



Ready. Set. Grow!

Kaspersky Lab is 100% partner focused.

And because your success is ours, we make it as easy as possible for you to grow your business with us – from day one.

www.kasperskypartners.com

Easy does it

Kaspersky Lab believes in making it as easy as possible for our partners to grow their business and increase revenue streams. We want you to succeed. That's why we provide exceptional profitability and growth opportunities, along with the flexibility, tools and support you need close deals and increase profits.

We won't get in your way:



Easy on-boarding:

No hurdles to negotiate, we fast track your start with all the sales and technical training you need .



Aligned to your business model:

Whether you're cybersecurity focused or operate in multiple tech segments, we have the tools, training and incentives that work for you.



Flexible licensing:

It's easy to maintain customer licenses, upgrades and renewals – no surprises or hidden obligations. Co-termination for complete flexibility with customer needs.



Online deal-registration:

Close the deal without delays, make the most of every opportunity.



Competitive cross-grade pricing:

For customers switching from competitor products.



Exceptional profit and growth opportunities:

Friendly renewal policy gives you time to work with your customer without losing the renewal price. Web-based console and multi-tenancy capabilities make expansion into security-as-a-service simple.



Got the drive? We have the rewards.

Kaspersky Lab's High Performance Club rewards high-achieving Platinum, Gold and Silver partners with opportunities to participate in memorable activities and experiences.

Get behind the wheel of a Ferrari, visit the iconic Maranello factory or join Kaspersky Lab's hospitality event at the Monza F1 Grand Prix – just some of the rewards our high-achieving partners receive.





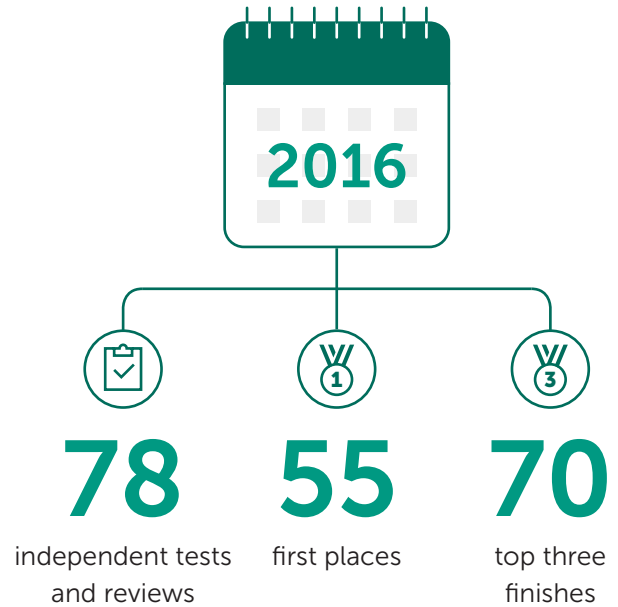
Share in our success

Kaspersky Lab partners sell the world's most tested, most awarded security:

In 2016 alone, we participated in 78 independent tests and reviews. Our products and technologies were awarded 55 first places and achieved 70 top three finishes.



**SAVING
THE WORLD
FOR 20 YEARS**



Consistent leadership:

2017 marks Kaspersky Lab's sixth year as a "Leader" in Gartner's Magic Quadrant.



20-20 vision:

Kaspersky Lab was founded by Eugene Kaspersky 20 years ago. He's still our CEO and his vision then and now is to develop technologies based around the latest threat intelligence, always anticipating what comes next. It's made him a recognized global leader in cybersecurity. And it's made Kaspersky Lab's strategy consistent and clear, built around a product development roadmap based on the latest threat insights, not on whatever technology or company we just bought.





Say no to bolt on, yes to build up.

Kaspersky Lab partners sell a comprehensive portfolio of security solutions and technologies. All managed from a single,

centralized console – located on premises or in the cloud.

Partners or Managed Service Providers seeking to expand their value proposition into

security-as-a-service can do so easily, with integrated remote management and multi-tenancy capability.

Because everything is built from the same code base, integration and efficiency are never an issue. Kaspersky Lab's technologies are easy to scale – we don't 'bolt on', we build up.

! Vendor problems? Don't flip. Switch.

Some vendors have a 'Set and Forget' mindset with partners. Once you've signed up and committed, you're on your own. Worse still, the goalposts move with the latest merger and you become surplus to 'streamlining' requirements. Or what about the all the times you had to spend troubleshooting for customers struggling to manage the latest 'integration' of the newly acquired bolt-on product?



We pay attention:

Kaspersky Lab is 100% committed to its partners. From day one, we provide you with the tools you need to succeed – whether it's sales and technical training or regional support.



The door is always open:

No falling off the radar – we're always available to talk, no matter what size your operation is.



We won't sell you out:

We develop products and technologies your customers need, based on real-world threat intelligence, not based around whatever product we just bought.



Our strategy is consistent:

One CEO. Two decades. No surprises or strategy switches based on the latest merger.



You don't have to take our word for it.

Kaspersky Lab technologies protect 400 million users and 250,000 organizations worldwide.

We have over 20 million product activations annually.

We couldn't do this without our partners. Here's what they say:



"What makes the difference? Kaspersky's partner support, their account management and sales management... Kaspersky support to the re-seller is at an amazing level... The High Performance Club really motivates you to go out there and sell."

Daniel Peyman, [Redinet](#).

"Unlike a lot of other vendors, Kaspersky creates very innovative solutions. For us, that's great to take to our customers. Profitable too."

Jon Busfield, [Cygna](#).

"We get a lot of feedback and interaction with Kaspersky Lab. And if you do have any problems, they're always there for you, the support is always there."

Michael Sadler, [SPP](#).

