

Be More Successful Be More Profitable Be More United

Become a Kaspersky United Partner and you'll benefit from excellent margins and expert support to help you to win new customers, expand your portfolio and grow sales revenue.

Together we grow.



Be more successful

There are plenty of cybersecurity vendors to choose from, so why partner with Kaspersky? Everyone wants their business to prosper, so we make it easy for yours to be even more successful.

- With a B2B portfolio spanning everything from cloud-centric small business security and protection for Microsoft 365, to endpoint detection and response and high-level threat intelligence, we've been the **most tested, most awarded** cybersecurity vendor every year since 2013.
- In 2020, we rated 4.8/5 or higher on Gartner Peer Insights for flagship products including our endpoint security, hybrid cloud security, threat intelligence, fraud prevention, security awareness training, and combined endpoint detection and response and anti-targeted attack platform solutions.
- Our portfolio already meets the needs of 400 million customers and 250,000 businesses in over 200 countries worldwide — from the smallest SMBs to the largest enterprises and institutions.

So just imagine what adding Kaspersky to your brand lineup could do for your market opportunities — and your success.

Be more profitable

Whether your business is SMB-focused, a managed service provider (MSP), managed security service provider (MSSP), enterprise-level system integrator, or any other kind of IT specialist provider, we have profitable solutions that are ready and waiting for you to position and sell.

Plus, if you want to focus on particular Kaspersky products and customer needs, our solution specializations give you a great way to differentiate your business and attract more customers — with benefits including Gold Partner status, increased margin, deal protection, dedicated support, and free sales and technical training and certification.



Be more united

In 2020, Canals named us a Champion of channel management in their Global Cybersecurity Leadership Matrix. Kaspersky United puts your profitability at the center, with a clear and transparent reward scheme, business processes that are as smooth and hassle-free as possible, and unmatched knowledge transfer.

Just some of the major benefits include:

- **A fast track to higher partnership levels** — from Registered to Silver, Gold and Platinum
- **Generous, transparent rewards, incentives and discounts** — including deal registration — for consistently enhanced profits
- **A unified program** — integrating solution specializations targeting specific customer needs
- **Quick-start and ready-to-use communication toolkits** backed by marketing development funds
- **A dedicated partner portal** integrating all the tools you need to do business with us — including flexible license management for MSPs and MSSPs
- **Knowledge transfer** through product, sales and technical training across all business segments



Find out NOW how you can be more successful, more profitable, more united.



Kaspersky United
Together we grow

kaspersky BRING ON THE FUTURE