Kaspersky Value Added Services for xSPs

For broadband & mobile service providers

Proven.
Transparent.
Independent.

kaspersky

BRING ON THE FUTURE

www.kaspersky.com

Increase your revenue, strengthen your brand and improve customer retention through offering superior anti-malware protection.

Creating an additional revenue stream, helping you maintain a competitive edge and reducing levels of malware entering your system – these are just some of the ways Kaspersky can contribute to your corporate growth strategy.

It's a 'win-win' situation. By partnering with a global leader in IT security, you provide your customers with the opportunity to benefit from continuous best-of-breed anti-malware protection, tying them more closely to your business and making your financial transactions together more secure.

End-user benefits

Safe surfing, reliable protection against Internet threats, based on the innovative award winning Kaspersky consumer product range, including best-of-breed Kaspersky Internet Security and Kaspersky Mobile Security. This enables users to combine the power of a complete security package with the flexibility of a subscription-based service.

Licensing scheme

A flexible licensing scheme allows service providers to offer their customers a variety of subscription options, or a continuous subscription with an automated renewal process. The small periodical fee encourages users to subscribe to the service.

# Get Value Added Services for Your Business

- **Increase your Revenue Per Customer at No Additional Cost**
  Each subscriber to Kaspersky software (and current Kaspersky Subscription Services partners are seeing an average 10% subscription level from targeted customers) generates additional revenue for your organization. And, because this is an ongoing service, this income-stream is continuous.

- **Strengthen your Brand and your Global Reach**
  Consumers and independent test authorities alike recognize Kaspersky security solutions as 'best-of-breed'. Partnering with a global market leader like Kaspersky, supported by our worldwide marketing reach, differentiates your business and helps build trust in the eyes of consumers.

- **Improve Your Online Security and Efficiency**
  Subscribing to Kaspersky security software won't just keep your customers happy, loyal and protected – it also optimizes the security of online customer transactions. The risk of introduced malware is minimized, which in turn reduces the load on technical support and, critically, levels of expensive downtime experienced by your business.

Support of Leading Cloud Marketplaces

If one of the world's leading Cloud Marketplaces is already in use in your organization, then it is possible to launch the sales of Kaspersky products quickly. In any case, being a privately owned Company, Kaspersky can quickly allocate the necessary technical resources to meet the needs of the project and promptly enable subscribers' protection via cloud subscription model.
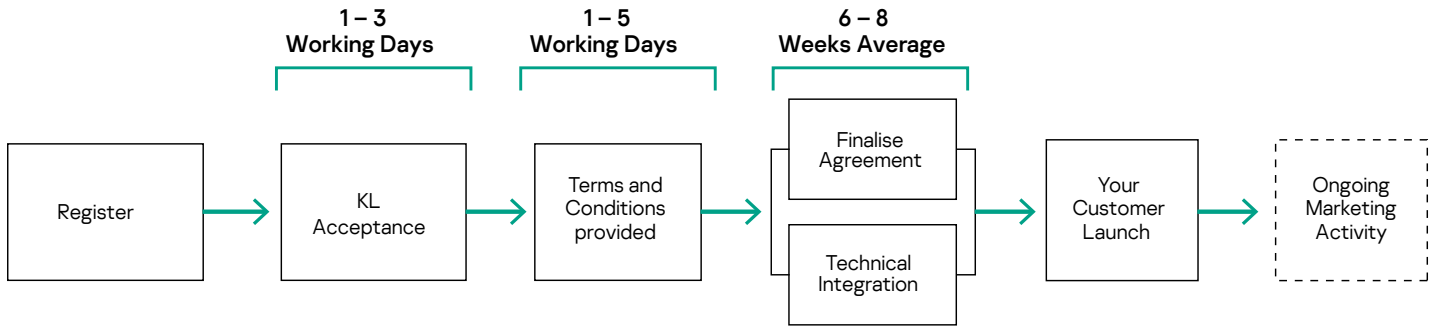
Integration Process

A simple and flexible integration process, assisted by Kaspersky experts, enables the service provider to quickly activate new services. Cross-platform compatibility and easy customization allow the solution to be integrated into any environment. Kaspersky hosts the subscription service infrastructure, with no need for the service provider to deploy additional facilities.
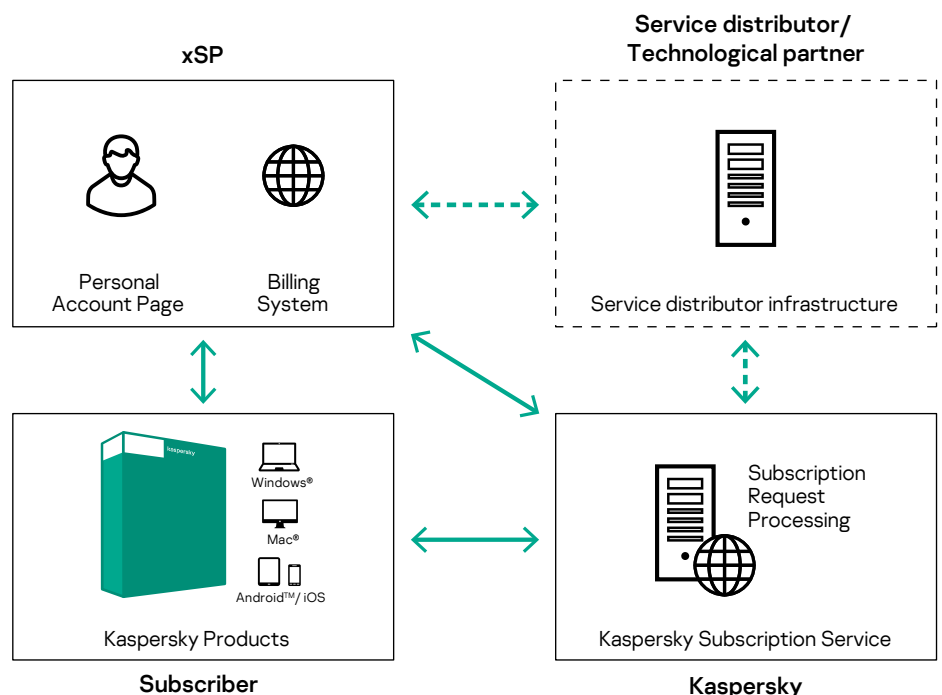
Project Lifecycle

The process of becoming a Kaspersky Subscription Partner is straightforward – you could expect to be launching your subscription program within 3 months of applying for registration.

	1 – 3 **Working Days**	**1 – 5** **Working Days**	**6 – 8** **Weeks Average**		

Register → KL Acceptance → Terms and Conditions provided → Finalise Agreement / Technical Integration → Your Customer Launch → Ongoing Marketing Activity

To register as the Kaspersky Subscription Partner and learn more about Kaspersky Subscription Services go to kaspersky.com/subscription-services **or email us at** vas@kaspersky.com.

About Kaspersky

Kaspersky is a global cybersecurity company celebrating its 20 year anniversary in 2017. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky technologies and we help 270,000 corporate clients protect what matters most to them.
Learn more at www.kaspersky.com.

Some of our awards

Over the last 20+ years, Kaspersky's products have received literally hundreds of awards lauding their impeccable detection rate and protection capability, including, just over the last few months:

The total list of awards and certifications is too long to be listed here, but you can see it on Kaspersky website at
www.kaspersky.com/top3.

Full Cycle Marketing Support

At Kaspersky, we have the experience gained from launching more than 400 projects. We know which tools give better conversion and how the products can gain acceptance within your customer base. We are ready to offer marketing guidance on how to best launch our products to your customers within your country or region.

More than 500 partners trust us

Kaspersky Value Added Services for xSPs: www.kaspersky.com/partners/vas
Please direct any business offers and inquiries to: vas@kaspersky.com
Enterprise Cybersecurity: www.kaspersky.com/enterprise
Cyber Threats News: www.securelist.com
IT Security News: business.kaspersky.com/

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