

UKRAINIAN ANTIVIRUS LABORATORY

Technologies, products, partnership

Zillya OEM

ANTIVIRUS

Practical guide:

how to start business on antivirus software market?

PRACTICAL GUIDE

Zillya! OEM Partner Program.

How to start business on antivirus software market?

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ZILLYA! LABORATORY

— Who we are?

Zillya! Laboratory is the only Ukrainian antivirus software development company, which successfully works on local and international markets. Our experience is in working with B2C and B2B markets and providing the partners with OEM-solutions (so-called "white label") and SDK. Currently, company has OEM-partners in more than 15 countries around the world.

— Our achievements

Company's story started in 2009 in Kiev city, the capital of Ukraine and today's centers of IT industry in the Eastern Europe. Since the time of foundation, company has developed from scratch all technologies that are used in our products. **Zillya! today is:**

- 7+ years of experience on antivirus software market,
- 3+ mln users around the world,
- 25+ OEM partners in more than 15 countries,
- 15+ mln signatures in virus databases.

Zillya! exchanges with virus samples, technologies of virus analysis and their neutralization with well-known leaders in antivirus industry such as: VirusTotal (Spain), Panda Labs (Spain), Sunbelt (USA), AhnLab Inc. (Korea), and Sophos (UK). The company collaborates with its colleagues from NANO (RF) and VBA (Belarus).



— Technologies

Zillya! Laboratory combines different technologies of antivirus protection that were developed by our own specialists. Core technologies of malware detection that are currently used in our products are: signature-based detection, heuristic analysis, and behavioristic analysis (HIPS). Every day our laboratory adds more than 60.000 signatures into virus databases. It helps our partners to keep products always up-to-date and to provide users with protection against newly created malware.

For instance, Zillya! Laboratory receives more than 100.000 files for analysis from top online scanner Virus Total. Together with signature-based detection, which identifies the 'signatures' of known malware, heuristic analyzer and HIPS allow our products to be efficient against 0-day threats.

OEM-PARTNERSHIP

— What is OEM partner program?

It's a partnership model of cooperation, which effectively helps companies to expand the range of the products and services and increase customer database. It will help to improve brand awareness, increase the loyalty of partners, as well as to start own business from the scratch.

Nowadays, white label service is the most popular in IT sector, in particular in the field of software.

White label of antivirus allows you to create antivirus software under your own brand, using advanced technology to protect the information. Company receives anti-virus solution under its own brand, ready for sale and no need in having the staff of developers.

This program will be ideal for:

- Companies that provide consulting services to remote users and do the service of PCs (call centers, help desks).
- Companies that are already working in the field of software, which would like to expand their line of solutions and do not have their own anti-virus laboratory.
- Internet providers and telecom operators for home and office.
- Companies that deliver a variety of components and accessories for PCs under their own brand.
- Distributors of PCs with preinstalled software.

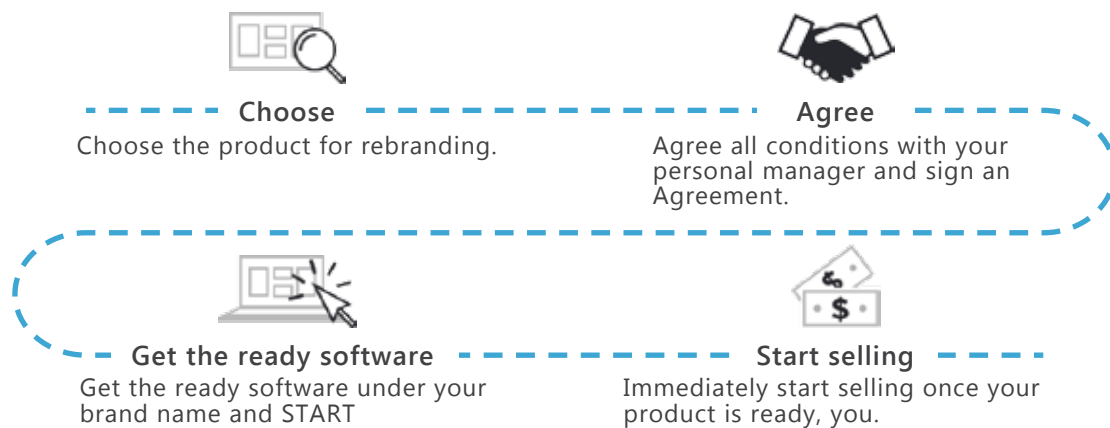
As well as for independent entrepreneurs who would like to start their own business in the field of software for information security.

— How to start?

There are **four main steps** before you will receive the ready solution and start your brand-named product for selling:

- 1 Choose the product you want to work with.** We will create a unique design for your antivirus that will emphasize your corporate style and distinguish you from the competitors.
- 2 Discuss and agree** all conditions and details of work with your personal manager. In order to make our cooperation mutually beneficial, our managers will select the best scheme and price of work especially for you. We have an individual approach to every our client.
- 3 Get the ready software.** Zillya! gives you full control on the development and improvement of your marketing policy. As a result, you get ready-to-use product with Co-branding.
- 4 Start selling!** Immediately start selling once your product is ready. You are free to set up your own price policy for every product.

How to start - scheme



What are the advantages of Zillya! OEM partner program?

The popularity of white label programs from Zillya! Antivirus is easy to explain. Companies or private entrepreneurs, which decide to start their own antivirus software business, will have great opportunity to:

- 1 Save time and money.** There is no need to spend resources on product research or development; it is quick and easy way to get turnkey solution under your own brand without investing in technical part of the business.
- 2 Stay flexible with sales and marketing.** Despite being sales representative of existing antivirus company, OEM-partner receives freedom in setting up its own, independent marketing and pricing policies.
- 3 Receive high quality customer support.** Regular updates of program modules and virus databases, diversity of partnership forms, professional trainings for technical team. This is not a full list of services provided to OEM-partner from vendor. Best customer support from the first day of business is very important.

Products for white labeling

Zillya! Laboratory has developed products for end users and business users as well. All our products have elegantly simple interface, which makes management of security easy and pleasant.

You have a wide range of products for re-branding:

Endpoint protection:

- Zillya! Antivirus,
- Zillya! Internet Security,
- Zillya! Total Security.

Business security:

- Zillya! Antivirus for Business

Android devices protection:

- Zillya! Mobile Antivirus

To find detailed information about every product as well as product comparison, please visit our official website: <http://zillyaoem.com>

TOP-10 QUESTIONS ABOUT OEM PARTNER PROGRAM



1. What does abbreviation OEM mean?

OEM – **Original Equipment Manufacturer** – is a term used when one company makes a part or subsystem that is used in another company's end product. Generally, an OEM is the company that makes a part that is marketed by another company typically as a component of the second company's product.

2. What is White Labeling program?

White Labeling means creation of the new antivirus product on the basis of the already existing solution by changing its design and name and selling it under another brand, where product developer or Vendor provides the full technological support to the partner.

3. How does the process of solution white-labeling look like?

There are four main steps before you will receive the ready solution and start your brand-named product selling:

- 1 Choose the product you want to work with.
- 2 Discuss and agree all conditions and details of work with your personal manager, receive and sign the agreement of partnership.
- 3 Get the ready solution.
- 4 Make the payment for the product creation and start selling the ready solution under your brand.

From the very first day, you will be guided through the process by our account manager.

4. What is the total price for the product under MY brand name creation? What is the price for license keys ordering?

The full price consists of two parts:

- Initial payment for the product under your brand name creation (this is the ONE-time payment),
- License fees – payments for license keys ordering (for license keys ordering).

This price for license keys ordering is formed depending on:

- Product(s) that Partner will work with,
- The country (region) where Partner will work,
- Number of license keys that Partner will sell monthly / quarterly.

All financial conditions of partnership will be agreed with your personal account manager.

5. What internationally recognized certificate does Zillya! Laboratory obtain?

Zillya! Laboratory has the following certificates:

- Status of OPSWAT Certified Partner,
- Bronze certificate of Zillya! Antivirus (by OPSWAT),
- Status of Premier Elite Partner of Intel.

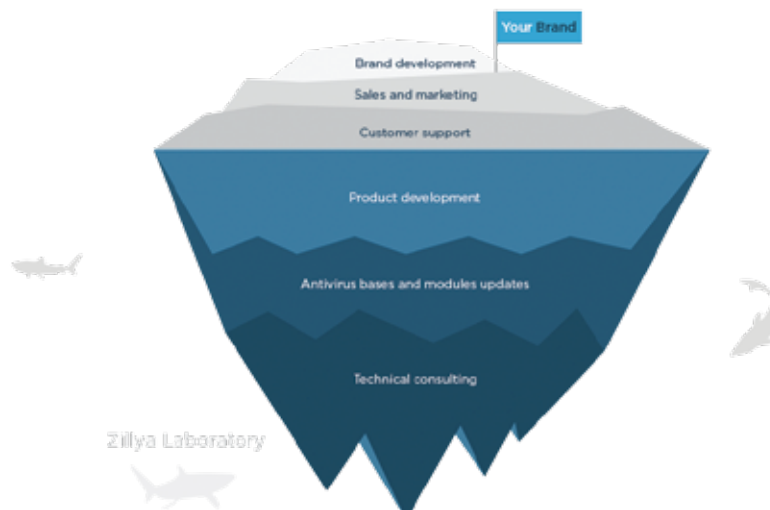
6. What will OEM-partner be responsible for?

You as Zillya! Laboratory Co-branding Partner will be responsible for:

- Brand development,
- Sales and marketing,
- Customer support (first line of end-user support).

White label solution will help you to reach your goals more efficiently. Practice marketing only. We will solve all technical questions to make software work correctly. And you have freedom in conducting your own marketing and pricing policy.

The chart below illustrates the way in which we will share responsibility:



7. Will “Zillya!” name be mentioned in the already re-branded product?

Zillya! name will be mentioned in the partner product only once. The Start-up screen of partner software includes notification “**Based on Zillya! Antivirus Engine**”.

8. What about antivirus updates and antivirus databases? Does Zillya! provide technical support for integrating antivirus databases on Partner’s server?

All antivirus updates take place on Zillya! Lab server but they are automatically delivered to Partner’s server, and all Partner’s end users receive those updates.

Partner should provide access to his server to Zillya! Lab to set up update system and re-direction of updates for antivirus databases. These updates are automatically forwarded to Partner’s server every day, once a day.

Regarding the server type, for installing the updates Zillya! Lab needs: ready WEB-server, with operation system Linux or FreeBSD, installed WEB-server (Apach), database (MySQL) and some service software (wget, FTP server). It’s possible to use any kind of server: VPS or Dedicate.

The most important characteristic for server update is Unlimited traffic.

9. What will happen if Zillya! Lab will update the product ordered by Partner to a new version?

In case if new versions of Licensed software are released within the term of validity of partnership period, Zillya! Lab will provide Partner with the version of the product or will continue to support Partner’s current version of software (the question is negotiable).

10. Does Zillya! have products for mobile devices?

Since March 2016 Zillya! has added new product to its portfolio –Zillya! Mobile Antivirus. You can find description of the product on our official website.

USEFUL LINKS

Official website: <http://zillyaoem.com/About>

About OEM-program: <http://zillyaoem.com/co-branding>

Video-presentation of OEM-program: <https://www.youtube.com/watch?v=nrptsnLcD7M>

Success story of our US partner: <http://zillyaoem.com/success-story-virus-eraser>

Company's Facebook Page: <https://www.facebook.com/Zillya.OEM.Lab>

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