

PARTNER PROGRAM GUIDE

*North America
February 2016*





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WELCOME!

Welcome to the Kaspersky Lab Partner Program, a world-class ecosystem of tools, incentives and support to help you stand out in today's competitive security industry. Our newly enhanced program was designed with your needs in mind. It gives you easy access to the proven resources you need to work smarter—and earn more.

Improve your business with these key program advantages:

- **100% Partner Focus** – All Kaspersky Lab business products are sold through our partners. That means our entire program was developed specifically for your needs.
- **Exceptional Profit & Growth Opportunity** – Kaspersky Lab continues to invest heavily in our partners through lucrative deal registration and incentive programs. Surpass your sales goals with MDF, leads and joint business planning.
- **Comprehensive Partner Team** – Work smarter with expert assistance from channel account managers, sales engineers and our expert marketing professionals.
- **Award-Winning Products** – Give customers the power to protect what matters most to them. They'll join more than 250,000 organizations and 300 million users around the world who trust Kaspersky Lab's top-rated software solutions.



Partner Program Benefits:

- 100% Partner Focus
- Exceptional Profit & Growth Opportunity
- Comprehensive Partner Team
- Award-Winning Products

This is an important time in our industry, and we're glad you're with us. We look forward to building a more successful partnership and giving you more of the resources you need to stay ahead of the competition.

Sincerely,



Leslie Bois
Vice President, Channel Sales



Jon Whitlock
Vice President, B2B Marketing

PROGRAM OVERVIEW

Kaspersky Lab Partners and Eligibility

We're here for you. Whether you focus on consulting, resale, services, solutions, managed services or cloud-community, you can turn to the Kaspersky Lab Partner Program to fuel results for your business model. And as you advance through our program tiers, you'll discover more benefits, resources and growth opportunities specifically tailored to your business and market needs.

Program Levels

You deserve to be rewarded for your hard work. That's why Kaspersky Lab has created four levels of competency and engagement within our program. Ascend through our Registered, Silver, Gold and Platinum tiers to improve your business with exciting new reward and support possibilities.



Registered Partners

Get off to a great start with the Kaspersky Lab Partner Program by utilizing essential program benefits such as Deal Registration, Incumbent Reseller Renewal programs, and more. There is no revenue requirement for this tier!



Silver Partners

Gain access to the same deal registration discount and incumbent renewals pricing discounts as Platinum and Gold Partners. Take advantage of relationship, marketing, sales and technical/support tools created to help you successfully sell Kaspersky Lab security products. In certain situations, your perks will include proposal-based MDF.



Gold Partners

Enjoy a wealth of support and financial incentives including a dedicated account team, access to proposal based MDF, and annual joint business planning. You'll also be eligible for leads and higher discounts on ILT technical training and Internal Use Licenses.



Platinum Partners

Take advantage of the highest levels of support and incentives to maintain your status. As a Platinum Partner, you'll connect with named resources—Channel Account Manager(s), Sales Engineer, Marketing Manager and an Executive Sponsor—to assist your efforts. You'll also be involved in quarterly business planning, enjoy priority access to market development funds, and receive priority listing in the partner locator.

BENEFITS & REQUIREMENTS

Discover the exclusive benefits that will set you apart from the competition—and the specific requirements you’ll need to meet to access each new level.

Program Benefits

Work smarter and improve sales with each new level of these exciting partner benefits:

	Registered	Silver	Gold	Platinum
Relationship				
Channel Account Manager		✓	Named	Named
Channel Sales Support Hotline	✓	✓	✓	✓
Sales Engineer	✓	✓	✓	Named
Channel Marketing Manager		Case-by-Case	Per Business Plan	Named
Executive Sponsor				Named
Communications				
Partner Communications	✓	✓	✓	✓
Partner Portal	✓	✓	✓	✓
Joint Business Planning			Annually	Quarterly
Partner Advisory Council			By invitation	By invitation
Financial				
Product and Services Discounts (minimum discount levels will be determined and enforced with Distribution)	✓	✓	✓	✓
Deal Registration	20%	35%	35%	35%
Incumbent Partner Renewal Program	15%	20%	20%	20%
Eligible for Growth Incentives			Per Business Plan	Per Business Plan

Program Benefits Overview Continued

	Registered	Silver	Gold	Platinum
Marketing				
Marketing Materials	✓	✓	✓	✓
Access to Partner Certified Logo and Branding Materials	✓	✓	✓	✓
Access to Kaspersky Lab Logo and Guidelines	✓	✓	✓	✓
Marketing Central – collateral, campaigns	✓	✓	✓	✓
Partner Demand Center – automated nurture campaigns, syndication	✓	✓	✓	✓
Regional Partner Annual Events		✓	✓	✓
Plaques		Certificate	✓	✓
Proposal-based MDF		Case-by-case	✓	Priority
Participation in Annual Partner Conference			By invitation	By invitation
Sales				
Eligibility for Deal Registration	✓	✓	✓	✓
Sales Performance SPIFs	✓	✓	✓	✓
Access to Not For Resale (NFR)	✓	✓	✓	✓
Sales Materials	✓	✓	✓	✓
Customer Trials / Demos / POCs	✓	✓	✓	✓
Field Sales Alignment		Case-by-case	Case-by-case	By request per business plan
Joint Account Planning and Review		Case-by-case	Defined in Business plan	Defined in Business Plan
Access to Leads (as available)			Eligible	Priority
Technical and Support				
Access to Technical Knowledge Base	✓	✓	✓	✓
Access to Consumer Licenses	✓	✓	✓	✓
Ability to Purchase After Hours Implementation Support	✓	✓	✓	✓
Prioritized Technical Support		✓	✓	✓
Access to Internal Enterprise Use License Discount	50%	80%	90%	Up to 100%
Access to Beta Programs			By Invitation	By Invitation
Shared Product Roadmaps			As Needed	✓

Program Benefits Overview Continued

	Registered	Silver	Gold	Platinum
Specialization and Certification Programs				
Specializations (Available in 2H 2016)	✓	✓	✓	✓
Ability to Apply for MSP Program	✓	✓	✓	✓
Skills and Training				
On-line Sales Training (no cost)	✓	✓	✓	✓
On-line Technical Product Training (no cost)	✓	✓	✓	✓
Technical Product Webinars	✓	✓	✓	✓
Instructor Led Technical Training (not to exceed 2 people/based on business plan)		50%	100%	100%
Onsite Sales & Technical Training		By Invitation	By Invitation	Per Business Plan

Program Requirements

Advance through each program level by fulfilling the following requirements:

	Registered	Silver	Gold	Platinum
Relationship				
Program Application	✓	✓	✓	✓
Signed Partner Program Agreement (online)	✓	✓	✓	✓
Partner Primary Contact Assigned	✓	✓	✓	✓
Updated Partner Profile	✓	✓	✓	✓
Partner Technical Contact Assigned		✓	✓	✓
Partner Executive Assigned			✓	✓
Annual Partner Satisfaction Survey Participation	Recommended	Recommended	✓	✓
Joint Business Planning			Annually	Quarterly
Financial				
Annual Revenue Commitment (Net to Kaspersky)		\$5,000	\$25,000	\$100,000
New Business Portion of Annual Commitment		\$2,500	\$12,500	\$50,000
Target Renewal Rate (%)		40%	50%	65%
Marketing				
Demand Generation Activities (#)			Per Business Plan	Per Business Plan

DETAILED DESCRIPTION OF BENEFITS

Relationship Benefits

We know the importance of building close working relationships with partners like you. That's why we've built a cohesive and highly responsive partner team to assist you and help foster a supportive and profitable partnership. We have the resources you need!

Channel Account Manager

All Platinum, Gold and Silver Kaspersky Lab partners have access to a Channel Account Manager. The Channel Account Manager will help you to develop and grow your relationship with Kaspersky Lab. At the Platinum level, the Channel Account Manager will have greater flexibility in assembling programs and helping to facilitate joint business planning.

Channel Sales Support Hotline

All Kaspersky Lab partners have access to partner support through a hotline that is available Monday through Friday from 8am to 8pm Eastern Time. Call the toll-free number at (855) 806-2104 or email icam@kaspersky.com.

Sales Engineer

All Kaspersky Lab partners will have access to a Sales Engineer who can provide guidance and insight into technical initiatives, issues and new products. Your Sales Engineer will also be available for sales calls for proof of concept initiatives.

Comprehensive Partner Team

Our cohesive and highly responsive partner team was created to support you. From account management to executive sponsorship for top partners, we provide the resources you need.

Channel Marketing Manager

Platinum Partners will have access to a Channel Marketing Manager to assist with marketing planning and initiatives. Gold Partners have access to a Channel Marketing Manager per their business plan. Silver Partners' access is available on a case-by-case basis.

Executive Sponsor

Platinum Partners will have a named Kaspersky Lab Executive sponsor who will participate in quarterly calls and meet with them at minimum on an annual basis.

Communications Benefits

It is our responsibility to share timely information about our products, strategy, program specifics and available resources. We worked hard to ensure partners receive the information that is critical for success.

Partner Communications

Open communication will always be an important part of our partnership. All Kaspersky Lab partners receive ongoing updates on Kaspersky Lab news, products, solutions and promotions. Make Kaspersky Lab's partner portal, newsletters, emails, monthly partner calls, Kaspersky Huddles, webinars, Facebook and Twitter part of your success.

Partner Portal

Access to the Kaspersky Lab Partner Portal for program information and benefits, tools, training and resources related to your Kaspersky Lab business and customers. Helpful links to marketing tools and our technical knowledge base make it easy for you to find the resources you need. Visit the Partner Portal at portal.kasperskyamericas.com.

Joint Business Planning

Let's do great things together! Experience shows that greater success is often the result of a joint effort between partners. We believe joint business planning and regular progress reviews with our Platinum and Gold Partners make for the best, most profitable relationships. Kaspersky Lab will initiate reviews on a quarterly and annual basis respectively with Platinum and Gold partners.



Partner Advisory Council

Select Platinum and Gold partners may be invited to participate on Kaspersky Lab's Partner Advisory Council. This will allow us to share our product roadmaps and to receive guidance around our product strategy. It is also a means to provide our key partners to share both their successes and challenges in working with us.

Financial Benefits

Because we recognize and appreciate your investment in our solutions, we strive to ensure you have access to compelling discounts and sales incentives to reward your efforts.

Product and Services Discounts

As a Kaspersky Lab partner, we want you to have predictable pricing. The competitive rates we offer only get better as you advance to higher levels within the program. There are minimum discount levels that will be determined and enforced with your distributor.

Deal Registration

The Deal Registration program is designed to protect the investments our partners make in developing new business. By registering and having your opportunity approved, you can rest assured that Kaspersky Lab will work exclusively with you. In addition, Kaspersky Lab will reward you with an additional discount as outlined in the table above.

If you perform all the necessary sales activities and lose a registered deal to another reseller due to extenuating circumstances, we'll compensate you with a 10% influencer fee from the distributor buy price of the registered deal. For more information on deal registration, please refer to the Programs Section below titled Deal Registration program or visit the Deal Registration pages on the Kaspersky Lab Partner Portal.

Incumbent Partner Renewal Program

All Kaspersky Lab partners are eligible to receive a discount on renewals of Kaspersky Lab products. Partners will be able to enjoy improved benefits on recurring business from previously signed contracts based on their current level and upon meeting certain requirements.

Specialization Program

Available in 2H 2016, all Kaspersky Lab partners may participate in the Specialization Programs to earn additional margin on registered, qualified and approved new Kaspersky Lab sales. Your company must employ a minimum number of Kaspersky Lab Certified personnel in a particular solution area and be able to demonstrate competency within your customer base. (Programs subject to change.)

Lucrative Partner Programs

Kaspersky Lab strives to ensure you have access to some of the most compelling discounts and sales incentives to reward your effort and drive your businesses bottom-line.

Growth Incentives

Platinum and Gold Partners with an approved joint business plan are eligible to participate in growth accelerator incentives that will be set, measured, and paid out quarterly for achievement of growth targets. Each target is unique and will be determined and reviewed in the joint business plan.

Marketing Benefits

As a Kaspersky Lab partner, you have access to a variety of marketing tools and programs to help you position and market your Kaspersky Lab sourced solutions.

Marketing Materials

It's time to grow your business and boost your revenues. That's why we've created a range of simple and ready-to-go campaigns designed to help you generate more leads. Each partner-ready campaign offers a toolkit of resources to support your marketing efforts, including email marketing and online events to help you get started. Learn more at the Kaspersky Lab Partner Portal.

Access to Partner Certified Logo and Branding Materials

Kaspersky Lab Partner Certified logos are new and available to all partners. As with corporate logos and branding elements, they are available for use on your website, in marketing materials and on promotional items. Use of the logo must follow the Kaspersky Lab guidelines.

Access to Kaspersky Lab Logo and Guidelines

Kaspersky Lab logos and branding elements are available for use on your website, in marketing materials and on promotional items for all partners. Use of the logo must follow the Kaspersky Lab guidelines.

Marketing Central

All partners will have access to Kaspersky Lab collateral, logos and campaigns that will help partners promote Kaspersky Lab products to existing and prospective new clients.

Partner Demand Center

All partners have access to the Partner Demand Center via the Partner Portal. This exciting new site will include web content and social media syndication, email nurture campaigns and other automated marketing resources available at no cost to you. The Partner Demand Center is designed to provide content, resources and systems packaged into ready-to-go marketing campaigns that can easily be co-branded and executed to drive leads back to the participating partner. Our web-based content syndication program delivers fresh, relevant security-based content to your website by leveraging the most current information from Kaspersky Lab. This feature enables you to showcase Kaspersky Lab products or solutions and thought-leadership content such as whitepapers and reports in a simple and concise format on your website to help drive leads from your website and inbound marketing activities. You also have the ability to promote security news and trends to your social media channels and run automated email campaigns to your database of customers and prospects. More information is available on the portal.

Partner Demand Center

The content, resources and system packaged into ready-to-go marketing campaigns that can easily be co-branded and executed to drive leads back to you.

Regional Partner Annual Events

All Kaspersky Lab partners may participate in regional partner events that include the sharing of product roadmaps, access to technical and executives, and the opportunity to discuss program and product trends and issues. Partners will be notified in advance via the Kaspersky Lab Partner Portal and partner communications.

Plaques

Platinum and Gold Partners receive a plaque recognizing their level of participation and commitment to the Kaspersky Lab Partner Program. Silver Partners are awarded a certificate.

Proposal-based Market Development Funds (MDF)

Kaspersky's proposal based MDF are critical to your success in driving demand. It is available to Platinum, Gold and Silver Partners at the discretion of Kaspersky Lab. Criteria for approval includes revenue opportunities, ROI and achieving specific marketing initiatives. Platinum Partners will receive priority attention and resources. Gold partners will have access to MDF. Silver partners may participate on a case-by-case basis based on achieving milestones. Partners who access MDF are required to complete a business and/or marketing plan to be reviewed and approved at the sole discretion of Kaspersky Lab. Please contact your Channel Account Manager or icam@kaspersky.com or see the Kaspersky Lab MDF program guide that explains how to access, use, and claim MDF in support of your efforts to develop revenue opportunities and secure new business. The marketing plan can be found in the Marketing section of the portal.

Participation in Annual Partner Conference

If you are a Platinum or Gold Partner with an approved business plan, you're eligible to attend the annual partner conference hosted by Kaspersky Lab. To qualify, you must achieve business plan goals and be ranked in the "top performing" list of partners. The event allows partners to interact with executives to plan for the respective year and learn about Kaspersky Lab's product roadmaps and product strategy. We highly encourage partner-to-partner interaction to learn more about successes and best practices!

We're committed to making it as easy as possible for you to sell our solutions to your customers. Turn to the Kaspersky Lab [Partner Portal](#) for a wide variety of sales tools.



Eligibility for Deal Registration

You're eligible to receive an additional discount for approved and registered new deals sold. For more information on deal registration, please refer to the Deal Registration program located on the Kaspersky Lab [Partner Portal](#).

Sales Performance & Activity-Based SPIFs

Participate in both sales performance incentive programs to help drive revenue and get paid on qualifying sales that are approved registered deals. Activity-based SPIFs reward both sales reps and SEs for accomplishments such as training and setting engagement meetings. Refer to the Sales Tab under the Kaspersky Lab [Partner Portal](#) or Channel Account Manager to learn more about these programs. Content is updated quarterly!

Access to Not For Resale (NFR)

With access to one Not for Resale (NFR) software product, you can choose to use the license internally for your own use or for demonstration purposes. Contact your Channel Account Manager to request the software, or go to the Products & Services tab on the Kaspersky Lab Partner Portal for more information.

Sales Materials

Want a great tip for getting ahead of the competition? Access our partner-tested sales tools and materials. Kaspersky sales toolkits are packaged so that you have the resources you need to sell Kaspersky solutions in one place, including training, positioning, call scripts, sales presentations, datasheets and more. Sales resources also include solution videos, sales PPT decks, competitive battle cards, whitepapers, reports, technical how-to videos, product configurators and price lists.

Customer Trials, Demos and Proof of Concept

You're encouraged to order and install limited license software for your own in-house use in order to become better acquainted with Kaspersky Lab products. You can also expand your ability to demonstrate Kaspersky Lab solutions and capabilities to your internal teams and customers. Contact your Channel Account manager for more details.



Field Sales Alignment

Kaspersky Lab will conduct account mapping with Platinum and Gold partners based on a joint business plan and with Silver partners on a case-by-case basis.

Joint Account Planning and Review

Platinum and Gold partners will work with Kaspersky Lab per their respective business plan to review accounts and plan strategies to grow the business. Silver partners will participate on a case-by-case basis.

Access to Leads

Platinum Partners have priority status to receive Kaspersky Lab generated leads when available. Gold Partners are eligible and may receive leads on a case-by-case basis subject to both financial and marketing achievements.

Technical and Support Benefits

As a Kaspersky partner, you have immediate access to a wide range of technical resources to guide you as you promote and sell Kaspersky Lab products. These resources are there to help you achieve and maintain market leadership in your target area, reinforcing your status as a trusted advisor to your customers.

Access to Technical Knowledge Base

Turn to the Kaspersky Lab Knowledge Base for searchable, online technical assistance regarding Kaspersky Lab products and solutions. The Knowledge Base can be accessed through the Tech Zone/Support Services tab on the [Partner Portal](#).

Access to Consumer Licenses

All Kaspersky Lab partners have access to free Consumer Use Licenses for each individual with portal access. Please see the [Product and Services](#) section on the [Partner Portal](#).

Prioritized Technical Support

Platinum, Gold and Silver partners have access to prioritized technical support. Partners may access their support resources via, live chat, phone or an online ticket system.

Purchase After-Hours Implementation Support

All partners have the ability to purchase after-hours implementation support to assist with customers.

Access to Internal Enterprise Use License Discount

Take advantage of an Internal Use License at a specified discount that increases with level of commitment to Kaspersky Lab. Please refer to the table above for the discount percentage.

Access to Beta Programs

Select Platinum and Gold Partners may be invited to participate in any beta programs that Kaspersky Lab may offer.

NFRs and Internal Use Licenses

Access to internal use license for you and your business so you can learn the benefits of Kaspersky security first hand.

Shared Product Roadmaps

Platinum Partners may have access to product roadmaps and presentations given by product teams. Gold Partners may have access on an as needed basis.

Specialization and Certification Benefits

With each successfully achieved specialization, partners can benefit from additional recognition and/or additional revenue for their efforts. Specializations are achieved by having a minimum number of personnel be certified for a technology and other requirements to be announced later this year (2015).

Specializations

Kaspersky will be launching specializations in the second half of 2016 that will recognize partner competencies. It will include the achievement of a minimum number of certifications across roles, customer successes and achievement of customer satisfaction scores. Systems and Sales Engineers have the opportunity to complete the technical certification training paths and be promoted and rewarded for their efforts. More information around technical certifications can be found in the Tech Zone section of the Kaspersky Lab Partner Portal.

Ability to Apply for Managed Services Provider (MSP) Program

All Partners may apply to participate in the Managed Service Provider (MSP) Program. It is designed for existing MSPs and resellers transitioning to an MSP model who are looking to capitalize on the fast-growing market for endpoint protection for SMBs and enterprise. For more information on program and technical requirements please see the partner portal at [MSP Program](#).

Skills and Training Benefits

Kaspersky Lab delivers comprehensive training on its products and solutions. We encourage all our partners to take advantage of this benefit to help prepare for the highest level of success.

Online Sales Training

Take advantage of free online sales training that describes our products, provides positioning and includes competitive information to help you more effectively sell the Kaspersky Lab product portfolio.

Online Technical Product Training

Training on the Kaspersky Lab Technical Training Center helps you get the most out of your partnership with Kaspersky Lab through technical training programs. These programs provide professional learning and personal growth for security engineers on your staff; increased customer satisfaction and competitive advantage; and new service opportunities that help your customers and grow your business.

Technical Product Webinars

Our partners' Sales Engineers can join the SE2SE monthly training sessions to learn about a different technical topic every month. Attend a webinar and pass the quiz within 24 hours to receive Total Rewards benefits.

Sales and Technical Training

Kaspersky Lab delivers comprehensive training on its products and solutions. We encourage all our partners to take advantage of this benefit to help prepare for the highest level of success.

Instructor Led Technical Training Discounts

All Platinum, Gold and Silver Partners enjoy instructor led training at significant discounts based on their level of participation and business plan, allocating up to two resources to take advantage of this benefit. Please refer to the table above for specific discounts and to the [Partner Portal](#) for courses offered.

Onsite Sales and Technical Training

Onsite sales and technical training is available by invitation to Kaspersky Lab's Gold and Silver partners. Platinum partners have resources available to them per their business plan.

DETAILED DESCRIPTION OF REQUIREMENTS

Relationship Requirements

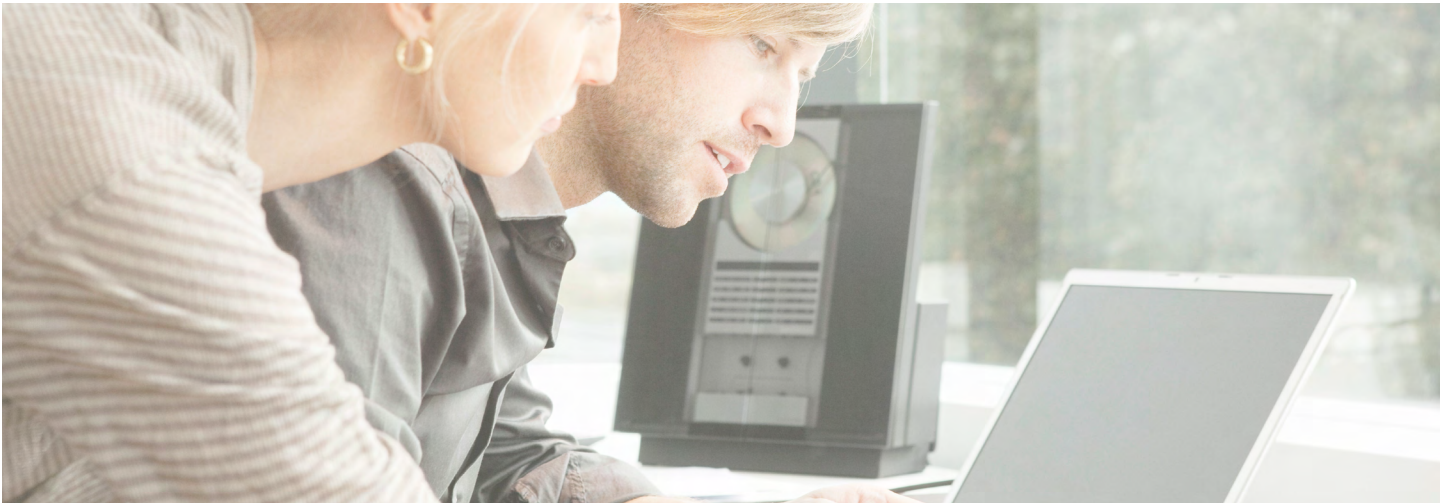
Kaspersky Lab has invested significantly in our extensive partner support team. In reciprocation, we expect our partners to invest in theirs to help build the strongest relationship possible.

Program Application

As a Kaspersky Lab partner, you are required to complete a program application in order to join and remain in the program. The program application can be found via the [Kaspersky Lab Partner Portal](#).

Signed Partner Program Agreement

You must agree and accept the terms of the Kaspersky Lab Reseller Agreement. Kaspersky Lab partner agreements will be valid on an ongoing basis unless terminated by either party per the terms of the agreement and may from time-to-time require renewal at the sole discretion of Kaspersky Lab.



Primary Contacts Assigned

All Kaspersky Lab partners must identify primary contacts to support the relationship with Kaspersky Lab, including a primary business executive, primary sales contact and primary technical contact.

Updated Partner Profile

All Kaspersky Lab partners must complete and maintain a current Partner Profile. The Partner Profile is located on the Partner Portal and can be updated as needed.

Annual Partner Satisfaction Survey Participation

Kaspersky Lab requires Platinum and Gold Partners to complete the Kaspersky Lab Annual Partner Satisfaction Survey and recommends that both Silver and Registered partners do so as well. The survey provides valuable feedback to Kaspersky to use in further developing its relationship with you and in refining the partner program to better meet your needs.

Joint Business Planning

Participation in the Kaspersky Lab Partner Program at the Platinum and Gold level is based on a joint business plans that helps Kaspersky Lab to better understand partners and drive business. Kaspersky Lab will conduct quarterly and annual business reviews for Platinum and Gold Partners respectively to track progress towards our mutual commitments. As a Platinum or Gold Partner, your Channel Account Manager will work with you to develop a joint business plan that outlines your annual goals for sales, marketing, training and any other initiatives aligned to your business goals and delivery model(s).

Financial Requirements

Platinum, Gold and Silver Partners are required to achieve a certain level of annual revenue in order to maintain their status level or to move up within the program.

Annual Revenue Commitment

You are required to achieve a certain level of annual Kaspersky Lab sales during each calendar year (defined as net sales to Kaspersky after distribution discounts are applied) in order to remain at their designated level. See table for the revenue requirements by level.

New Business Portion of Annual Business Commitment

Kaspersky Lab partners are required to achieve a certain level of new annual Kaspersky Lab sales in order to remain at their designated level. See above table for the new annual business commitment by level. Commitment levels are based on net sales to Kaspersky Lab.

Target Renewal Rate (%)

You are also required to achieve a certain level of annual Kaspersky sales based on a percentage of annual revenue. See above table for the percentage requirements by level.

Marketing Requirements

Kaspersky Lab believes strongly in a well-funded MDF program to benefit its top partners. In order to maximize our ROI for this benefit, we require a commitment from you to drive joint demand generation campaigns and have the marketing resources available to help achieve these goals.

Demand Generation Activities

Kaspersky Lab Platinum and Gold Partners must implement a minimum number of demand generation campaigns per their joint agreed-to business plan.



PROGRAM POLICIES OVERVIEW

A renewing Kaspersky Lab partner must be in compliance with all program requirements to renew their program participation and applicable level status at the beginning of each calendar year.

Partners may be advanced or moved down in the program based on the following factors described below.

Re-leveling

Moving to a Higher Level

Kaspersky Lab may determine if a partner is eligible to be advanced within the program to a higher level and will regularly review a Partner's performance in consideration. Partners can also contact their Channel Account Manager and request to be advanced based on satisfying the requirements of the program. If the partner has met all their requirements, they could be advanced in the program at the beginning of the next calendar quarter.

Additionally, Kaspersky Lab may accelerate any partners that may not have achieved all the requirements, but have nevertheless demonstrated a level of commitment and success that justifies their advancement within the program.

Moving to a Lower Level

At the beginning of each calendar year, a partner may be moved to a lower level in the program if they have not been able to maintain their revenue requirements or otherwise not satisfied the requirements applicable to their participation in the program at their particular level. Partners will first be notified their participation or level status is in jeopardy by their Channel Account Manager and options will be discussed to help the partner in its efforts to remedy the situation. If the partner is not successful within 3 months of meeting their program requirements, Kaspersky Lab has the option to send a written notice to the Partner confirming that the Partner will be removed from the program or moved to a lower level.

Program Changes, Reservation of Rights and Termination

Kaspersky Lab reserves the right to alter or discontinue the Kaspersky Lab Partner Program at any time, including this Program Guide, and without limitation any conditions, requirements or benefits contained herein. All such changes shall be effective upon notice to the partner or at such time that Kaspersky Lab may specify.

Any notice provided by Kaspersky Lab about changes to the Partner Program will be furnished via the Partner Portal. If you disagree with any change or modification, you may terminate your participation in the program. Additionally, Kaspersky Lab reserves the right to suspend or terminate a partner's status if the partner does not maintain their good standing in the program, or fails to comply with Kaspersky Lab's then-current policies.

THANK YOU FOR JOINING THE KASPERSKY LAB PARTNER PROGRAM.

We look forward to providing the tools, resources and rewards you need to work smarter—and sell more!

The Kaspersky Lab logo is centered in the lower half of the page. It features the word "KASPERSKY" in a bold, dark green, sans-serif font. The letter "A" has a small red triangle pointing down from its top, and the letter "Y" has a small red triangle pointing up from its bottom. To the right of "KASPERSKY" is the word "lab" in a smaller, red, lowercase, sans-serif font. The background of the entire page is a blurred image of two hands shaking in a firm grip, with the hands and forearms in shades of grey and white, set against a light, out-of-focus background.

KASPERSKY lab