

KASPERSKY LAB MANAGED SERVICE PROVIDERS PARTNER PROGRAM

Today's opportunities. Tomorrow's growth.

The global managed security services market is projected to reach \$29.9bn by 2020, with a compound annual growth rate of 15.8% over the next five years*. There's never been a better time to offer partners and clients the industry's most tested, most awarded security** as a managed service.

Kaspersky Lab's MSP Program was created specifically to meet the needs of partners who want to grow their managed service offering in cybersecurity — without additional administrative overheads or resources.

From physical and mobile infrastructures to virtualized environments, Kaspersky Lab's

comprehensive portfolio can be delivered on-premises or from the cloud. Kaspersky Lab MSP Partner Program is designed to help MSPs increase sales revenue, start-up and run quickly and increase net new customers.

With easy multi-tenant capabilities, light-yet-powerful tools enable you to deploy and manage security solutions for all your customers from a single console, with no need for additional hardware. Flexible monthly subscription licensing, volume discounts and pay-as-you-go models are rounded off by a world-class support system including sales and technical training that will help you position yourself as a strategic security partner to your clients.

* Allied Marketing Services: Global Managed Security Services Market — 2013-2020

** In 2015, Kaspersky Lab participated in 94 independent tests and reviews. Our products were awarded 60 first places and achieved 77 top three finishes. Learn more [here](#)

KASPERSKY LAB MSP PROGRAM

KASPERSKY LAB SECURITY PORTFOLIO FOR MSP PARTNERS

Our security portfolio for MSPs includes flexible, powerful tools to secure, monitor and manage customer infrastructure — all from a single, easy-to-manage console. Deliver the next generation of cybersecurity solutions to your customers' physical and virtual infrastructure, on-premises or from the cloud.



Extend your managed service offerings with new security services built on Kaspersky Lab products:



Kaspersky Endpoint Security Cloud

delivers protection that's quick to roll out, easy to run and requires no additional hardware investment. Manage

security for multiple endpoints, mobile devices and file servers remotely, from anywhere, with our web-based cloud console. Default security policies developed by Kaspersky Lab experts provide immediate protection while the centralized console gives flexible, simple administration capabilities. All you have to do to get started with Kaspersky Endpoint Security Cloud is register. No additional or new security tasks to manage — you're up and running in minutes, protected immediately.



Kaspersky Endpoint Security for Business protects businesses of all sizes from known, unknown and advanced threats. Cloud-assisted protection

with real-time threat intelligence combines with Automatic Exploit Prevention, powerful web, application and device controls and industry-leading anti-malware to provide multi-layered

defense against the most sophisticated threats. Scaling is simplified through our single, easy to use console — Kaspersky Security Center — while flexible monthly licensing ensures your security can scale with your business needs.



Kaspersky Security for Virtualization

is a flexible solution with multi-tenancy support that delivers both protection and performance to virtual

infrastructures and supports tight integration with major platforms. For virtual environments it's essential that security solutions deliver the correct balance of protection and efficiency. This enables service providers to manage client risks without diluting the benefits. In addition to its ongoing support for VMware vShield and VMware vCNS, Kaspersky Security for Virtualization is fully supports NSX technology. VMware NSX represents a new vision of how virtualization security can be achieved; while it still enables effective file scanning, it delivers additional capabilities, including advanced network security, flexible reconfiguration and micro-segmentation.

* Application control and whitelisting supported in on-premises products only

KASPERSKY LAB MSP PROGRAM

KL MSP PROGRAM BENEFITS FOR OUR PARTNERS

Created especially for MSPs. We understand your needs and are always open to hearing from you. We're committed to helping you increase sales revenue and improve service utilization rates.

Flexible licensing options allow you to choose a monthly subscription option or pay-as-you-go. Alternatively, use annual licenses and pay less if you have long-term contracts with customers. Because you own the product license, there's no need to spend time administrating contract renewals with customers — extending licenses is easy, no special action is required.

Increase sales revenues with volume based discounts — the more customers you have, the less you pay. Pricing depends on the total number of nodes of all customers. Sell more, gain bigger discounts.

Be efficient and grow your client base without needing to hire additional engineers. With built-in best practices that drive operational efficiency, you'll improve your tech-to-device ratio and boost your bottom line. Be more scalable and protect more endpoints with fewer headaches.

Improved usability. Starting with Kaspersky Endpoint Security Cloud, Kaspersky Lab focuses on ease of use for security solutions. To make use scenarios as short and simple as possible, our design and usability specialists are closely involved in product development. By optimizing ease of use, we simplify the daily routine of IT administrators.

Fast start with Sales and Technical security training. Position your business as a strategic security partner with customer education — we'll guide you. Access trial licenses to test and prove the quality of our solutions.

Become an SLA legend and build trusting relationships with customers by providing first line support. Kaspersky Lab standard and premium support options mean you'll always have access to fast resolution on critical issues, 24/7. 5 premium support incidents are included with the MSP program. You can always purchase more premium incidents.



Thank you for considering our MSP Partner Program! Through our focus, foresight, innovation, implementation and dedication, we develop and deliver security solutions that set the standard in managed security. We want you to achieve business success by working with us as profit partners, and we believe you'll benefit from the program we've assembled for you! Happy selling!

- Eugene Kaspersky

Access partner sales and marketing materials, including Kaspersky partner logo, email templates, sales guide and trainings, presentations and product collateral to help you sell your services to existing customers and increase net-new base.

Integration with Remote Monitoring Management and Professional Service Automation systems. We know that integration with RMM and PSA tools is critical for your daily operations to automate ticketing, systems management and billing. That's why Kaspersky Lab is integrating with the most popular tools on the market: ConnectWise and LabTech. Integration is scheduled for the beginning of next year.

KASPERSKY LAB MSP PROGRAM

HOW CAN YOU START USING KASPERSKY LAB'S MSP PROGRAM? IT'S AS EASY AS 1... 2... 3...

1. Become a Kaspersky Lab partner and get MSP specialization on the partner portal. You'll need to accept an agreement online and provide basic information about your company. Once you're approved, you'll get access to the partner portal and the next steps...

2. Find a distributor in your region who's integrated with our ordering system — we did this to make automation, billing and licensing even easier for you. Simply choose the right distributor on the partner portal and have instant access! Your distributor will give you the tools you need for license management and billing.

3. Complete the technical training on the partner portal. To be able to deliver first line support to your customers, you need to be able to answer their product-related questions. Your security console will provide all the information you need on security incidents and warnings, so even though you shouldn't expect too many customer questions, it's important to be prepared.

That's it. You're ready to provide security services to your customers. Any additional information or materials you need can be found in the dedicated MSP section of the partner portal. Stay tuned — we're always adding new information for you.

KL MSP PROGRAM REQUIREMENTS

Kaspersky Lab's MSP Program was created exclusively for our service provider partners. New partners need to complete the registration process we discussed earlier; for existing partners who want to register as service providers, you can get MSP specialization. Both can be done on our partner portal <http://kaspersky.com/partners/>.

To become a Kaspersky Lab MSP Partner, companies should meet the following requirements:

1. Your company should provide IT services to customers. During the registration process you will be asked how many customers and nodes you manage and which IT services you provide to customers. Kaspersky Lab does not request detailed information about your customers. We respect your — and your customers' — privacy. You also need to accept our agreement on the partner portal.
2. There must be a Kaspersky Lab integrated distributor available in your market. We have identified distributors working with service providers in your region and integrated with them to automate licensing and billing. You can find the list of distributors in your region on the partner portal.
3. You provide first line support to your customers. We'll help with technical training and a limited number of free premium support for critical cases. Your technicians should complete the technical training before you start selling security services.

If you are ready to register or require more information about Kaspersky Lab's MSP Program, please refer to <http://kaspersky.com/partners/>.

Are you a small or medium-sized IT company?

Do you provide IT services to your customers like deployment, monitoring and maintenance?

Do you charge your customers monthly or have annual contracts with them?

It doesn't matter whether or not you call yourself an MSP, you're eligible for the Kaspersky Lab MSP program.