Kaspersky Lab Grows Reseller Revenue with 2Checkout's Channel Manager

Olga Ushakova
Channel Platform
Maintenance Manager
Kaspersky Lab

"

2Checkout has a deep understanding of our needs and requirements. This project had a major contribution to our partner management success. We are able to work with thousands of partners around the world in a very professional manner and fulfil their orders in real time.

"
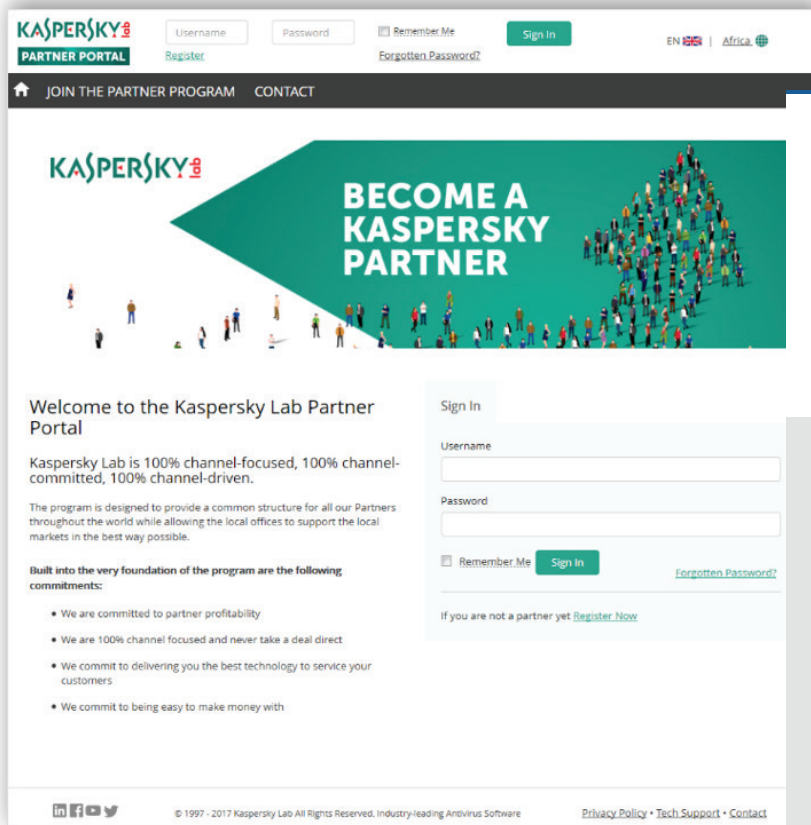
Customer:
Kaspersky Lab

Segment:
Electronic software download

Company Size:
Enterprise

Vertical:
End-point security

Target:
B2C & B2B

Benefits & Results:
- Improved time to market
- Real time order processing and fulfilment around the world
- Enhanced support for reseller partners
- Improved reseller revenue at global level

2Checkout Solution:
Avangate Digital Commerce Enterprise Edition

Modules:
eCommerce | Affiliates | Channel Manager

Context & Objectives

Kaspersky Lab was looking to improve collaboration and operations with their network of 70,000 resellers around the world.

Solution: Avangate Enterprise Digital Commerce

The endpoint security company implemented 2Checkout's Avangate Channel Manager Solution in order to automate order processing and serve resellers in real time.

Results

The implementation for Kaspersky Lab's Channel Manager module was completed in two months, improving time to market considerably. The implementation speed was influenced also by Kaspersky Lab's prior collaboration with Avangate, given the KORM integration for license key delivery and management was already in place.

Kaspersky Lab's reseller partners benefited from:
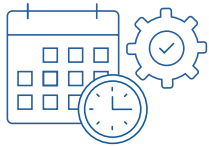
24/7 real time order processing and fulfilment, regardless of location and order size.
With **70,000 partners** located around the world, this was an important benefit.

Seamless experience through **single sign-on** due to integration with Kaspersky Lab's Global Partner Portal.

Ordering interface localized in **multiple languages.**

Visibility over commercial policies.

Kaspersky Lab benefited from:

• Improvement/ savings in operations related to partner management;

• Intuitive system that reduces time spent on routine administration tasks;

• New channel that engaged partners and increased B2B revenue;

• Automation for order processing and fulfilment in real time without employing internal resources;

• Real-time, centralized reporting.

Improved worldwide reseller management and revenue

About Kaspersky Lab

Kaspersky Lab is a global cybersecurity company operating in the market for over 20 years. Kaspersky Lab's deep threat intelligence and security expertise is constantly transforming into next generation security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. 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 Lab technologies and we help 270,000 corporate clients protect what matters most to them.

Learn more at www.kaspersky.com

About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information on the Avangate platform and services can be found on www.avangate.com. More information on 2Checkout can be found on www.2checkout.com

CS201801KLCM2

US HQ	OHIO OFFICE	EMEA HQ	OPPERATIONAL OFFICE
One Alliance Center, 3500 Lenox Road, NE, Suite 710, Atlanta, GA 30326-4229, USA (678) 666-2660	855 Grandview Avenue, Suite 110, Columbus, OH 43215, USA (614) 921-2450	Prins Hendriklaan 26 II, 1075 BD, Amsterdam, The Netherlands +31 20 890 8080	Blvd. Dimitrie Pompei 10A. Conect 3 Building, 3rd Floor, 020337, Bucharest Romania +40 31 710 1610