

Kaspersky Lab Grows Reseller Revenue with 2Checkout's Channel Manager

Leading cybersecurity vendor accelerates time to market and automates order fulfillment for a network of 70,000 resellers worldwide.

ATLANTA, GA – March 22, 2018 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, today announced its client Kaspersky Lab has improved worldwide reseller management and revenue with 2Checkout's Avangate Channel Manager Solution. Automating order fulfillment, serving resellers in real time and delivering a localized partner interface helped Kaspersky Lab empower its partners to sell more products globally.

Thanks to previous collaboration with 2Checkout through the Avangate eCommerce solution for direct online sales, Kaspersky Lab was able to implement Channel Manager in just two months, significantly improving time to market. With the Avangate Channel Manager in place, Kaspersky Lab reseller partners can work much more effectively, thanks to 24/7 real-time order processing and fulfillment across the globe, seamless single sign-on with Kaspersky Lab's Global Partner Portal, an interface localized in multiple languages and improved visibility into commercial policies.

"2Checkout has a deep understanding of our needs and requirements. This project had a major contribution to our partner management success," said Olga Ushakova, Channel Platform Maintenance Manager, Kaspersky Lab. "We are able to work with thousands of reseller partners around the world in a very professional manner and fulfill their orders in real time."

Internally, Kaspersky Lab has benefited from operational savings, less time spent on routine administrative tasks, automated order processing and fulfillment, centralized reporting and a new channel for engaging reseller partners. As the company grows, reseller partners will continue to be an integral component of the global sales strategy.

“At 2Checkout, we understand the importance of simplifying the complex, especially true for an enterprise client like Kaspersky Lab, with global operations across multiple channels, and a 70,000-reseller network,” said Erich Litch, Chief Revenue Officer at 2Checkout. “Kaspersky Lab’s ability to grow reseller revenue by utilizing our digital commerce platform reflects what’s possible when vendors and their resellers utilize the right tools to sell subscription-based products worldwide. Ultimately, it is clear that improving engagement through frictionless commerce translates into increased revenue and retention, both from a partner and end-customer perspective.”

The Channel Manager solution is an integral part of the modularized Avangate Monetization Platform and combines ordering, license fulfillment and activation, billing and global payments into one powerful order and revenue management solution for companies selling through partners around the world. With its rich feature set and built-in automation, Channel Manager makes it easy to multiply global distribution channels online.

To learn more about the Kaspersky Lab implementation, read the [2Checkout case study](#). Read more about 2Checkout's Avangate [monetization](#) platform and [customer success stories on the company's website](#).

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About Kaspersky Lab

Kaspersky Lab is a global cybersecurity company operating in the market for over 20 years. Kaspersky Lab’s deep threat intelligence and security expertise is constantly transforming into next generation security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The company’s comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats. Over 400 million users are protected by Kaspersky Lab technologies and we help 270,000 corporate clients protect what matters most to them.

Learn more at www.kaspersky.com.

About 2Checkout (formerly Avangate)

2Checkout (formerly Avangate), a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company’s clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe. Avangate acquired 2Checkout in March 2017.

More information on the Avangate platform and services can be found on www.avangate.com.

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