction

*Notes:
- According to summary results of independent tests in 2019 for corporate, consumer and mobile products.
- Summary includes independent tests conducted by: AV-Comparatives, AV-TEST, SE Labs, ICSA Labs, NSS Labs, MRG Effitas, Virus Bulletin, PC Magazine.
- Tests performed in these programs assess all protection technologies against known, unknown and advanced threats.
- The size of the bubble reflects the number of 1st places achieved.

www.kaspersky.com/top3
Committed to being the best cyber security vendor for MSPs
Kaspersky MSP Vision

MSP Security Portfolio
- Multi-tenant products on-premises or cloud-based
- Best-in-class protection

Support and trainings
- Five premium incidents included
- Technical and marketing support

Kaspersky MSP Program

Ease of management
- Quick rollout with immediate protection
- Default security profiles

Ease of integration with RMM/PSA
- Integration with major RMM/PSA tools
- Automated security tasks, ticketing and billing

Simple license ordering and management
- Monthly or annual subscription
- Pay-as-you-go-billing
Managed Services with Kaspersky

**Security Foundation**
- Endpoint Protection
- Vulnerability Scan and Patch Management
- Office 365 Protection

**Advanced Security**
- Incident Response
- Security Awareness Trainings
- Private and Public Cloud Protection
- Managed Web and Email Protection

**Expert Security**
- Security monitoring
- Managed Detection and Response
- Proactive Threat Hunting

**BUILD SERVICES**

**KASPERSKY INTELLIGENCE AND EXPERTISE**
- Kaspersky Security Network
- RMM and PSA Integrations
- Premium Support and Professional Services
- Cybersecurity Training
- Managed Detection and Response
- Expert Services

**MSP**
- Kaspersky Endpoint Security for Business
- Kaspersky Hybrid Cloud Security
- Kaspersky EDR Optimum
- Kaspersky Anti Targeted Attack

**MSSP**
- Kaspersky Endpoint Security Cloud
- Kaspersky Sandbox
- Kaspersky Automated Security Awareness Platform
- Kaspersky Threat Lookup
- Kaspersky Threat Data Feeds
- Kaspersky Intelligence Reporting
- Kaspersky Intellgience and Expertise

**KASPERSKY EDR Expert**
- Kaspersky Security for Microsoft Office 365
- Kaspersky Security for Mail Server
- Kaspersky Security for Web Gateway
- Kaspersky Managed Reporting
Diversity of upsell opportunities for MSPs

Managed anti-malware
Managed ransomware protection
Managed access to devices
Managed web filtering
Managed patch management
Managed encryption
Managed mobile device security

Managed anti-spam
Managed anti-phishing
Managed anti-malware for mail

Shadow IT discovery
Managed critical server protection
Managed vulnerability assessment

Managed MS O365 protection
Managed anti-spam
Managed anti-phishing
Managed anti-malware for mail and storage

Managed web filtering
Managed Internet traffic security

Managed private cloud protection
Managed public cloud protection

Managed security monitoring
Proactive Threat Hunting

Managed Detection and Response
Managed Workload Protection
Managed web security
Managed MS O365 Protection
Managed Mail Protection
Managed MS O365 Protection
Managed security monitoring
Proactive Threat Hunting

Subscription revenue

$ $$
Kaspersky MSP Specialization benefits for MSPs

Easy to sell

- Monthly and annual subscriptions
- Own, control and modify licenses
- Kaspersky License Management Portal (LMP) – the single portal for all licensing needs

Enjoy flexible licensing

- Compelling IT security services based on Kaspersky subscription products
- Diversity of upsell and cross-sell opportunities
- Volume-based pricing
- Pay-as-you-go billing

Increase margin and revenue

- Sales and technical trainings
- Product and marketing content
- Kaspersky Global experience (best practices, case studies etc.)

Train your sales
Kaspersky Flexible Licensing Model

Easy to order and manage licenses through a distributor’s marketplace or the vendor portal

- Change seat counts any time
- Auto-renewal
- 30-day trials to test products

Monthly and annual subscriptions

- Payment on a daily basis
- Sell more and pay less
- Monthly and yearly invoicing

Pay-as-you-go billing & volume pricing

- License order and management
- Single dashboard
- Detailed reporting & billing

Kaspersky License Management Portal
Kaspersky MSP Specialization benefits for MSPs

Easy to provide service

**Fast start without additional investments**
- Deploy from the cloud, using our best practice defaults
- 30-day trials. Get, set, go!

**Become an SLA legend**
- Leverage Kaspersky technical support when you need
- Five premium technical incidents are included

**Grow business without overheads**
- Feature rich products with built-in best practices
- Single point-of-control and automation
- RMM & PSA integrations
What you can do with LMP

- Create and manage monthly and annual subscriptions
- View a single dashboard with customer base, subscriptions and reporting
- Try new products
- Access cloud product consoles with single sign-on
- Get detailed reports in real time
- Find new upsell opportunities with product upgrade recommendations
Third party RMM & PSA integrations

Automate customer management and optimize processes via integration of Kaspersky products and your RMM and/or PSA platforms

RMM Integrations

• Single security dashboard
• Automated remote agent deployment
• Automated virus scan and database updates

PSA Integrations

• Automated billing and reporting
• Automated ticketing process
• Single invoice on all the services, including security
Partners that meet these requirements is eligible to apply for MSP Specialization

✓ Provides managed services to customers
✓ Provides 1st line support to customers
✓ Has chosen a local distributor to purchase licenses
Get certified with MSP Specialization

Go through automated MSP onboarding at Kaspersky Partner Portal [partners.kaspersky.com](http://partners.kaspersky.com)

1. **Register as MSP**
   
   You’ll need to provide basic information about your company and accept the MSP agreement online.

2. **Choose a Distributor and order**
   
   Simply choose a local distributor on the partner portal and get instant access!

3. **Take the MSP trainings**
   
   That’s it!
Questions?

MSP@kaspersky.com