



# Canalys worldwide vendor benchmark: cybersecurity












**For Kaspersky's distribution  
December 2020**

# Summary

- The top three cybersecurity vendors in terms of channel satisfaction are Kaspersky, ESET and WatchGuard.
- Kaspersky improved overall in the last 12 months, with its ability to manage channel conflicts seeing the largest increase (+15.1%). This was followed by marketing activities and lead generation (+14.5%), and effectiveness of account management (+13.8%).

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## Top 11 worldwide cybersecurity vendors

| Worldwide ranking | Cybersecurity vendor | Overall rating | Annual change   | Number of recent interviews |
|-------------------|----------------------|----------------|---|-----------------------------|
| 1                 | Kaspersky            | 87.8%          | 12.0%  | 679                         |
| 2                 | ESET                 | 87.4%          | 16.4%  | 377                         |
| 3                 | Trend Micro          | 78.9%          | 11.3%  | 114                         |
| 4                 | Check Point          | 76.0%          | 9.1%   | 145                         |
| 5                 | Juniper Networks     | 73.1%          | 6.7%   | 141                         |
| 5                 | Sophos               | 70.8%          | -0.2%  | 97                          |
| 7                 | Palo Alto Networks   | 69.7%          | 4.6%   | 68                          |
| 8                 | Cisco                | 68.9%          | 6.9%   | 180                         |
| 8                 | Fortinet             | 68.3%          | 1.4%   | 71                          |
| 10                | Symantec             | 61.7%          | -0.3%  | 182                         |
| 11                | McAfee               | 59.0%          | -1.2%  | 25                          |

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

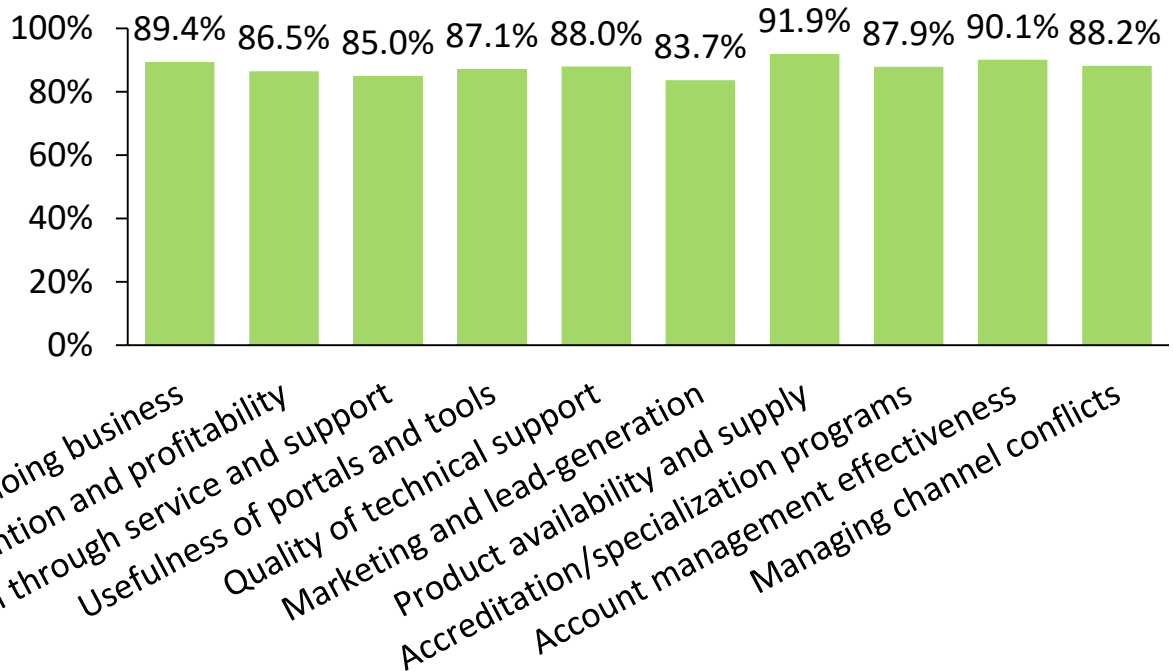
Source: Canalys worldwide vendor benchmark, as of 14 December 2020

# Vendor benchmark scorecard: Kaspersky

| Highest ratings                    |         |
|------------------------------------|---------|
| Product availability and supply    | 91.9% ↑ |
| Account management effectiveness   | 90.1% ↑ |
| Lowest ratings                     |         |
| Marketing and lead-generation      | 83.7% ↑ |
| Growth through service and support | 85.0% ↑ |

**kaspersky**

Ratings by topics  
Overall rating: 87.8%



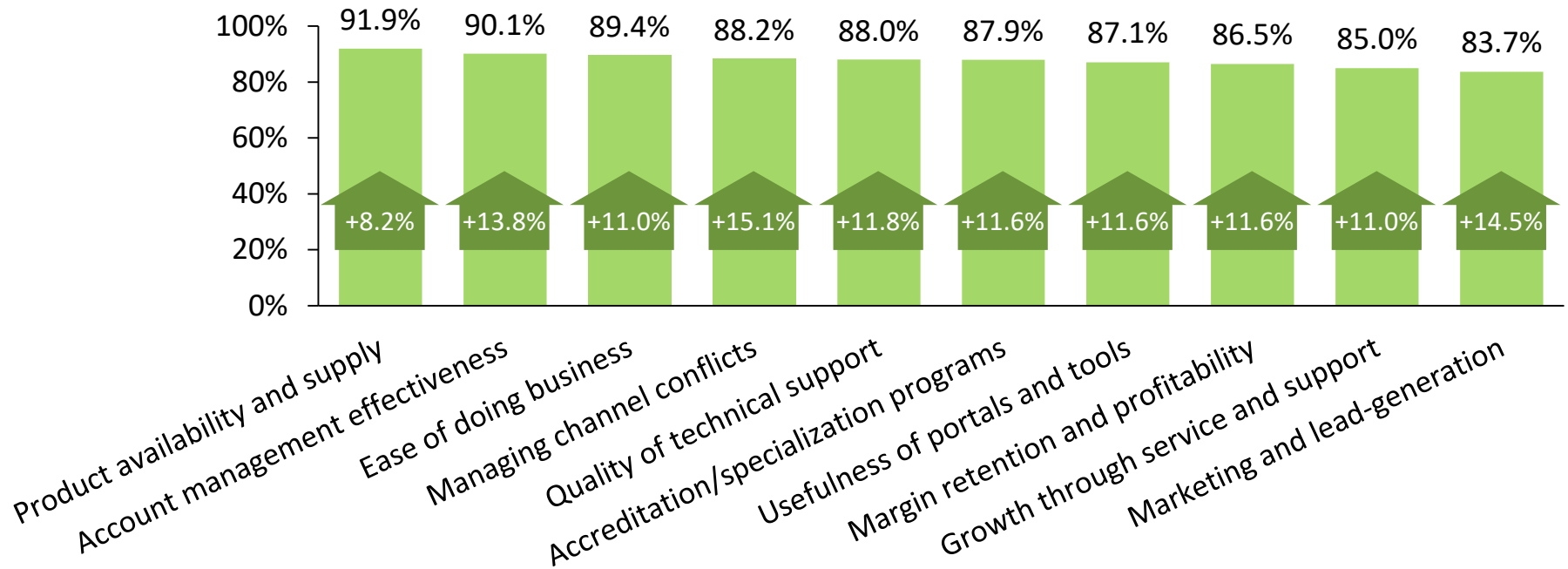
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# Vendor benchmark ratings by topics: Kaspersky

kaspersky

Overall rating: 87.8%

+12.0%



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

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# Call to action link for partners and prospects

- Candefero is an exclusive online community for the IT channel. It offers its members 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 the Canalys Candefero partner community platform.
  - <https://www.candefero.com/vendorpartnerregister.php?id=104>.
  - If partners are already Candefero members, it will take them straight to the usual benchmark page on Candefero.
  - If they aren't, it takes them to a page to fill in the benchmark.



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