



Your trusted digital security partner

Committed to long-lasting
cooperation and long-term
protection

Progress. Protected.

This is ESET

Proactive defense. Minimize risks with prevention.

Stay one step ahead of known and emerging cyber threats with our AI-native, prevention-first approach. We combine the power of AI and human expertise to make protection easy and effective.

Experience best-in-class protection thanks to our in-house global cyber threat intelligence, compiled and examined for over 30 years, which drives our extensive R&D network led by industry-acclaimed researchers.

ESET PROTECT, our cloud-first XDR cybersecurity platform, combines next-gen prevention, detection, and proactive threat hunting capabilities with a broad variety of security services, including managed detection and response.

Our highly customizable solutions include local support and have minimal impact on performance, identify and neutralize known and emerging threats before they can be executed, support business continuity, and reduce the cost of implementation and management.

ESET protects your business so you can unlock the full potential of technology.

ESET IN NUMBERS

1bn+

protected
internet users

400k+

business
customers

200

countries and
territories

12

global R&D
centers

Four boosts for your business

As a reseller, you will enjoy long-lasting cooperation—one of our key principles. Doing business with us will be effortless, as it should be. Most importantly, you can be sure we back you up with cutting-edge technology. We're working to protect people—we listen to our partners to understand their needs in order to improve what we offer.

LONG-LASTING COOPERATION

ESET boasts one of the highest renewal rates in the industry—up to 90% in some markets. Benefit from long-lasting relationships with strong local support at all stages. Use dedicated sales and technical support resources to help your business thrive.

PROVEN TECHNOLOGY

Staying one step ahead requires a strong research arm. With over 600 professionals and 12 centers on four continents, ESET R&D provides future-proof technology to help protect your reputation. Keep your customers satisfied and loyal in the long run.

EASE OF DOING BUSINESS

Avoid channel conflicts on both new and renewal business with our deal registration program. Get self-service solutions and high-quality leads from ESET. Use extensive marketing support offering ready-made campaigns and materials.

ALL-IN-ONE ACCESS

Experience simplicity and efficiency with ESET PROTECT Hub. This single-pane-of-glass access to ESET cloud solutions lets you maintain a clear overview of sold subscriptions and easily create reports.



“ALL OF THE ESET EMPLOYEES WE WORK WITH ARE THE BEST IN THE INDUSTRY. THE PEOPLE AT ESET ARE WHAT MAKES ESET GREAT, BUT THE SOFTWARE IS GREAT, TOO.”

Nathan Ware, CEO/CTO,
Rain Networks, USA

Long-lasting cooperation

As our partner, you will benefit from long-lasting relationships by getting not only world-class technologies, but also strong local support at all stages—from business planning to client retention. By cooperating with dedicated sales, marketing and technical support resources, you can be sure that your business and our partnership thrive.

A NAME AND A FACE AT ESET

There's "dedicated" and then there's "ESET dedicated." Your Account Manager isn't just assigned to you—they'll be devoted to making sure you get what you need. They're always on hand to support you, provide assistance and give advice on how to market and support ESET products and services. You'll get help with quotes, processing, business planning and additional sales resources, including Sales Engineers, to help you succeed.

If you want to move on from being a reseller, consider our Managed Service Provider (MSP) business model, a hybrid, or becoming a full-fledged Managed Security Service Provider (MSSP).

THE ESET MSP PROGRAM

Our MSP Program is designed around the needs of all types of service providers. It offers a unified ecosystem, a variety of integration options and a flexible ordering and billing process.

All ESET Channel Partners can use the monthly pay-as-you-go billing model without annual commitments. Our MSP-

optimized solutions are easy to use, minimize daily operations and enable you to provide trusted, top-rated security to your customers.

If you're an MSP that works with an RMM or PSA, we've got you covered. We cooperate with all major players.

PARTNERSHIP LEVEL	PLATINUM	GOLD	SILVER	BRONZE
24-hour access via phone using partner hotline	●	●	●	●
Dedicated Account Manager	●	●	●	
Weekly meetings with Account Manager	●	●		



THE PERSONAL TOUCH

Add weekly face-to-face meetings to your calendar if you are a Gold or Platinum Partner. We won't be "going through the motions" in these meetings. They have a clearly defined purpose in order to be productive—your time won't be wasted.

PRE-SALES TOOLS AND SUPPORT

You'll get access to Pre-sales Engineers to help with demos. You'll also have access to other resources, including:

- ✓ The learning vault, to help you become familiar with our products
- ✓ Online demos, webinars and other content resources to use with prospecting
- ✓ The Partner portal for the creation of quotes and sales orders

LOCAL TECH SUPPORT AND EASY ESCALATION

We don't have call center operatives—we have dedicated support staff with in-depth knowledge of our products and our partners' needs. As a reseller, you'll get ESET's free local technical support in your language—the kind of support you would expect from a top IT security company. Call us at any hour and get prompt escalation of technical support via your Account Manager.

GET CUSTOMERS ON BOARD, KEEP THEM ON BOARD

Customers stay with ESET in the long-term. We have one of the highest renewal rates in the industry—up to 90% in some markets. Do you want to achieve these kind of retention figures? ESET's Account Manager team will analyze your customers' requirements regularly to find additional security solutions that will benefit them. If your customers feel secure, they're more likely to be loyal, which will be reflected in your revenue.



“WE CHOSE ESET BASED
ON THE LEVEL OF SERVICE
WE RECEIVED FROM OUR
ACCOUNT MANAGER
AND THE QUALITY OF
THE PRODUCT.”

Phil Herrington, Sales Manager,
Holistic IT, United Kingdom

Ease of doing business

We make it easy to focus on your core business with ESET PROTECT Hub. Your single-pane-of-glass access to our solutions ensures you stay efficient, fast, and future-forward. Effortlessly monitor sold solutions and create reports. Satisfy your customers and boost business continuity.

DEAL REGISTRATION, EVEN ON RENEWAL BUSINESS

Enjoy our intuitive deal registration process and avoid worrying about typical channel conflicts on both new and renewal business. Our deal registration program rewards your efforts in the area of acquisition and retention with simple online registration and quick approval turnaround. In addition, you have the ability to enable online renewals for your customers so you can focus on new business while still receiving your margin on all your renewals through ESET's website.

SELF-SERVICE SALES PORTAL

We want selling ESET products to be as easy as possible, so you can use our self-service partner portal, where you can do things such as:

- ✓ Get quotes and make purchases on your own
- ✓ Find marketing and sales resources

If you need extra help on a quote or purchase, go straight to your Account Manager.

LEAD GENERATION AND SHARING

You'll get lead generation activities, content and campaigns that are dual branded with your logo and we'll keep in touch with regular product updates. ESET is a channel-focused organization and can therefore pass on leads to empower you to close deals. Join a robust Marketing Development Funds (MDF) program which provides an easy way to request funding for things like event sponsorship, advertising and open houses. We'll aim to increase your sales by helping you cross-sell ESET products, expand your customer base through recruitment programs and provide ongoing communication with your customers.

MARKETING SUPPORT

Enjoy straightforward communications with our marketing team, who will help you through a variety of channels including webinars, newsletters and product announcements. You'll get to use email templates, landing pages, thought leadership content, research and product content. Alternatively, you can create your own customized communications from existing content.

Industry and customer recognition

Large organizations engaged in channel sales business have given ESET top marks for our overall reseller program and we are recognized in significant industry reports on the digital security market.



CHAMPION IN CANALYS GLOBAL CYBERSECURITY LEADERSHIP MATRIX

ESET achieved 'Champion' status for the fifth consecutive year in the Canalys Global Cybersecurity Leadership Matrix, maintaining our 2020 position, with a focus on partner enablement to run campaigns and execute sales initiatives. Our commitment, ease of doing business, and the quality of our account management were rated highest by our partners.



ACHIEVING EXCELLENCE IN CRN'S 2024 PARTNER GUIDE

ESET was recognized by CRN®, a brand of The Channel Company, with a prestigious 5-Star rating in its 2024 Partner Program Guide. This annual guide offers solution providers and VARs essential guidance to explore and identify technology partners whose programs deliver the most value and align strongly with their business goals.

ANALYST RECOGNITION

FORRESTER®

ESET was recognized as a 'Strong Performer' in the Forrester Wave™: Endpoint Security, Q4 2023 report.

THE RADICATI GROUP, INC. A TECHNOLOGY MARKET RESEARCH FIRM

ESET has been recognized as a 'Top Player' for the fifth year in a row in Radicati's 2024 Advanced Persistent Threat (APT) Market Quadrant.

Awards



ESET has been named a 'Strategic Leader' in the rigorous AV-Comparatives Endpoint Prevention and Response Test.



ESET was certified with the Approved Business Security Product award for December 2023 from AV-Comparatives.



ESET gained the Top Product award in the AV-TEST Product Review and Certification with perfect Protection, Performance and Usability scores in the April 2024 test.



ESET Mobile Security 8.2 was awarded the top score of 6 out of 6 in each of the 3 categories in the AV-TEST test: "The best antivirus software for Android" in January 2024.



ESET received the Best Small Business Endpoint Award at the SE Labs Annual Security Awards 2024.



ESET has received the AAA award in the Enterprise Endpoint Security test from SE Labs, Q1 2024.

Customer recognition



ESET is consistently rated as a leader in the category of endpoint protection suites by G2, a community of more than 500,000 authenticated users. ESET attains especially high scores for ease of use and for best meeting customer requirements.



ESET has been peer-recognized as a Customers' Choice among Midsized Enterprises in the 2024 Gartner Peer Insights Voice of the Customer for Endpoint Protection Platforms report.

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This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from ESET.

Committed to the highest standards



ESET participated in the latest MITRE Engenuity ATT&CK Evaluations: Enterprise. The XDR-enabling component of our ESET PROTECT platform, ESET INSPECT, was tested using techniques inspired by the Turla threat actor.

ESET technology successfully blocked 10 out of 13 protection tests and detected 111 out of 143 substeps.



ESET Achieved Platinum OPSWAT Access Control Certification for Endpoint Security Applications. Access Control Certification strengthens ESET by validating the compatibility and effectiveness of its cybersecurity products and by bridging the device trust gap.



ESET received ISO 9001:2015 Quality Management System certification for our commitment to meeting the highest standards of quality and customer satisfaction.



ESET is compliant with ISO/IEC 27001:2013, an internationally recognized security standard in implementing and managing information security.



“IT GIVES US PEACE OF MIND TO KNOW WE ARE USING A PIONEERING PRODUCT LIKE ESET.”

Peter Barnfield, Finance Director,
Apex Computing, United Kingdom

Proven technology

As a reseller, you are telling your customer that you approve and put your own trust in this solution. Ensuring that a high quality and future-proofed product is sold protects ESET's reputation. More importantly, it protects your reputation. It also keeps your customers satisfied and loyal in the long run.

ESET RESEARCH AND DEVELOPMENT PROVIDES FUTURE-PROOF TECHNOLOGY

You can have confidence in the future of ESET technology. Staying one step ahead requires a strong research arm. ESET employs over 600 research and development professionals (40% of all staff) in 12 centers across four continents. They are focused exclusively on understanding attacks, keeping up on the latest trends, and educating the public.

We are constantly discovering and neutralizing new digital threats. Our researchers uncovered Industroyer and LoJax—the first in-the-wild UEFI malware. We also contribute to MITRE ATT&CK®, a globally-accessible knowledge base of adversary tactics and techniques based on real-world observations.

welivesecurity™

Add our award-winning digital security blog, WeLiveSecurity™, to your reading list! Stay informed with the latest industry news, research and insights from ESET security experts. Use our widget to easily embed WeLiveSecurity™ news into your website and provide high-quality content to your customers.

Multilayered proactive protection

In today's constantly evolving threat landscape, a single layer of defense is not enough. **ESET LiveSense®**, our proven, multilayered security technology goes far beyond the capabilities of basic antivirus. ESET's approach includes pre-execution, execution and post-execution layers, encompassed by ESET LiveSense, and is built on three core strengths:



ESET LIVEGRID®—CLOUD REPUTATION SYSTEM

ESET LiveGrid is our cloud reputation system, which utilizes data that ESET users have submitted worldwide and sends it to the ESET Research Lab. By providing suspicious samples and metadata from the wild, ESET LiveGrid enables us to react immediately to the latest threats and serve the needs of our customers.



ARTIFICIAL INTELLIGENCE

Using the combined power of neural networks and handpicked algorithms, our technology labels incoming samples as clean, potentially unwanted, or malicious. To offer the best detection rates and the lowest possible number of false positives, our machine-learning engine—ESET Augur—is fine-tuned to cooperate with other protective technologies, such as DNA, sandbox, and memory analysis, to extract behavioral features.



HUMAN EXPERTISE

ESET's world-class security researchers share elite know-how and intelligence to ensure our users benefit from optimum, round-the-clock threat intelligence.

BALANCE IS KEY

That's why ESET has continued to invest heavily, for over 30 years, in multiple layers of proprietary technology that prevent breaches of its customers' endpoints and systems by both known and never-before-seen threats.

Occasionally, of course, prevention layers are breached, at which point ESET sensors detect any intrusion and our automated response systems act immediately to

intercept the threat and prevent it from causing damage.

We provide a sophisticated extended detection and response (XDR) solution to investigate and remediate breaches.

All the while, our technology takes the results of these prevention, detection and response elements to inform and harden systems against future attack.

ESET PROTECT Platform

The unified cloud-first XDR cybersecurity platform that combines AI-native next-gen prevention, detection and proactive threat hunting.



Cybersecurity Services from deployment to upgrade and premium support

CLOUD AND ON-PREM DEPLOYMENTS

We offer customers options by providing management for both cloud and onsite deployment.

MULTIPLATFORM SOLUTIONS

We protect Windows, Mac, Linux and Android devices, including Smart TVs. We cover everything you might expect for business customers: endpoints, servers, mail, virtualization, mobile and more.

BEYOND ENDPOINT SECURITY

Digital security must match the growing sophistication of digital adversaries. We offer a full spectrum of security solutions via our ESET PROTECT Platform, including managed detection and response (MDR), extended detection and response (XDR) capabilities, plus ESET Threat Intelligence and Advanced Threat Defense. In addition, our professional services include Deployment & Upgrade and Premium Support, and our security services provide Threat Monitoring and Threat Hunting.

OVER TO YOU

With an open, cooperative approach to doing business and cutting-edge technology that powers the world's most formidable cyber threat prevention, detection and response platform, we're confident that we can deliver the goods. But this isn't about us—it's about you and your customers.

You need to be sure that the products of our expertise and experience are easy to understand, sell and use. We're digital security enthusiasts and we want you on board—so let us show you. We're busy, but never too busy to take your call or answer your email. Do get in touch.

BECOME AN ESET PARTNER

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Point your camera here.