

United States Program Guide

Kaspersky
United
Together We Grow

kaspersky

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Welcome to Kaspersky United

Protecting what matters the most has never been so rewarding

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The market's ready... are you?

With today's cyberattacks capable of causing significant damage to businesses, your customers are looking for security solutions that can do more to safeguard sensitive data and protect business-critical processes.

There's never been a better time to focus on IT security sales and there's never been a better time to partner with Kaspersky.

Rewarding our partners

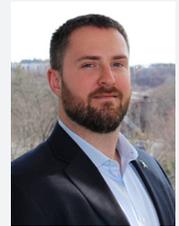
I hope you decide to join us on this exciting journey – and enjoy the rewards of becoming a Kaspersky Partner.

- **Partner profitability at the center**
- **Clear & transparent reward scheme**
- **100% partner focus**
- **Ease of doing business**
- **Unmatched knowledge transfer**

As a first step just invest a few moments looking through this guide – and, when you're ready to apply to join the program, just go to the Kaspersky Partner Portal at www.kasperskypartners.com.

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Welcome to the Kaspersky partner program! Whether you focus on consulting, resale, services, solutions, managed services or cloud-community, you can turn to the Kaspersky 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. 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.



Thank you for partnering with Kaspersky!

– Matthew Courchesne
Head of SMB, US

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This is Kaspersky

After over 20 years developing and implementing world-class IT security solutions, we're recognized for delivering protection that goes far beyond just anti-virus to help safeguard businesses and government organizations against some of the most sophisticated threats and cybercrime attacks.

We operate in

200

countries
across the world

In tests, we've
been awarded more

1st places

than any other
security vendor*

400 million

users are protected
by our technologies

33%

of our entire
company works in R&D

270,000

corporate clients
choose Kaspersky

We're the

only ever winner

of a very prestigious
Platinum Award for customer
satisfaction**

... and our partners play a vital role in our success

*In 2017, our products participated in 86 independent tests and reviews. They were awarded 72 first places and 78 top-three finishes.

**In recognition of customer satisfaction ratings, Kaspersky received the Platinum Award as part of the 2017 Gartner Peer Insights Customer Choice Awards for Endpoint Protection Platforms.

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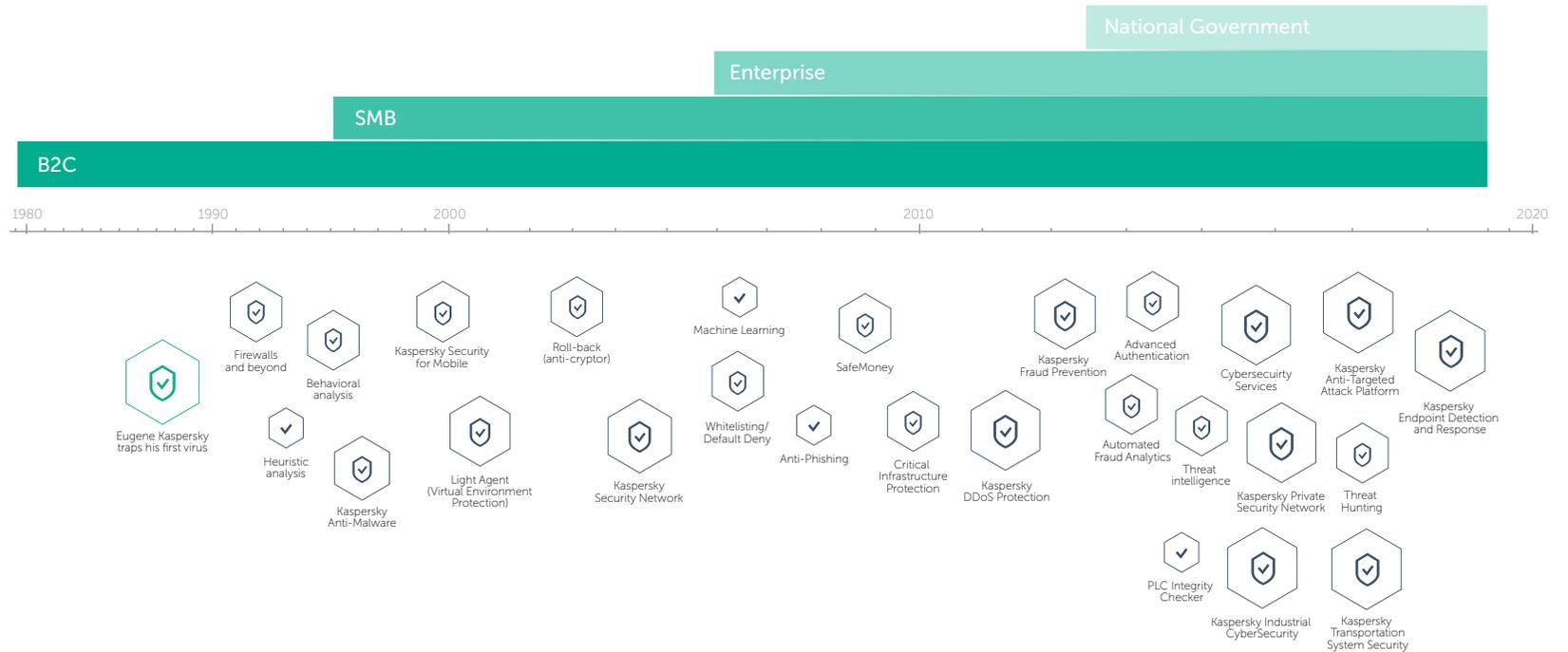
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Our track record of innovation

Throughout the years – as the threat landscape has become increasingly dangerous – Kaspersky has continued to develop innovative security that helps the world to stay safe. Today, we offer a unique combination of products and services that can help your customers to:

- Prevent attacks
- Detect new threats
- Predict future attacks
- Respond to live incidents

Our security plays a vital role in helping organizations to achieve operational continuity and regulatory compliance.



Partnering with us can give you great opportunities to upsell to your existing customers. Our portfolio complements many non-security solutions that you may already be selling – and most of our solutions are easily integrated with SIEM products or can be used to enhance Managed Security Service offerings.

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We have got solutions & services for all your customers

Innovative security for enterprises:



Kaspersky®
Endpoint Security
for Business



Kaspersky®
Anti Targeted
Attack



Kaspersky®
Industrial
CyberSecurity



Cybersecurity
Services



Hybrid Cloud
Security



Kaspersky®
Endpoint Detection
and Response



Kaspersky®
Embedded Systems
Security



Kaspersky®
Security Assessment



Kaspersky®
Security
for Mail Server



Kaspersky®
Fraud Prevention



Kaspersky®
Transportation
System Security



Kaspersky®
Threat Hunting



Kaspersky®
Security for Storage



Kaspersky®
IoT Security



Kaspersky®
Private Security
Network



Kaspersky®
Incident Response



Kaspersky®
Threat Intelligence



Kaspersky®
Automated Security
Awareness Platform

Advanced protection for SMBs:



Kaspersky®
Endpoint Security
Cloud



Kaspersky®
Endpoint Security
for Business



Kaspersky®
Security for
Microsoft Office 365



Kaspersky®
Small Office
Security

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Why choose Kaspersky United?

We understand that every partner's business is unique. That is why the Kaspersky United Partner Program is tailored to suit the needs of different businesses. Whether you're a software reseller, system integrator, managed service provider or security service provider – and regardless of whether you sell security to mid-sized enterprises, protection for small businesses or enterprise-grade solutions to telecoms operators, financial institutions or government – Kaspersky United offers great partnership opportunities.

Kaspersky United is flexible and gives you a clearly defined path to advance to higher levels of partnership that can give you higher levels of rewards.

In addition to offering your business essential training and support, Kaspersky United delivers significant benefits:

High profit margins

Every Kaspersky product offers our partners excellent margins and – with clear & transparent schemes for rebates and deal registration discounts – it's easy to see how you can boost margins even higher.

Efficiency

We make it easy for you to do business with us... so you can devote more time to talking to more customers. Deal registration, Marketing Development Fund, training and more – are easy to access via our Partner Portal.

Award-winning products

For many years – in a wide range of independent tests – our products have won more first places than any other security vendor's products. This track record can make it easier for you to 'seal the deal' with your customers.

Specializations

Whether you're delivering security solutions or security services, you can enhance your partnership status by adding one or more Partner Specializations – to help you differentiate your business from competitors.

Skills transfer

Cybersecurity is in our DNA and we proactively pass on our expertise to help our partners develop the skills and knowledge to sell and support security that solves complex issues for their customers.

Potential for growth

Businesses are setting aside bigger budgets for IT security. And our reputation for innovative security could be a major factor in helping you to 'open doors' and establish meaningful dialogue with potential customers.

Why 'United'?

Because it's a single, unified program – with options and specializations – that meets the diverse needs of enterprise-level system integrators, SMB-focused partners, managed service providers, telecoms companies and more.

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Partnership Levels

There are four Partnership Levels within the program:



Every partner works closely with Kaspersky plus a Kaspersky distributor and all partners join the program as a Registered partner but can then advance to higher levels in the program.

The higher the level of partnership – the better the rewards & incentives for the partner.

Higher level partners also qualify for additional sales & marketing support.

Program Benefits

When your sales of Kaspersky products exceed the relevant threshold, your business will be eligible to move up to the next partnership level.

Because customers expect higher-level partners to have greater skill and knowledge, we will work with you to help your team to develop their expertise and achieve the relevant certifications.

Expand your sales into more areas of IT security

With Kaspersky having such a large portfolio of solutions and services for every size of business– our wide range of offerings gives our partners an opportunity to expand into new areas of security and to serve new types of customer.

So, if you currently focus on the SMB market but want to expand to serve enterprise-level customers we have got the products & services you need. Or we can help if you have built your business around providing endpoint security solutions and now you want to provide protection for storage and virtualized environments.

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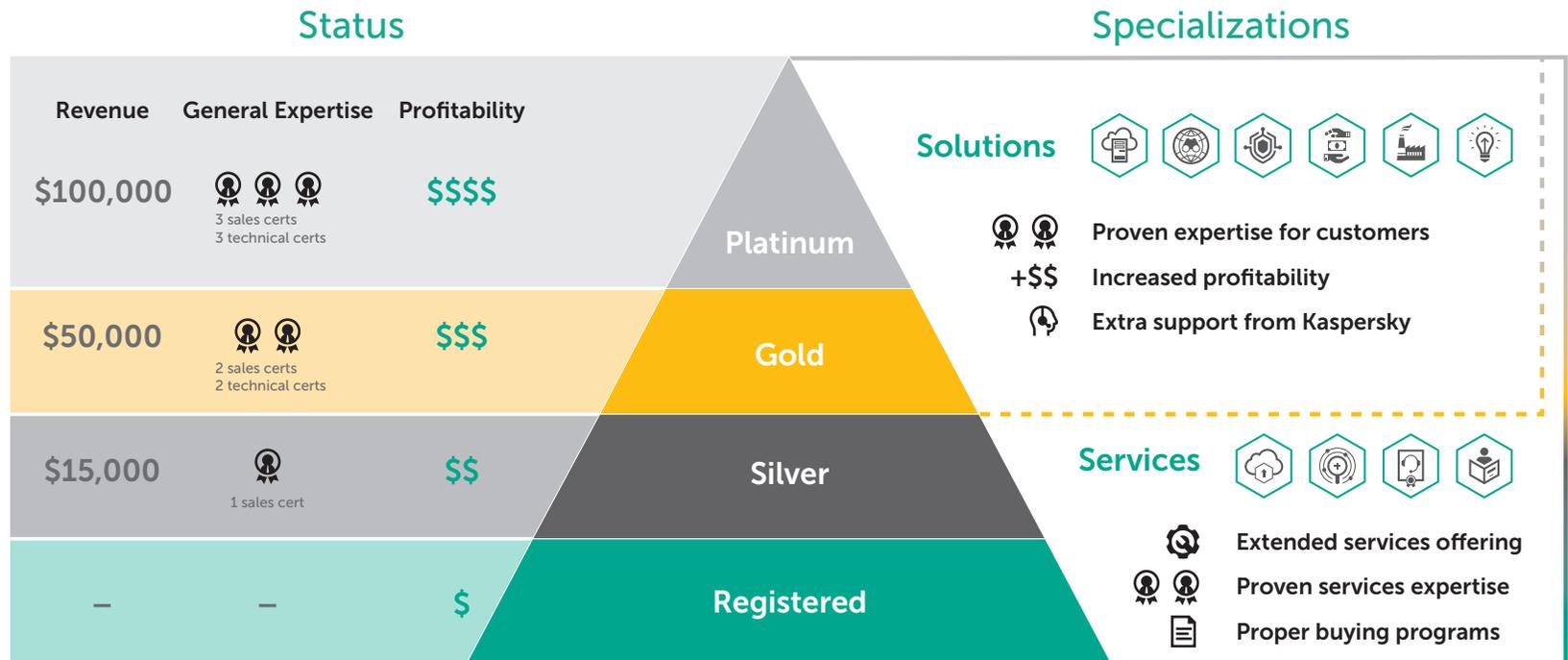
Partners can also add any of a range of Specializations to their overall partnership status.

Achieving a Specialization can be a very powerful way of:

- Differentiating your business
- Engaging with more customers
- Growing your sales revenues

Need to deliver solutions or services globally?

For large-scale partners that have a presence in multiple countries, we offer a special Global Partner Program. To find out more about becoming a Global Partner, please visit our Partner Portal at www.kasperskypartners.com.



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Financial Benefits

	REGISTERED	SILVER	GOLD	PLATINUM
Recommended discount from MSRP	5%	7%	10%	12%
Deal registration	15%	20%	25%	30%
Special project prices*	▪	▪	▪	▪
Rebates			15%	3%
Sales Performance Incentive Funds (SPIF)			▪	▪

– By invitation

– Eligible

– Spec. required

Relationship Benefits

	REGISTERED	SILVER	GOLD	PLATINUM
Partnership certificate	▪	▪	▪	▪
Specialization				
Joint Business Plan			▪	▪
Quarterly business review			▪	▪
Partner Account Manager – from Kaspersky			▪	▪
Partner advisory council				

Sales Benefits

	REGISTERED	SILVER	GOLD	PLATINUM
Not for Resale (NFR) product license/licenses – for customer demos and Proof of Concepts (PoCs)**	▪	▪	▪	▪
Product licenses for internal use of Kaspersky solutions***	▪	▪	▪	▪
Solution sales toolkits	▪	▪	▪	▪
Onboarding kit	▪	▪	▪	▪
Online sales training courses	▪	▪	▪	▪
Qualified sales leads				
In-class sales training courses and workshops				

*Kaspersky will provide the distributor with sufficient discount to enable them to provide the partner with a special project price in accordance with the existing Distribution Agreement. The actual pricing is to be agreed between the partner and the distributor.

** Number of licenses depends on level of partnership status. Available on special terms according to internal Kaspersky Approval Policy.

*** Available on the Partner Portal. Depends on level of partnership status.

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Marketing & Communications Benefits

 – By invitation
  – Eligible
  – Spec. required

	REGISTERED	SILVER	GOLD	PLATINUM
Access to the Partner Portal	•	•	•	•
Marketing Central – including ready-to-use demand creation campaigns	•	•	•	•
Partner Newsletter	•	•	•	•
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 annual partner conference				

Technical & Support Benefits

	REGISTERED	SILVER	GOLD	PLATINUM
In-class technical training courses and workshops*				
Online technical training courses	•	•	•	•
Access to Technical Knowledge Base	•	•	•	•
Pre-sales support				
Advanced technical repository – for in-depth technical information about Specialization products				
Prioritized partner technical support				
Access to beta versions of products				
Access to Kaspersky R&D specialists				

*Run by Kaspersky or by an Authorized Training Center.

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Recommended discount from MSRP

P G S R

We want you and all Kaspersky partners to have predictable pricing. All our partners benefit from competitive discounts with higher-level partners enjoying extra discounts.*

Deal registration

P G S R

Our deal registration program is designed to help our partners to protect the investments they make in developing new business. When you're working on a new sales opportunity, simply register the deal on the Partner Portal. If the registration is approved, the Kaspersky team will work with you on the deal and you will qualify for additional discount.

For more information on deal registration, please refer to the deal registration program guide available on the Partner Portal.

Special project prices

P G S R

To help a partner win a large or strategically important deal, Kaspersky may evaluate the business opportunity – to determine if Kaspersky can provide the partner with special prices and/or special terms that the partner can then offer to their customer.**

Rebates

P G

Partners – with an agreed joint business plan – that meet the agreed growth and timescale targets, are eligible to receive financial rebates which help partners to increase their overall margins.

Sales Performance Incentive Funds (SPIFs)

P G

We run a range of sales performance and activity-based incentive programs to help partners to boost their revenues and reward their personnel for key achievements. For more details, please ask your local Kaspersky contact.

*There are recommended partner discount levels that will be determined and enforced with your distributor.

**Kaspersky will provide the distributor with sufficient discount to enable them to provide the partner with a special project price in accordance with the existing Distribution Agreement. The actual pricing is to be agreed between the partner and the distributor.

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Relationship Benefits

Partnership certificate

P G S R

Every partner receives a certificate that states the partnership level they hold – Registered, Silver, Gold or Platinum partner. The certificate is downloadable from the Partner Portal.

Partner account manager assigned to partner by Kaspersky

P G

High-level partners have access to a Kaspersky Partner Account Manager (PAM) that provides a single point of contact for advice, support and joint business planning.

Specialization

P G S R

Partners can also apply to become a specialist in one or more areas of business IT security. Specialization helps partners to differentiate their business from their competitors – and earn significantly higher margins.

Joint business planning

P G S

To help key partners to achieve their sales objectives, we work closely with them to develop a Joint Business Plan (JBP) which includes sales & marketing activities that aim to help ensure sales targets are achieved.

Quarterly business review

P G S

Together with the partner, Kaspersky will review the partner's performance against the agreed JBP – to help identify and build on successes, plus define areas that need attention.

Partner advisory council

P

Selected partners may be invited to participate in Kaspersky partner advisory council. The council is an open discussion between Kaspersky and its partners about sales and marketing strategy, product development and our joint successes plus how we can address issues and help make it easier for partners to work with Kaspersky.

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Sales Benefits

Sales leads

P G

When Kaspersky generates sales leads in your region, partners that have achieved high-level status will have priority for the receipt of leads.

NFR licenses*

P G S R

'Not for Resale' licenses are a great way for partners to access products for customer demonstrations and time-limited Proof of Concepts.

Licenses for internal use**

P G S R

To help your business cover its own security requirements – plus add to your demonstration capabilities and enhance your working knowledge of our products – we offer special terms when you buy our products for in-house use.

Solution sales toolkits

P G S R

Each toolkit includes a range of documents and white papers that describe use cases for a specific solution for relevant vertical markets. The kits also include competitive battlecards, key selling points, answers to typical customer questions and more.

Onboarding kit

P G S R

We've developed a structured and automated process to help new partners and each existing partner's new employees to get 'up and running' as rapidly as possible. The kit includes basic training and an overview of products & solutions plus an introduction to the tools and processes that help to make it easier to sell and support Kaspersky offerings.

Online sales training courses

P G S R

Helping your sales team to understand a typical customer's security issues and how our products solve those issues – is key to your success. That is why we have created a wide range of online courses and examinations.

In-class sales training and workshops

P G

Selected partners may also be eligible for in-class sales training and workshops run by Kaspersky that give partners a chance to benefit from the transfer of sales and marketing expertise.

* Number of licenses depends on level of partnership status. Available on special terms according to internal Kaspersky Approval Policy.

** Available on the Partner Portal. Depends on level of partnership status.

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Proposal-based Marketing Development Fund (MDF)

P G S

Our MDF program plays a vital role in helping partners to fund and perform joint marketing activities in accordance with identified goals and priorities. Key partners can submit their marketing proposals via the Partner Portal.

Access to the Partner Portal

P G S R

The Partner Portal is a central hub for everything associated with the program. It provides an easy way for you to apply for deal registration, submit MDF proposals, access training courses, download marketing materials and more.

Marketing central

P G S R

All partners can access a range of sales & marketing collateral including brochures, customer case studies, white papers and guides plus ready-made marketing campaigns and all materials are easy to access via the Partner Portal.

Partner newsletter

P G S R

Our regular newsletter helps to keep partners up to date on product announcements, events, new customer case studies, Partner Program updates and much more.

Access to certified partner logo and branding materials

P G S R

We have created special logos for each partnership level so partners can use the relevant logo to show their status within the program. Partners can also access images, icons and more to help promote joint business with Kaspersky, easier to sell and support Kaspersky offerings.

Listing in Partner Locator

P G

To give potential customers an easy way to find a partner that has the skills to help them meet their IT security objectives, we add details of high-level partners to a Partner Locator tool on the Kaspersky website.

Participation in Kaspersky Annual partner conference

P G

If you are one of our top performing partners, you could be invited to our Annual Partner Conference where you can meet Kaspersky executives, get an insight into our product roadmaps & business strategies and learn about best practices to help you plan for the coming year.

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Pre-sales support

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Our pre-sales technical support teams are available to help in every territory. With detailed knowledge of every Kaspersky product and service, these teams are a valuable source of technical expertise and advice.

In-class training courses and workshops

P G S R

Partners can attend instructor-led training courses and workshops run by Kaspersky or an Authorized Training Center. They are great opportunities for your team to delve as deep into the technical detail as they need to with guidance from the experts.

Online technical training courses

P G S R

All partners are eligible to access a wide range of online technical training courses. You can view the full list of courses at www.kasperskypartners.com.

Access to technical knowledge base

P G S R

Easily accessed via the Partner Portal, the knowledge base gives partners searchable, online technical assistance on Kaspersky products.

Advanced technical repository

P G

Partners that have achieved a specialization can access in-depth technical information about their chosen specialization including installation, Proof of Concept and troubleshooting guidelines, plus feature descriptions.

Prioritized partner technical support

P G

Partners with a Specialization also benefit from access to prioritized technical support, via a dedicated team within Kaspersky.

Access to beta versions of products

P G

Selected partners are invited to take part in beta programs to get early access to new releases of products.

Access to Kaspersky R&D specialists

P

Selected partners may be invited to interact directly with our in-house research & development specialists to give partners an opportunity to provide their feedback on current products & services and help to influence future Kaspersky offerings.

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Add a Solution Specialization to your partnership status to help your business earn higher margins and receive additional benefits from your partnership with Kaspersky:

Differentiate your business from its competitors

Specializations demonstrate that your sales and technical teams are skilled in one or more areas of IT security. Achieving one or more solution specializations will help you to stand out from your competitors and demonstrate you have attained a high level of expertise.

Prove your added value to your customers

By adding a specialization to your partnership status, you will show your customers that you've got specialist knowledge and skills in key areas and that can help you to win more of your customers' business.

Additional rewards, extra support and more

Financial & marketing benefits

- Additional Specialist Partner Rebates – upon achieving revenue targets
- Joint marketing activities for solutions that are relevant to the partner's Specialization

Support benefits

- Prioritized pre-sales support from Kaspersky
- Not for Resale (NFR) licenses, to cover installation of the relevant products onto the partner's own hardware – for customer demonstrations and for limited period customer pilot projects

Get additional rewards

We understand the investment that our partners make when they achieve one or more specializations – so, we offer solution specialist partners additional financial benefits.

Achieve greater recognition from Kaspersky

Because we want our solution specialist partners to succeed in selling their chosen Kaspersky solutions, we work more closely with them and offer even greater technical support.

General benefits

- Specialist Partner logo and certificate – to help partners demonstrate their credentials to their customers
- A dedicated Partner Account Manager – to provide the partner with a single point of contact

Applying if you're not a Gold or Platinum partner

Subject to approval by Kaspersky, a Registered Partner or Silver Partner can apply to become a Solution Specialist. If their application is successful, they will become a Gold Partner and be awarded the relevant Solution Specialization.

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Hybrid Cloud Security

With businesses running different workloads in different environments, Kaspersky Hybrid Cloud Security helps your customers to protect all their workloads, across all their environments – including physical and virtual machines – in their own data centers or private clouds or in public clouds.

Threat Management and Defense

To guard against advanced cyberattacks, businesses need to implement additional levels of security at the endpoint plus specialist protection against sophisticated threats, such as targeted attacks. We offer solutions for Endpoint Detection & Response, plus Anti-Targeted Attack protection.

Threat Intelligence

When you sell our wide range of threat intelligence services, you help your customers to ensure their IT security teams are better equipped in the fight against cyberattacks. By accessing our latest intelligence, your customers can gain a valuable insight into the methods, tactics and tools that attackers are using.

How to become a Solution Specialist

Any Kaspersky partner can apply to become a solution specialist. However, because customers will expect a high standard of knowledge and expertise, there are a few requirements that a partner will need to meet before being considered for a specialization. These include:

- Completing the necessary Kaspersky training courses and achieving the necessary certifications for the partner's chosen specialization or specializations
- Working with Kaspersky on a Joint Business Plan
- Proving the partner has a track record of relevant project experience

In addition, the partner should have a pipeline of potential projects that are relevant to the Specialization and the partner should be able to provide estimated sales values for these potential projects.

Industrial Cybersecurity

Industrial control and production systems – that were previously regarded as safe from attack – are increasingly being targeted by cybercriminals. Kaspersky Industrial CyberSecurity helps businesses to protect their industrial systems on the 'factory floor'.

Fraud Prevention

Kaspersky Fraud Prevention uses machine learning and advanced intelligence to help businesses – including financial services, retail, healthcare and gambling – to protect against fraud, while also reducing operating costs and improving the user experience for the business's customers.

Security Awareness

With businesses looking for effective ways to influence employee behavior – to eliminate attacks that can result from carelessness – the Kaspersky Automated Security Awareness Platform provides efficient training capabilities for SMBs and Enterprises plus it offers multi-tenancy support and is MSP-ready.

Want to discover more about solution specializations?

See the Specialization Guide on the Partner Portal at www.kasperskypartners.com.

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MSP (Managed Service Provider)

Our MSP Partner Program is designed to give MSPs a quick and easy way to add cybersecurity to the range of services they offer their customers to help MSPs increase their sales revenue and win new business. Our wide range of security solutions can be delivered on-premises or from the cloud. They are quick to install, easy to manage – via a cloud-based console – and include multi-tenancy support, plus integration with many popular RMM and PSA platforms.

Partners can choose to pay for security solutions annually or by monthly subscription. Volume-based pricing gives partners access to larger discounts when they buy a larger volume of licenses. In addition, a special 'grace period' – together with special pricing – offers an easy way to switch to Kaspersky, from a different solution.

Partners can become a certified MSP Specialist by successfully completing the onboarding which is available on the Partner Portal.

MDR (Managed Detection and Response)*

This program is designed to help Managed Security Service Providers (MSSPs) that wish to add MDR capabilities to the range of services they deliver to their customers. Building on our respected threat research expertise and our well-established threat hunting & incident response practice, we can provide a powerful solution set together with essential assistance to help partners to build and maintain an effective Threat Monitoring, Detection and Response system.

We can deliver:

- Our latest intelligence – with actionable advice on generic or targeted threats
- Detection and monitoring systems
- Threat hunting services – including associated infrastructure
- ... plus remote, expert-to-expert assistance in incident response, malware analysis and digital forensics.

Value added services for telecoms*

Internet Service Providers, mobile phone operators, banks, insurance companies and games communities plus any other businesses that deliver online services to customers or subscribers can all benefit from Kaspersky Value Added Services. The services help partners to generate more revenue by delivering improved security services for their customers.

In addition, the security improvements can help to boost customer satisfaction, reduce customer churn and reduce operating costs – by cutting the number of technical support queries and helping to minimize 'junk' traffic on the network.

ATC (Authorized Training Centers)*

The ATC Program will be of interest to any partners including Kaspersky distributors that want to build a valuable revenue stream by delivering technical training to end users and other partners.

When you apply to become an ATC Specialist, we'll assess several factors including your facilities and capacity – then, if you're accepted onto the program, we'll run 'train-the-trainer' sessions that will help you to get our joint training services to market as rapidly as possible.

Technical Support Specialization

Ensuring end-user customers benefit from exceptional technical support is one of our key priorities. Partners that achieve Technical Support Specialists are able to provide first line support for Kaspersky products and solutions*. Our training experts train the Specialist Partner's own team and the partner is integrated into our customer support systems and workflow.

Partner with Technical Support Specialization shall comply with Kaspersky Partners Technical Support Policy which is available on the Partner Portal.

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How to become a partner

At Kaspersky, we invest a lot of time and resources in our Partnership Program and we want end-user customers to recognize that our partners are committed to building their IT security expertise and delivering excellent customer service.

While we proactively support potential partners to help them join the Kaspersky United Partner Program – there are a few requirements that we expect our partners to meet:

Financial

	REGISTERED	SILVER	GOLD	PLATINUM
Minimum annual revenue – from sales of Kaspersky products & services*		\$15K	\$50K	\$100K

General

Acceptance of the Partner Program terms and conditions, compliance with Kaspersky policies and guidelines	•	•	•	•
Dedicated Product Manager for Kaspersky		Recommended	•	•
Joint Business Planning			•	•

Certification

Minimum number of "Certified Sales Specialist" Certificates**	1	2	3
Minimum number of "Certified Professional" Certificates**		2	3

*Please see Appendix 3 for details. Kaspersky internal foreign exchange rate for 2019 [____]. Kaspersky reserves the right to change this rate and update the Program during the year.
**Lists of training courses and exams are given in Appendix 2 of this guide.

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Apply

Visit the Partner Portal at www.kasperskypartners.com and complete the application form. The Partner Portal is a central hub where partners can also apply for MDF, register deals, access marketing collateral, download their partnership certificate, monitor their sales revenues, check on their training progress and more.



Train

Our courses will help your sales and technical teams to build their skills and prove their expertise, by passing the relevant exams. Throughout the partnership, your teams can keep developing their knowledge to achieve more certifications and help cover more of your customers' needs.



Sell

With support from the Kaspersky team, you can start growing your revenues and focus on advancing to Silver, Gold and Platinum Partner status – plus adding Specializations – to gain even more benefits.

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Training & Certification

With over 20 years' experience serving the security market, we have amassed a great deal of knowledge of how to sell and implement highly effective security solutions – and our training and certification program is an ideal way to share this knowledge with our partners.

By following our sales and technical education tracks, your sales and technical teams can continuously develop their expertise to help ensure your customers come to regard your business as a trusted advisor on security issues.

Training

We have created a wide range of online, offline and self-study training materials. To achieve Silver, Gold or Platinum Partner status for specific Kaspersky solutions, your sales and technical teams need to achieve the required certifications:

For your sales team:

- Online, interactive courses – easily accessed via the Kaspersky Partner Portal
- Regular webinars, with tips on solution selling
- Self-study Solutions Sales Kits – directly downloadable from our Partner Portal

For your technical team:

- Online, interactive technical courses easily accessed via the Kaspersky Partner Portal
- In-class, instructor-led courses on detailed technical issues run by Kaspersky or by one of our Authorized Training Centers
- Online self-study guides with practical exercises downloadable from our Partner Portal

Certification*

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

There are two types of certification:

- Kaspersky Certified Sales Specialist
- Kaspersky Certified Professional

And these sales and technical certifications are available in a range of solution topics. Partners can choose which security solutions they want their personnel to study.

Partner Education Guide

For more information about education tracks and training options, please visit the Partner Portal and download the guide.

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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.

Award of partnership status

Kaspersky will have the final decision on the award of any partnership status. Kaspersky reserves the right not to award partner status to certain companies, even if the requesting company meets all of the formal program requirements.

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 & conditions of the Kaspersky United Partner Program.

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 won't provide any person or legal entity on any relevant government agency restricted party lists, regardless of the jurisdiction, including but not limited to sanctions restrictions of general, sectoral and/or other nature (examples: United Nations Sanctions list, Specially Designated Nationals List of the US Office of Foreign Assets Control, Sectoral Sanctions Identifications List of the US Office of Foreign Assets Control, lists of natural persons and entities designated by the EU, etc.) with any Kaspersky products.

In the event of attempts to provide any person or legal entity on any relevant government agency restricted party lists with any Kaspersky products, Kaspersky reserves the right to terminate partners participation in the Program with the immediate forfeiture of participant's/partner's rights, including the right to sell Kaspersky products. All the program benefits participant/partner might have been entitled to in relation to the sale in question will be annulled. Participant of this Program/partner agrees to provide Kaspersky with the information about the sale in question and waives any its claim in respect of such sale investigation, its timescales and effects it may have on the 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 any 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 any conditions, requirements or benefits contained herein. All such changes shall be effective upon their publication on the Partner Portal or at such time that Kaspersky may specify.

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

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

Participation in tenders

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

Maintaining the required number of employees that have achieved certification

If any individuals that 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.

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 then-current policies.

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All partners and distributors will comply with the following:

1. Kaspersky partners are allowed to sell only within the territory defined in the authorization issued by Kaspersky.

2. All Kaspersky partners must comply with the terms and conditions of the Kaspersky United Partner Program, Deal Registration Program and Rebates.

Program, plus Kaspersky Licensing, PR, Marketing and Branding policies.

3. All Kaspersky partners must not infringe any of Kaspersky intellectual property rights – including intellectual property rights for Kaspersky products and intellectual property rights for Kaspersky registered trademarks.

4. Kaspersky partners must not undertake any actions that may do any harm to any activity or image of Kaspersky or its partners.

5. All 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. All 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. All Kaspersky Partners must include up-to-date information about Kaspersky on their website.

8. All 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 & services to customers).

9. All 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 only selling direct to end users

3. Failing to comply with any 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 any one or more of the terms and conditions of Kaspersky Licensing Policy or Branding Policy

4. Non-compliance with Kaspersky Technical Support 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 Certified Sales Specialists
- Employ three Kaspersky Certified Technical Professionals
- Provide first and second lines of technical support to Kaspersky Partners
- 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 any 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 any one or more of the terms and conditions of Kaspersky Licensing Policy or Branding Policy

4. Non-compliance with Kaspersky Technical Support Policy.

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Certification Requirements for 2019

Partnership level	Minimum number of "Certified Sales Specialist" Certificates	Minimum number of "Certified Professional" Certificates
Registered partner	Not applicable	Not applicable
Silver partner	1	0
Gold partner	2	2
Platinum partner	3	3

Sales and technical certificates are valid for two years.

The partner's employees must have the latest available version of the relevant sales or technical certificates. If – at the time of the annual renewal of the partner's membership of the Kaspersky United Partner Program – any of the partner's certificates relate to an obsolete version of the relevant exam, the partner's employees must pass the new exam and update their certificates within 90 days.

In cases where a partner has not achieved any sales of a specific solution during the previous year, Kaspersky has the right to exclude all sales specialist certificates and technical professional certificates for that solution when determining whether the partner has met the required minimum number of sales specialist certificates and technical professional certificates.

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Sales

The list of examinations for Certified Sales Specialist:

Course topic	Course code
Kaspersky Endpoint Security for Business	KLE S002
Kaspersky Hybrid Cloud Security	KLE S020
Kaspersky Threat Management and Defense	KLE S025
Kaspersky Threat Intelligence	KLE S039
Kaspersky Industrial CyberSecurity	KLE S038
Kaspersky Fraud Prevention	KLE S090
Kaspersky Endpoint Security Cloud	KLE S040
Kaspersky Security for Microsoft Office 365	KLE S041

Technical

The list of examinations for Certified Professional:

Course topic	Course code
Kaspersky Endpoint Security and Management Fundamentals	KLE 002
Kaspersky Anti Targeted Attack Platform 3.0, Kaspersky Endpoint Detection and Response 1.0	KLE 025
Kaspersky Endpoint Security Cloud	KLE 040
Kaspersky Security for Microsoft Office 365	KLE 041
Kaspersky Security for Windows Server	KLE 005
Kaspersky Security for Virtualization – Agentless	KLE 014
Kaspersky Security for Virtualization – Light Agent	KLE 031
Kaspersky Threat Intelligence	KLE 139
Kaspersky Industrial CyberSecurity	KLE 038
Kaspersky Fraud Prevention	KLE 090

Thank you for joining the Kaspersky Partner Program.

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