

MSP Acceleration Incentive Program

APAC
Q4 2022

Program Overview (for MSP Partners)



Period: 19th October 2022 – 26th December 2022



Eligible MSP Partners:
New MSP Partners
Existing MSP Partners



Participating Regions:

- Australia and New Zealand
- South East Asia
- South Asia
- GCR

What are the criteria?

Criteria	Incentive Amount	Eligibility
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Start Incentive | New MSP Partners ONLY

1) Sign Up 2) Get MSP Certification 3) Attend Business Meeting	USD50	First 30 approved new MSP partners
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Sign Up and Certification is through Kaspersky United Partner Portal.

First Approved Order (min. USD\$500 based on annual value)	USD100	First 30 approved new MSP partners
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Growth Incentive | New & Existing MSP Partners

Incremental Revenue [\geq USD2,000 to $<$ USD4,000]	USD300	First 10 MSP partners
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Incremental Revenue [\geq USD4,000]	USD600	First 5 MSP partners
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Program Mechanics

- 1) A partner registered with Kaspersky United Partner Portal as “MSP Partner” during the program period will be eligible for the Start Incentive in the MSP Acceleration Incentive Program.
- 2) Growth Incentive:
 - When the orders are placed during the program period, the MSP partner will be eligible for the incentive based on the qualifying criteria set.
 - Revenue calculation will be based on MSP **list price**.
- 3) The incentive pay out to qualified partners will be in the form of points which can be redeemed for a variety of rewards, including e-vouchers.
- 4) MSP partners who qualified for the incentive from MSP Acceleration Incentive Program will receive an email notification from Kaspersky’s appointed agency, informing them of their incentive amount and the process to claim their incentive.
- 5) Kaspersky will finalize and share the Be More MSP Incentive Program results by **31st December 2022**.
- 6) Kaspersky will only communicate with MSP partners who have qualified for the incentive.
- 7) All communications for this program will be based on the corporate email address.
- 8) Kaspersky reserves the right to make any changes to the program without prior notice.

Terms & Conditions

- 1) This Program is open to all MSP partners in Australia and New Zealand region, South East Asia region, South Asia and Greater China region.
- 2) This program is valid from **19th October 2022 to 26th December 2022**
- 3) Incentive eligibility is as stated in the table below. All incentive payout will be computed based on the orders approved by Kaspersky.
- 4) New MSP partner is defined as a partner who has yet to be registered in Kaspersky United Partner Portal as “MSP Partner”. Only New MSP partners are eligible for Start Incentive in MSP Acceleration Incentive Program.

For the Start Incentive,

- 5) The new MSP partner needs to sign up and complete MSP certification through Kaspersky United Partner Portal. Upon completion of MSP certification, the partner will need to attend a business meeting arranged for a review to confirm and approve the eligibility of the partner for the Start incentive.
- 6) When registering as MSP Partner in Kaspersky United Partner Portal, the new MSP partner needs to provide accurate contact information. e.g. First Name, Last Name, Contact Number and Email address. The incentive will be void if Kaspersky or the appointed agency is unable to contact you. In addition, new MSP partner certification needs to be completed within 30 days of Sign Up or before the program end date, whichever earlier.
- 7) Kaspersky will finalize and share the results of the Start Incentive by **31st December 2022**. Incentive payout will be processed from **31st December 2022 to 13th January 2023**.

For the Growth Incentive,

- 8) “**Incremental Revenue**” is defined as total order value brought in by MSP Partners from **1st October 2022 to 26th December 2022** based on MSP list price.
- 9) The incremental revenue is based on the two qualifying tiers: a) \geq USD2,000 to $<$ USD4,000 and b) \geq USD4,000.
- 10) First approved order by new MSP partners will be included in the calculation for “**Incremental Revenue**”
- 11) By participating in the program, it is deemed that the MSP Partners agree to provide a testimonial so Kaspersky, which might be reproduced and/or published to a 3rd party or external audience.

Terms & Conditions

For both Start Incentive and Growth Incentive,

- 12) In the event that the program ends earlier, Kaspersky will share the results and process the incentive payout in an earlier timeline where administratively possible.
- 13) Kaspersky's appointed agency will be handling the end-to-end incentive payout process and contact eligible partners regarding the incentive disbursement process.
- 14) Orders submitted will auto-qualify for MSP Acceleration Incentive Program, unless otherwise being informed by Kaspersky.
- 15) All decisions made by Kaspersky's management will be deemed as final. No unauthorized claims and correspondence request will be entertained.
- 16) Kaspersky reserves the right to edit, amend the terms and conditions or cancel the program, at any point in time during the program period without prior notice.
- 17) All products in the MSP portfolio are eligible for **MSP Acceleration Incentive Program**.
- 18) Conversion from existing Kaspersky regular licensing to MSP licensing is **NOT ELIGIBLE** for **MSP Acceleration Incentive Program**.
- 19) Both the Start Incentive and the Growth Incentive in **MSP Acceleration Incentive Program** is on First Come First Serve.
- 20) For any enquiries relating to the Be More MSP Incentive Program, please contact us via: apac.partners@kaspersky.com

Terms & Conditions

What are the criteria?		
Criteria	Incentive Amount	Eligibility
Start Incentive New MSP Partners ONLY		
1) Sign Up 2) Certification 3) Attend Business Meeting.	USD150	First 30 approved new MSP partners
<i>Sign Up and Certification is through Kaspersky United Partner Portal.</i>		
First Approved Order (min. USD\$500 based on annual value)	USD100	First 30 approved new MSP partners

What are the criteria?		
Criteria	Incentive Amount	Eligibility
Growth Incentive New & Existing MSP Partners		
Incremental Revenue [>=USD2,000 to <USD4,000]	USD300	First 10 MSP partners
Incremental Revenue [>=USD4,000]	USD600	First 5 MSP partners
<i>Program offering is on First Come First Served Basis.</i>		

Table 1

kaspersky