



Kaspersky®  
Automated Security  
Awareness Platform

### Key Benefits

Cybersecurity awareness by non-IT staff is a hot topic, with **businesses understanding its importance and appreciating its value.**

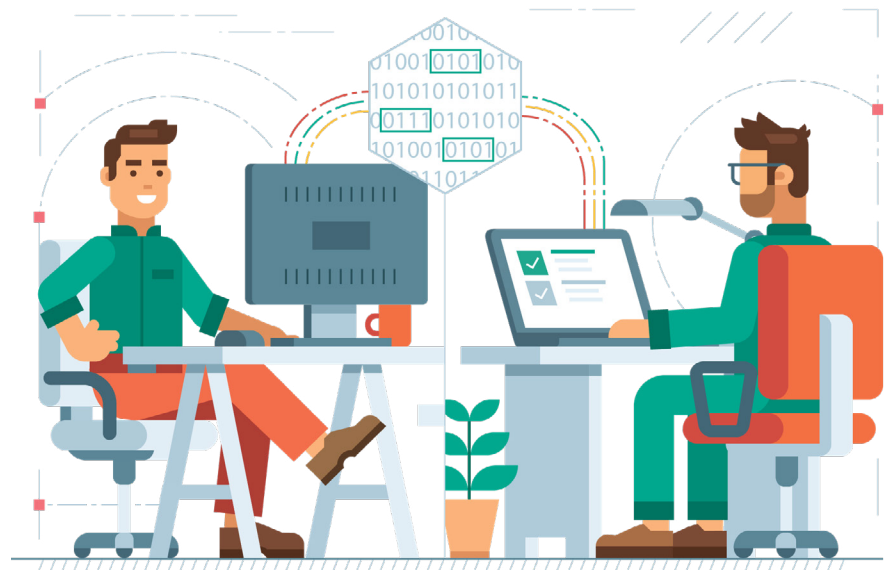
Security Awareness training is a **door opener**: it's usually easy to sell, and often acts as the first step in working with a new customer.

**Clear, effective positioning**: the training is designed to be unique, actionable and easy-to-explain and learn.

**Rapid implementation**: all training can be done online, so there's no need to have a dedicated training specialist to conduct the sessions.

**Attractive partnership model**, with handy SKUs and profitable licensing terms.

## Help businesses reduce employee security errors



As an MSP, you're expected to protect computers and even clean up when something goes wrong. Despite your efforts, users continue to open malicious messages, click on dangerous links, and be tricked into disclosing logins and passwords... The answer? Kaspersky Automated Security Awareness Platform (ASAP), which you can either offer separately or roll into a security service, making it even more appealing and enabling you to put a premium on your offerings.

Small and midsize businesses face many of the same threats as their larger counterparts, but often lack the resources needed to manage and protect against them. With limited time, resources and budgets available, they're increasingly turning to Managed Services Providers for help. But even companies with in-house security staff don't always have the time, content or tools to roll out an effective security awareness training program on their own, and they need professional assistance too. Kaspersky ASAP has the first-hand experience and the expertise to help companies raise awareness and increase their security posture.

Simplicity in setting training objectives, an automated learning path, real-life relevance and actionable reporting guarantee that the program will be well-received and easily integrated into the framework of your customers' existing business models. The platform features MSP functionality so that partners can buy a pool of licenses in their name and distribute them among their customers. Monthly subscription is also available. Even though ASAP is very easy to manage, some customers prefer to invite their IT service provider to configure and manage it. The income from these managed services goes directly to the partner (and, of course, we offer free training to your specialists to provide these services).

# Features

## Universal multi-level training curriculum and multi-language support

A universal, practical training curriculum developing 350+ security skills, offered at all levels from beginners to advanced. ASAP covers a comprehensive range of key cybersecurity topics and recommends training targets based on participants' risk profiles. The learning path for each group to achieve their target levels is then automatically built. All content elements are localized into major languages and are culturally appropriate.

## Full program management automation and pay only for active users

The platform automatically upskills every participant to the level you set for them. You, as program manager, allocate target levels for each group based on their risk profile. You can then follow employees' progress towards their target through clear, straightforward reporting. The platform automatically and continuously adjusts each participant's training schedule, based on his or her learning performance to date. In addition, you only pay for staff who are currently actively engaged in a learning path (so you don't pay for those who are on vacation or maternity leave, for example).

## Automated learning paths for enhanced skills-retention

The platform is built on the principle of multiple reinforcement, to increase skills and knowledge retention. All content formats are automatically assigned, including online modules (lessons), reinforcement through motivational emails, surveys and tests (knowledge assessment), and simulated phishing attacks.

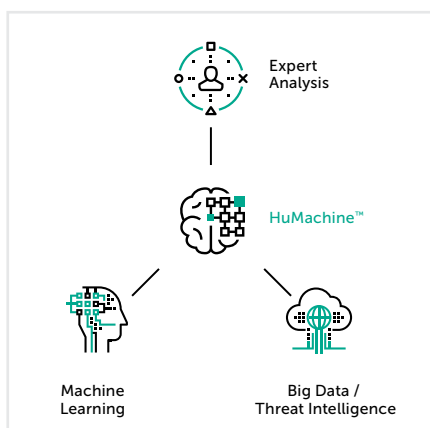
## Manage multiple companies from the same account

The platform enables partners to deploy and manage security awareness solutions for all customers from a single console, with no need for additional hardware.

## Opportunities for xSP

The solution fits xSP needs perfectly: many telecom providers, banks, etc., are keen to sell online awareness platforms to their B2B clients. ASAP's ease of delivery, automation and flexible licensing is exactly what they need.

To learn more about Kaspersky Lab's MSP Partner Program, please visit [our website](#)



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#truecybersecurity  
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