

Matriz de Liderazgo en Ciberseguridad Global de Canalys 2020



VB rating
May 2020:
84.2%

Global 2019
market share:
0.8%

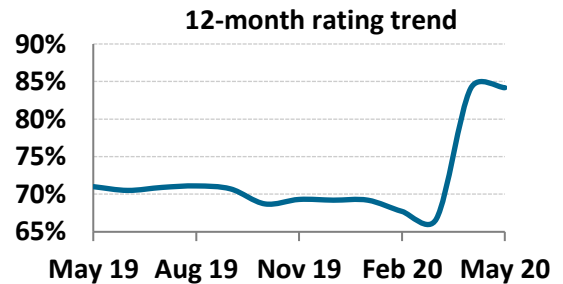
Global 2019
Shipment growth:
9.4%

✓ **Highest-rated benchmark metrics**

- Product availability and supply (90.7%)
- Ease of doing business (88.0%)

✗ **Lowest-rated benchmark metrics**

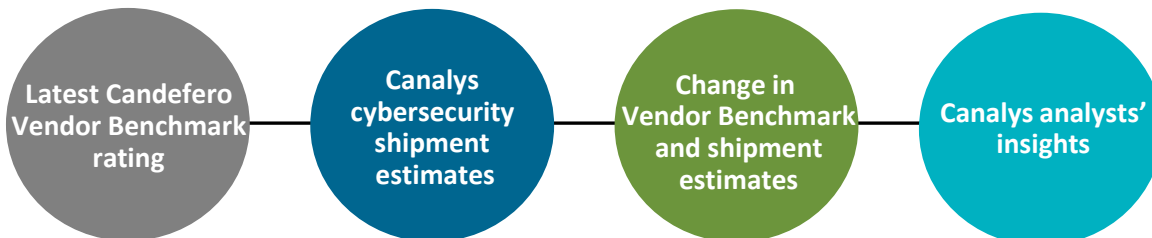
- Marketing and lead-generation (77.1%)
- Growth through services and support (81.1%)



- The collaboration between direct and indirect routes to market is a key part of ESET's strategy. Following the expansion of offices in Milan and Japan in 2018, it opened a new office in Mexico to strengthen its local presence in Latin America. ESET continues to strengthen its pilot Strategic Accounts Program, which will be extended to the DACH region, France, UK and Japan in 2020, which aims to improve communications and use feedback from key enterprise accounts across the world.
- ESET is focused on process simplification, training and supporting its channel business. It has over 7,000 MSPs in its program. It launched a new MSP enablement module to drive growth, as well as used local Partner Councils to collect feedback on product roadmaps, technologies and customer needs.

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About the Canalys Cybersecurity Leadership Matrix



The Cybersecurity Leadership Matrix assesses vendor performance in the channel, based on EMEA channel feedback into the Vendor Benchmark over the last 12 months, and an independent analysis of vendors, assessing vision and strategy, portfolio competitiveness, customer coverage, channel business, M&A activities, new product launches, recent channel initiatives launched and future channel initiatives planned. The Vendor Benchmark tracks leading technology vendors around the world, collating the experiences that channel partners have when working with different vendors. Channel partners are asked to rate their vendors across the 10 most important areas of channel management.

The Canalys Cybersecurity Leadership Matrix provides a graphical representation to assess the performance of each vendor over time, and positions them in one of four categories:

- **Champions:** Vendors with high channel scores, which have shown both continued improvement in channel management, strategy and execution, and a commitment to driving future improvements.
- **Contenders:** Vendors with high channel scores, but which have seen declines in channel sentiment and/or a deterioration in channel commitment or execution.
- **Growers:** Vendors with low channel scores, but which have seen improvements in channel sentiment and performance.
- **Stragglers:** Vendors with low channel scores, which have seen channel sentiment and/or performance deteriorate or stagnate.

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