

Kaspersky
United

Partner Program Guide

North America

kaspersky BRING ON
THE FUTURE





THIS IS KASPERSKY

THE PROGRAM

BENEFITS

SPECIALIZATIONS

JOIN US



Building a safer world.

Eugene Kaspersky
CEO



Welcome to Kaspersky United.

We believe in a tomorrow where technology improves all of our lives. Which is why we secure it, so everyone everywhere has access to the endless opportunities it brings.

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.

Bring on the future. Together.

Rob Cataldo
Managing Director,
North America

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This is Kaspersky

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Kaspersky at a glance

Key Facts

400m

Users are worldwide protected by our technologies

22

Years of history

270k

Corporate clients worldwide

4k

Highly qualified specialists

Global

We operate on 6 continents in 200 countries and territories.

Recognized

Our solutions are the most tested and most awarded in independent tests and reviews. Kaspersky has been recognized as a 2019 Customer's Choice for Endpoint Protection Platforms on Gartner Peer Insights with the highest score among all vendors with more than 600 total reviews. Forrester, a world-renowned market research organization, has recognized Kaspersky as a 'Leader' in The Forrester Wave™: Endpoint Security Suites, Q3 2019 report.

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.

KASPERSKY SMB PORTFOLIO

Effortless cybersecurity for growing businesses

One size doesn't fit all. Smaller businesses face many of the same cyberthreats as large enterprises. But they don't have the same resources to deal with them.

That's why we offer solutions tailored to the needs of up-and-rising business as well as to the sophisticated preferences of growth organizations.

KASPERSKY SMB PORTFOLIO

As easy as home antivirus



Kaspersky Small Office Security



Works out of the box, no configuration required



Financial protection with Safe Money



Client and personal data protection. Encryption back-up



Storing all passwords with Password Manager

Rapid protection for limited resources



Kaspersky Endpoint Security Cloud



Cloud-based console for flexible, simple administration, no need for additional hardware



Protect PCs, laptops, mobile devices and file servers



Default security policies for immediate protection



The latest, most up-to-date software - always

The best enterprise-grade security solution



Kaspersky Integrated Endpoint Security



EDR at the core and an automated Sandbox to work with your endpoint protection



Prevents employees from exposing themselves, and you, to an attack



Maximizes the number of incidents processed, without increasing your manpower costs



Scales easily, securing diverse environments and platforms

KASPERSKY ENTERPRISE PORTFOLIO

Layered protection for all maturity levels

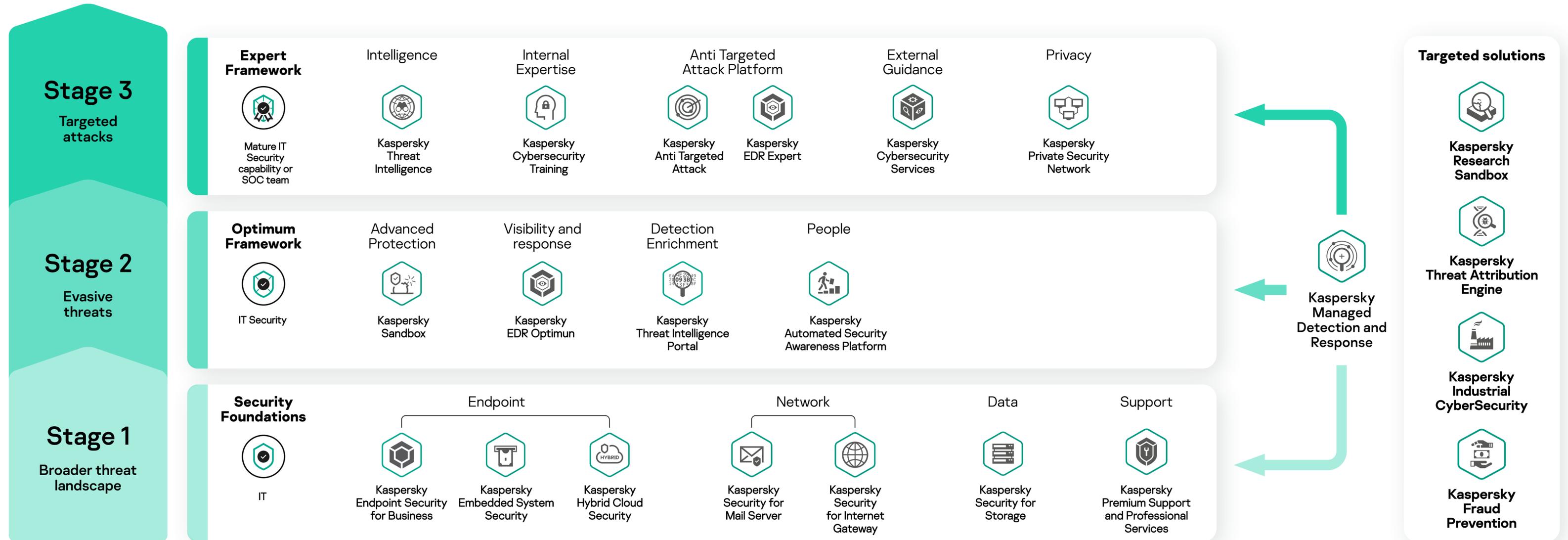
Developing a forward-thinking sales strategy is key to long-term success. Kaspersky's Enterprise Portfolio enables you to nurture enduring relationships with your customers, to continuously evolve with their IT security capabilities and needs.

Our stage-by-stage approach combines different

layers of protection against all types of cyberthreats to detect the most complex attacks, respond quickly and appropriately to any incident, and prevent future threats.

From fundamental solutions to expert security, we've got the various needs of enterprises covered.

KASPERSKY ENTERPRISE PORTFOLIO



KASPERSKY MANAGED SERVICE PROVIDERS PORTFOLIO

Powerful tools scaled across customer infrastructures

Whether your clients require core endpoint protection or advanced managed detection and response – even threat hunting. You can do it all. And more.

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

KASPERSKY MANAGED SERVICE PROVIDERS PORTFOLIO

Build Services



MSP

Security Foundation

- Endpoint Protection
- Vulnerability Scan and Patch Management
- Office365 Protection

- Kaspersky Endpoint Security for Business
- Kaspersky Endpoint Security Cloud
- Kaspersky Security for Microsoft Office 365

Optimum Security

- Incident Response
- Security Awareness Trainings
- Private and Public Cloud Protection
- Managed Web and Email Protection

- Kaspersky EDR Optimum
- Kaspersky Sandbox Sandbox
- Kaspersky Hybrid Cloud Security
- Kaspersky Automated Security Awareness Platform
- Kaspersky Security for Mail Server
- Kaspersky Security for Internet Gateway



MSSP

Expert Security

- Security monitoring
- Managed Detection and Response
- Proactive Threat Hunting

- Kaspersky EDR Optimum
- Kaspersky Anti Targeted Attack
- Kaspersky Threat Lookup
- Kaspersky Threat Data Feeds
- Kaspersky Intelligence Reporting

Kaspersky Intelligence and Expertise

- Kaspersky Security Network
- RMM and PSA Integrations
- Kaspersky Premium Support and Professional Services
- Kaspersky Cybersecurity Training
- Managed Detection and Response
- Kaspersky Consultancy Service

Our ecosystem in overview: Solutions to predict, prevent, detect and respond to cyberattacks

Technological

-  **Anti Targeted Attack Platform**
Advanced Protection empowered by Threat Intelligence
-  **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
-  **IoT and Embedded Security**
Minimizing risk and addressing cybersecurity threats to IoT systems and embedded devices
-  **Fraud Prevention**
Advanced solution for seamless user experience and proactive prevention of fraud in real-time

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 telecoms 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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- 18** Partnership Levels



Why partner with Kaspersky

You provide protection to an entrepreneur's small business? You make sure the customers of a telecom operator stay safely connected? Or you secure a government's digitization with enterprise-grade solutions?

Everyone 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 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 biz investments with deal registrations. Save time and resources with joined marketing activities via our Marketing Development Fund. Or upskill your teams in customized trainings. 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 we have won more #1 ranks across a wide range of independent test than any other security vendor's products.



Potential for growth

Gain your share of the increasing budgets that companies invest into cybersecurity. With our reputation for innovative security we help you to open doors and establish fruitful dialogues with potential customers.

Don't just take our word for it



We are very proud to have been recognized this year as a Platinum Partner, the highest level of Partnership for Kaspersky.

This is the result of an excellent synergy between our two organizations for 12 years now.

I would like to thank our teammates who are working hand in hand on a daily basis to sustain our common ambition.

After a record year of our sales in 2019, our global presence, our five certified people in France as well as a flawless investment of our teams, we have all the conditions to make 2021 a very successful year.

Richard Ramos
General Manager,
Insight France



Sermicro Group has been working with Kaspersky for more than 15 years.

And that is because it seems to us one of the most innovative vendors. Really focused not only on the customer's needs but also on their Partner's needs.

Miguel Angel Gonzalez-Gallego
CIO, Grupo Sermicro / Networking & Cybersecurity Director, Europe

Don't just take our word for it



In spring 2021 we are going to be a partner of Kaspersky for 20 years already.

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

products and solutions portfolio has allowed us to obtain 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



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

The automation tools provided like deal registration, incentives, specialization, renewals, MDF, upselling opportunities, enablement, resources and many more.. has helped us to drive our business with a modernized approach, simple, strategic,

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

Mohammad Al-Qurashi
BDM, IRIS Technology



During our almost 8 years of relationship with Kaspersky, the United Partner Program has enabled us not only to develop stronger business relationships with our customers but also to approach an unmatched portfolio of advanced solutions that has enhanced our capabilities

Ing. Raúl Rico Guisa
Nordstern Technologies,
México

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 together with you and the help of Authorized Distributors to grow your revenues and profits.

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

With great expertise comes great power. That's why we train your team to gain greater skills and knowledge the higher you move up. That's it? Not yet. You can also expand your sales into more areas of cybersecurity. As eligible partner you tap into an ecosystem of solutions and services powered by Kaspersky. For every size of business and any type of security. We've got what you need and help you transform.

Delivering across the globe? We even offer a special Global Partner Program. [Learn more](#)



Your Benefits

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Financial Benefits

For business performance

	Platinum	Gold	Silver	Registered
Suggested discount from MSRP*	12%	10%	7%	5%
Deal registration*	30%	25%	20%	15%
Special project prices	✓	✓	✓	✓
Rebates	✓	✓		
Sales Performance Incentive Funds (SPIF)	✓	✓		

 eligible
  by invitation
  specialization required

Deal registration

Protect your new biz 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 winning 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 to be agreed between you and the distributor.

Rebates

Increase your margins with financial rebates. You will be eligible by having an agreed Joint Business Plan and meeting growth and timescale targets.

Sales Performance Incentive Funds (SPIFs)

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.

* does not apply for Solutions Specialization products

Relationship Benefits

For exceptional expertise

	Platinum	Gold	Silver	Registered
Partnership Certificate	✓	✓	✓	✓
Specialization	✓	✓	✓	✓
Joint Business Plan	✓	✓	✉	
Quarterly Business Review	✓	✓	✉	
Partner Account Manager - From Kaspersky	✓	✓	✉	
Partner Advisory Council	✉			

✓ eligible
✉ by invitation
👤 specialization required

Partnership certificate

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

Dedicated account manager

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

Effective specializations

Differentiate your business from competition and earn greater margins by becoming a specialist. [Find out more.](#)

Joint business planning

We empower you to achieve your sales targets. In close collaboration, we will work on a Joint Business Plan (JBP), including sales & marketing activities.

Quarterly business review

Identify and build on successes, plus define areas that need attention. We help with that. In quarterly session, we will review your performance against the agreed JBP together.

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. A platform of ideas, to continuously advance Kaspersky United.

Sales Benefits

For higher conversions

	Platinum	Gold	Silver	Registered
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	✉	✉		

✓ eligible
✉ by invitation
👤 specialization required

Be prioritized for sales leads

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

Access NFR licenses

Make powerful demonstrations and time-limited Proof of Concepts for your customers. All possible with our 'Not for Resale' licenses. Tailored to your partnership status and in accordance to our Kaspersky Approval Policy.

Licenses for internal use

Secure your own systems with world-class protection, enhance your demonstration 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. You will also find competitive battlecards, key selling points, FAQs and more in the kit.

Onboarding kit

Get up and running and onboard new employees quickly. We've developed a structured, automated process to help with that. As well as the kit, with basic training, overview of products & solutions and an intro to our sales-driving tools & 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 & Communication Benefits

For branded effectiveness

	Platinum	Gold	Silver	Registered
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	✉	✉		

✓ eligible
✉ by invitation
👤 specialization required

Marketing Development Fund (MDF)

Get support on funding and performing joint marketing activities through our proposal-based. Key partners can submit their marketing proposals via the Partner Portal.

One-for-all access

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

Central marketing

Ready-made marketing campaigns? We hear you. Simply at-hand on our Partner portal. Along with brochures, case studies, white papers and guidelines.

Insights in your inbox

Stay informed with our newsletter on new updates, product announcements, events or fresh case studies.

Tap into the value of the Kaspersky brand

Join one strong, united 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 visibility among potential customers who are searching for a matching 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 could be invited to our Annual Partner Conference. Here you can meet our executives in person, get insights into our product roadmaps & business strategies and learn about best practices to help you plan for the coming year.

Technical & Support Benefits

For superior quality

	Platinum	Gold	Silver	Registered
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				

eligible
 by invitation
 specialization required

Pre-sales support

Tap into our valuable sources of expertise and advice. Our pre-sales technical support teams are at your service with detailed know-how 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 advance with hands-on guidance by our experts.

Online technical training courses

Easily access 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 on all our products.

Advanced technical repository

You have achieved a specialization? Access in-depth 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 with 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

You have 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 & development experts.

Training & Certification

With over 20 years of experience at the forefront of cybersecurity, we proudly accumulated unmatched industry knowledge. And this we would like to share with you.

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



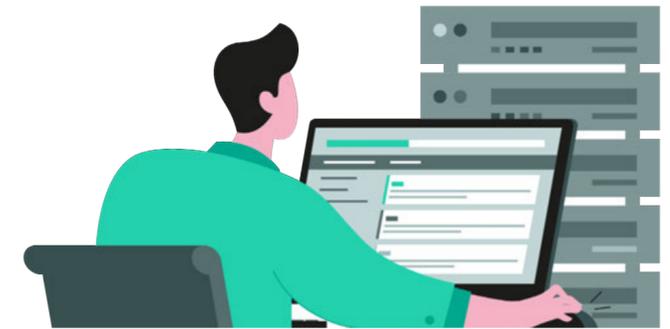
Your sources of learning

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 on 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 available in a broad range of solution topics. You decide which of them your teams shall study and thrive on.

Learn more about certification requirements, available and upcoming training courses and training options.
→ partners.kaspersky.com

Specializations

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Why aim for specializations?

—
Increase your margins and enjoy more perks from Kaspersky United by adding a Solution Specialization to your partnership status.

Leave your competition behind

You will send a powerful signal of expertise with a specialization. It will demonstrate your customers the superior knowledge and skills of your sales and technical teams.

Raise your customers' loyalty

Your attained specialist know-how can be a great proof of value-add 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, as we understand and value the investments you make to grow your team's expertise.

Collaborate to win

You will work closer together with us and get even greater technical support. You can count on us to collaboratively drive your sales of the chosen Kaspersky solutions.

Why aim for specializations?

Some highlights of what's in for you.

Financial & marketing benefits

- Additional Specialist Partner Rebates – upon achieving revenue targets
- Joint marketing activities for solutions that are relevant to your specialization

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

General benefits

- Show your credentials to your customers with Specialist Partner logo and certificate
- Single point of contact with a dedicated Partner Account Manager

Not yet a Gold or Platinum Partner? No worries!

You can also apply for specialization as a Registered or Silver Partner. If we approve your application, you will become a Gold Partner and get awarded with the relevant Solution Specialization.

Chose your Solution Specializations



Hybrid Cloud Security

Kaspersky Hybrid Cloud Security provides multi-layered virtual and cloud workload protection for every aspect of your customer's hybrid IT infrastructure. Wherever they are on their cloud journey and making no compromise on system performance or user experience. A single-pane-of-glass console delivers complete visibility and control, while patented architecture significantly reduces hardware resource utilization.



Extended Detection and Response

Extended Detection and Response solution 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 network and endpoint levels to deliver extended detection and response capabilities that increase the efficiency of your customer's defense.



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 fully informed decision-making. Kaspersky's unique, highly valued insights into emerging threats support you to generate new revenue streams and reinforce your role as a trusted partner for your customers.



Industrial CyberSecurity

Industrial automation and control systems – that were previously regarded as safe from attacks – are increasingly being targeted by cybercriminals. Kaspersky Industrial CyberSecurity helps businesses to protect their Distributed industrial Automation & Control systems in many industries - Power Plants & Grids; Waste & Water; Metals, Minerals, Cement, Potash and Mining; Oil & Gas; Pulp & Paper; Chemical Industries; Manufacturing and many more.



Fraud Prevention

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



Security Awareness

Businesses are looking for effective ways to educate their employees on thoughtful online behavior. Kaspersky Security Awareness provides efficient training capabilities for SMBs and Enterprises. We equip their employees with the right skills and keep them engaged in a modern way of learning with multilingual, gamified online tools.

How to become a Solution Specialist

Any member of Kaspersky United can apply to become a solution specialist. To ensure you meet and exceed the high expectations of

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

- Completing the necessary Kaspersky training courses and achieving the necessary certifications for your chosen specialization(s)
- Working with Kaspersky on a Joint Business Plan
- Proving a track record of relevant project experience
- Pipeline with sales estimation of potential projects relevant to your desired specialization

Discover more about solution specializations at
→ partners.kaspersky.com

Services specializations

MSP (Managed Service Provider)

Kaspersky MSP Specialization is a quick and easy way to add cybersecurity to your managed service portfolio. Increase sales revenue and win new business by leveraging Kaspersky products to build new services. Our main goal is to provide quick to deploy and easy to manage cybersecurity tools so you serve more customers with minimal available resources. Enjoy cloud-based multi-tenant management integrated with your favorite RMM and PSA platforms. Kaspersky offers a wide range of security solutions available for purchase in a flexible, scalable, and cost-efficient way including different subscription options and pay-as-you-go billing. Volume-based pricing opens access to even bigger margins while ordering licenses in bulk quantities. And what's more, winning new deals has never been easier when you combine the MSP Program Grace Period with special pricing. To take full advantage of the specialization, partners are encouraged to get MSP Specialist certified by successfully completing the onboarding course available at the [Partner Portal](#).

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.

MSSP (Managed Security Service Provider)

MSSP program is designed for partners that wish to add advanced cybersecurity 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 provide an Extended Detection and Response solution enriched by threat intelligence and MITRE ATT&CK mapping to help partners to build best managed security offerings.

We deliver:

- Advanced threat detection and response platform with threat hunting capabilities
- Threat intelligence with actionable advice on generic or targeted threats
- Expert guidance and assistance in incident response, malware analysis and digital forensics

ATC (Authorized Training Centers)

Kaspersky Authorized Training Center (ATC) Program is intended for organizations providing IT technical training to customers and IT companies and willing to expand their portfolio with courses from Kaspersky, a world leader in IT security solutions. Training delivery can be your core competence or one of the business lines. Your participation in the ATC Program is a subject to your compliance with the program requirements and our acceptance of your application. Please review the ATC Program Guide and make us aware of your interest in becoming Kaspersky ATC.

Value added services for telecoms

With more and more IT security breaches being reported as the world moves online, consumers are keen to find better ways to protect their privacy, money and digital assets from malware and Internet-based attacks. If you deliver almost any types of online service to customers or subscribers or have partnerships with companies providing such services (Internet and mobile service providers, banks, content providers, cloud platforms, etc.), Kaspersky Value Added Services for Operators (xSP) can help you to boost your revenues by meeting your customers' demands for greater security.

How to join Kaspersky United

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3 steps to growth

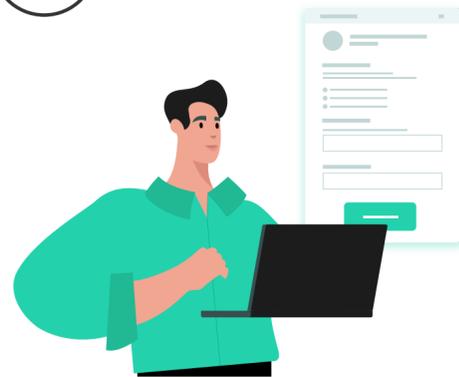
At Kaspersky, we strongly believe in the power of partnerships. That's why we invest lots of time and resources into our Partner Program. To ensure we offer you best-in-class quality.

Quality, that you will 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 their sales revenues or 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 to evolve their skills, prove their expertise and pass the relevant exams. With always-on learning opportunities throughout our partnership, they can deepen their knowledge, achieve more certifications and deliver on more of your customers' needs.

03



Sell

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

Requirements

Wonder if your business is qualified?
Here are a few requirements we expect you to meet:

Financial	Platinum	Gold	Silver	Registered
Revenue per year from sales of Kaspersky products & services	100 000 USD	50 000 USD	15 000 USD	–
Certification				
Minimum number of “Sales Specialist” Certificates	3	2	1	–
Minimum number of “Certified Professional” Certificates	1	1	–	–

Where Kaspersky United is available in your region

This program is available in following countries:

- Guam
- United States Minor Outlying Islands
- United States of America



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.

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's products.

In the event of attempts to provide any person or legal entity on any relevant government agency restricted party lists with any Kaspersky's 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's 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.

In case of existence a version of United Partner program in any other language on Kaspersky Partner Portal – the English version of the document shall prevail

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 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's then-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 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's Licensing, PR, Marketing and Branding policies.
3. All 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 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'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 any 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 any one or more of the terms and conditions of Kaspersky's Licensing Policy or Branding Policy

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