



Avangate Case Study: Kaspersky

Kaspersky Lab Accelerates Online Global Expansion with Avangate

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Kaspersky Lab: Protection for over 300 Million Users Worldwide

About Kaspersky

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions and one of the fastest growing IT security vendors worldwide. Since its establishment in 1997, Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for consumers, SMBs and enterprises. Learn more at www.kaspersky.com



Accelerating Growth by Partnering with Avangate

Kaspersky Lab continues to improve its market position, demonstrating higher growth rates than the market in general. For example, the company grew by 14% in 2011 compared with the previous year.

"With such aggressive growth rates in an industry that is already extremely competitive, we need to select partners that help us take the company one step further. By leveraging the Avangate SkyCommerce solution, we were able to pursue our target markets at an amazing pace.

"What other providers could have offered in 6 months, Avangate delivered in just weeks, allowing us to bring localized e-stores to the market swiftly and improve conversion rates as the result of an enhanced shopper experience," explains Pavel Korolev, Head of Online Sales, Emerging Markets for Kaspersky Lab.

Expanding Frictionless Sales to B2C and B2B

Korolev adds: “We started working with Avangate on one single market in Eastern Europe. We quickly realized that Avangate is a reliable and highly efficient partner that helps us deliver better results faster, so we extended the territories on their roster.

“At Kaspersky Lab, business development teams are very thorough about entering new markets and have a custom approach in terms of best products, pricing, local support, payment methods, etc. Avangate has not only provided Kaspersky Lab with a strong, agile platform, but also with all the necessary tools and expertise to help us succeed online in markets such as Central Europe, the Middle East and Africa,” Korolev continues.

Avangate provided Kaspersky Lab with local e-stores, fully adapted to individual markets, including currencies, payment methods, languages, support numbers, taxation, invoicing regulations.



Additionally, Avangate supported Kaspersky Lab with various custom implementations and integration projects:

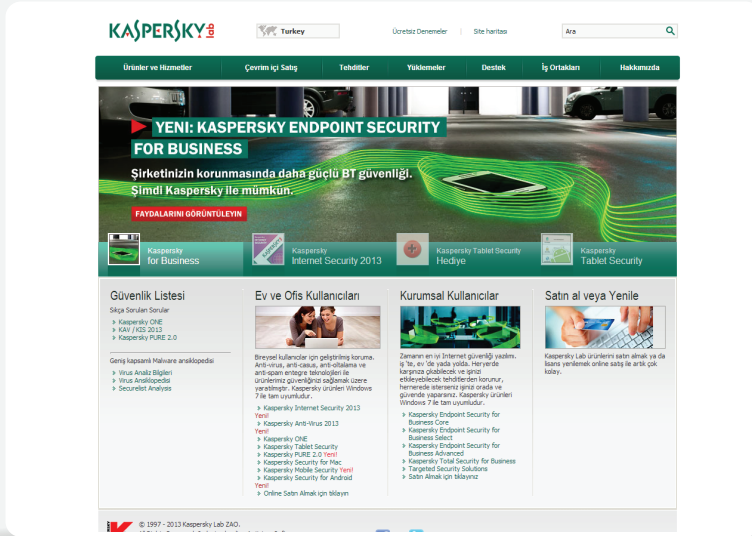
- ▶ Integration with Kaspersky Lab’s license key generation and order management system, for improved reporting and operational efficiencies.
- ▶ Financial reporting customized to Kaspersky’s internal systems of record and invoicing requirements.
- ▶ Integration with Kaspersky’s Omniture Site Catalyst account, assisting the online marketing team with improved visibility into stores’ analytics.

In January 2013, Kaspersky Lab commissioned a B2B marketplace from Avangate specifically targeted at SMB markets in Europe, the Middle East and Africa. This project was deployed within one month, from start to finish.

Various enhancements, such as affiliate tracking for custom redirects to Kaspersky’s store pages (especially useful for B2B sales), were also implemented by Avangate.

Avangate: Kaspersky Lab's Best Partner of the Year

In 2012, Kaspersky Lab selected Avangate as its Best Partner of the Year in Emerging Markets amongst participants from 57 countries.



“Avangate was recognized for its rapid speed of deployment and significant role in shaping Kaspersky’s online shopping experience in emerging markets such as Turkey, Hungary and the Czech Republic. All stores have been customized to support the native languages, currencies, buyer behaviors and service needs of Kaspersky Lab’s rapidly growing EMEA customer base,” declares Vasiliy Dyagilev, Managing Director, Emerging Markets for Kaspersky Lab.


“At Kaspersky Lab, we have very ambitious go-to-market targets. What we love about Avangate is that they help us meet those targets,” concludes Pavel Korolev, Head of Online Sales, Emerging Markets for Kaspersky Lab.

Avangate was recognized for rapid speed of deployment and playing a significant role in shaping Kaspersky Lab’s online shopping experience in emerging markets.

How Avangate Can Help You

Designed for selling more software through any channel, using any model, Avangate is an integrated platform providing a full-featured, modular eCommerce solution, a partner order & revenue management system, and a global affiliate network, together with professional services.

Want to find out how we can help your company sell software successfully worldwide?

 Contact us today. Full details below.

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