

# Why Kaspersky Technologies For Integrated Anti-Malware Solutions

## Introducing Kaspersky Lab's Technology Alliances Business Division

Kaspersky Lab is today's leading provider of anti-malware technologies for integration into third-party solutions of Hardware and Software Vendors (IHVs and ISVs) globally.

By applying our vast IT security and technological expertise to our expanding base of premier partners, we have consistently established mutually beneficial business ventures and developed new advanced solutions building upon each partner's unique strengths.

The integration of Kaspersky Lab's technologies with our partners' solutions enables our partners to promote attractive value propositions to better meet end customer business goals.

## How do our technology partners benefit from cooperation with Kaspersky Lab?

- By **adding new valuable features** and benefits to their products through the implementation of **best-of-breed anti-virus** and **anti-spam** filters.
- By attracting **a wider segment** of the available customer base by providing a broad portfolio of **premium data security products** bundled with our partners' core solutions.
- By generating **additional revenue streams** through integrating feature-rich solutions and offering value-added services.

## Proven Experience

- Kaspersky Lab was built upon technology licensing with partnerships actually established prior to our formal inception in the mid 1990's.
- Kaspersky Anti-Virus technologies have been at the core of a majority of the most successful information security products available in the market today.
- Kaspersky Anti-Virus technologies have been integrated into hundreds of leading IT partner products including server & gateway solutions, managed services, and desktop applications.
- We have partner relationships with a majority of IT security market leading vendors including Alcatel, Blue Coat, Cisco, Clearswift, Critical Path, D-Link, Finjan, GFI, H3C, IBM, Juniper Networks, Microsoft, Netgear, SonicWall, Watchguard, ZyXEL, and many other market leaders.

## Cutting-Edge Technologies Yield Benefits for Partners

- Highest Zero-day detection rate with minimal false alarms
- Fastest new malware threats response time
- Best-in-class spyware protection
- Frequent signature database updates
- Highly regarded proactive technologies
- Consistently finishing in the top tiers of tests throughout our 12 years in the industry
- Broad security certifications and international awards, including, most recently:



## Core Partnership Advantages

- The Kaspersky Lab Technology Alliances Division's core competitive advantages is our team that includes more than 40 people dedicated exclusively to technological partnerships including:
  - Global Account Managers focused on working closely with our technology partners at the HQ level in developing programs to drive field activities that ensure meeting or exceeding mutual revenue expectations
  - Regional Account Managers focused on driving regional programs and fostering cooperation between partners and our consumer and corporate sales/marketing divisions
  - Technology Account managers dedicated to assisting partners with Anti-Malware technology consulting and integration
  - Support Account Managers available 7x24x365 for customer support issues requiring escalation beyond partner's capabilities
  - Product Managers driving roadmaps and all product-related issues with the R&D organization
  - Marketing Managers developing regional and global go-to-market programs with partners (detailed below)
- Flexible Business Terms:
  - Pricing on a per user basis
  - Pricing on a per device basis
  - Pricing based upon network bandwidth per device
  - Revenue sharing options
- Marketing Support:
  - Dedicated Partner Marketing Resource
  - Competitive bid assistance and comparison data
  - Assistance with joint PR
  - Joint product promotions (on the web and during events)
  - Joint marketing/sales activities – road shows, conferences, seminars, sales trainings
  - Seminars and sales training for Technology Partners and their channels
  - Kaspersky Virus Encyclopedia with the Analyst's Blog, glossary and a wide choice of RSS feeds for your website: hot news, virus alerts, business news and so on

### Our Partners



### About Kaspersky Lab

Kaspersky Lab is a world-famous vendor of award-winning anti-virus and anti-spam solutions. Company's product portfolio includes consumer and corporate anti-virus and anti-spam products as well as solutions for independent vendors. Technology licensing is one of the oldest Kaspersky Lab business activities – anti-virus and anti-spam technologies have been implemented into various solutions of well-known companies since 1994.

### Kaspersky Lab

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