



KASPERSKY **lab**

PARTNER PROGRAM

Join the Kaspersky Partner Program today

and build a profitable information security business with satisfied customers

Quick Facts & Figures

- Kaspersky Lab has more than 2,200 employees worldwide in over 27 countries
- There are almost 400 million users worldwide protected by our products
- We have over 300,000 corporate clients globally
- Our technologies can be found in over 130 different vendors' products
- Kaspersky Lab is one of the fastest growing security software companies
- We are the largest privately owned security software company in the world

With over 70,000 new malware threats every day and growing, there's never been a better time to partner with Kaspersky Lab to protect your customers. IDC predicts the worldwide IT security market will be worth over \$38.4 billion by 2014 with endpoint protection being the largest segment. Eighty percent of this opportunity sits in North America and Europe.

Stand Out From the Crowd

Kaspersky partners are the most important part of a customer's solution when they need to protect their data, their reputation and their business in an increasingly complex technology environment.

We have been protecting business customers just like yours since 1987. During that time we've won many awards for industry leading software, shown true innovation and have become the largest independent anti-malware company in the world. With over 300,000 business customers and hundreds-of-millions of consumers using our software, Kaspersky Lab is a reliable security partner for you, too.

Why would you partner with Kaspersky Lab?

A Message from our CEO, Eugene Kaspersky:

As I travel the globe, I'm frequently asked what the key to our business success is – and I'm quick to respond that our global partner network is the one thing I would never want to be without in this business. We are a 100% channel company – and we don't play games switching back and forth.

Since our early beginnings, we've been fortunate to succeed alongside our partners – **Won't you join us today? We look forward to a worthwhile, profitable partnership with you.**



Because of Who We Are

Kaspersky is the world's largest privately held security software company; and we're 100% channel. That means Kaspersky is a partner you can trust – we're not going to take your business direct.

Because You Can Trust Our Technology

From the day in 1988 when Eugene Kaspersky discovered his first virus, we've developed a relentless expertise for rock-solid technology. Elements of our technology are used by over 130 different suppliers in the products they bring to market. Our products work and build your customers' confidence in your organizations' solutions.

We Can Help Your Customers

We have the ability to lower your customers' Total Cost of Protection with phenomenal detection rates, flawless and efficient performance, a powerful management console and technical support they can rely on. Independent tests prove it.

We Can Help You!

Superior margin, programs like Deal Registration, technical and sales training, NFRs, promotions, and incentives are just some of the benefits our partners enjoy. The Kaspersky Partner Program has earned the VARBusiness 5-Star Partner Program designation for a reason – we know how to help you make money and secure your customers!

Kaspersky Lab Partner Program requirements and benefits at a glance

Kaspersky North America Partner Program Collaboration • Community • Commitment		United States				Canada			
Requirements	Registered	Silver	Gold	Platinum	Registered	Silver	Gold	Platinum	
Accreditation/Training	n/a	1 Trained KU Sales Specialist, 1 Trained KU Technical Specialist	2 Trained KU Sales Specialist, 2 Trained KU Technical Specialist	3 Trained KU Sales Specialist, 3 Trained KU Technical Specialist	n/a	1 Trained KU Sales Specialist, 1 Trained KU Technical Specialist	2 Trained KU Sales Specialist, 2 Trained KU Technical Specialist	3 Trained KU Sales Specialist, 3 Trained KU Technical Specialist	
Revenue commitment	n/a	\$100,000	\$200,000	\$400,000	n/a	\$50,000	\$100,000	\$200,000	
New business commitment	n/a	50%	50%	50%	n/a	50%	50%	50%	
Survey participation	n/a	✓	✓	✓	n/a	✓	✓	✓	
Business Planning and reviews	n/a		Annual	Quarterly	n/a		Annual	Quarterly	
Business Benefits	Registered	Silver	Gold	Platinum	Registered	Silver	Gold	Platinum	
FREE Extended Distribution Terms on all Kaspersky Purchases+	60 Days	60 Days	60 Days	90 Days	60 Days	60 Days	60 Days	90 Days	
Free Use of Kaspersky Products for your Business	✓	✓	✓	✓	✓	✓	✓	✓	
Promotions and Incentives program	✓	✓	✓	✓	✓	✓	✓	✓	
Eligible for New Business Discount Rewards	✓	✓	✓	✓	✓	✓	✓	✓	
Renewal Protection		✓	✓	✓		✓	✓	✓	
Online Deal Registration	✓	✓	✓	✓	✓	✓	✓	✓	
Feedback process through Partner Satisfaction Survey and forums		✓	✓	✓		✓	✓	✓	
Eligible for Customer Account Registration			✓	✓			✓	✓	
Eligible for co-marketing funds			✓	✓			✓	✓	
Sales and Marketing Benefits	Registered	Silver	Gold	Platinum	Registered	Silver	Gold	Platinum	
Access to Partner Portal	✓	✓	✓	✓	✓	✓	✓	✓	
Access to sales and marketing collateral library	✓	✓	✓	✓	✓	✓	✓	✓	
Regular communications to keep you right up to date	✓	✓	✓	✓	✓	✓	✓	✓	
FREE Software Downloads (NFR and Demo use)	✓	✓	✓	✓	✓	✓	✓	✓	
Partner branded End-User Evaluation software	✓	✓	✓	✓	✓	✓	✓	✓	
Quarterly partner newsletter	✓	✓	✓	✓	✓	✓	✓	✓	
Partner update newsletter		✓	✓	✓		✓	✓	✓	
Syndication of product content		✓	✓	✓		✓	✓	✓	
Eligible for annual Kaspersky Partner Conference	✓	✓	✓	✓	✓	✓	✓	✓	
Syndicate Threatpost.com Security News on Your Website			✓	✓			✓	✓	
Dedicated Channel Account Manager			✓	✓			✓	✓	
Regional Field Marketing Manager			Eligible	✓			✓	✓	
Quarterly Business Planning and Review			✓	✓			✓	✓	
Participation in Social Networking			✓	✓			✓	✓	
Advance Roadmap Briefings				✓				✓	
Kaspersky University Courses for Sales and Technical staff	✓	✓	✓	✓	✓	✓	✓	✓	
Partner Tech Support Hotline (post sales)	✓	✓	✓	✓	✓	✓	✓	✓	
Access to Kaspersky WebCasts	✓	✓	✓	✓	✓	✓	✓	✓	
SE2SE Monthly Training (WebEx)		Eligible	✓	✓		Eligible	Eligible	✓	
SE2SE Customer Trainings (Onsite)			Eligible	✓			Eligible	✓	

+ Reseller must have an account with GE Finance to take advantage of this benefit

Program Guide for Channel Partners

We've designed the Kaspersky Partner Program to provide you with great benefits and unlimited opportunity.

There are four levels available in our partner program to match the differing types and capabilities of our channel partners. Greater performance and engagement brings greater reward and support to Silver, Gold and Platinum members. Which level is best for you?



Platinum partners gain maximum support through our sales team as well as an online portal. Platinum level partners can also become our industry advisors as part of the Kaspersky Partner Advisory Committee



Gold partners enjoy a wealth of support including being listed in the Kaspersky online partner locator at www.kaspersky.com so customers and prospects can find them easily.



Silver partners have access to many useful resources available both online and offline, and have full access to the many communications and sales tools available.



Registered partners, who might sell security products infrequently, can take advantage of Kaspersky's basic marketing services and enjoy receiving occasional communications from Kaspersky. This is a great starting point for partners to learn more about Kaspersky.

Getting the most out of the Kaspersky Partner Program

As you achieve increasing levels of revenue or new business, you're invited to consider a higher level, which will introduce further benefits and closer engagement with Kaspersky. The flexible tiers are designed to allow you to profit from the program corresponding to your level of investment and engagement.

NOTE: Membership in the Kaspersky partner program is not a prerequisite for selling Kaspersky products; however, membership is required to receive communications, incentives and any other program benefits. The Kaspersky Partner Program is an "at will" agreement. Kaspersky Lab reserves the right to modify or terminate a partner's membership of the program.

How to become a Kaspersky Partner

To apply for membership in the Kaspersky Partner Program simply visit our partner portal at <http://usa.kaspersky.com/partners/channel-partners> and complete the registration form, or contact your local Kaspersky Lab office below and talk to a channel sales representative.

- **Germany: +49-841-981-890**
- **Switzerland: +49-841-981-890**
- **Austria: +43 (0) 1-99 460-6400**
- **France: +33-825-888-612**
- **Italy: +39-06-588-91**
- **Spain: ventas@kaspersky.es**
- **Benelux: +31(0)85-8880113**
- **Nordics: +46 (0)8 578 530 00**
- **U.K. and Ireland: +44 (0) 871 789 1631**
- **United States: +1.866.563.3099**

Training Overview

What are the Benefits of Kaspersky Training?

- Differentiate yourself and your business from the competition
- Earn recognition for technical and/or sales competency
- Gain credibility with clients and employers
- Increase company visibility and enhance your reputation in a competitive marketplace
- Publicity for certifications on both Kaspersky and the Threatpost.com web sites helps you connect with potential clients
- Certification distinguishes you as an accredited Kaspersky Certified Professional
- You will be entitled to use the Kaspersky Sales Specialist or Technical Specialist title and logo in your communications

Take this important step in your security career today by joining the Kaspersky Partner Program and attending Kaspersky University.

Kaspersky University, the most comprehensive partner training and certification program in the anti-malware industry, could be the key to your success.

Kaspersky University is only available to Kaspersky Partner Program members. Our curriculum enables both the sales and technical staff in your organization to attain Kaspersky Accreditation via our online training portal. The education is designed to increase your knowledge about Kaspersky, educate you about the security industry, purchasing trends and malware in general. Perhaps the greatest benefit is the impact that Kaspersky University can have on your security career!

Our Superior Technology

As a reseller you have several vendors to choose from when it comes to anti-malware. It's our desire that you choose Kaspersky as your go-to-market partner! Not only is our Partner Program world-class, our technology is rock-solid and is superior to what you'll find elsewhere.

What Makes Kaspersky Different? What's our "Elevator Pitch"?

Every partner should know the "elevator pitch" for what makes Kaspersky excel against other anti-malware technologies. An elevator pitch is a discussion of key selling points, delivered in the amount of time it takes to complete a short elevator ride. You never know – you may find yourself in an elevator with a prospective customer and you need to get your quick message across. The bottom line is "Kaspersky Lowers your Customer's Total Cost of Protection:"

It's a fact: There are high costs to other vendor's weak protection, poor performance, limited flexibility, inadequate management tools, horrendous support and slow response. Even "free" software might wind up costing your customers more than they originally thought. Kaspersky provides the best in all of these categories – thus offering the lowest Total Cost of Protection!

Superior Protection

There are several independent testing laboratories that test and verify the effectiveness of anti-malware. Kaspersky consistently comes out on top among all major software vendors! Customers using Kaspersky have a better chance of finding malware than those using other anti-malware solutions.

Stellar Performance

Kaspersky protection is optimized for the lowest possible impact on system resources. Kaspersky's patented iChecker and iSwift technologies provide intelligent CPU resource management. A low impact on resources leads to higher employee and network productivity.

Unparalleled Flexibility

Whether your customers are using Windows, Mac, Netware, Unix, Linux, Lotus, Android, Blackberry or Symbian – Kaspersky supports the broadest range of platforms and operating systems. This means your customer can install Kaspersky across their network and centrally manage all devices from one screen.

Simple Deployment, Easy Management

Since much of our business today is "rip-and-replace" of another vendor's software, ease of deployment is paramount. Kaspersky provides automated removal of a competitor's product, installation and updating from one central management console, reducing management time and saving on costs and resources. Best of all, it's easily customizable to support existing security policies – or to create new ones.

Fast Response to New Threats

Kaspersky updates its signature files once an hour on average. This means your customers have a better chance of protection from an outbreak – rather than having to wait until the following day when the other vendors finally send their updates. With updates throughout the day, update sizes are significantly smaller, minimally impacting the user's computing experience and reducing downtime, thereby increasing productivity.

Why Partners are Critical to Kaspersky

Kaspersky markets products to three distinct customers: technology, corporate and consumer. Consumer sales are handled in the retail or online marketplace. Sales to technology customers (i.e., Juniper, Microsoft and Checkpoint) are managed at a headquarters level. The corporate customer, however, is reached exclusively through the reseller channel. That is why we need you.

Unlike almost every other anti-malware vendor in this market, Kaspersky does not sell directly to the corporate end-user customer. While we do employ a sales force in the region, our sales efforts are entirely focused on our partners closing and fulfilling every sale. We are committed to assisting partners in demand creation, configuration and sales support from our regional offices.

Corporate Products

While the home and SOHO markets are very important, the channel's best opportunity for growth is in the corporate space. We address this market with a different product family: Open Space.

Kaspersky® Open Space Security™ (KOSS) is our approach to protection at every level of the business network (gateways, servers, workstations and mobile devices). Ease of use and care free management are combined with airtight protection from security threats. Our solutions provide premium protection where business happens, with a simplified way to easily manage users, whether they are inside the network or out.

These products are sold as a subscription in one-, two- or three-year terms. The customer is entitled to use of the product during the term and receives updates to the virus signature files and product revisions for free. Once the term has expired, the customer can still use the product, but updates and upgrades cease.

The KOSS family has three suites. The flexible program allows your customers to choose which level of protection they require. These products and what they protect is illustrated in the chart below:

Kaspersky Open Space Security Protection	Management	Mobile Devices	Workstations	File Servers	Mail Servers	Internet Gateways
Kaspersky® Total Space	✓	✓	✓	✓	✓	✓
Kaspersky® Enterprise Space	✓	✓	✓	✓	✓	
Kaspersky® Business Space	✓	✓	✓	✓		

Join us Today!

Your most important asset is your expertise and knowledge about your customer base. As their trusted advisor you're a powerful force. Kaspersky would like to offer our technology to your customers and enable you to produce dramatic results in your sales territory.

We look forward to our long-term partnership and especially to your success in selling Kaspersky security solutions and services.

If you'd like to discuss any of the information above then please contact your local channel team directly.

