



Canalys worldwide vendor benchmark: cybersecurity

**For Kaspersky's distribution
November 2019**

Summary

- The top three cybersecurity vendors in terms of channel satisfaction are Kaspersky, Sophos and ESET.
- Kaspersky improved overall in the last 12 months, with accreditation and specialization programs seeing the largest increase (+9.9%). This was followed by effectiveness of account management (+8.7%), and margin retention and profitability (+8.7%).

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Top 11 worldwide cybersecurity vendors				
Worldwide ranking	Cybersecurity vendor	Overall rating		Number of recent interviews
1	Kaspersky	75.8%	↑	126
2	Sophos	71.0%	↓	100
3	ESET	69.3%	↓	78
4	Cisco	68.4%	—	413
5	Palo Alto Networks	67.6%	↓	76
5	Fortinet	66.9%	↓	139
7	Check Point	66.4%	↑	57
8	Juniper Networks	65.2%	↑	93
8	Trend Micro	65.1%	↑	135
10	Symantec	62.0%	↑	236
11	McAfee	60.2%	↓	103

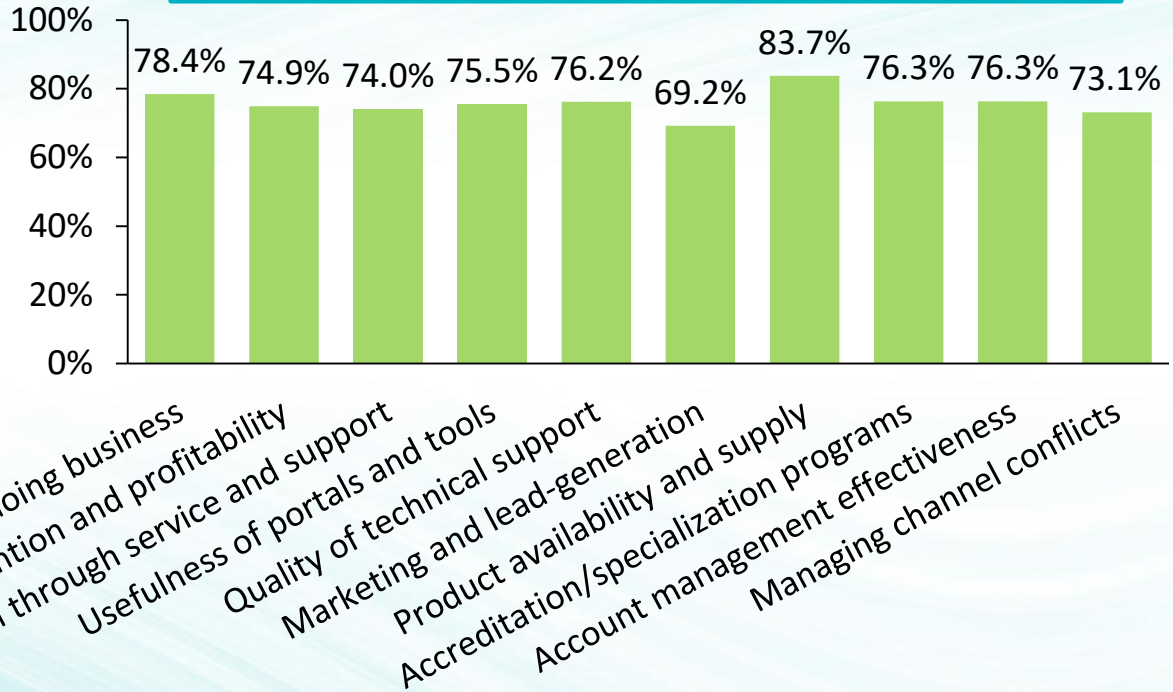
Note: arrows represent positive or negative year-on-year score change
Source: Canalys worldwide vendor benchmark, as of 1 November 2019

Vendor benchmark scorecard: Kaspersky

Highest ratings	
Product availability and supply	83.7% ↑
Ease of doing business	78.4% ↑
Lowest ratings	
Marketing activities and lead-generation	69.2% ↑
Managing channel conflicts	73.1% ↑

kaspersky

Ratings by topics
Overall rating: 75.8%



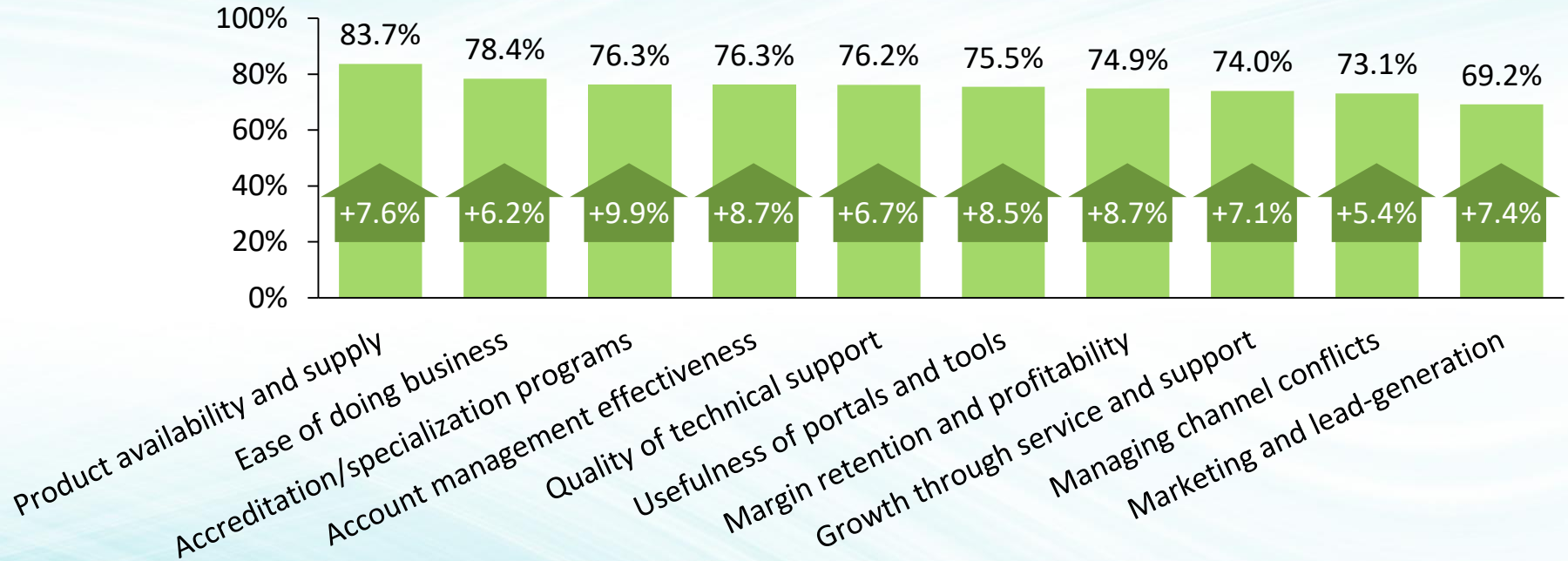
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Vendor benchmark ratings by topics: Kaspersky

kaspersky

Overall rating: 75.8%

+7.7%



Note: arrow percentages represent year-on-year score change

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Candefero partner community platform

- Candefero is an exclusive online community for the IT channel. It provides its members with high-quality market intelligence and trends analysis – free of charge.
- Candefero is also a forum for channel players to come together to discuss the burning issues affecting their businesses. Share knowledge by posting comments and responding to polls and surveys. Only people employed by authorized channel partners can join Candefero.
- Partners can complete the Canalys vendor benchmark on Canalys Candefero partner community platform
 - <https://www.candefero.com/vendorpartnerregister.php?id=104>
 - If partners are already Candefero members, it will take them to the usual benchmark page on Candefero.
 - If they aren't, it will take them to a page to fill in the benchmark.



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