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Kaspersky MSP Specialization

Speaker name and position

Date

What is important when choosing a security ISV?

Which of the following things are partners looking for when choosing an IT security software vendor? (Top-5)



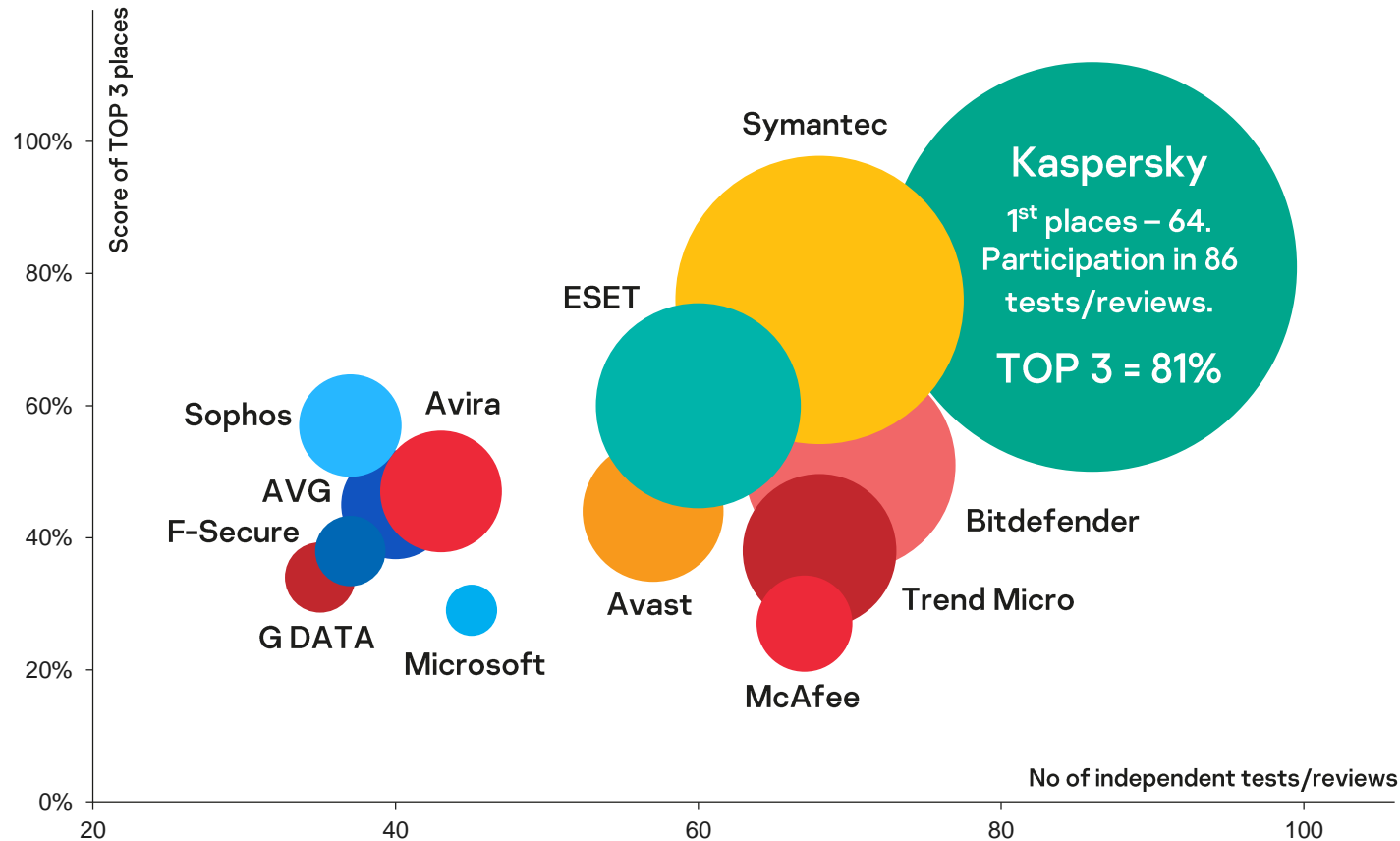
- Vendor reputation
- Competitive pricing
- Simple license purchasing and management
- Quality of protection in tests
- Easy integration with RMM

Which of the following qualities are clients requiring more from MSPs nowadays?



- Expertise in infrastructure
- Reputation and credentials
- Cyber security expertise
- Local and personalized service
- High SLAs / quick response times

Most Tested. Most Awarded. Kaspersky Protection.*



In 2019 Kaspersky products participated in 86 independent tests and reviews. Our products were awarded 64 firsts and achieved 70 top-three finishes.



Kaspersky ranks No.1 in the Canalys Worldwide Vendor Benchmark of channel satisfaction



* Notes:

- According to summary results of independent tests in 2019 for corporate, consumer and mobile products.
- Summary includes independent tests conducted by : AV-Comparatives, AV-TEST, SE Labs, ICSA Labs, NSS Labs, MRG Effitas, Virus Bulletin, PCSL.
- Tests performed in these programs assess all protection technologies against known, unknown and advanced threats.
- The size of the bubble reflects the number of 1st places achieved.

Kaspersky

**Committed to
being the best
cyber security
vendor for
MSPs**



MSP Security Portfolio



- Multi-tenant products on-premises or cloud-based
- Best-in-class protection

Support and trainings



- Five premium incidents included
- Technical and marketing support

Ease of management



- Quick rollout with immediate protection
- Default security profiles

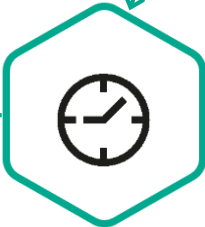
Kaspersky MSP Program

Ease of integration with RMM/PSA



- Integration with major RMM/PSA tools
- Automated security tasks, ticketing and billing

Simple license ordering and management



- Monthly or annual subscription
- Pay-as-you-go-billing

Managed Services with Kaspersky

BUILD SERVICES

Security Foundation
 Endpoint Protection
 Vulnerability Scan and Patch Management
 Office365 Protection

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

Expert Security
 Security monitoring
 Managed Detection and Response
 Proactive Threat Hunting

MSP

MSSP

KASPERSKY INTELLIGENCE AND EXPERTISE



Kaspersky Security Network



RMM and PSA Integrations



Premium Support and Professional Services



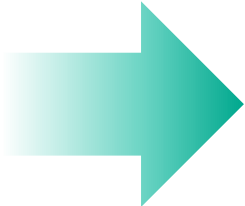
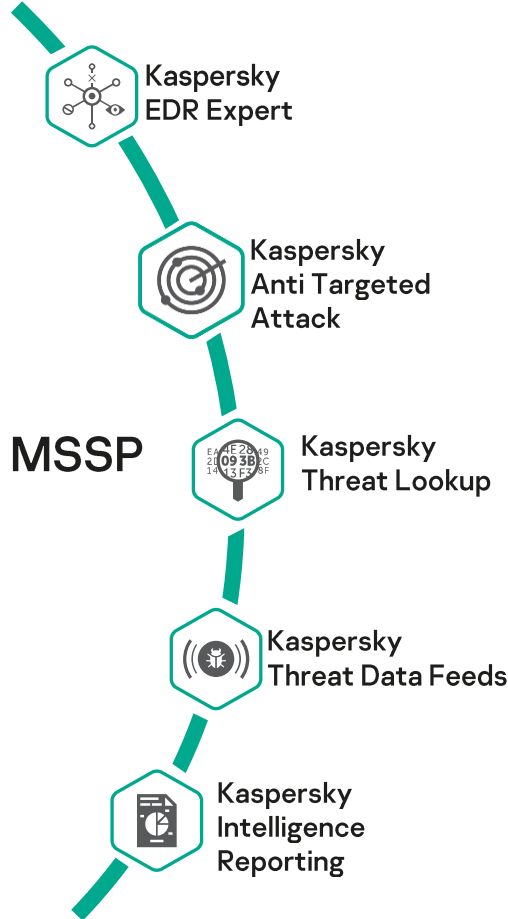
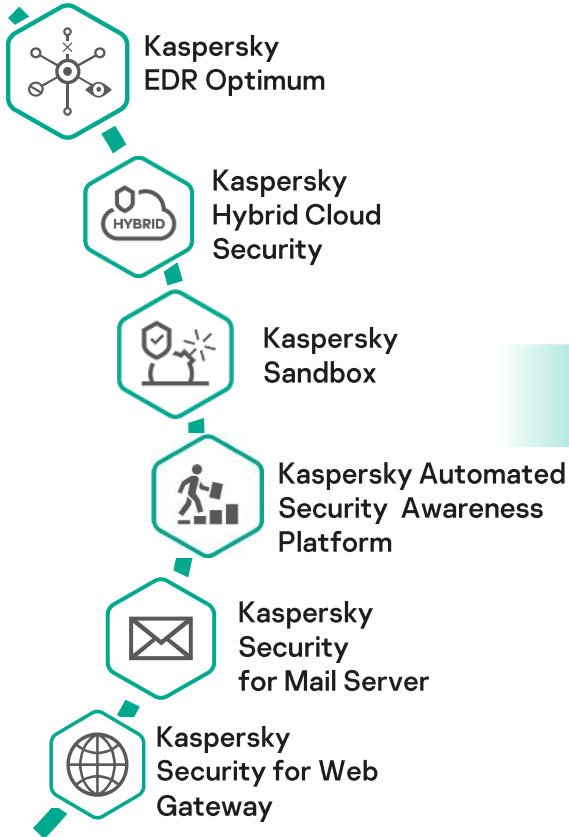
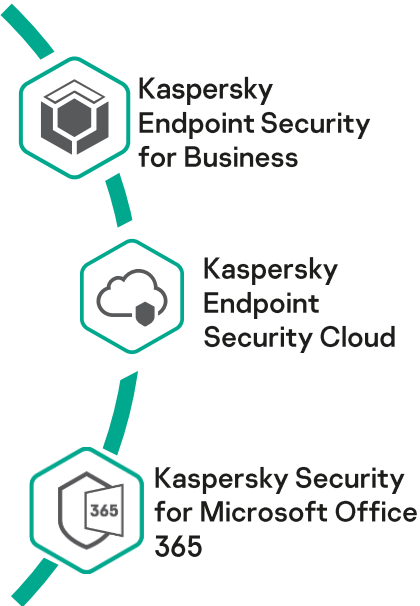
Cybersecurity Training



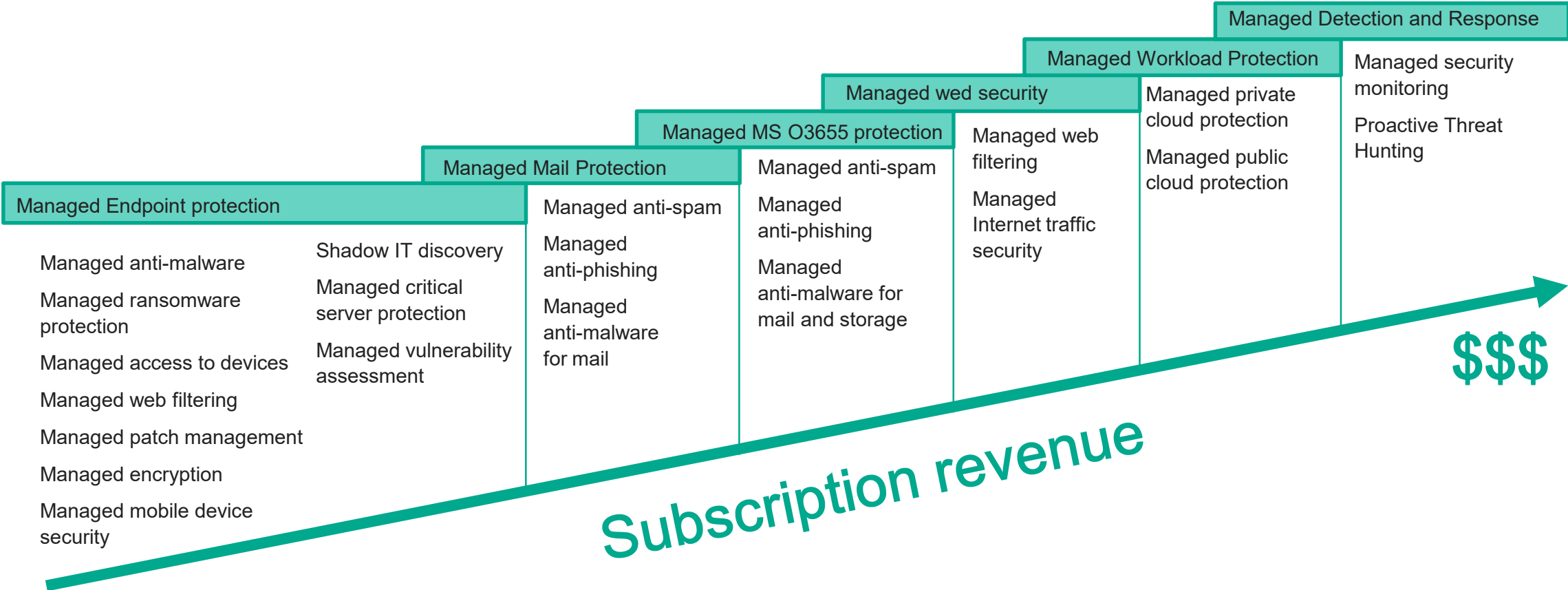
Managed Detection and Response



Expert Services

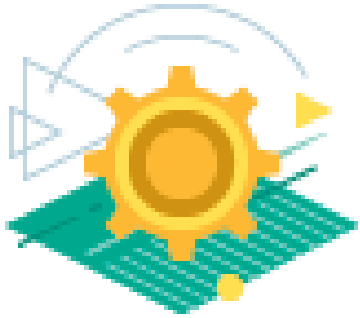


Diversity of upsell opportunities for MSPs



Kaspersky MSP Specialization benefits for MSPs

Easy to sell



Enjoy flexible licensing

- Monthly and annual subscriptions
- Own, control and modify licenses
- Kaspersky License Management Portal (LMP) – the single portal for all licensing needs



Increase margin and revenue

- Compelling IT security services based on Kaspersky subscription products
- Diversity of upsell and cross-sell opportunities
- Volume-based pricing
- Pay-as-you-go billing



Train your sales

- Sales and technical trainings
- Product and marketing content
- Kaspersky Global experience (best practices, case studies etc.)

Easy to order and manage licenses through a distributor's marketplace or the vendor portal



Monthly and annual subscriptions

- Change seat counts any time
- Auto-renewal
- 30-day trials to test products



Pay-as-you-go billing & volume pricing

- Payment on a daily basis
- Sell more and pay less
- Monthly and yearly invoicing



Kaspersky License Management Portal

- License order and management
- Single dashboard
- Detailed reporting & billing

Easy to provide service



Fast start without additional investments

- Deploy from the cloud, using our best practice defaults
- 30-day trials. Get, set, go!



Become an SLA legend

- Leverage Kaspersky technical support when you need
- Five premium technical incidents are included



Grow business without overheads

- Feature rich products with built-in best practices
- Single point-of-control and automation
- RMM & PSA integrations

What you can do with LMP

- Create and manage monthly and annual subscriptions
- View a single dashboard with customer base, subscriptions and reporting
- Try new products
- Access cloud product consoles with single sign-on
- Get detailed reports in real time
- Find new upsell opportunities with product upgrade recommendations

LMP
License Management Portal

Search...

- Dashboard
- Subscriptions
- Customers
- Quotes
- Billing**
- Products

Useful Materials

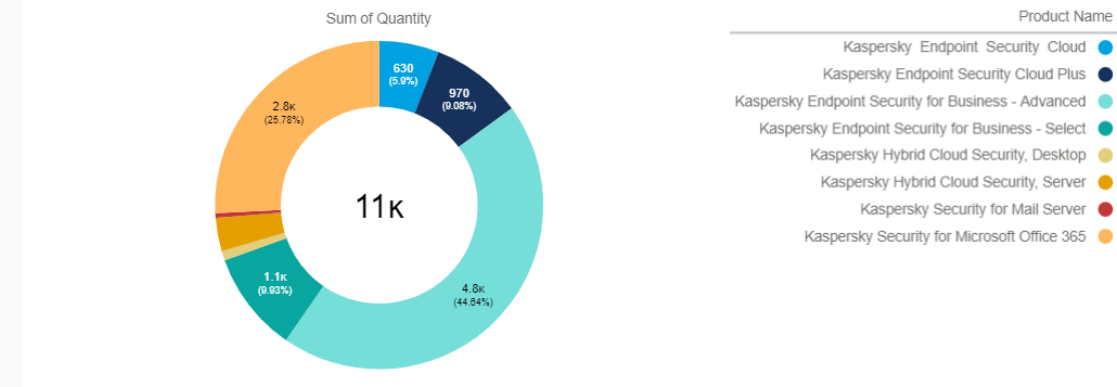
- LMP Resell...

Go to Partner Portal

Billing

Pay-as-you-go Subscriptions Annual Subscriptions

Active PAYG Subscriptions



As of Yesterday at 4:10 PM

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Automate customer management and optimize processes via integration of Kaspersky products and your RMM and/or PSA platforms

RMM Integrations

- Single security dashboard
- Automated remote agent deployment
- Automated virus scan and database updates

PSA Integrations

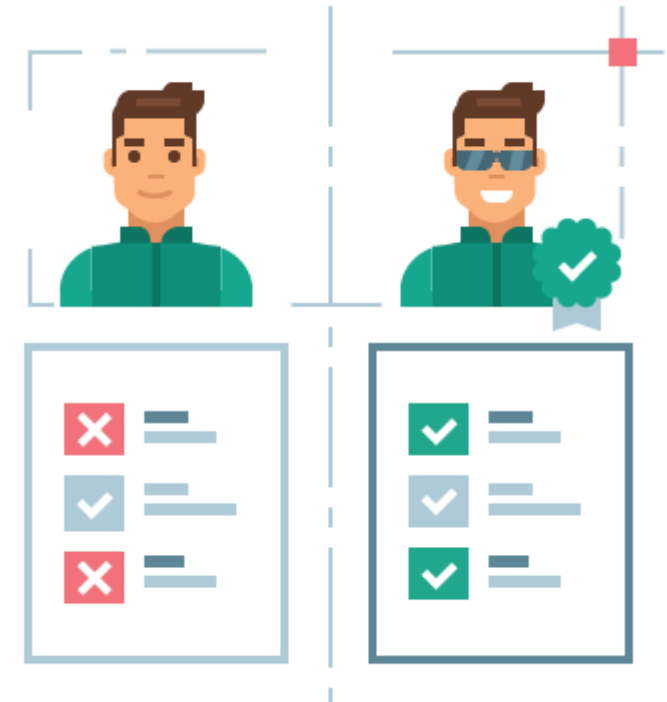
- Automated billing and reporting
- Automated ticketing process
- Single invoice on all the services, including security



MSP Specialization prerequisites

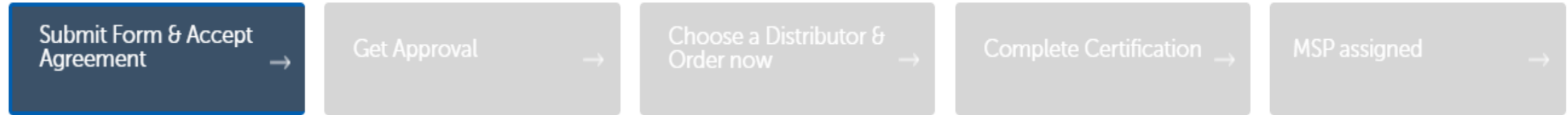
Partners that meet these requirements is eligible to apply for MSP Specialization

- ✓ Provides managed services to customers
- ✓ Provides 1st line support to customers
- ✓ Has chosen a local distributor to purchase licenses



Get certified with MSP Specialization

Go through automated MSP onboarding at Kaspersky Partner Portal partners.kaspersky.com



1 Register as MSP

You'll need to provide basic information about your company and accept the MSP agreement online

2 Choose a Distributor and order

Simply choose a local distributor on the partner portal and get instant access!

3 Take the MSP trainings

That's it!

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Questions?

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