







Canalys LATAM vendor benchmark: cybersecurity

**For Kaspersky's distribution
December 2020**

Summary

- The top three cybersecurity vendors in terms of channel satisfaction are Kaspersky, Cisco and Microsoft.
- Kaspersky improved overall in the last 12 months, with margin retention and profitability seeing the largest increase (+19.7%). This was followed by marketing and lead-generation (+17.2%), and managing channel conflicts (+13.9%).





Kaspersky LATAM ranking

Filter:	Security	LATAM	All topics
Ranking	Vendor	Top topics	Avg rating
#1		<p>Product availability and supply 9.1</p> <p>Accreditation and specialisation programs 9.0</p>	85.7% 38 recent reviews, 242 in total
#2		<p>Quality of technical support 8.1</p> <p>Usefulness of portals and tools 8.0</p>	73.4% 57 recent reviews, 907 in total
#3		<p>Product availability and supply 8.6</p> <p>Accreditation and specialisation programs 7.5</p>	66.8% 32 recent reviews, 508 in total
#4		<p>Product availability and supply 7.5</p> <p>Usefulness of portals and tools 7.2</p>	62.4% 30 recent reviews, 469 in total

Source: Canalsys LATAM vendor benchmark, as of 12 January 2021

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Top LATAM cybersecurity vendors

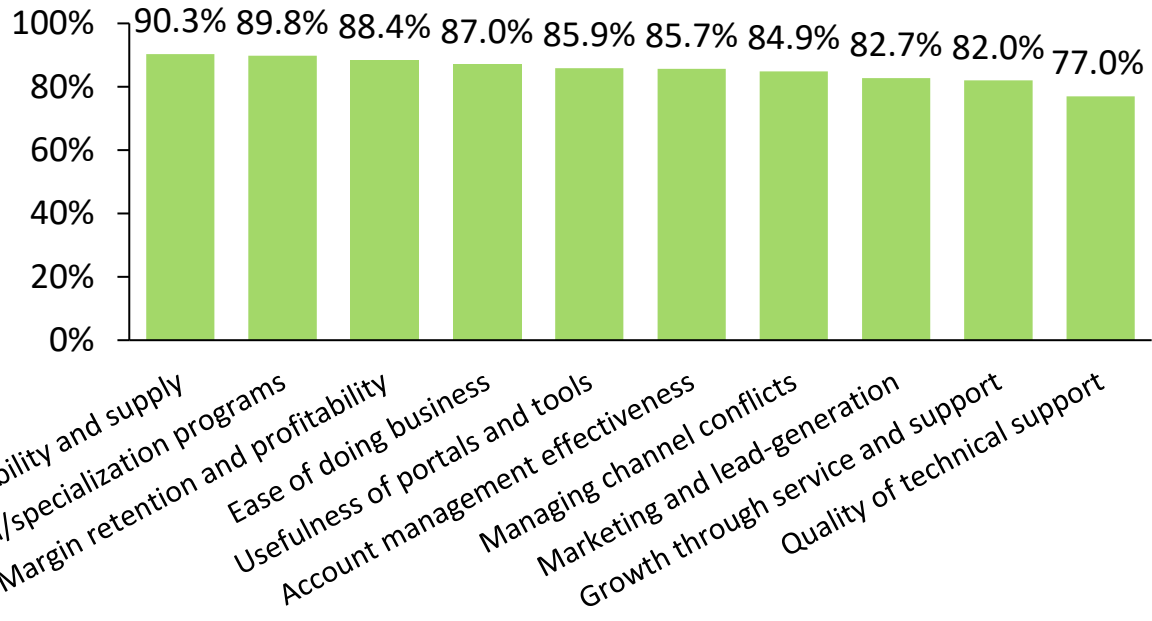
LATAM ranking	Cybersecurity vendor	Overall rating	Annual change	Number of recent interviews
1	Kaspersky	85.7%	+11.2% 	38
2	Cisco	73.4%	+2.8% 	57
3	Microsoft	66.8%	-3.9% 	32
4	IBM	62.4%	-6.0% 	30
Unranked*	SonicWall	91.0%	N/A	N/A
Unranked*	Bitdefender	91.0%	N/A	N/A
Unranked*	Sophos	89.4%	N/A	N/A
Unranked*	WatchGuard	86.5%	N/A	N/A
Unranked*	ESET	86.3%	N/A	N/A
Unranked*	Palo Alto Networks	79.4%	N/A	N/A

Note: arrow percentages represent year-on-year score change; *unranked due to low sample size
 Source: Canalys LATAM vendor benchmark, as of 31 December 2020

Vendor benchmark scorecard: Kaspersky

Highest ratings	
Product availability and supply	90.3% ↑
Accreditation and specialization programs	89.8% ↑
Lowest ratings	
Quality of technical support	77.0% ↑
Growth through service and support	82.0% ↑

kaspersky Ratings by topics
Overall rating: 85.7%



Note: arrow percentages represent year-on-year score change

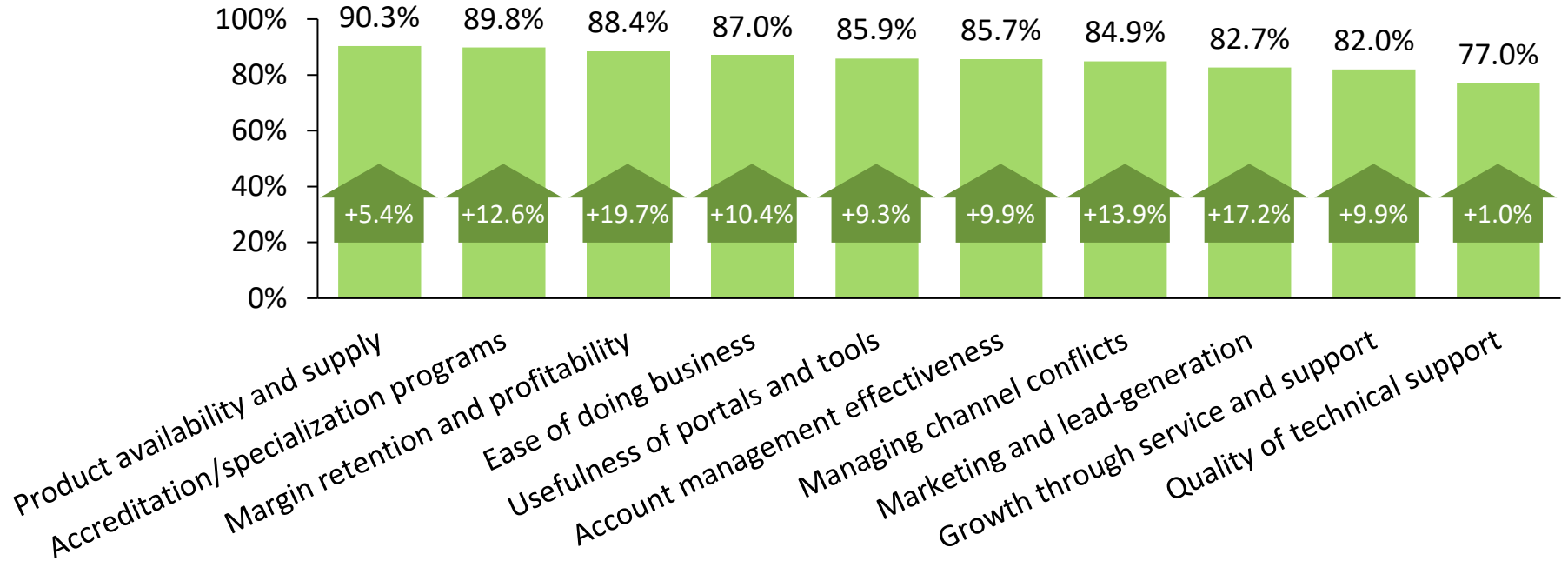
Source: Canals LATAM vendor benchmark, as of 31 December 2020

Vendor benchmark ratings by topics: Kaspersky

kaspersky

Overall rating: 85.7%

+11.2%



Note: arrow percentages represent year-on-year score change

Source: Canalis LATAM vendor benchmark, as of 31 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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