Partner Q&A

>Kaspersky Lab MSP Program

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GENERAL

What is the Kaspersky Lab MSP Program?

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.

What's included in Kaspersky Lab's MSP Program?

Kaspersky Lab's MSP Program includes products and technologies that enable MSP partners to provide new security services to their customers, as well as special privileges and benefits for the MSP. The products included in the program will allow MSP partners to build an on-premises as well as cloud-based security offering to protect their customers' complete infrastructure. Kaspersky Lab's MSP Program gives partners exclusive access to volume based pricing, a separate MSP price list, annual and monthly licensing, product and sales trainings and certification, standard and premium technical support and sales and marketing materials.

MSP PROGRAM REQUIREMENTS

Who can participate in the KL MSP Program (partners, end users)?

MSP partners working with VSB and SMB customers with 5-1000 endpoints per customer are eligible to participate in the MSP Program. We are targeting our Cloud solution at MSP partners with up to 2500 managed endpoints. For larger MSP partners we recommend using the on-premises versions of our security products. Our on-premises solution targets larger SMB customers – up to 10000 managed nodes.

What are the requirements for distributors?

In addition to our standard requirements, distributors who wish to join the Kaspersky Lab MSP Program should be integrated with our ordering system (aka KORM API). Distributors who want to sell Kaspersky Lab products via the subscription model must meet the same requirements.

What are the requirements for MSP Partners?

1. The partner should provide IT services to customers.

2. Licenses must be purchased from a distributor integrated with the KORM subscription API in their region.

3. MSP Partners should have a licensing management platform integrated with the distributor.

4. Partners must accept the agreement on the KL Partner Portal.

5. MSP Partners must take the sales and technical course for the product they are going to sell within 90 days of registration. Online courses are available on the partner portal. Access to the KL MSP Program will be suspend if partner doesn't complete the product training in 90 days after the registration.

PROGRAM REGISTRATION

How can partners register on MSP program?

New partners can register on the partner portal. Existing partners should go to the new MSP section on the partner portal and answer some additional questions related to MSP practice. Following registration, applicants that meet the program requirements will be granted access to the MSP section of the partner portal. The following scheme shows the registration process:
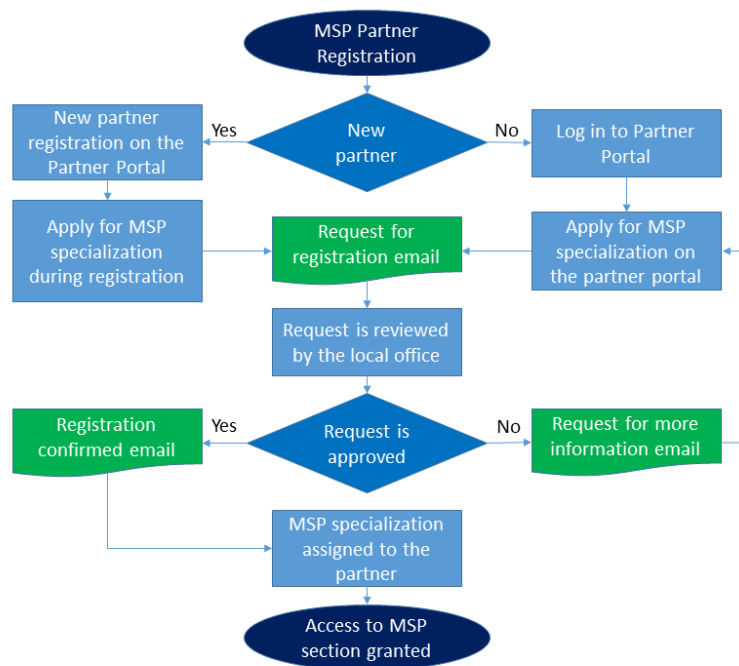
What's on the Partner portal?

The partner portal is a landing page for MSP partners. As mentioned before, partners should register on the portal, after which they will be able to access the sales and technical trainings. A list of local distributors integrated with KORM is also on the partner portal, along with sales and marketing materials and the MSP Program partner logo. New courses or materials are made available on the portal as they're released.

Where can I find more information about the KL MSP Program?

The MSP Program landing page is available via the following link:

www.kaspersky.com/partners/managed-service-provider/

PRICING AND LICENSING

How can I start selling?

To start selling with Kaspersky Lab's MSP Program you must register as an MSP partner. Once registered, you'll be able to access the MSP section on the partner portal where you should accept the public agreement during your first login.

Next, select a distributor in your region: a list of distributors is available in the MSP section of the partner portal. Install and use the license management tools provided by your distributor to place an

order. Now it's time to place your first order! You'll be invoiced by the distributor at the beginning of the month following your order; don't forget, your first month is free. You can change the number of managed nodes for your customers at any time but will be invoiced for the peak number of licenses ordered in any given month.

The following scheme demonstrates how you can quickly start selling under the Kaspersky Lab MSP Program:
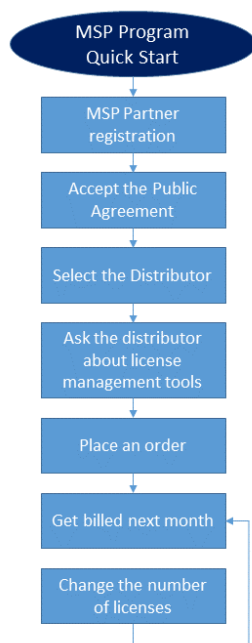
Where can I buy it?

MSP partners can purchase KL products through authorized distributors only. To automate monthly billing and licensing, the distributors must be integrated with our ordering system (aka KORM). We have been working with selected distributors in each region to complete the integration before the program launch and you can find the full list of distributors integrated with our ordering system for all geographies in the MSP section of the partner portal after registration. The list of distributors will be updated as soon as we have new integrated distributors.

I didn't find my partner on the partner portal. Who can help me determine why they're not on the list?

Please contact the local office in your region to discuss integration with Kaspersky Lab.

How is it licensed?

MSP partners buy licenses from authorized distributors that are integrated with our ordering system (aka KORM API). Licenses purchased by MSP partners belong to them, not to the end customer. Unless the MSP partner cancels it through the distributor, the license is automatically extended into the next period. MSP partners can have one license for all customer endpoints or choose to have multiple licenses assigned to individual customers. This may be required if some customers need special contract terms with Kaspersky Lab.

How can MSP partners test KL products?

We provide MSP partners with NFR licenses. These work for both cloud and on-premises products. KES Cloud comes with a free trial for the first calendar month. The trial expires on the first day of the month following product installation. You can get a free trial for KES Cloud at https://cloud.kaspersky.com

What is the product pricing?

MSP-specific product prices can be found in a separate MSP price list. Only confirmed MSP partners have access to the MSP price list, which includes not only subscription products with a monthly billing option but also the option to sell annual licenses from the other pricelist sections. Volume-based pricing is available exclusively for MSP partners: the total number of all customer endpoints are taken as a base for the price band calculation. The more customer endpoints an MSP partner has next month, the lower the price for all endpoints will be. Volume based pricing is available for subscription products from the MSP price tab in the price list only. We have recommended MSP partner pricing in the MSP price list. MSP resellers will have access to the MSP price list via the partner portal.

What about Gold, Silver and Platinum statuses?

Gold, Silver and Platinum partner statuses are applied to MSP pricing. Partners with these statuses should contact distributors to get the price in accordance to their status.

How does billing work?

Billing will always be based on the peak number of licenses ordered in any given month. For example, if you start March with 1500 licenses but reduced to 1000 by the end of the month, you will still be billed for 1500. Equally, if you start March with 1000 licenses and increase to 1500, you'll be billed for the higher amount. If you plan to reduce the number of licenses for the next month, we recommend doing it in advance.

To change the number of product licenses, MSPs should use the tools provided by the distributor. The distributor will also provide MSPs with billing options.

Will MSP partners get a new key for every change in the number subscription licenses?

No. One product key is provided to the MSP partner or end customer per single product installation. The product key does not change with the number of licenses; the number of licenses can be changed any time. The partner is charged based on the maximum number of licenses used during the month.

Is payment before or after the billing month?

After: five days after the end of each month the Distributor is issued with a Sales Report and then an Invoice. Reports can be created by local offices. We charge for the largest number of licenses used during the month.

Is there a minimum runtime that has to be booked?

The minimum time is one month.

What will be the lowest number of licenses/smallest order?

The minimum number of licenses for each product can be found in the MSP price list. The lowest number of licenses for KES Cloud is 5 nodes, after which they can be increased by increments of one.

Is there a termination period?

If the payment for the previous month was not received by the beginning of the next period, the license is not prolonged. So, the termination period is 1 month.

I already have an active product license for 1 year and want to buy a subscription license for the same product. How will these two licenses work together?

A subscription license can't be added to an annual one as a backup option – they're activated as soon as they're purchased. If you already have an active annual license, these two licenses are treated and paid for separately. When purchasing a subscription license you can't credit the cost of any time remaining on an annual license for the same product.

Will the partner/reseller ID be transmitted with the booking?

Yes. We need to validate that the partner has a valid MSP specialization and can participate in the MSP program.

Will a link to the software be sent with the activation code?

Yes. We send the product activation code together with the link to the software download.

Can a reseller manage different customers with one KES Cloud user interface?

Yes. KES Cloud console supports multi-tenancy and MSP partners can manage multiple clients. The partner is charged based on the maximum number of licenses used during the month.

Will it be possible for MSP partners to have one KES Cloud (or KES Basic) license but deploy endpoints at different customers of this partner?

Yes. We issue one activation key per product for MSP partners, which they can use to install endpoints at different customer sites. This is only allowed for the MSP program.

Is the number of KES Cloud endpoints per end customer limited?

Each end customer is limited to 1000 nodes. There is also a limit on the total number of nodes managed by MSPs via KES Cloud: 2500. For larger installations we recommend using our on-premises solution: Kaspersky Endpoint Security for Business Basic.

Will the number of "active" licenses be automatically transmitted to KL?

The number of licenses used will be automatically transmitted from the MSP reseller to the distributor and then to KL. Distributors should provide the tools to MSP partners to automate the process. Distributors who work with the MSP program should be integrated with the KL KORM API.

TECHNICAL SUPPORT

Does KL provide technical support to MSPs?

Because MSP partners own product licenses, standard technical support is provided. As an additional MSP program benefit, 5 (five) premium incidents are included for free. If you need more premium incidents you can purchase them using the MSP MSA pricelist. Please refer to the local MSP price list to get prices for different price bands.

Does KL provide technical support to end users?

No. As an MSP partner you should provide first line support to your end users. To enable partners to provide first line support, we provide training courses and certification.

PROGRAM ROADMAP

Are there plans to extend the product portfolio under the MSP program?

We are planning to add the following components and products into the MSP Program later in 2017 and into the future (the scope and dates of the future releases are subject to change without notice):

- Kaspersky Security for Exchange Mail Server;
- Kaspersky Endpoint Security for Business Select;
- Integration with RMM and PSA systems: LabTech, ConnectWise

CONTACTS

Where can I get more information?

Please send your questions to msp@kaspersky.com