

Kaspersky Premium Support

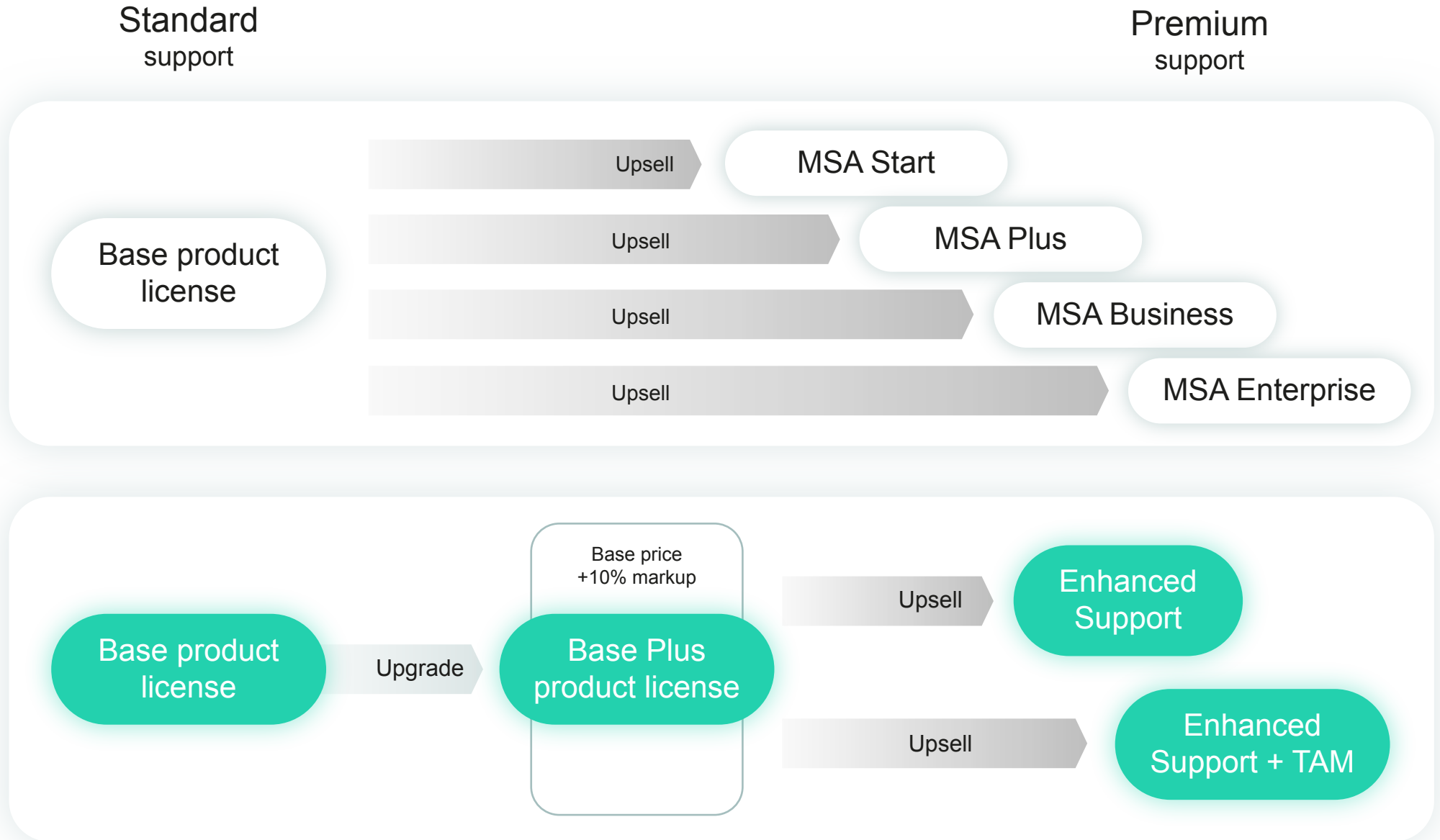
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What's new

Old model



New model



- Enterprise licensing policy specifics

- All B2B products having Premium Support are sold into Enterprise strictly at **Plus** tier or above!



EXAMPLE



Full list of Enterprise products with Premium Support is [here](#)

Product: Kaspersky EDR
Optimum

	SMB	ENTERPRISE
No. of licensing units	10-999	1000+
Offered levels of support	Standard, Plus, Plus + Enh. Support, Plus + Enh.support +TAM	Plus, Plus + Enh. Support, Plus + Enh.support +TAM

Support tiers (simple migration matrix)

Old model	Benefits
MSA Start	Web/phone support: 8x5 Response time SLA for Severity 1 — 6 working hours Number of Premium Incidents: 6
MSA Plus	Web/phone support: 8x5 Response time SLA for Severity 1 — 4 working hours Number of Premium Incidents: 12
MSA Business / MSA for KATA	Web/phone support: 24x7 (Severity 1) Response time SLA for Severity 1 — 2 hours Number of Premium Incidents: 36
MSA Enterprise / SAM for KATA	Web/phone support: 24x7 (Severity 1 and 2) Response time SLA for Severity 1 — 30 minutes Number of Premium Incidents: Unlimited Dedicated TAM

VS

New model	Benefits
Plus license	Web/phone support: 24x7 Response time SLA — Standard support SLA No Premium Incidents
Plus license + Enhanced Support certificate	Web/phone support: 24x7 Response time SLA for Severity 1 — 2 hours Number of Premium Incidents: Unlimited
Plus license + Enhanced Support with TAM certificate	Web/phone support: 24x7 Response time SLA for Severity 1 — 30 minutes Number of Premium Incidents: Unlimited Dedicated TAM

Sales scenarios



Customer
wants **1 product**

for instance



Kaspersky
Endpoint Security
for Business



phone support 24x7

- Purchase new bundled KESB license — KESB Base **Plus** license

Sales scenarios



Customer
wants **1 product**

for instance



Kaspersky
Endpoint Security
for Business



support with dedicated TAM

- Purchase new bundled KESB license — KESB Base **Plus** license
- Additional purchase of Enhanced Support + TAM certificate

Sales scenarios

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Customer

wants **2 products**

for instance



Kaspersky
Endpoint Security
for Business



Kaspersky
Hybrid Cloud
Security



support with dedicated TAM for both products

- Purchase new bundled KESB license — KESB Base **Plus** license
- Purchase new bundled Hybrid license — Hybrid Base **Plus** license
- Additional purchase of Enhanced Support + TAM certificate

Sales scenarios



Customer

wants **2 products**

for instance



Kaspersky
Endpoint Security
for Business



Kaspersky
Hybrid Cloud
Security



support with dedicated TAM for KESB only

standard support for Hybrid

- Purchase regular license for Hybrid — Hybrid Base license
- Purchase new bundled KESB license — KESB Base **Plus** license
- Additional purchase of Enhanced Support + TAM certificate

Sales scenarios



Customer already has **1 product** wants premium **support with TAM**

Already has Base license



Kaspersky
Endpoint Security
for Business



support with dedicated TAM

Upgrade current licenses to bundled KESB license — KESB Base **Plus** license

- Additional purchase of Enhanced Support + TAM certificate

Sales scenarios

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Customer

wants **1 product**
and Add-on

for instance

Add-on



Kaspersky
Endpoint Security
for Business



Kaspersky
Endpoint Detection
and Response



phone support 24x7

- Purchase new bundled KESB license — KESB Base **Plus** license
- Add-on will have the same level of support as main product has.

Materials

- Marketing leaflet
- PPT
- Web site updates
- FAQ for support team

Compare Kaspersky Support Service Features:

Support	Standard license	Plus license	Plus license + Enhanced Support certificate	Plus license + Enhanced Support with TAM certificate
Support Coverage Incident ID and Support:				
Premium Incidents Per Year ¹	N/A	N/A	Unlimited	Unlimited
Assigned Customer Technical Contacts	N/A	N/A	4	8
Break/Fix Incidents ²	Unlimited	Unlimited	Unlimited	Unlimited
Support Availability Telephone Support:				
All Severity Levels	No	24x7x365	24x7x365	24x7x365
Web Ticket and Live Chat Support ³ :				
Severity Level 1	Processed during office hours	Processed during office hours	24x7x365	24x7x365
Severity Level 2	Processed during office hours	Processed during office hours	Processed during office hours	24x7x365
Severity Level 3-4	Processed during office hours	Processed during office hours	Processed during office hours	Processed during office hours
Response Time⁴				
Severity Level 1	N/A	N/A	Level 1: 2 hours	Level 1: 30 minutes
			Level 2: 6 working hours	Level 2: 4 hours
Severity Level 2-4	N/A	N/A	Level 3: 8 working hours	Level 3: 6 working hours
			Level 4: 10 working hours	Level 4: 8 working hours
Remote Assistance				
Availability by Level	No	No	All severity levels	All severity levels
Enhanced Support Services Dedicated Security Contacts				
Assigned Technical Account Manager (TAM) dedicated to maintaining your company's security through proactive	No	No	TAM Team (Senior team of engineers)	Dedicated TAM



Questions?

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