

▶ HOW TO BECOME A PARTNER

THE GUIDE AIMS TO GIVE YOU A DETAILED, STEP-BY-STEP EXPLANATION OF HOW TO JOIN THE KASPERSKY LAB PARTNER NETWORK.

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To become a Kaspersky Lab partner you need to study and understand our Partner Program.

You can find more information on our Partner Portal https://www.kasperskypartners.com/et.cfm?eid=partner_program&lang=en-af

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When you have looked over our Partner Program you should choose your preferred way of joining Kaspersky Lab. There are two ways you can registration as our Partner: via Distributors or via a global/local website.

If you are already working with a Distributor the first step is to check whether that Distributor currently sells Kaspersky Lab products.

It is possible that you already have a partnership with a current Kaspersky Lab Distributor.

You can also apply to one of our existing Distributors and discuss all the opportunities offered by our Partner Program, even if you have not previously worked together with that organization. A list of our Distributors is available at <http://www.kaspersky.com/buyoffline>.

Another alternative is to register via our global website, or on one of our local websites. When you registered online, information about your company is sent to Kaspersky Lab's local office.

STEPS

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Accessing the Partner Extranet

Together with your Membership Document you will be given access to the Partner Portal at <https://www.kasperskypartners.com>

On the Partner Portal you can find a lot of information that can help you develop your business and, of course, expand your skills to meet the requirements of the partner program.

To stay up to date with the latest news and information from Kaspersky Lab we encourage you to sign up for our newsletters. Please fill in your e-mail address as part of your profile on our Partner Portal <https://www.kasperskypartners.com>

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Receiving Your Membership Document from Kaspersky Lab

Your Membership Document from Kaspersky Lab will be sent to you online. This document confirms your participation in the Kaspersky Lab Partner Program and your right to resell Kaspersky Lab products.

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Get Trained

The Partner Portal helps you to find the training materials and information you need to prepare yourself for certification exams.

As a new member of the Partner Program we advise you to take our sales trainings and learn more about how to sell Kaspersky Lab products successfully.

We provide a clearly structured education and certification scheme which ensures our partners are fully familiar with all of our products. Partners can choose the education program which suits them best — on-line courses or recorded modules — in order to prepare for a test. These trainings are provided free of charge.

Each training culminates in an exam which sales and technical specialists will be expected to pass successfully.

According to the requirements of the Partner Program, to reach some partnership levels companies should have certified technical and sales specialists within their staff.

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Awareness

As a Partner you can join various incentive campaigns for your company and your customers.

Web-seminars, events and advertising are the best ways to generate leads for your company. The first step here is to place information about Kaspersky Lab products on your web-site.

Reaching each level of the Partner Program gives you access to many extra features, including an enhanced range of marketing activities, leads from Kaspersky Lab and co-marketing initiatives with Kaspersky Lab.

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Start selling!

Start selling Kaspersky Lab products and get sales and marketing support from us today!

We hope that this document helps you to become a Kaspersky Lab partner!

If you have any questions please contact us at em_partner@kaspersky.com or contact Kaspersky Lab's Local Office for your region.

KASPERSKY Lab