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Leveraging the SiriusDecisions Partner Onboarding Framework, we were able to quickly establish processes that accelerated our partner time to revenue.

**More
than 3X**

increase in the
volume of deal registrations



Challenge

Kaspersky was entering **new routes to market through non-traditional channels** and wanted to enable more partners, increase pipeline results, accelerate the time to first/second sale and expand the number of partners selling.



Solution

Kaspersky launched a consistent onboarding and training program **that increased bookings across all segments**. It established a comprehensive 90-day guided onboarding program with five distinct phases, providing **partners with a clear path to success**.



Result

Kaspersky's dedication to aligning onboarding training to a defined process has **resulted in program consistency and increased partner adoption**. Kaspersky accelerated its partner time to revenue **while increasing deal registrations and revenue bookings**.