

Kaspersky
United

B2B Partner Program Guide

DACH

kaspersky bring on
the future



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Our mission is simple — building a safer world.

And in fulfilling that mission we aim to become the global leader in cybersecurity — by securing technology to make sure that the possibilities it brings become opportunities for each and every one of us.

Bring on endless possibilities.

Bring on a safer tomorrow.

Eugene Kaspersky,
CEO



Welcome to Kaspersky United.

For a quarter of a century, Kaspersky has been delivering on a single mission: to build a safer world, full of opportunities. To fulfill this objective, we have always focused on innovation and research to make sure our technology is state-of-the-art. Today's world is evolving quickly and the cyber landscape is no exception. Having one trustworthy and reliable cybersecurity partner has become more than a luxury; it is a necessity, an obligation.

At Kaspersky, we believe that partnership is the foundation for harmonizing cybersecurity and

business. As a 100% channel-focused company, you as partners are central to fulfilling our mission and we commit to ensuring you have all the keys for success, and for securing your customers' digital future.

Our United Partner Program provides you with options and specializations to meet the diverse needs of enterprise-level system integrators, SMB-focused partners, managed service providers, telecom companies, and more, giving you the flexibility yet a clearly defined path to advance to higher levels of partnership and

rewards. As your needs change, our program evolves to be more agile and meet your expectations for benefits. 411,000 new samples of malware were found every day by our experts in 2023. Organizations are more exposed than ever. We have the power to win against cybercriminals, but we need your help to make it a reality.

Let's join forces and build a safer world together.

Robert Cataldo

Vice President
Global Sales Network



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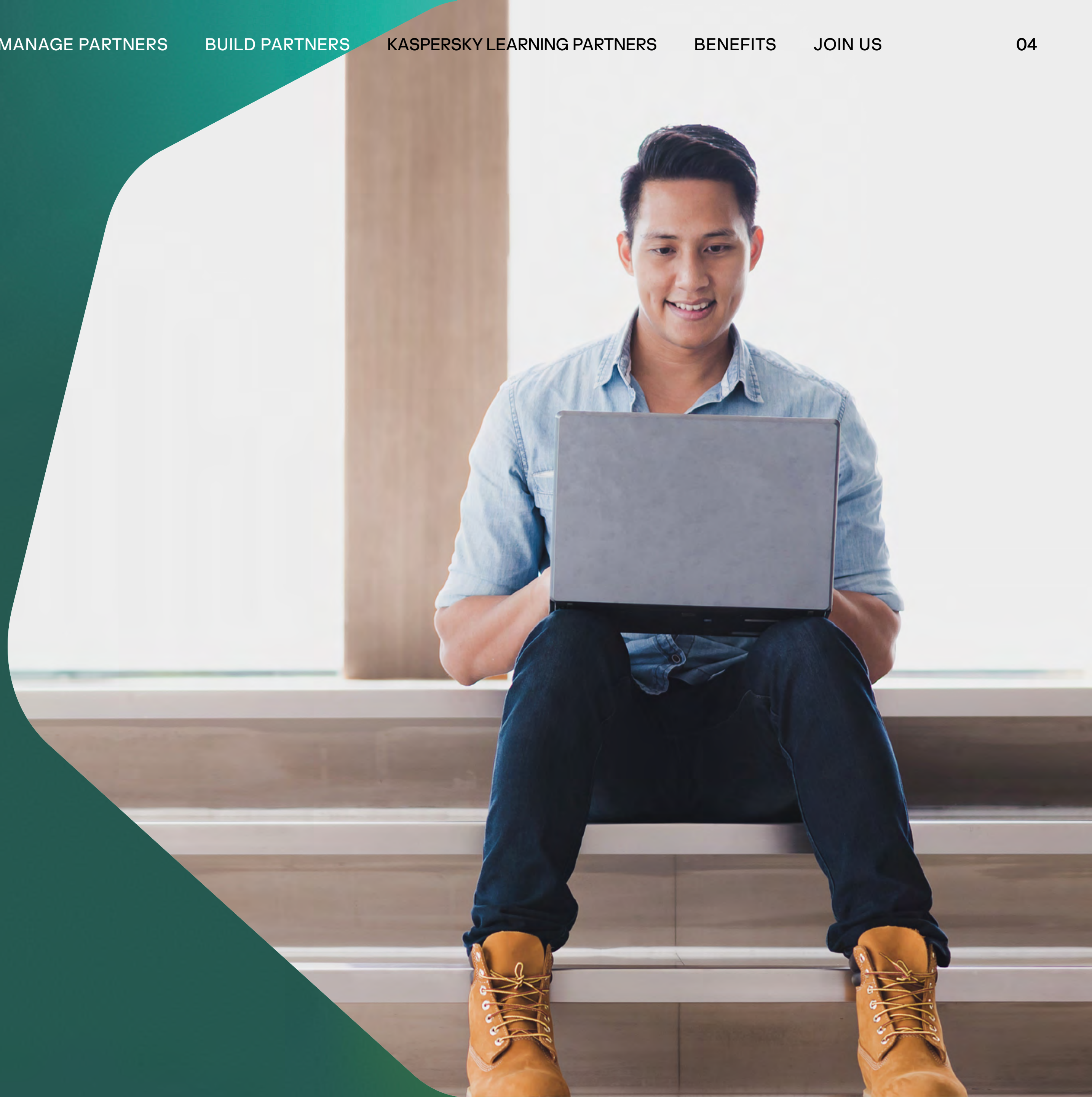
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This is Kaspersky

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Kaspersky at a glance

Key Facts

25+ years
of history

220k

corporate clients worldwide

5+k

highly qualified specialists

* Number includes independent test results for corporate and consumer products from 2013 to 2021.

Global

We operate on 6 continents in 200 countries and territories.

Recognized

Kaspersky's solutions protect businesses, critical infrastructure, governments and consumers around the globe from sophisticated and evolving digital threats. This includes protection from the most notorious **Advanced Persistent Threat (APT) groups** and ransomware, among many others. The company's comprehensive security portfolio includes leading endpoint protection, specialized security products and services, as well as Cyber Immune solutions to fight sophisticated and evolving digital threats. Our products regularly undergo external reviews and tests, and receive the highest marks and award recognitions. With over 600* industry **awards** received for its security solutions, Kaspersky remains one of the most endorsed security vendors on the market.

Collaborative

We participate in joint operations and cyberthreat investigations with the global IT security community, international organizations such as INTERPOL and law enforcement agencies worldwide. We also lead global associations and joint projects aimed at protecting those in need, such as **Coalition Against Stalkerware** - a global initiative to protect users from stalking and domestic violence.

Overview of our ecosystem: Solutions to predict, prevent, detect and respond to cyberattacks

Technological



Network Security

Flexible control and deep analysis for web, mail and local traffic



Endpoint Security

The leading multi-layered endpoint protection platform, based on NextGen cybersecurity technologies



Hybrid Cloud Security

Borderless security engineered for your hybrid cloud environment



Cybersecurity Services

Intelligence and expertise providing a new level of Cyber Immunity



OT, IoT and Embedded Security

Minimizing risk and addressing cybersecurity threats to industrial, smart and embedded devices



Security Automation and Orchestration

High-performance and scalable data analysis and incident response tools for SOC analytics

By industry



National Cybersecurity

Meeting the most stringent security requirements and ensuring supreme protection for highly critical infrastructures



Finance Services Cybersecurity

Raising security levels through predicting, preventing and responding to financially motivated cybercrime



Transportation Cybersecurity

Securing all areas of transportation IT infrastructure



Telecom Cybersecurity

Securing telecom data, applications and networks against the most advanced cyberthreats



Industrial Cybersecurity

Specialized protection for industrial control systems



Healthcare Cybersecurity

True cybersecurity where it matters most



Retail Cybersecurity

Rigorous security and compliance for POS terminals, workstations, mobile devices and back-office systems



Blockchain Security

The ultimate cybersecurity for the crypto-economy



Our Partner Program

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Partnership with Kaspersky

At Kaspersky, we are a channel-first company committed to making our partners successful. We work with various types of partners who have different business models and processes. With the United Partner Program, we are delighted to provide you with specific terms and offerings that are even better tailored to your needs and expectations. We have developed four different approaches for our partners who

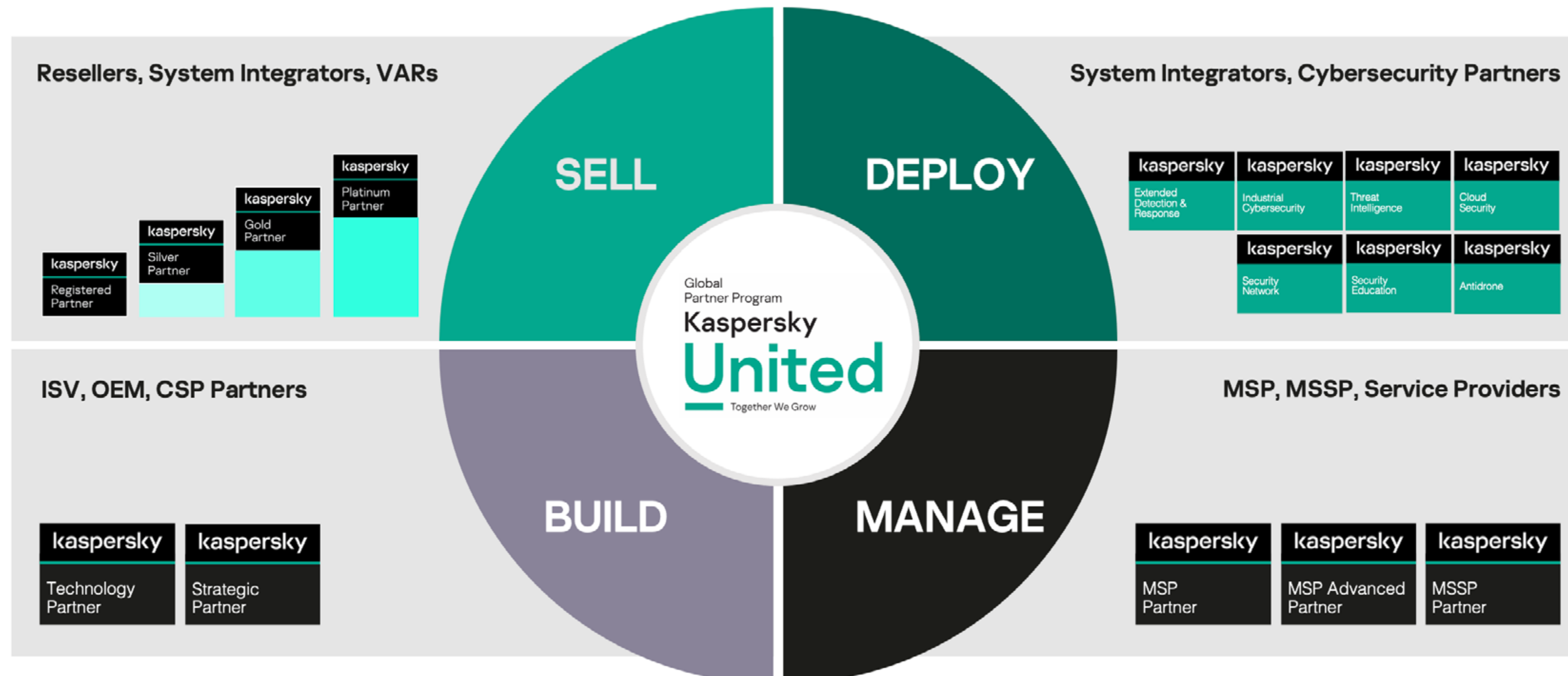
sell, deploy, provide managed services or build solutions based on our products. To implement these approaches, we have revised the Partner Program, benefits and incentives to align them more closely with our partners' business models.

If your business model includes multiple scenarios, such as being both a reseller and managed services provider, you can enroll

in multiple programs and achieve the appropriate statuses or specializations. Within each program, you will be able to receive the most valuable benefits for doing successful and inspiring business with us.

More details are available in this [United Partner Program Guide](#) or on the [Partner Portal](#).

[Learn more](#)



Why partner with Kaspersky?

Are you providing protection to a small business? Making sure the customers of a telecom operator stay safely connected? Or are you securing a government's digital transformation with enterprise-grade solutions?

Each of your customers is unique. So are you. And so is our Partner Program. We've tailored Kaspersky United to meet your business needs and offer you exceptional collaborative and rewarding partnership opportunities.



Be more Supported.

Be more Successful.

Be more United.



High profit margins

You will benefit from excellent margins that come with every Kaspersky product. Thanks to our clear and transparent schemes for rebates and deal registration discounts you can grow them even further.



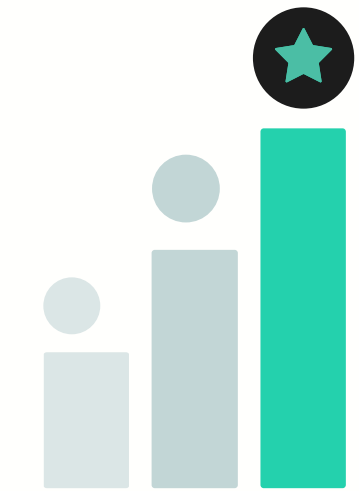
Efficiency

Protect your new business investments with deal registrations. Save time and resources with joint marketing activities via our Marketing Development Fund. Or upskill your teams with customized training. All in one place – our Partner Portal.



Award-winning products

Seal the deal with your customers by offering world-class product quality. For many years now, we have won more #1 rankings in a wide range of independent tests than any other security vendor's products.



Potential for growth

Win your share of the increasing budgets that companies are investing in cybersecurity. With our reputation for innovative security, we can help you open doors and establish fruitful dialogues with potential customers.

Don't just take our word for it



Sermicro Group has been working with Kaspersky for more than 15 years because it provides us with a unique and global approach to cybersecurity worldwide, which allows us to anticipate threats, and detect and mitigate malicious actors from their most embryonic stage.

As a result, our customers can feel secure and have complete confidence in Kaspersky and in Sermicro Group as a Kaspersky-supported partner.

Carlos Araújo López
CIO & CISO Grupo Sermicro



As a partner of Kaspersky, we are incredibly impressed with the Kaspersky United Partner program. This comprehensive program has been instrumental in our success, providing us with the tools, resources, and support we need to grow our business and deliver exceptional security solutions to our customers.

The Kaspersky United Partner program has been a game-changer for our business. It has

empowered us to become trusted advisors to our customers, providing them with the security solutions they need to thrive in today's digital landscape. We are grateful for Kaspersky's partnership and look forward to continuing to work together to help businesses around the world safeguard their data and operations.

Pedro Reis
Chief Executive Officer,
Liderlink, Portugal



We have been a partner of Kaspersky for over 20 years.

This partnership has always been characterized by loyalty, transparency, a great motivation to meet the requirements of our customers and a great partner program that is constantly adapted to the latest requirements. The quality and range of functions of Kaspersky's

products and solutions portfolio have helped us gain more than 1,000 highly satisfied customers.

We are looking forward to the next 20 years, because the solutions of Kaspersky are all perfectly set up for current and future security requirements.

Basilius J. Niedermeyer
Managing Director, CyProtect AG,
Germany

Don't just take our word for it



Inycom has been working successfully with Kaspersky for more than 10 years.

There is no doubt that Kaspersky is a cutting-edge cybersecurity provider.

We truly trust them to protect our client's businesses, and they focus not only on the customer needs but also the needs of partners like us.

Their Partner Program is a transparent exercise where partners can access all kinds of useful information like training, certifications, renewals, etc., so we hope to continue working with Kaspersky for a long time.

Gabriel Barreiro
Partnerships Manager, INYCOM, Spain



Kaspersky United Partner Program has enriched our possibilities by providing us with the right tools.

The automation tools provided, such as deal registration, incentives, specialization, renewals, MDF, upsell opportunities, enablement, resources and more, have helped us to drive our business with a modernized approach that is simple, strategic,

scalable, and has made it easier for us to reap more benefits and rewards.

Mohammad Al-Qurashi
BDM, IRIS Technology, Jordan



New threats and technological developments in the field of cybersecurity follow one another at a rapid pace.

As a reseller of security solutions, you cannot help but enter strategic, long-term partnerships with your suppliers.

We have had an intensive collaboration with Kaspersky for many years, which means we, as

the market leader in Belgium, can always offer innovative solutions to both SMEs and enterprise customers.

Geert Baudewijns
CEO of SECUTECH



Sell Partners

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Sell partnership levels

We have designed our partner program to evolve along with your business. Becoming a Registered Partner is just the first step. From there we work closely with you and authorized Distributors to grow your revenues and profits.

When your sales of Kaspersky products exceed the relevant threshold, your business will advance to a higher level in the program. In turn, you will have access to better rewards, superior incentives and additional sales and marketing support.

With great expertise comes great power. That's why we train your team to gain more skills and knowledge the higher up you go. And that's not all. You can also expand your sales into other areas of cybersecurity. As an authorized Partner, you can tap into an ecosystem of solutions and services powered by Kaspersky.

For any size of business and any type of security. We've got what you need to help you transform.

More details are provided in this [United Partner Program Guide](#) or on the [Kaspersky United Partner Portal](#). [Learn more](#)





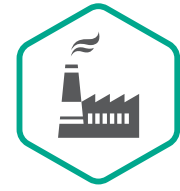
Sell Partner requirements

Please find below the requirements for our Sell Partner Program:

Requirements	Description	Registered	Silver	Gold	Platinum
Named Primary Contact	Partner Business Manager to support executive, sales and technical relationships with Kaspersky	✓	✓	✓	✓
Certified Sales Specialist	Partner representative need to complete sales certification course		1	2	3
Certified Technical Specialist	Partner representative need to complete technical certification course			2	3
Threshold requirement	Metal partners need to reach and maintain minimum revenue threshold		15 000 EUR	60 000 EUR	220 000 EUR

KASPERSKY PRODUCTS & SERVICES PORTFOLIO

Targeted Solutions



Kaspersky Industrial CyberSecurity



Kaspersky Fraud Prevention



Kaspersky Threat Analysis



Kaspersky Private Security Network

Stage 3

Complex and APT-like attacks

Stage 2

Evasive threats

Stage 1

Commodity threats

Internal Expertise



Kaspersky Cybersecurity Training

Intelligence



Kaspersky Threat Intelligence

Extended Detection and Response

Native XDR



Kaspersky Endpoint Detection and Response Expert



Kaspersky Anti Targeted Attack

Open XDR



Kaspersky Extended Detection and Response

Assessment



Kaspersky Security Assessment



Kaspersky Compromise Assessment

Expert guidance



Kaspersky SOC Consulting

Investigation



Kaspersky Incident Response

People



Kaspersky Security Awareness Ultimate

People



Kaspersky Security Awareness Advanced

Visibility and response



Kaspersky Endpoint Detection and Response Optimum

Detection Enrichment



Kaspersky Threat Data Feeds



Kaspersky Threat Lookup

Containers



Kaspersky Container Security

Endpoint



Kaspersky Endpoint Security for Business



Kaspersky Embedded Systems Security



Kaspersky Hybrid Cloud Security

Network



Kaspersky Security for Mail Server



Kaspersky Security for Internet Gateway

Data



Kaspersky Security for Storage

People



Kaspersky Security Awareness Essential

Support



Kaspersky Premium Support and Professional Services



Kaspersky Managed Detection and Response



Kaspersky SD-WAN



Deploy Partners

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Choose your Deploy Specializations



Extended Detection and Response

Extended Detection and Response helps your mature IT security customers build consistently reliable defenses against the most sophisticated, APT-like and targeted cyberattacks. Kaspersky Anti Targeted Attack Platform with Kaspersky EDR at its core, enriched with threat intelligence, secures multiple potential threat entry points at both the network and endpoint levels to provide extended detection and response capabilities that increase the effectiveness of your customer's defenses.



Threat Intelligence

Kaspersky Threat Intelligence delivers the latest global threat intelligence to you and your customers to maintain immunity even from previously unknown threats. It provides meaningful context throughout the incident management cycle, enabling you to make informed decisions. Kaspersky's unique and highly valued insights into emerging threats help you generate new revenue streams and reinforce your role as a trusted partner to your customers.



Industrial CyberSecurity

Industrial automation and control systems, once regarded as safe from attacks, are increasingly being targeted by cybercriminals. Kaspersky Industrial CyberSecurity helps businesses protect their distributed industrial automation and control systems in many industries - power plants and grids; waste and water; metals, minerals, cement, potash and mining; oil and gas; pulp and paper; chemical industries; manufacturing and many others.



Security Network

Secure Access Service Edge (SASE) is a set of cloud-based or on-prem solutions that offers network and security services to protect users, applications and data, regardless of location. The purpose of SASE is to bring users closer to the source of content quickly and securely. Kaspersky's SASE offering includes SD-WAN, FWaaS and NGFW and is actively developing. With SASE products your customers can optimize network performance, enforce consistent network security and overall visibility, as well as reduce costs and overall network complexity.



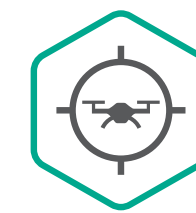
Security Education

In order to protect their IT infrastructure from incidents caused by human error, businesses are looking for an effective way to educate their employees about cybersecurity. Using a combination of multilingual gamified tools, both offline and online, Kaspersky Security Awareness training solutions help organizations to upskill their staff at all levels and foster a culture of cybersafe behavior.



Cloud Security

Kaspersky Cloud Security provides cloud-native protection and the best performance for customers' hybrid environments, wherever they are on their cloud journey and without compromising on system performance or user experience. A single-pane-of-glass console delivers complete visibility and control, patented architecture significantly reduces hardware resource utilization, while the flexible licensing model helps make the most of your security budget.



Antidrone

Kaspersky Antidrone protects airspace from civilian drones by detecting, classifying and neutralizing unmanned aerial vehicles over facilities of any size. A wide range of hardware sensors effectively scan the airspace to provide comprehensive data about airborne objects. AI-powered software allows hardware sensors to be combined within one ecosystem to detect and classify even custom-built UAVs in less than a second. The Kaspersky Antidrone interface displays real-time information about the drone model, remote control console and the drone pilot's location.

Why aim for specializations?

Increase your margin and enjoy more perks from Kaspersky United by adding Deploy Specialization to your partnership status.

Leave the competition behind

A specialization sends a powerful signal of expertise. It will demonstrate to your customers the superior knowledge and skills of your sales and technical teams.

Increase customer loyalty

Your acquired specialist knowledge can be a powerful demonstration of value to your customers and establish you as a trusted partner. A door opener for future business growth.

Earn greater rewards

You will benefit from additional financial perks because we understand and value the investments you make to grow your team's expertise.

Collaborate to win

You will work closer with us and receive even better technical support. You can count on us to collaboratively drive your sales of selected Kaspersky solutions.

Deploy Specialization benefits

Here are some highlights of what's in it for you.



Financial and marketing benefits

- Additional on-top rebates for Deploy Partners – upon achieving revenue targets for strategic products by selected specializations
- Joint marketing activities for enterprise solutions

Support benefits

- Prioritized pre-sales support from Kaspersky
- Not-for-Resale (NFR) licenses of relevant products on your own hardware for demonstrations and time-limited pilot projects with your customers
- Prioritized Partner Technical Support
- Technical Training Vouchers

General benefits

- Show your credentials to your customers with a Deploy Partner logo and certificates that are relevant to your specialization
- Single point of contact with a dedicated Partner Account Manager
- Participate in special activities for Deploy Specialists



Deploy Specialization requirements

Please find below the requirements for our Deploy Partner Program:

Requirements	Description	Deploy Partners
Named Primary Contact	Partner Business Manager to support executive, sales and technical relationships with Kaspersky	✓
Named Technical Contact	Partner representative as the main liaison for the technical relationship	✓
Certified Sales Specialist	Partner representative needs to complete sales certification course on selected specialization (can be combined with Sell certifications)	1
Certified Technical Specialist	Partner representative needs to complete technical certification course on selected specialization (can be combined with Sell certifications)	2
Threshold Requirement	Partners need to reach and maintain minimum revenue threshold by Sell partnership level	✓
Pre-Sales Assessment	Partners need to pass a pre-sales assessment with Kaspersky Team for delivering Demo or PoC for each selected specialization	✓

How to become a Deploy Partner

Any metal member of Kaspersky United can apply to become a Deploy Partner. To ensure you meet and exceed the high customer

expectations for knowledge and expertise, we have the following requirements before being considered for a specialization.

- Complete the necessary Kaspersky training courses and achieve the necessary certifications for your chosen specialization(s)
- Work with Kaspersky on a Joint Business Plan
- Provide evidence of relevant project experience
- Submit a pipeline with sales estimates of potential projects relevant to your chosen specialization
- Pass pre-sales assessment with our Kaspersky team

Learn more about Deploy Specializations in the Deploy Partner Program guide or at
→ partners.kaspersky.com

kaspersky

Extended
Detection &
Response

kaspersky

Industrial
Cybersecurity

kaspersky

Threat
Intelligence

kaspersky

Cloud
Security

kaspersky

Security
Network

kaspersky

Security
Education

kaspersky

Antidrone

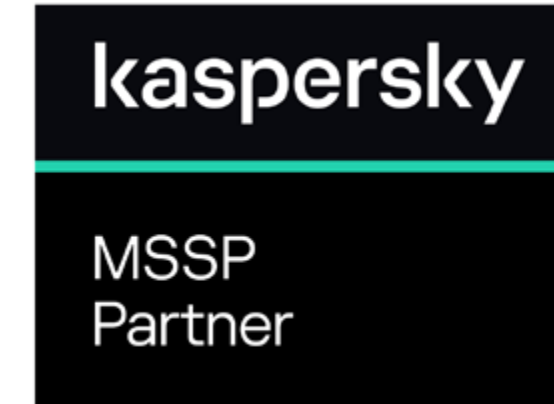
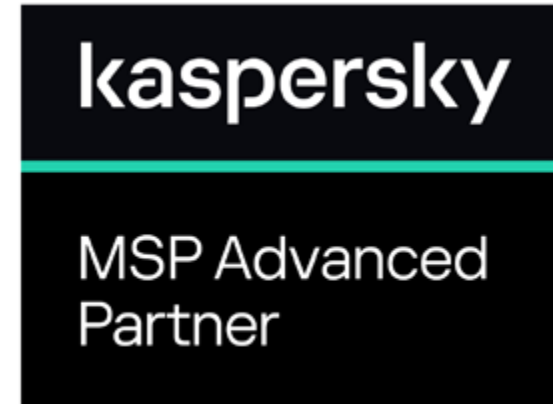
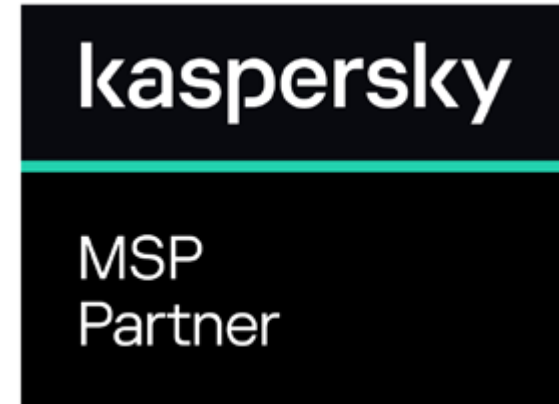


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Manage partnership levels



MSP (Managed Service Provider)

Kaspersky MSP partnership is a quick and easy way to add cybersecurity to your managed service portfolio. Increase sales revenue and win new business by using Kaspersky products to build new services. Our main goal is to provide you with cybersecurity tools that are quick to deploy and easy to manage so you can serve more customers with minimal resources. Enjoy cloud-based multi-tenant management integrated with your favorite RMM and PSA platforms. Kaspersky offers a wide range of security solutions that can be purchased in a flexible, scalable and cost-effective way, including various subscription options and pay-as-you-go billing. Volume-based pricing provides access to even higher margins when ordering licenses in bulk. Plus, it's never been easier to win new business when you combine the Manage Partner Program Grace Period with special pricing. To take full advantage of the specialization, partners are encouraged to become certified as an **MSP Partner** by successfully completing the onboarding course available on the [Partner Portal](#). As your business grows and your sales competencies develop, you can move up to the **MSP Advanced Partner** level, where you will receive a broader level of non-monetary benefits and be eligible for a special rebate program for selling subscription licenses.

MSSP (Managed Security Service Provider)

The **MSSP Partner** level is designed for partners who want to add advanced cybersecurity capabilities to the range of services they provide to their customers. Building on our respected threat research expertise and established threat hunting and incident response practices, we provide an Extended Detection and Response solution enriched by threat intelligence and MITRE ATT&CK mapping to help partners build the best managed security offerings.

We deliver:

- An advanced threat detection and response platform with threat hunting capabilities
- Threat intelligence with actionable advice on generic or targeted threats
- Expert guidance and assistance with incident response, malware analysis and digital forensics
- Participation in the rebates program for selling subscription licenses

Why partner with Kaspersky?

As cybersecurity becomes an increasingly important issue for businesses, many of these businesses are now expecting their chosen Manage Partner level to offer an enhanced range of services. Managed Service Providers are being called on to provide more effective security as part of the overall package of services that they deliver to their customers. Achieving the Kaspersky Manage Partner requirements can help MSPs and MSSPs increase their revenue and profitability from both existing customers and new customers. And our Manage Partner Program is designed to help increase efficiency and productivity by enabling MSP and MSSP Partners to deliver compelling IT security services while minimizing overheads and resource consumption.

Financial benefits

As a member of Kaspersky's Manage Program, you'll enjoy flexible subscription licensing, volume discounts and comprehensive reporting, together with world-class support, including sales and technical training to help position you as your customers' strategic security partner. As a Kaspersky Manage Partner, you can make use of:

- Aggregated, tier-based pricing for monthly subscriptions. The more you sell, the better your endpoint price and the less you pay
- Pay-as-you-go billing for monthly subscriptions on a daily basis and annual billing for annual subscriptions
- Wide-ranging upsell and cross-sell opportunities across the whole Kaspersky portfolio

Rapid technical support

- A choice of standard or premium technical support to prevent unexpected downtime
- A dedicated account manager, with MSSP-specific expertise, on hand to give advice
- Your critical issues solved with the highest priority
- Support for 5 premium incidents included when you join

Efficient service delivery and operations

Managing multiple customers with limited resources can be tough. That's why Kaspersky product consoles provide flexible, simple admin capabilities, supporting both multi-tenancy and role-based access control for your customers' administrators.

Kaspersky RMM integration means you can further boost your effectiveness with automated security scanning and updates, remote security client deployment and centralized security dashboards. To make your life easier and simplify complicated tasks through automated ticketing and billing, we also support major PSA platforms.

Sales support and training

- Fast and efficient automated onboarding
- Online sales, technical training and product webinars to help turn your team into cybersecurity pros
- Plenty of ammunition, including dedicated product and marketing materials, thought leadership and competitive battlecards

Top notch technologies and experts

- Recognized cybersecurity leader
- 26 years on the market
- 18 years' expertise in machine learning (ML) techs
- 240,000 corporate clients
- 10 transparency centers worldwide
- Most tested (827 tests) and most awarded protection (587 first places, 83% TOP3)

Globally renowned team of experts that hunted down the most high-profile attacks, from Stuxnet and Carbanak to Triangulation

Ability to grow further

With Kaspersky, you can grow from a small service provider to a major cybersecurity player. Kaspersky best-in-class solutions for MSSPs will allow you to effectively detect and respond to the most advanced threats with less false positive and false negative alerts, delivering more value to your customers with less effort from your side.

Offers for MSSPs include:

- Threat Intelligence to boost SOC efficiency
- Kaspersky Managed SOC to unify Kaspersky and third-party products in a single system to provide effective detection and response against sophisticated and persistent cyberattacks
- Kaspersky Full MSSP Platform (XDR) - the ultimate bundle that allows to provide the best cybersecurity services even for the most demanding customers

Manage Partner requirements

Please find below the requirements for our Manage Partner Program:

Requirements	Description	MSP	MSP Advanced	MSSP
Named Primary Contact	Partner Business Manager to support executive, sales and technical relationships with Kaspersky	✓	✓	✓
Named Technical Contact	Partner representative as the main liaison for the technical relationship		✓	✓
Service Sales Contact	Partner representative responsible for service delivery to end customers			✓
Certified MSP Onboarding	Partner representative needs to complete the Kaspersky MSP Onboarding training course	1	1	1
Certified Sales Specialist	Partner representative needs to complete sales certification course		1	
Certified Technical Specialist	Partner representative needs to complete technical certification course on selected solution			1
Threshold Requirement	MSP partners need to reach and maintain minimum revenue threshold on subscription sales		20 000 EUR	
Service Verification	Partner service verified by Kaspersky			✓



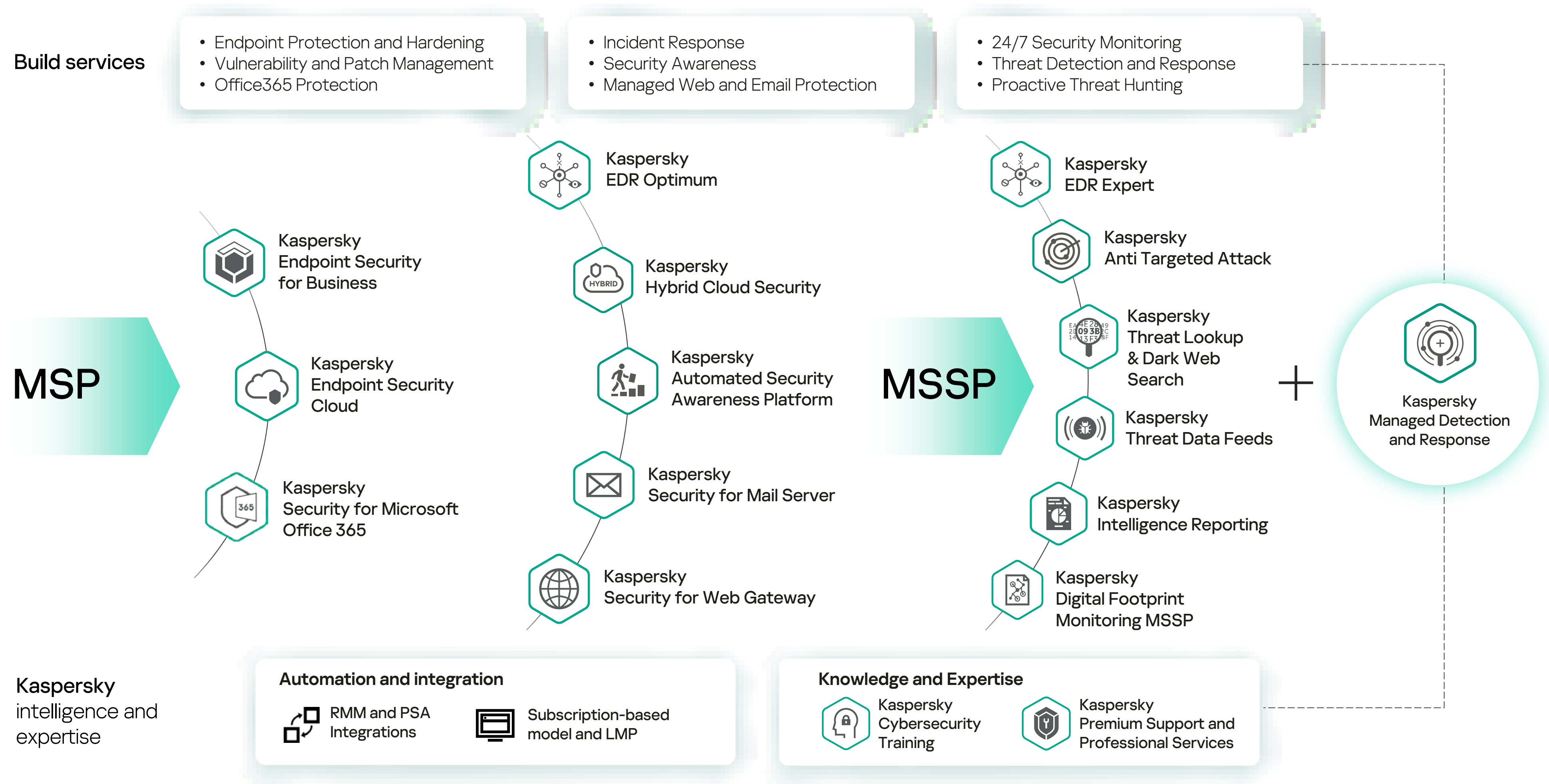
KASPERSKY MANAGED SERVICE PROVIDERS PORTFOLIO

Powerful tools scaled across customer infrastructures

Whether your customers need core endpoint protection, advanced managed detection and response, or even threat hunting, you can do it all. And more.

Our portfolio for MSPs and MSSPs includes effective tools that allow you to secure, monitor and manage customer infrastructure at any level of complexity and sophistication.

KASPERSKY SERVICES FOR MANAGED SERVICE PROVIDERS



* List of products can be updated. Availability should be verified with local Kaspersky office

KASPERSKY MANAGED SERVICE PROVIDER OFFERINGS



Kaspersky Managed Protection

Kaspersky Managed Protection provides top-notch endpoint, cloud, web and mail protection. Our award-winning solutions are easy to deploy, manage, and are highly effective at stopping today's cyberattacks.

Options:

Managed Endpoint Protection

Managed Web Protection

Managed Mail Protection

Managed Workload Protection

Managed Awareness



Kaspersky Managed Detection and Response

Kaspersky MDR delivers a fully managed, 24/7 detection, prioritization, investigation and response service, giving your customers all the major benefits of having their own SOC without having to actually establish one.

Options:

Managed Endpoint Detection & Response

Managed Network Detection & Response



Kaspersky Managed SOC

Our SIEM Kaspersky Unified Monitoring and Analysis Platform serves as the core of a modern SOC. It allows you to unify Kaspersky and third-party products in a single system to effectively detect and respond to increasingly sophisticated and persistent cyberattacks.



Kaspersky Threat Intelligence

Our award-winning TI will help you mitigate the most sophisticated attacks on your customers with unique IoCs and IoAs provided by our world-leading team of researchers and analysts.



Kaspersky Full MSSP Platform (XDR)

The ultimate bundle that includes all of the aforementioned and adheres to the XDR concept, allowing you to provide the best cybersecurity services to even the most demanding customers.

Bundle:

Managed Endpoint Protection

Managed Web Protection

Managed Mail Protection

Managed Workload Protection

Managed Awareness

Managed Endpoint Detection & Response

Managed Network Detection & Response

SOC as a Service

Threat Intelligence for MSSPs

We created five offerings to meet the needs of all types of Managed Service Providers. Some of them consist of several options, so you can choose the services that suit you best. You can also add services from other offerings. This flexibility allows Managed Service Providers to grow gradually, adding new services only when you are ready.

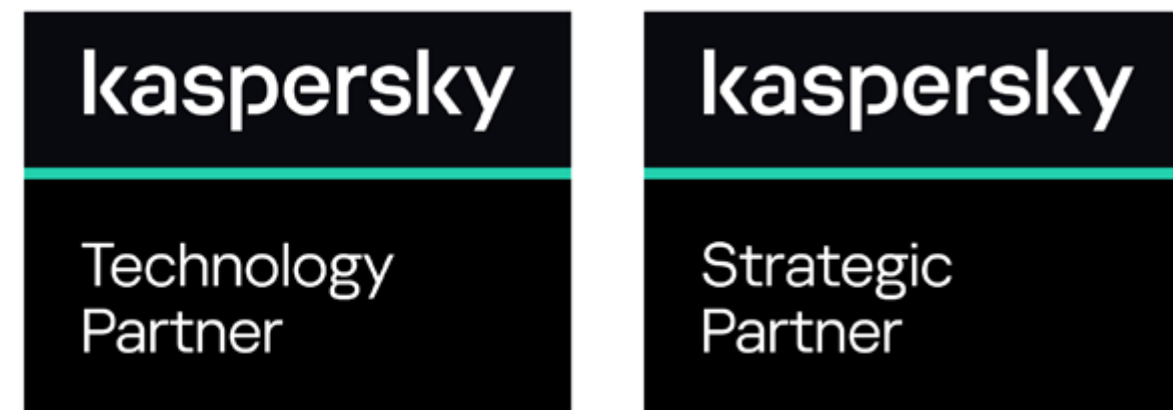


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Build Partnership levels



Build Partnerships are for partners who develop software and hardware of any kind – cybersecurity, networking, SaaS, cloud and more – and want to add high-margin, value-added security to end customers through an enabled product or service of their own. Companies of all sizes and types – from startups and SMBs to large and established enterprises – can become Build Partners. All that is required is the ability to jointly develop a product or service with Kaspersky’s technology



Build Partner requirements

Please find below the requirements for our Build Partner Program:

Requirements	Description	Technology	Strategic
Dedicated Business Contact	Partner Business Manager to support executive, sales and technical relationships with Kaspersky	✓	✓
Pre-Sales Technical Contact	Partner representative as the main liaison for the technical relationship	✓	✓
Enabled Product or Service	Partner-owned IP powered by Kaspersky products and/or service or derivatives of them	✓	✓
Committed Business Terms	Annual commitments to revenue, IP licensing and custom integration opportunities	✓	✓
Technology Contract for Enabled Product	Partner signs a technology contract with Kaspersky for rights to resell enabled products	✓	✓
Threshold Requirement	Annual royalty payment to Kaspersky at or above \$1 million		✓

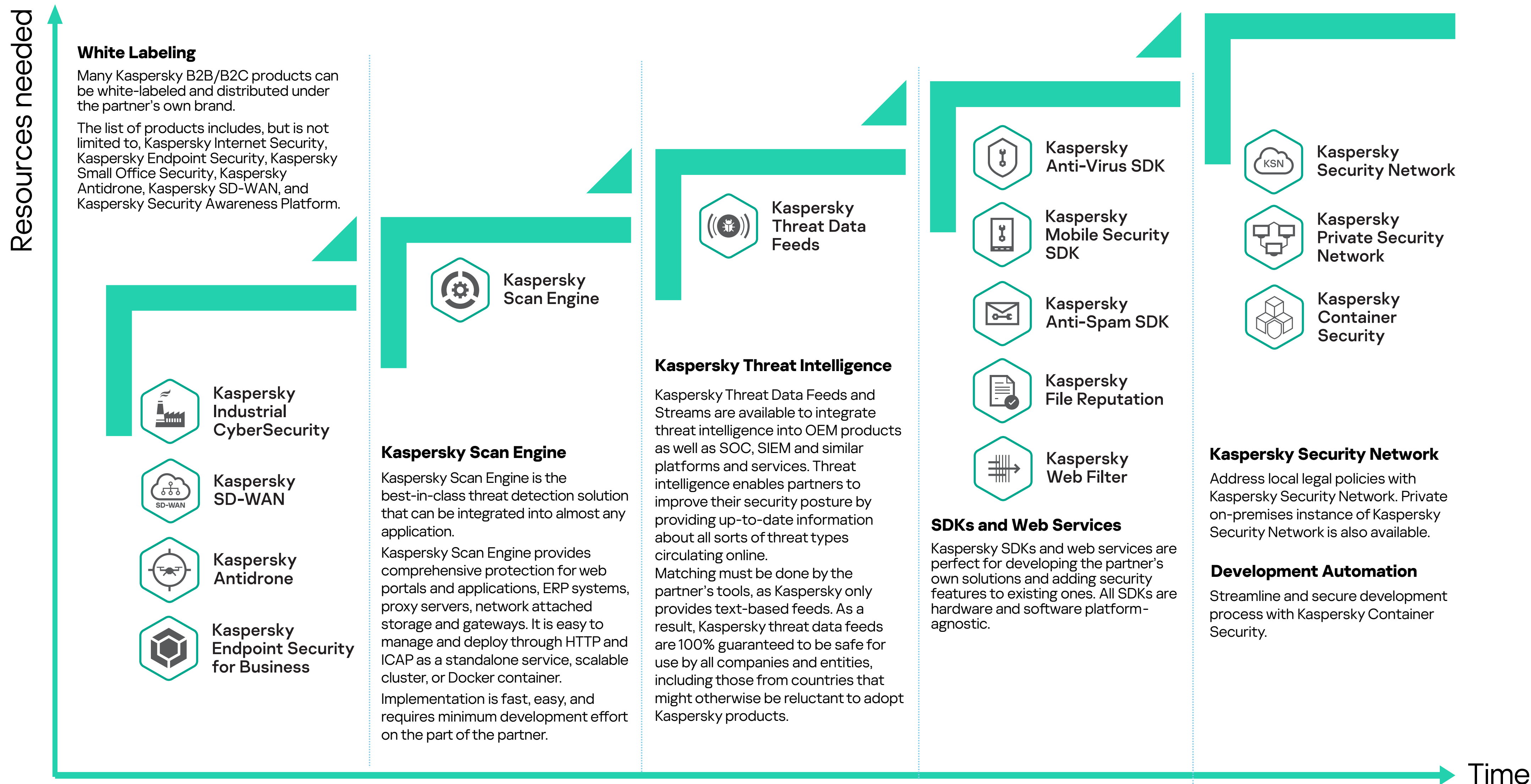
Value proposition and target audience



Value for Partners

- **Differentiate** - integrated cybersecurity solutions will differentiate the partner's product and service portfolio
- **High margin** - tailored services and custom solutions for service providers
- **Create new value** - propositions to better meet your end customers' business goals by integrating Kaspersky technologies into your own solutions
- **Deploy with scale** - reduce time to market with integrated alternative solutions or reselling model (bundles)
- **Subscription-based annuity** - for internal use of cybersecurity components

PRODUCT PORTFOLIO AND IMPLEMENTATION SCENARIOS



Build opportunities for other partner types

Sell Partners – Resellers, System Integrators, VARs

Multiple Kaspersky B2B and B2C products are available for white labeling and licensing under the partner's own brand. If a partner sees such a business opportunity, we are ready to help you.

Most of our Build products, such as Kaspersky Scan Engine, are also available for sales through the channel when offered to enterprise developers for internal projects.

Deploy Partners – System Integrators, Cybersecurity Partners

System integrators are encouraged to help the customers mitigate cyber-risks and protect them from malicious activity. Scenarios include:

Protecting customer environments – including gateways, web portals, NAS and more – by integrating Kaspersky Scan Engine.

Adding anti-junk call, anti-fraud and anti-malware functionality to customers' mobile products by integrating Kaspersky Who Calls SDK/API and Kaspersky Mobile Security API into their solutions.

Manage Partners – MSP, MSSP, Service Providers

Service providers can extend their portfolios to offer value-added services to their customers. Some of the possible scenarios include:

Service providers such as telcos and fintechs can leverage Kaspersky Mobile Security SDK to create a secure environment on customers' mobile devices.

Kaspersky Who Calls SDK is available to all types of service providers to help end users fight phone spam and fraud.

Kaspersky Scan Engine is available for service providers as a subscription service for customers. Multiple subscription types (dedicated instance / monthly/PAYG with payment per-scan) are available.



Kaspersky Learning Partners

Authorized Training Centers (ATC)

The Kaspersky Authorized Training Center (ATC) program is designed for organizations that provide IT technical training to customers and IT companies and want to expand their portfolio with courses from Kaspersky, a world leader in IT security solutions. Providing training can be your core competence or one of your business lines. Your participation in the ATC program is subject to your compliance with the program requirements and our acceptance of your application. Please read the ATC Program Guide and let us know if you are interested in becoming a Kaspersky ATC.



Your benefits

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Financial benefits

For business performance

		Registered	Silver	Gold	Platinum
Suggested discount from MSRP*	General products	20%	25%	30%	35%
	Strategic products	5%	5%	10%	15%
Special project prices		✓	✓	✓	✓
Rebates	Sell Partners		1%	3%	5%
	Deploy Partners	By specialization	15%	15%	15%
	Manage Partners	MSP Advanced/MSSP only	9%	9%	9%
Sales performance incentive funds (SPIF)				✓	✓

*The maximum rate of suggested discount is indicated. The discount rate may vary depending on product group ✓ eligible

Deal registration

Protect your new business investments: when you're working on a new sales opportunity, simply register the deal on the Partner Portal. If your registration is approved, you will qualify for additional discount and our Kaspersky team will work together with you on the deal. Learn more on our [Partner Portal](#).

Special project prices

We help you win large or strategically important assignments. We may evaluate the opportunity to grant special terms and prices to seal the deal.

We will provide the distributor with sufficient discount to enable them to provide you with a special project price in accordance with the existing Distribution Agreement. The actual pricing is determined between you and the distributor.

Rebates

Increase your margins with financial rebates. You will be eligible by agreeing a Joint Business Plan and meeting growth and timeline targets. Receive rebates for sales of products other than subscription licenses through the Sell program.

Partners that demonstrate a high level of competency by obtaining Deploy Specialization are eligible for additional rebates. Manage partners with MSP Advanced or MSSP status are eligible for rebates on subscription license sales.

Sales performance incentive funds (SPIFs)

Partners – with an agreed Joint Business Plan – that meet the agreed growth and timeline targets are eligible to receive financial rebates that help increase their overall margins.

Relationship benefits

For exceptional expertise

	Sell				Deploy	Manage			Build	
	Registered	Silver	Gold	Platinum		MSP	MSP Advanced	MSSP	Technology	Strategic
Partnership Certificate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Deploy Specialization		✓	✓	✓	✓					
Joint Business Plan		✉	✓	✓	✓		✓	✓		✓
Quarterly Business Review		✉	✓	✓	✓		✓	✓		✓
Partner Account Manager from Kaspersky		✉	✓	✓	✓		✓	✓	✉	✓
Partner Advisory Council				✉			✉	✉		✉

✓ eligible ✉ by invitation

Partnership certificate

You will receive a certificate stating your partnership level – Registered, Silver, Gold or Platinum Partner.

Dedicated account manager

As a high-level partner you will benefit from a dedicated Partner Account Manager (PAM) for advice, support and joint business planning.

Effective specializations

Differentiate your business from the competition and earn higher margins by becoming a Deploy solutions specialist.

[Find out more.](#)

Joint business planning

We enable you to achieve your sales targets. We will work closely with you on a Joint Business Plan (JBP) that includes sales and marketing activities.

Quarterly business review

We help you identify and build on successes and define areas that need attention. During quarterly sessions, we will review your performance against the agreed JBP.

Partner advisory council

You may be invited to participate in our Partner Advisory Council – an open dialogue about sales and marketing strategy, product development and our joint successes. It's also a platform for ideas to continuously develop Kaspersky United.

Sales benefits

For higher conversions

	Sell				Deploy	Manage			Build	
	Registered	Silver	Gold	Platinum		MSP	MSP Advanced	MSSP	Technology	Strategic
NFR Licenses – for Demos and POCs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product Licenses for Internal Use	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Solution Sales Toolkits	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onboarding Kit	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cumulative Billing						✓	✓	✓		
Integration with RMM and PSA Platforms						✓	✓	✓		
Online Sales Training Courses	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Qualified Sales Leads		✉	✓	✓	✓				✉	✉
In-Class Sales Training Courses and Workshops			✉	✉	✉	✉	✉	✉	✉	✉

✓ eligible ✉ by invitation

Be prioritized for sales leads

When Kaspersky generates sales leads in your region and you have achieved high-level status, you will have priority when receiving leads.

Access NFR licenses

Create powerful demos and time-limited proof of concepts for your customers. All this is possible with our 'Not for Resale' licenses. Tailored to your partnership status and in accordance with our Kaspersky Approval Policy.

Licenses for internal use

Secure your own systems with world-class protection, enhance your demo capabilities and grow your working knowledge of our products. We offer special terms tailored to your partnership status when you buy our products for in-house use.

Solution sales toolkits

Each toolkit includes a range of documents and white papers on use cases for a specific solution for relevant vertical markets. The kit also includes competitive battlecards, key selling points, FAQs and more.

Onboarding kit

Get up and running and onboard new employees quickly. We've developed a structured, automated process to help you do just that. The kit includes basic training, an overview of products and solutions and an intro to our sales tools and processes.

In-class sales training and workshops

You may also be eligible for in-class sales training and workshops run by Kaspersky. A great way to benefit from the transfer of sales and marketing expertise.

Online sales training courses

Turn your sales team into experts in customer understanding and problem solving. Easily access a wide range of sales training courses.

Marketing and communication benefits

For branded effectiveness

	Sell				Deploy	Manage			Build	
	Registered	Silver	Gold	Platinum		MSP	MSP Advanced	MSSP	Technology	Strategic
Access to the Partner Portal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Marketing Central	✓	✓	✓	✓	✓	✓	✓	✓		
Partner Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partner Webinars	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Virtual Partner Conferences	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to Certified Partner Logo and Branding Materials	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Proposal-based Marketing Development Fund (MDF)		✉	✓	✓	✓		✉	✉	✉	✓
Listing in Partner Locator. On Relevant Kaspersky Websites		✓	✓	✓	✓	✓	✓	✓	✉	✉
Participation in Kaspersky Regional Partner Conferences		✉	✉	✉	✉	✉	✉	✉	✉	✉
Participation in Kaspersky Annual Global Partner Conferences		✉	✉	✉	✉		✉	✉	✉	✉

✓ eligible ✉ by invitation

Marketing Development Fund (MDF)

Opportunity to receive funding support for joint marketing activities. Key partners can submit their marketing proposals via the Partner Portal.

One-for-all access

Easily apply for deal registration, submit MDF proposals, continue learning with training or just download the latest marketing materials. All in one place – the Partner Portal.

Central marketing

Ready-made marketing campaigns? We hear you. Everything is at your fingertips on our Partner Portal, along with brochures, case studies, white papers and guidelines.

Insights in your inbox

Stay on top of product announcements, business updates, events or new case studies through our newsletters, webinars and virtual conferences.

Tap into the value of the Kaspersky brand

Join a strong, unified voice and make use of our images, icons and other brand assets. Promote your status with dedicated logos for each level of partnership – ready for you to use.

Be seen

Increase your visibility to potential customers looking for the right IT security partner. For greater exposure, we add details of high-level partners to a Partner Locator tool on the Kaspersky website.

Meet Kaspersky executives

If you are one of our top performing partners, you may be invited to our annual partner conference. Here you can meet our executives in person, gain insights into our product roadmaps and business strategies, and learn best practices to help you plan for the coming year.

Technical and support benefits

For superior quality

	Sell				Deploy	Manage			Build	
	Registered	Silver	Gold	Platinum		MSP	MSP Advanced	MSSP	Technology	Strategic
In-Class Technical Training Courses and Workshops	✉	✉	✉	✉	✉	✉	✉	✉	✉	✉
Online Technical Training Courses	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to Technical Knowledge Base	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre-Sales Support			✓	✓	✓		✓	✓	✉	✉
Prioritized Partner Technical Support					✓		✉	✓	✓	✓
Access to Kaspersky R&D Specialists					✉			✉	✉	✓
Access to Beta Versions of Products			✉	✉	✉			✉		✓
Advanced Technical Repository					✓			✓		
Incident Response Emergency Remote								✓		
Second Level Technical Support						✓	✓	✓		
Premium Technical Support cases						✓	✓	✓		

✓ eligible ✉ by invitation

Pre-sales support

Tap into our valuable sources of expertise and advice. Our pre-sales technical support teams are at your service with detailed knowledge of Kaspersky products in every territory.

In-class technical training and workshops

Learn from instructor-led training courses and workshops run by Kaspersky or an Authorized Training Center. A great opportunity for your team to grow with hands-on guidance from our experts.

Online technical training courses

Easy access to a wide range of technical training courses online. View the full list of courses at partners.kaspersky.com.

Technical knowledge base

Conveniently search or browse our knowledge base on the Partner Portal for assistance with all of our products.

Advanced technical repository

Do you have a specialization? Access detailed technical information about your chosen specialization. From installation and proof of concept to troubleshooting guidelines and feature descriptions.

Prioritized support

With a specialization, you will also benefit from access to prioritized technical support from your dedicated Kaspersky team.

Access to beta versions of products

We invite selected partners to take part in beta programs and provide early access to new releases of products.

Access to Kaspersky R&D specialists

Got feedback on our current products and services or ideas to shape our future offering? That's great! And you may be selected by us to engage directly with our in-house research and development experts.



Training and certification

With over 20 years of experience at the forefront of cybersecurity, we are proud to have accumulated unparalleled industry knowledge – and we want to share it with you.

We have created a range of educational offerings, rewarded with certifications. To enhance your team's skills. To build customer loyalty.



Your sources of learning

Tap into a wide range of online, offline and self-study training materials that upskill your sales and technical teams.



For your sales team

- Interactive online courses
- Regular webinars with tips and insights into solution selling
- Self-study Solutions Sales Kits



For your technical team

- In-class, instructor-led courses with hands-on exercises run by Kaspersky or by one of our Authorized Training Centers
- Online courses and “how-to” video tutorials
- Sizing guides

Your badges of knowledge

To achieve Silver, Gold or Platinum Partner status for specific Kaspersky solutions, you need to employ personnel that have achieved the necessary certifications.



There are two types of certification

- Kaspersky Sales Specialist
- Kaspersky Certified Professional

Both are available in a broad range of solution topics. You choose which ones you want your teams to study and thrive on.

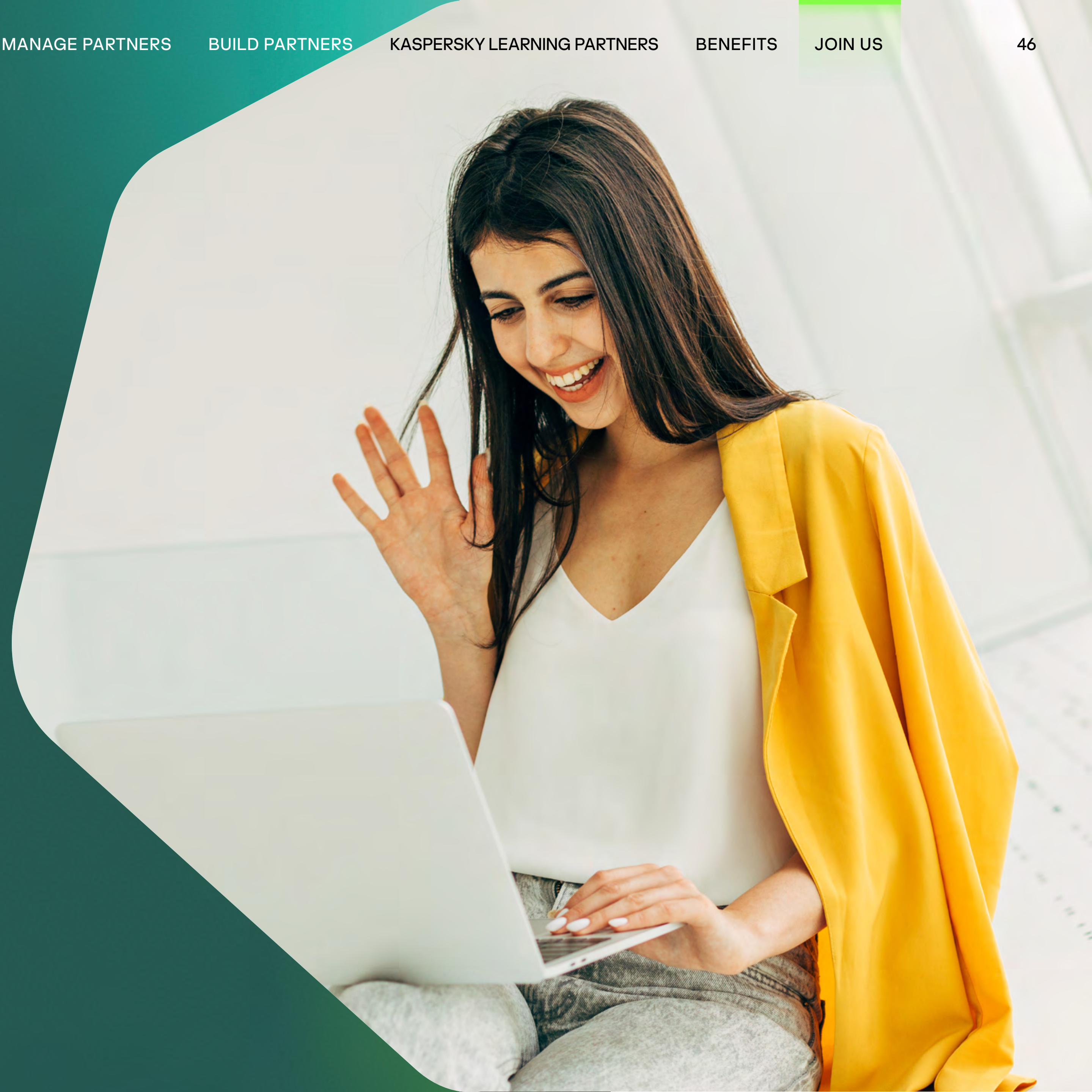
Learn more about certification requirements, available and upcoming training courses and training options.

→ partners.kaspersky.com



How to join Kaspersky United

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3 steps to growth

At Kaspersky, we strongly believe in the power of partnerships. That's why we invest a lot of time and resources into our Partner Program. To ensure that we offer you best-in-class quality.

Quality you can pass on to your customers. Join us now and become a member of Kaspersky United.

Did you know? The Partner Portal is a central hub where you can also apply for MDF, register deals, access marketing collateral, download your partnership certificate, monitor sales revenues, check on your training progress and more.

[Start process](#)

01



Apply

Visit partners.kaspersky.com, accept the terms and conditions and complete the application form.

02



Train

Our courses will help your teams develop their skills, demonstrate their expertise and pass the relevant exams. With continuous learning opportunities throughout our partnership, they can deepen their knowledge, earn more certifications and meet more of your customers' needs.

03



Sell

Boost your sales, increase revenues and start working your way to Silver, Gold and Platinum Partner status. Always supported by us. Add specializations for even greater benefits.



Where Kaspersky United is available in your region

This program is available in the following territories:

Austria

Germany

Liechtenstein

Switzerland



Program policies overview

Availability and implementation

In some territories, the availability and implementation of the Partner Program is at the discretion of the appropriate Kaspersky Territory Office responsible for Kaspersky operations in that given locality.

Compliance with terms and conditions

All partners are obliged to follow the Kaspersky United Partner Program requirements.

By registering for the Partner Program or selling Kaspersky products, the partner accepts all terms and conditions of the Kaspersky United Partner Program.

By accepting the terms and conditions of the Partner Program, the partner consents to receive regular information via email and to define contacts in his/her organization to receive and manage this information internally, and to share these contacts with Kaspersky. Kaspersky expects a general interest of its partners to receive update information related to lifecycle, products, webinars, partnership conditions, sales promotions, marketing initiatives, events and other activities.

All participants of this Program must agree to cooperate with Kaspersky in accordance with the provisions of sanctions legislation including but not limited to applicable laws of the USA and the EU and guarantee they will not provide any person or legal entity on any relevant government denied-party list, regardless of the jurisdiction, including but not limited to sanctions restrictions of a general, sectoral and/ or other nature (examples: United Nations Sanctions List, the US Office of Foreign Assets Control's Specially Designated Nationals List, the US Office of Foreign Assets Control's Sectoral Sanctions Identifications List, the EU's list of natural persons and entities, etc.) with any of Kaspersky's products.

Kaspersky reserves the right to terminate the partner's participation in the Program with the immediate forfeiture of the participant's/partner's rights, including the right to sell Kaspersky's products, if any attempt is made to provide Kaspersky products to any person or legal entity on any relevant government denied-party list. All the Program benefits to which the participant/partner may have been entitled in connection to the sale in question will be annulled. The participant of this Program/partner agrees to provide Kaspersky with the information about the sale in question and waives any claim with respect to the investigation of such sale, the duration and any impact it may have on the participant/partner.

Changing partnership level

Based on the following factors, partners may be advanced to a higher partnership level or moved to a lower partnership level in the program:

Moving to a higher partnership level

Kaspersky will regularly review the partner's performance, to assess whether the partner is eligible to move to a higher partnership level within the program.

Partners that believe they meet the necessary requirements can also contact their Kaspersky representative to request that they be considered for a move to a higher partnership level. If the partner has met all relevant requirements, Kaspersky may move the partner to a higher partnership level at the start of the next calendar quarter.

Moving to a lower partnership level

If a partner has not achieved the required value of sales for Kaspersky products or has failed to comply with one or more of the other requirements that apply to their current partnership level within the program, the partner may be moved to a lower partnership level or removed from the program. In such cases, the partner will be notified that their participation in the program or their partnership level is in jeopardy. The relevant Kaspersky representative will discuss options to help the partner in its efforts to remedy the situation. If the partner is not successful in meeting the relevant program requirements, Kaspersky has the option to send a written notice to the partner confirming that the partner will be removed from the program or will be moved to a lower partnership level.

Program changes, reservation of rights and termination

Kaspersky reserves the right to alter or discontinue the Kaspersky United Partner Program at any time, and without limitation to any conditions, requirements or benefits contained herein. All such changes shall become effective upon their publication on the Partner Portal or at such other time that Kaspersky may specify.

In cases where these changes include amended requirements, partners will also be notified of the time period within which they must comply with the modified requirements.

Partners that disagree with any change or modification may terminate their participation in the Program.

If there is a version of the United Partner Program in another language on the Kaspersky Partner Portal, the English version of the document takes precedence.

Participation in tenders

If a partner deals with more than one security vendor, it is mandatory to propose Kaspersky's products if they meet the requirements specified in the tender.

Maintaining the required number of employees that have achieved certification

If any individuals who have achieved certification cease to be employed by the partner, the partner must inform Kaspersky within 30 calendar days from the date that the certified employee left the partner's organization. Within 60 calendar days of the employee leaving, the partner must replace the individual with another employee that has undertaken the necessary training and has achieved the relevant certification for the program. If after a reasonable period, the partner fails to replace the employee that has left, the partner's partnership level may be adjusted accordingly.

Award of partnership status

Kaspersky makes the final decision on the award of a partnership status. Kaspersky reserves the right not to award partner status to certain companies, even if the applicant company meets all formal program requirements.

Annual renewal

At the start of each calendar year, Kaspersky partners that wish to remain in the Kaspersky United Partner Program must continue to comply with all relevant program requirements – including all requirements associated with the relevant partnership level and any Partnership Specializations that the partner wishes to maintain.

Suspension and removal from the Partner Program

Kaspersky reserves the right to remove a company from the Partner Program if that company directly or indirectly causes damage to Kaspersky.

Additionally, Kaspersky reserves the right to suspend or terminate a partner's status if the partner does not maintain their good standing in the program, or the partner fails to comply with Kaspersky's current policies.

All partners and distributors will comply with the following:

1. Kaspersky partners are allowed to sell only within the territory defined in the agreement between partner and distributor authorized by Kaspersky.
2. Kaspersky partners must comply with the terms and conditions of the Kaspersky United Partner Program, Deal Registration Program and Rebates Program, plus Kaspersky's Licensing, PR, Marketing and Branding policies.
3. Kaspersky partners must not infringe any of Kaspersky's intellectual property rights – including intellectual property rights for Kaspersky products and intellectual property rights for Kaspersky's registered trademarks.
4. Kaspersky partners must not undertake any actions that may damage the activities or image of Kaspersky or its partners.
5. Kaspersky partners must complete and maintain an up-to-date Partner Profile. The Partner Profile is located on the Kaspersky Partner Portal and can be updated when necessary.
6. Kaspersky partners must employ primary contacts that are responsible for supporting the relationship with Kaspersky, including a primary business executive, a primary sales contact and a primary technical contact. The names of these contacts will be supplied to Kaspersky by the partner.
7. Kaspersky partners must include up-to-date information about Kaspersky on their website.
8. Kaspersky partners must proactively perform demand generation activities for Kaspersky products (including but not limited to issuing invitations to Kaspersky webcasts and sending news about Kaspersky products and services to customers).
9. Kaspersky partners must get approval from Kaspersky before performing any marketing activities related to Kaspersky products or services.

Partners that perform any of the following will be considered to be in violation of their agreement with Kaspersky:

1. Selling Kaspersky products in a country where the partner is not authorized to sell Kaspersky products
2. Sub-distribution – whereby the partner sells Kaspersky products to another partner, instead of selling only direct to end users
3. Failing to comply with one or more of the terms and conditions of the Kaspersky United Partner Program – including the relevant Deal Registration Program and Rebates Program – or failing to comply with one or more of the terms and conditions of Kaspersky's Licensing Policy or Branding Policy

In addition, distributors must:

- Work with partners to help increase the number of sales per partner and increase the average value of each partner's sales
- Undertake detailed Business Planning – including quarterly business reviews
- Employ dedicated personnel to manage the distributor's activities within the Kaspersky United Partner Program, including a dedicated Product Manager, a dedicated Channel Sales Manager and a dedicated Pre-sales Manager
- Employ three Kaspersky Sales Specialists
- Employ three Kaspersky Certified Technical Professionals
- Provide pre-sales support to Kaspersky Partners
- Monitor each partner's level of certification – and help partners to complete the relevant training courses and achieve relevant certifications
- Proactively run quarterly incentive schemes and marketing campaigns – to drive demand generation for Kaspersky products via the channel

The main document that regulates the cooperation between Kaspersky and the distributor is the Distribution Agreement.

Distributors that perform any of the following will be considered to be in violation of their agreement with Kaspersky:

1. Selling Kaspersky products in a country where the distributor is not authorized to sell Kaspersky products
2. Selling direct to an end user
3. Failing to comply with one or more of the terms and conditions of the Kaspersky United Partner Program – including the relevant Deal Registration Program and Rebate Program – or failing to comply with one or more of the terms and conditions of Kaspersky's Licensing Policy or Branding Policy



Be more connected.

Get in touch to unlock the tools, resources and rewards to work smarter and sell more: united@kaspersky.com
Apply now and join us on a mission to build a safer world.

Get started