



# YOUR TRUSTED DIGITAL SECURITY PARTNER

Committed to long-lasting cooperation  
and long-term protection



## Who are we?

For more than 30 years, ESET® has been developing industry-leading IT security software and services to deliver comprehensive, multilayered protection against cybersecurity threats for businesses and consumers worldwide. ESET has long pioneered machine learning and cloud technologies that prevent, detect and respond to malware. ESET is a privately owned company that promotes scientific research and development worldwide.

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### ESET IN NUMBERS

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**1bn+**  
internet users  
protected

**400k+**  
business  
customers

**50k+**  
channel  
partners  
& MSPs

**13**  
global R&D  
centers



# Good things come in threes

As a reseller, you will enjoy long-lasting cooperation – one of our key principles. Doing business with us will be effortless, as it should be. Most importantly, you can be sure we back you up with cutting-edge technology. We're working to protect people – we listen to our partners to understand their needs in order to improve what we offer.

## **LONG-LASTING COOPERATION**

Develop relationships with strong local support. Use dedicated sales and technical support resources to help your business thrive.

## **PROVEN TECHNOLOGY**

ESET R&D provides future-proof technology to help protect your reputation. Keep your customers satisfied and loyal in the long run.

## **EASE OF DOING BUSINESS**

Get self-service solutions and high quality leads from ESET. We'll cofound your lead generation campaigns. Use extensive marketing support providing ready-made campaigns and materials.



*“All of the ESET employees we work with are the best in the industry. The people at ESET are what makes ESET great, but the software is great, too.”*

Nathan Ware, CEO/CTO, Rain Networks, USA



# Long-lasting cooperation

As our partner, you will benefit from long-lasting relationships by getting not only world-class technologies but also strong local support at all stages – from business planning to client retention. By cooperating with dedicated sales, marketing and technical support resources, you can be sure that our partnership and your business thrive.

## A NAME AND A FACE AT ESET

There's "dedicated" and then there's "ESET dedicated". Your Account Manager isn't just assigned to you – they'll be devoted to making sure you get what you need. They're always on hand to support you, provide assistance and give advice on how to market and support ESET products and services. You'll get help with quotes, processing, business

planning and additional sales resources, including Sales Engineers, to help you set up to succeed.

If you want to move on from being a reseller you could consider our managed service provider (MSP) business model, a hybrid, or turn into a full-fledged Managed Security Service Provider (MSSP).

## ESET MSP PROGRAM OPTION

As a reseller, you can also take advantage of our MSP program if you prefer this business model. As a Managed Service Provider, we can offer you daily billing, monthly invoicing: a cost-efficient pay-as-you-go model that embodies our channel-focused approach and means that you only pay for the licenses that are actually used daily.

The ESET MSP program lets you track your performance clearly and easily, and our MSP Administrator web-interface lets you manage the number of devices on each license without

having to contact us each time there is a change. It allows you to buy licenses and simply deploy what you need when you need it – you can easily add and remove seats instantly. You can also purchase directly from ESET or your preferred distribution partner such as Ingram Micro or ConnectWise. With our volume pricing, you get a better price the more seats you add.

Already using RMM software? We have integrations with several RMM and PSA providers, including Connectwise, Datto, N-able, NinjaOne, Kaseya, and more.

Partnership level	Platinum	Gold	Silver	Bronze
24 hour access via phone using partner hotline	●	●	●	●
Dedicated Account Manager	●	●	●	
Weekly meetings with Account Manager	●	●		



### THE PERSONAL TOUCH

Add weekly face-to-face meetings to your calendar if you are a Gold or Platinum Partner. We won't be "going through the motions" in these meetings. They have a clearly defined purpose in order to be productive – your time won't be wasted.

### PRE-SALES TOOLS AND SUPPORT

You'll get access to Pre-sales Engineers to help with demos. You'll also have access to other resources including:

- ✓ Learning vault to help you become familiar with our products
- ✓ Online demos, webinars and other content resources to use with prospecting
- ✓ Partner portal for creation of quotes and sales orders.

### LOCAL TECH SUPPORT AND EASY ESCALATION

We don't have call center operatives – we have dedicated support staff with in-depth knowledge of our products and our partners' needs. As a reseller, you'll get ESET free local

technical support in your language – the kind of support you would expect from a top IT security company. Call us at any hour and get prompt escalation of technical support via your Account Manager.

### GET CUSTOMERS ON BOARD, KEEP THEM ON BOARD

Customers stay with ESET for the long-term. We have one of the highest renewal rates in the industry – up to 90% in some markets. Do you want to achieve these kind of retention figures? ESET's Account Manager team will analyze your customers' requirements regularly to find additional security solutions that will benefit them. If your customers feel secure, they're more likely to be loyal – which will be reflected in your revenue.



*“We chose ESET based on the level of service we received from our Account Manager and the quality of the product.”*

Phil Herrington, Sales Manager, Holistic IT, United Kingdom



# Ease of doing business

You can focus on your core business because we'll make things easy for you. Use convenient self-service solutions and benefit from high quality leads we pass to you (because we trust you). You'll also benefit from co-funding of your lead generation campaigns and you'll have high-class marketing support providing ready-made campaigns and materials.

## DEAL REGISTRATION, EVEN ON RENEWAL BUSINESS

Enjoy our intuitive deal registration process and avoid worrying about typical channel conflicts on both new and renewal business. Our deal registration program rewards your efforts in the area of acquisition and retention with simple online registration and quick approval turnaround. In addition, you have the ability to enable online renewals for your customers so you can focus on new business while still receiving your margin on all your renewals through ESET's website.

## SELF-SERVICE SALES PORTAL

We want selling ESET products to be as easy as possible, so you can use our self-service partner portal where you can do things such as:

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✓ Get quotes and make purchases on your own

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✓ Find marketing and sales resources.

If you need extra help on a quote or purchase, go straight to your Account Manager.

## LEAD GENERATION AND SHARING

You'll get lead generation activities, content and campaigns that are dual branded with your logo and we'll keep in touch with regular product updates. ESET is a channel-focused organization and can therefore pass leads to you to empower you to close deals. Join a robust Marketing Development Funds (MDF) program which provides an easy way to request funding for things like event sponsorship, advertising and open houses. We'll aim to increase your sales by helping you cross-sell ESET products, expand your customer base through recruitment programs and provide ongoing communication with your customers.

## MARKETING SUPPORT

Enjoy straightforward communications with our marketing team, who will help you through a variety of channels including webinars, newsletters and product announcements. You'll get to use email templates, landing pages, thought leadership content, research and product content. Alternatively, you can create your own customized communications from existing content.



# Industry and customer recognition

Large organizations engaged in channel sales business have given ESET top marks for our overall reseller program and we are recognized in significant industry reports for the digital security market.



## CHAMPION IN CANALYS GLOBAL CYBERSECURITY LEADERSHIP MATRIX

ESET achieved 'Champion' status for the third year in a row in the Canalys Global Cybersecurity Leadership Matrix, improving upon our 2020 matrix position, with a focus on investment in enterprise services and partner training. Our technical support, account management and overall ease of doing business was rated the highest by our partners.

## ANALYST RECOGNITION



ESET was included in three Forrester reports: The Forrester Tech Tide™: Zero Trust Threat Detection And Response, Q2 2021; The Forrester Tech Tide: Threat Intelligence, Q2 2021; and Forrester Now Tech: Endpoint Detection and Response, Q4 2021.



## HIGHEST RANKED SECURITY VENDOR IN CRN'S 2019 VENDOR REPORT

In CRN's 2019 Vendor Report, ESET was the highest-ranked security vendor, placed third for Core Services, and ranked highly for Channel Strategy and Account Management. Recognition from the channel is evidence that we are continuing to invest in and motivate our partners in the right way.



ESET has been recognized as a 'Top Player' for the third year in a row in Radicati's 2022 Advanced Persistent Threat (APT) Market Quadrant.

# Awards



ESET gained the Top Product award in the AV-TEST Product Review and Certification with perfect Protection, Performance and Usability scores in the June 2022 test.



ESET has been named a Strategic Leader in the 2021 Endpoint Prevention and Response (EPR) Comparative Report by AV-Comparatives.



ESET Endpoint Security 2.11 for Android was awarded the top score of 6 out of 6 in each of 3 categories in the AV-TEST: "The best Android antivirus software for business users" in September 2021.



ESET was certified with the Approved Business Security Product award for July 2022 from AV-Comparatives.



ESET Endpoint Security 6.10 was awarded the top score of 6 out of 6 in each of 3 categories in the AV-TEST test "The best MacOS antivirus for business users " in December 2021.



ESET has earned the AAA award for its ESET Endpoint Security solution in SE Labs' Q1 2022 Enterprise Endpoint Protection awards.

# Customer recognition



ESET is consistently rated as a leader in the category of endpoint protection suites by G2, a community of more than 500,000 authenticated users. ESET attains especially high scores for ease of use and for best meeting customer requirements.



ESET was named a Gartner Peer Insights™ Established vendor in the November 2021 'Voice of the Customer' for Endpoint Protection Platforms report.

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# Committed to the highest standards



ESET is compliant with ISO/IEC 27001:2013, an internationally recognized security standard in implementing and managing information security.



ESET received ISO 9001:2015 Quality Management System certification for our commitment to meeting the highest standards of quality and customer satisfaction.



ESET Achieved Platinum OPSWAT Access Control Certification for Endpoint Security Applications. Access Control Certification strengthens ESET by validating the compatibility and effectiveness of its cybersecurity products and by bridging the device trust gap.



ESET successfully participated in the fourth round of the MITRE Engenuity ATT&CK® Evaluations for Enterprise. Our XDR-enabling solution, ESET Inspect, detected all of the 15 applicable detection steps, a 100% result. The ATT&CK Evaluations demonstrate that ESET is able to provide defenders with excellent visibility and context throughout all attack stages.



*“It gives us peace of mind to know we  
are using a pioneering product like  
ESET.”*

Peter Barnfield, Finance Director, Apex Computing, United Kingdom



# Proven technology

As a reseller, you are telling your customer that you approve and put your own trust in this solution. Ensuring that a high quality and future-proofed product is sold protects ESET's reputation. More importantly, it protects your reputation. It also keeps your customers satisfied and loyal in the long run.

## **ESET RESEARCH AND DEVELOPMENT PROVIDES FUTURE-PROOF TECHNOLOGY**

You can have confidence in the future of ESET technology. Staying one step ahead requires a strong research arm. ESET employs over 600 research and development professionals (40% of all staff) in 13 centers on four continents. They are focused exclusively on understanding attacks, keeping up on the latest trends, and educating the public.

We are constantly discovering and neutralizing new digital threats. Our researchers uncovered Industroyer and LoJax – the first in-the-wild UEFI malware. We also contribute to MITRE ATT&CK®, a globally-accessible knowledge base of adversary tactics and techniques based on real-world observations.

## **welivesecurity™**

Add our award-winning most popular digital security blog WeLiveSecurity™ to your bookmarks and join over 850,000 readers who refer to it every month. Stay informed in real-time with the latest industry news, research, cyberthreats and malware discoveries, and get opinions with insights from ESET security experts from across the globe. Knowledge is key, and our blog provides you with the latest research and news to start the conversation with your clients about their cybersecurity needs. You can even use our widget to easily embed WeLiveSecurity™ news in your website and stand out from your competitors.

# Multilayered defense

In today's constantly evolving threat landscape, a single layer of defense is not enough. **ESET LiveSense**, our proven, multilayered security technology goes far beyond the capabilities of basic antivirus. ESET's approach includes pre-execution, execution and post-execution layers, encompassed by ESET LiveSense, and is built on three core strengths:



## **ESET LIVEGRID® – CLOUD REPUTATION SYSTEM**

ESET LiveGrid is our cloud reputation system, which utilizes data that ESET users have submitted worldwide and sends it to the ESET Research Lab. By providing suspicious samples and metadata from the wild, ESET LiveGrid enables us to react immediately to the latest threats and serve the needs of our customers.



## **MACHINE LEARNING**

ESET has been working with machine learning algorithms to detect and block threats since 1990. Neural networks were added to ESET products' detection engine in 1998. The ESET machine-learning engine is fine-tuned to cooperate with other protective technologies such as DNA, sandbox and memory analysis as well as with the extraction of behavioral features, to offer the best detection rates and the lowest possible number of false positives.



## **HUMAN EXPERTISE**

ESET's world-class security researchers share elite know-how and intelligence to ensure our users benefit from optimum, round-the-clock threat intelligence.

### **BALANCE IS KEY**

That's why ESET has continued to invest heavily, over more than 30 years, in multiple layers of proprietary technology that prevent breaches of its customers' endpoints and systems by both known and never-before-seen threats.

Occasionally, of course, prevention layers are breached – at which point, ESET sensors detect any intrusion and our automated response systems act immediately to intercept the threat and prevent it from causing damage.

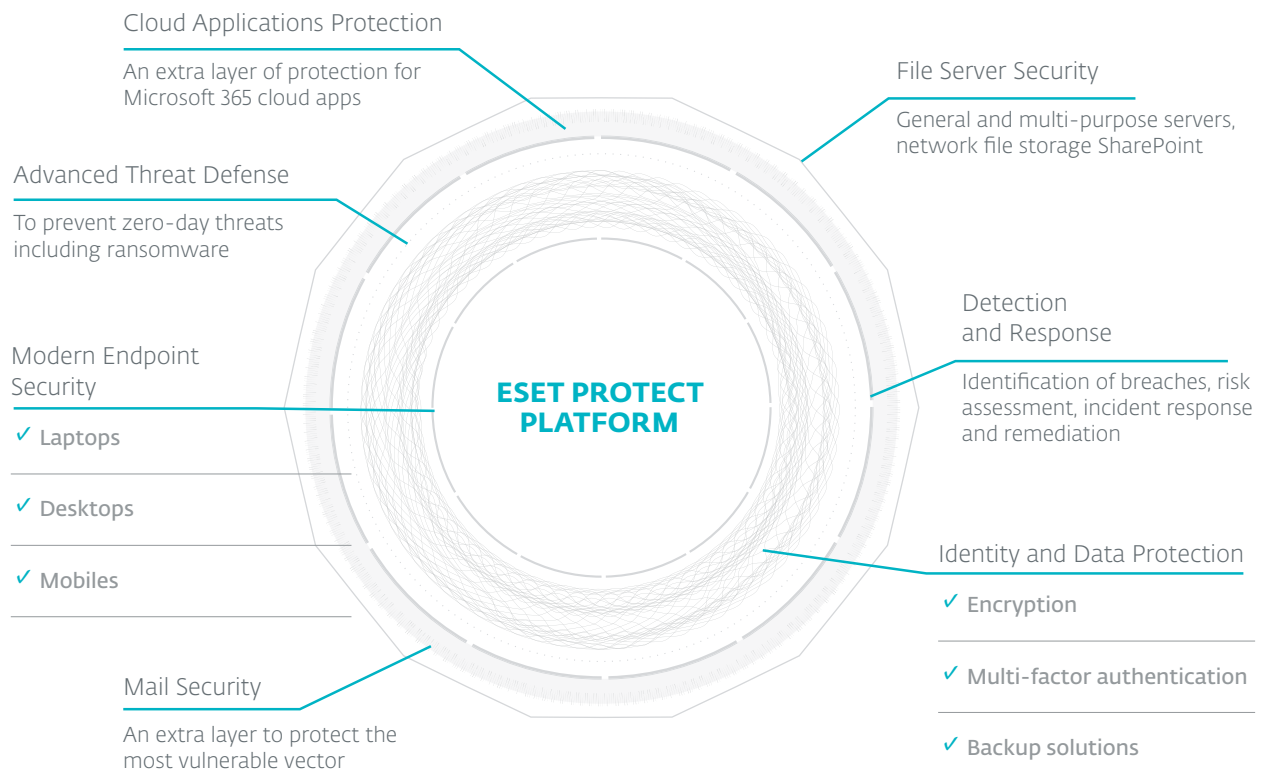
We provide a sophisticated extended detection and response (XDR) solution to investigate and remediate breaches.

All the while, our technology takes the results of these prevention, detection and response elements to inform and harden systems against future attack.

# ESET PROTECT Platform

The unified cybersecurity platform that uniquely balances breach prevention, detection and response capabilities

## OUR COMPREHENSIVE DIGITAL SECURITY OFFERING INCLUDES MULTIPLE LAYERS OF PROTECTION.



## Cybersecurity Services from deployment to upgrade and premium support

### CLOUD AND ON-PREM DEPLOYMENTS

We offer customers options by providing management for both cloud and onsite deployment.

### MULTIPLATFORM SOLUTIONS

We protect Windows, Mac, Linux and Android devices, including Smart TVs. We cover everything you expect for business customers: endpoints, servers, mail, virtualization, mobile and more.

### BEYOND ENDPOINT SECURITY

Digital security must match the growing sophistication of digital adversaries. We offer a full spectrum of security solutions via our ESET PROTECT Platform, including managed detection and response (MDR), extended detection and response (XDR) capabilities, plus ESET Threat Intelligence and Advanced Threat Defense. In addition, our professional services include Deployment & Upgrade and Premium Support, and our security services provide Threat Monitoring and Threat Hunting.



# Over to you

With an open, cooperative approach to doing business and cutting-edge technology that powers the world's most formidable cyber threat prevention, detection and response platform, we're confident that we can deliver the goods. But this isn't about us – it's about you and your customers.

You need to be sure that the products of our expertise and experience are easy to understand, sell and use. We're digital security enthusiasts and we want you on board – so let us show you. We're busy, but never too busy to take your call or answer your email. Do get in touch.



Point your camera here.

**BECOME AN ESET PARTNER**

**[GO.ESET.COM/RESELLER](https://go.eset.com/reseller)**



Digital Security  
**Progress. Protected.**

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