

Kaspersky Lab Named a Champion in Canalys Leadership Matrix for APAC in Q1 2018



Kaspersky Lab has been positioned in the Champions quadrant of the Canalys Leadership Matrix for Asia Pacific in 2018. As a Champion, Kaspersky Lab achieved the highest scores from its partners in 10 areas of channel management while also showing the greatest improvement on these scores over the course of 12 months.

The Leadership Matrix recognizes the cream of the crop of the leading technology vendors that have shown remarkable strides in providing successful engagements with its channel partners. Kaspersky Lab is among the 11 technology vendors in the Champion category.

This is the first time that Kaspersky Lab has received this ranking from Canalys, a leading global technology market analyst firm with a distinct focus on channel.

“As a technology company, we continually strive to be a champion especially in the very dynamic cybersecurity space. The results of this objective evaluation by Canalys with our channel in the region demonstrates our commitment to deliver the right support and opportunities to our partners and we are grateful for their strong validation of our initiatives,” said Stephan Neumeier, Managing Director for Kaspersky Lab Asia Pacific.

“For over 20 years, we have been tirelessly innovating our products and services to produce game-changing technologies to the market. But our successes throughout these years have all been possible with the meaningful alliances with our business partners to deliver the most reliable cybersecurity protection to our customers. We are committed to work with our partners closely even more and help them drive their profitability to new heights,” he added.

Over 1,800 channel partner responses were collected by Canalys across APAC between February 2017 to February 2018 comparing vendors against their peers in channel management. A total of 27 leading technology vendors were assessed in the Canalys Leadership Matrix in the region for this period.