



YOUR TRUSTED DIGITAL SECURITY PARTNER

**Committed to long-lasting cooperation
and long-term protection**

Cybersecurity experts on your side



Who are we?

With 30 years of industry-leading IT security innovation, ESET has delivered uninterrupted revenue growth and worldwide expansion since the 1990s. ESET is owned by digital security experts, the architects of our original award-winning software. We're one of a select few global, private IT security companies, free from the distractions of trying to meet the financial markets' short-term expectations. For us, Wall Street is a great movie, not a destination.

1bn+

internet users protected
by ESET technology

400k+

business customers

200+

countries and territories

13

R&D centers around
the world





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.



“While it has been challenging times, we’ve always been able to rely upon ESET. They are a key partner for us. They deliver a quality product with a great breadth of offerings. They understand our business and what’s needed to deliver great service to your partners.”

Steve McGrath, Managing Director, Microbe, Australia





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

Our sales team is dedicated to make you succeed. 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).

Managed Service Provider (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 such as AutoTask, ConnectWise, Datto, Ninja, Kaseya, SolarWinds, N-Central, Tiger Paw and more.

ESET Reseller Partner Program

Partnership level	Gold	Silver	Bronze
Basic, Pre/Post local sales support	●	●	●
Marketing Collateral & Professional Certifications	●	●	●
Business Leads	●	●	
Dedicated Account Manager	●		



The personal touch

We're dedicated to supporting partners at all levels and helping your business grow. Our team will guide you through the enablement process and get you all set up.

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.

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 team can help you analyse 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.

Partner Resource Hub

You'll get access to our Partner Resource Hub where you can find marketing resources to help you promote and grow your business selling ESET Solutions. This is your go-to source for product information, brochures, promotions, webinars and other marketing/sales tools.



"It is very easy to do business with ESET. They have a great range of award winning products that give us complete confidence when it comes to protecting our customers."

Angela Munro, Managing Director, Ozbizweb, Australia





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 our Silver and Gold Partners (because we trust them). You can 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:

- Get quotes and make purchases on your own
- Find marketing and sales resources.

If you need extra help on a quote or purchase, go straight to our Sales Team.

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 customised communications from existing content.

Industry and customer recognition

Large organisations engaged in channel sales business have given ESET top marks for our overall reseller program and we are recognised 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.



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.

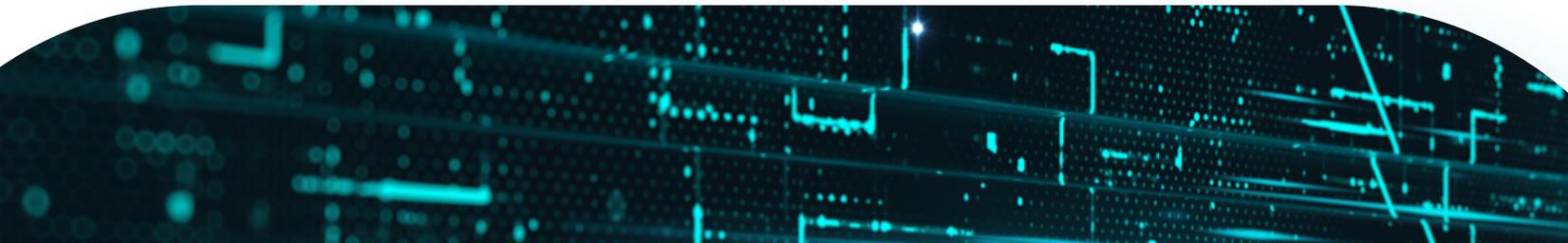
ANALYST RECOGNITION



ESET was included in two Forrester reports: The Forrester Tech Tide™: Zero Trust Threat Detection And Response, Q2 2021 and The Forrester Tech Tide™: Threat Intelligence, Q2 2021.



ESET has been recognized as a Top Player in the Radicati APT Market Quadrant report 2021.



AWARDS



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



ESET was certified with the Approved Business Security Product award for July 2021 from AV-Comparatives.



ESET gained the Top Product award in the AV-TEST Product Review and Certification with perfect Protection, Performance and Usability scores in the April 2021 test.



ESET was honored with the Best Android Security Product award 2020 for business users from AV-TEST.



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 2020.



ESET has earned the AAA award for its ESET Endpoint Security solution in SE Labs' Q1 2021 Enterprise Endpoint Protection awards.

COLLABORATING WITH GOOGLE



ESET partners with Google to protect Google Chrome users. Our award-winning technology is used by Google to scan, identify and remove unwanted software encountered by users of Chrome for Windows. ESET also works closely with Google to ensure the safety of the Google Play Store as a partner in the App Defense Alliance.

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 gets especially high scores for ease of use and quality of support.



In 2019, ESET was named a Gartner Peer Insights Customers' Choice for Endpoint Protection Platforms.

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CHOICE, the consumer advocacy group has awarded ESET consumer products as Recommended Products three years in a row for 2019, 2020 and 2021. ESET gets high marks for its ease of use, protection against malware, local network scanner function and minimal impact on system resources.

COMMITTED TO THE HIGHEST STANDARDS



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





“Our customers are very happy with ESET. They have a wide range of products that can protect businesses no matter their size or infrastructure. The ESET Australia team is always reachable and ready to help. We are really enjoying our partnership with ESET.”

Dennis Ferrin, Managing Director, Computer Technology Corporation, Australia





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.

Multi-layered defense

Fighting modern malware is a constant battle against teams of skilled and financially motivated individuals. Digital security companies need to refine products by adding layers of defense so that modern malware can be detected and blocked. A single point of protection or method of defense is simply not enough. Today's dynamic and targeted malware calls for a multi-layered approach based on proactive and smart technologies allowing us to detect and block threats faster and at different stages of its lifecycle. ESET's approach includes pre-execution, execution and post-execution layers, and our products stand on three pillars:



ESET LIVEGRID®

Whenever a zero-day threat such as ransomware is seen, the file is sent to our cloud-based malware protection system, ESET LiveGrid®, where the threat is detonated and behavior is monitored. Results from this system are provided to all endpoints globally within minutes, without requiring any updates.



MACHINE LEARNING

Uses the combined power of neural networks and handpicked algorithms to correctly label incoming samples as clean, potentially unwanted or malicious. To offer the best detection rates and lowest possible number of false positives, ESET Augur, our machine-learning engine, is fine tuned to cooperate with other protective technologies such as DNA, sandbox and memory analysis, and to extract behavioral features.



PEOPLE

It's not all about technology. ESET invests heavily in its people to ensure we have an educated and trained workforce that wants to stay with the company. World-class security researchers share their knowledge to ensure the best round-the-clock global threat intelligence.



BALANCE IS KEY

ESET is dedicated to providing products with the best balance of performance, detection and the lowest incidence of false positives. Many security vendors are proficient at one or two of these, but having the best balance of all three ensures you have the strongest level of protection.



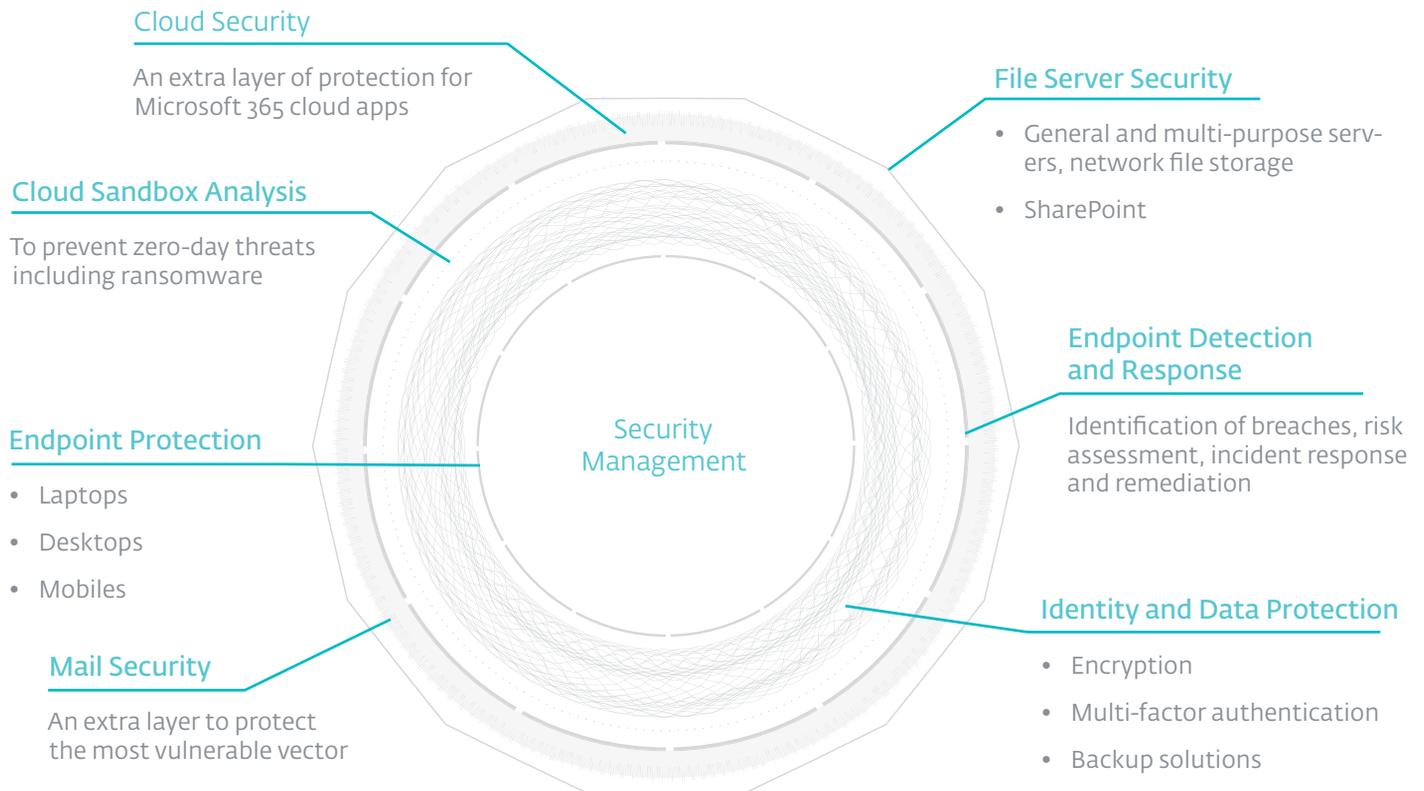
PRODUCT GUARANTEE

You won't need to worry if one of your customers experiences a problem. An ESET representative can evaluate their setup and the configuration of their environment via a remote session. This health check is free for your customers with more than 250 seats.

Something for everyone

Regardless of the type or size of customer you work with, we have the right product.

Our comprehensive digital security offering includes multiple layers of protection.



Cybersecurity Services from deployment to upgrade and premium support

Cloud and onsite deployments

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

Multi-platform 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 is more than just antivirus. We provide solutions such as encryption, multi-factor authentication, and enhanced security like Endpoint Detection and Response (EDR), Threat Intelligence and Cloud Sandbox. Our professional services include deployment and upgrade and we provide security services such as threat monitoring and threat hunting.



Over to you

Long-lasting cooperation, ease of doing business and cutting-edge technology – we're good at what we do. But this isn't about us – it's about you and your customers. We want to ensure that the products of our expertise and experience are as easy to understand and use as possible. We're digital security enthusiasts and we want you on board. We're busy, but never too busy to take your call or answer your email. Get in touch.



Point your camera here.

BECOME AN ESET PARTNER

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