



PARTNER PROGRAM

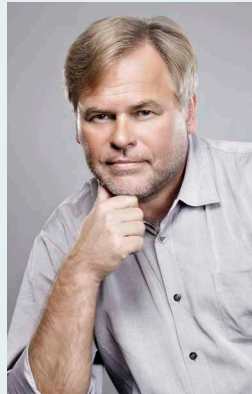
OVER
VIEW

Dear Reader,

Thank you for your interest in this overview and in our Partner Program!

We recognize your importance to Kaspersky Lab as well as to our customers. This Partner Program was designed to meet the needs of our partners.

A message from our CEO, Eugene Kaspersky



We love our partners! From the day we first started our global expansion, our model has relied on building strong partnerships. We've been delighted with how this has worked. We have become a globally successful company because of our top-class technologies — and because of the partners who have shared in our achievements with us

Quick Facts & Figures

- Kaspersky Lab operates in almost **200** countries and territories and has over **2,800** highly qualified specialists worldwide
- There are almost **400 million** users protected by our products all over the world
- We have over **250,000** corporate clients globally
- Kaspersky Lab is one of the fastest growing IT security vendors in the world
- Kaspersky Lab's HQ is in Moscow, Russia

Why Partner with Kaspersky Lab?

The Kaspersky Lab Partner Program offers channel partners many exciting advantages and opportunities that can help you to develop your business, expand your market share increase profitability and strengthen staff experience.

In today's world of different cyber-attacks and malware threats it is vitally important to protect your data and business with modern and reliable technologies. From the day in 1988 when Eugene Kaspersky discovered his first virus, we've developed a relentless expertise for rock-solid technology.

We invite you to join a Partner Program and to become a part of our team!

Goals and objectives of the Partner Program

As a partner-oriented company, our main goal is to provide all of our partners with effective sales and marketing tools in order to aid successful cooperation. We have some objectives to achieve this goal:

- help partners to differentiate from the competition and identify their company on the market;
- support partners with reward programs;
- give additional benefits for business development with Kaspersky Lab;
- enhance partners' technical and sales knowledge.

Advantages of being a Partner

As a Kaspersky Lab Partner you can rely on our support at every stage of the business cycle, from business planning through to customer retention. We provide sales and marketing support, technical support and education for our Partners. You are also rewarded with great benefits and opportunities. All members of our Partner Program receive a membership document confirming their right to resell Kaspersky Lab products. Being our Partner means you can use Kaspersky Lab's logos on your websites, and business cards as well as in your email signature.

Types of partners

There are four levels to match the needs, dynamics and capabilities of our partners. Your performance and engagement with Kaspersky will determine your rewards and support.



As a Partner you begin with the starter level — **Registered Partner**. Registered Partners can access Kaspersky Lab's basic benefits and communications.



Silver Partner status is the next stage, providing access to more resources and useful sales tools.



The third level is **Gold Partner**, where you enjoy a wealth of support. Information about Gold Partners is published on Kaspersky Lab's local sites, making it easier for customers to find them. Starting from this level Partners get further benefits such as a special logo, priority in marketing planning and others. Furthermore, these Partners are participants of Partner Reward Program — another benefit of Kaspersky Lab's Partner Program.



The highest level is **Platinum Partner**. This status receives maximum support from Kaspersky Lab both in terms of sales and marketing, and technical support. Partners at this level are regarded as Trusted Advisors.

Partner requirements and conditions

It is worth remembering that you can rise step-by-step through the different partnership statuses by meeting the strict requirements for each level in turn. Meeting all of the requirements for the next stage enables partners to apply for the enhanced status and enjoy the associated range of extra opportunities.

For more information on the requirements of Kaspersky Lab Partner businesses on our website https://www.kasperskypartners.com/et.cfm?eid=partner_program&lang=en-af

Support and Education

Support and Education are integral parts of our Partner Program. We offer several types of support to help our partners sell Kaspersky Lab products efficiently and be competitive on the IT security market. Also we pay great attention to partner education. We provide a clearly structured education and certification scheme which ensures our partners are fully up to speed 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. This training is provided free of charge.

Join Us Today!

Kaspersky Lab
Emerging Markets Team
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