



Dr.WEB®

www.drweb.com

Defend what you create

Dr.Web OEM products

Solid foundation for sales growth

Dr.Web OEM products



	Dr.Web Universal OEM	Dr.Web Mobile OEM	Dr.Web Server OEM
Function	Protect desktops/ laptops/netbooks and mobile devices	Protect for mobile devices	Protect corporate network
The license covers:	<ul style="list-style-type: none"> ■ Dr.Web Security Space ■ Dr.Web Anti-virus ■ Dr.Web Mobile Security Suite ■ Dr.Web CureIt! 	<ul style="list-style-type: none"> ■ Dr.Web Mobile Security Suite 	<ul style="list-style-type: none"> ■ Dr.Web Enterprise Security Suite ■ Dr.Web CureIt! ■ Dr.Web CureNet!
Protected objects quantity	1 PC and 1 mobile device	1 mobile device	100 PCs/10 servers/ 100 gateway or email users and mobile devices
License period	Three months*	Six months	Three months
Package contents	OEM-card attached to the booklet	OEM-card attached to the booklet	License package
Delivered as e-license	Three or six months	Three, six or twelve months	✗
Co-branding	250 cards or more	250 cards or more	100 media-kits or more
Renewal protection	✓	✓	✓
RenewOEMania	✓	in development	✗
Renewal bonuses for partners	1 euro per license	✗	3 euro per license
Promo renewal	Six month bonus	Six month bonus	✗

* For large orders with guaranteed pre-installation on PCs the license period can be 6 months.

** Bonuses are paid for each license renewed through another partner or Doctor Web online store for suppliers which do not renew OEM licenses themselves.

Advantages for customers

Pre-installed software will work properly

The reliable Dr.Web software featuring daily updated virus definitions will reduce an infection risk to zero and make sure that operation of other installed programs won't be disrupted.

There is no activation deadline

A customer may activate a serial number to the OEM license at any time. OEM-license validity starts at the moment when the licence is registered by a client.

One serial number - several Dr.Web programs!

A key file that a client receives after registration may be used with several Dr.Web programs.

There is no expiry limitation for Dr.Web OEM license renewal

A customer may renew their OEM license at a discount at any time.

Several renewal options

You can get a renewal electronic license or buy Dr.Web renewal in a box.

OEM license never wasted

In the event of a breakdown or loss of a PC or mobile device while the OEM license is valid, the license can still be used on another new PC/mobile device.

Free technical support

Doctor Web's technical support service is available to customers using OEM-licenses free of charge.

Dr.Web Universal OEM

License: 1 PC and 1 mobile device for 3 months *

* For large orders with guaranteed pre-installation on PCs the license period can be 6 months.

The license covers:

- Dr.Web Security Space
- Dr.Web Anti-virus
- Dr.Web for Android
- Dr.Web for Symbian OS
- Dr.Web for Windows Mobile
- Dr.Web CureIt!

Advantages

- No activation deadline
- Three months of use free of charge
- Protection for three operating systems
- Protection for mobile devices – a free gift
- Discount on OEM license renewal – 40% for 1 year
- There is no deadline after which a license can't be renewed at a discount
- You may transfer the license to another PC if the computer protected by Dr.Web is broken down or lost



How do I renew Dr.Web Universal OEM?

A one year OEM license renewal discount is 40%.

	Electronic Dr.Web license	Dr.Web boxed products
Product	<ul style="list-style-type: none">■ Dr.Web Security Space■ Dr.Web Anti-virus Pro	<ul style="list-style-type: none">■ Dr.Web Security Space Pro■ Dr.Web Anti-virus Pro■ Dr.Web Bastion Pro
Bonus	+ 6 months *	+ 300 days **
RenewOEMania	+ 2 – 4 months to standard renewal discount	
Free gift	License to protect your mobile device	2 licenses for mobile device protection

* This special renewal bonus is only available under promotional offers.

** If purchase a Dr.Web product in a box with a license to protect 2 PCs for 1 year and register the serial numbers sequentially for protection of the same PC.

Bonuses for partners *

1 EURO

for each Dr.Web Universal OEM license

A bonus is paid if the OEM license is renewed. Information about accrued bonus can be found at <https://pa.drweb.com/products/oem/universal/bonuses>.

* Bonuses are paid to suppliers of co-branded OEM products which do not renew OEM-licenses themselves, for every license renewed through another partner or via Doctor Web's e-store.

Order co-branding: <https://pa.drweb.com/support/cobrand>

Dr.Web Mobile OEM

Protection for mobile devices running Symbian OS, Android or Windows Mobile.

License: 1 mobile device for 6 months *



The license covers:

- Dr.Web for Android
- Dr.Web for Symbian OS
- Dr.Web for Windows Mobile

Advantages

- No activation deadline
- Three months of use free of charge.
- Protection for three operating systems
- Discount on OEM license renewal – 40% for 1 year
- There is no deadline after which a license can't be renewed at a discount
- You may transfer the license to another device if the device protected by Dr.Web is broken down or lost

How do I renew Dr.Web Mobile OEM?

A one year OEM license renewal discount is 40%

Doctor Web does not sell licenses that cover only anti-viruses for mobile devices. There are two ways to renew a Dr.Web OEM license:

	Buy an electronic Dr.Web license	Buy a Dr.Web boxed product
Product	<ul style="list-style-type: none">■ Dr.Web Security Space■ Dr.Web Anti-virus	<ul style="list-style-type: none">■ Dr.Web Security Space Pro■ Dr.Web Antivirus Pro■ Dr.Web Bastion Pro
Bonus	+ 6 months *	+ 300 days **
Free gift	License to protect your mobile device	2 licenses for mobile device protection

* This special renewal bonus is only available for co-branded OEM products.

** If purchase a Dr.Web product in a box with a license to protect 2 PCs for 1 year and register the serial numbers sequentially for protection of the same PC.

Order co-branding: <https://pa.drweb.com/support/cobrand>

Dr.Web Server OEM

Protect all hosts in a corporate network for three months



The license covers:

- Dr.Web Enterprise Security Suite Control Center
- Dr.Web Desktop Security Suite – 100 PCs
- Dr.Web Server Security Suite - 10 servers
- Dr.Web Mail Security Suite – 100 users
- Dr.Web Gateway Security Suite – 100 users
- Dr.Web Mobile Security Suite – 100 devices

Dr.Web Server OEM advantages

- With Dr.Web Enterprise Security Suite your customers can block all routes for virus and spam trying to get to their PCs and servers.
- A protection system established with the software developed by one vendor has lower acquisition costs and traffic use which in turn reduces the total cost of ownership (TCO) of an anti-virus.
- One key allows you to use any product from Dr.Web Enterprise Security Suite.

How do I renew Dr.Web Server OEM?

A one year OEM license renewal discount is 40%.

To renew a license, a license for Dr.Web Enterprise Security Suite for 1, 2 or 3 years at a renewal discount can be purchased. The discount is offered for licenses that cover protection for 5-100 PCs/users. If the client requires a license for a larger number of PCs/users, then the price is calculated according to the rules for renewal and additional purchase prices.

Co-branding and partner renewal protection

Order Dr.Web OEM product co-branding and enjoy all the benefits. The following services are available to partners who opt for OEM co-branding:

- OEM license renewal protection
- OEM license renewal bonuses*
- Partner logo on Dr.Web OEM booklets
- Partner logo on a banner in the My Dr.Web personal area **
- Dr.Web installation training for partner's staff
- A one year service license for Dr.Web CureIt! (if the partner purchases large card quantities and installs Dr.Web on computers it sells).

* Except for Dr.Web Mobile OEM.

** My Dr.Web personal area is only accessible to Dr.Web Universal OEM users.

Order co-branding: <https://pa.drweb.com/support/cobrand>

Promo renewal

When co-branding, partner's clients can take advantage of special offers to renew their OEM licenses.

Dr.Web Universal OEM for 3 months	A license for Dr.Web Security Space or Dr.Web anti-virus for Windows, Mac OS X or Linux (1 PC for 1 year)	Six months
Free of charge	28.60 euros/26 euros	Free gift
The total period of use is 21 months		
Dr.Web Mobile OEM for 6 months	A license for Dr.Web Security Space or Dr.Web anti-virus for Windows, Mac OS X or Linux (1 PC for 1 year)	Six months
Free of charge	28.60 euros/26 euros	Free gift
The total period of use is 24 months		

Renewal protection for partners

The special marketing support program protects OEM license renewals for partners which have ordered Dr.Web OEM product co-branding.

- 1. If a customer seeks to renew their license via Doctor Web's site.** Once the client places an order at <http://products.drweb.com/oem/renew> a lead in Doctor Web Sales Leads Generator will be created. Once the customer pays for their order, the supplier's salesman can generate a serial number in the lead. Clicking on the link initiates the process to generate a promotional serial number for Dr.Web Security Space or Dr.Web anti-virus with an extended validity period in exchange for an existing OEM number in the lead. If the validity of the OEM serial number has not yet expired when a new serial number is generated, its remaining period will be added to the new 18-month license period. You can use a message template available in the lead to send the serial number to the client after the payment for the license is received.
- 2. If a customer comes to purchase a license directly to the partner.** An OEM-supplier employee may go to <https://pa.drweb.com/products/oem/renew> and insert the customer's OEM-card serial number into the web-form (even if the corresponding license has expired). In response, s/he will receive a new serial number for 18 months and will be able to send it to the client through the form on this page after a payment for the license is received.
- 3. If a customer comes to buy a renewal license from another partner.** The customer won't receive the six month bonus.

Thus, to extend an OEM license on promotional terms, the customer can only apply to the supplier of OEM licenses, or do it via Doctor Web's site (in this case the corresponding lead is forwarded to the OEM supplier).

RenewOEMania

A promotional programme to boost renewals of Dr.Web OEM products

If the customer hasn't renewed the OEM before its expiration date, it doesn't matter. More time have passed since the OEM license expired, the higher the customer's bonus will be. To let them know about our bonuses, we send them renewal reminders.

OEM license term	Bonus*	When the bonus reminders has been sent**
For valid OEM licenses	Standard	45 and 5 days before OEM expiration
From 1-3 months after a license expires	+ 2 months	20, 45, 85 days after OEM expiration
4-6	+ 3 months	135 and 165 days after OEM expiration
6-12	+ 4 months	200, 275 and 325 days of the OEM expiration

* The bonus term of the program to encourage Dr.Web OEM licenses renewals will be added to the standard renewal bonuses. Recall that:

- **when purchasing a new license**, the standard bonus is 150 days (which equals a renewal discount)
- **when purchasing a renewal license**, the customer receives a renewal discount (equivalent to 150 days); the size of the discount depends on the term of the license purchased.

** These letters should be sent only if the OEM license is not renewed. In case of co-branding the [OEM renewals partner protection program](#) rules are applied.

Successful sales tips

Place two identical computers in the sales area. One of them will have Dr.Web anti-virus under the OEM license installed.



If there is no difference, why not buy a computer with an anti-virus?



The price is almost the same – why not choose a computer with the anti-virus?

If the customer insists on buying a computer that doesn't run Dr.Web, tell the client that only computers with installed Dr.Web are available and computers without the anti-virus will be in stock in 2 or 3 days.

Marketing support for OEM suppliers

Type of support	Dr.Web OEM Universal	Dr.Web OEM Mobil	Dr.Web OEM Server
A logo on the banner in the My Dr.Web personal area *	✓	✗	✗
A logo on the OEM-booklet/ media-kit *	✓	✓	✓
Renewal protection*	✓	✓	✓
Dr.Web CureIt! service licenses	✓	✗	✓
Dr.Web installation training for personnel	✓	✓	✗
Offsite trainings	✓	✓	✓
Webinars for staff	✓	✓	✓
POS-materials (optional)	✓	✓	✓
Joint press releases about major supply deals	✗	✗	✓
Bonuses for renewal	✓	✗	✓

* When co-branded

Advantages of OEM Dr.Web for partners

Dr.Web OEM products are a great incentive for a customer to buy a protected computer or mobile device

Dr.Web OEM products will provide additional value to wares sold by your company. You will show your clients the great importance you give to the anti-virus security of the systems you sell and your customers will appreciate this concern.

Reduced service center and technical support workload

With Dr.Web OEM licenses customers buying new computers will have no reason to call service centers and apply to technical support, due to the actions of viruses.

Renewal protection

Doctor Web makes sure that Dr.Web OEM suppliers profit from license renewals. To this end the Sales Leads Generator has been created. It enables you to communicate with customers online and generate renew licenses. And even if an OEM supplier does not wish to renew licenses for its clients, we guarantee renewal bonuses for such companies as compensation for their efforts to gain clients.

Increase sales of other Dr.Web products

OEM Dr.Web products encourage customers to renew their anti-virus licenses. It may be a Dr.Web product in the box or an electronic license. Numerous renewal options enable your company to sell more of those products that bring more profit.

Why Dr.Web?

- Dr.Web anti-virus software has been developed since 1992. It is one of the world's first anti-virus programs.
- Doctor Web owns all the rights for Dr.Web technologies. Copyright for Dr.Web technologies belongs to Igor Danilov, the author of Dr.Web anti-virus and the sole owner of the company.
- Doctor Web has its own virus monitoring service that collects virus samples from around the world. This provides a rapid response of the lab to new threats, especially of Russian origin.
- Dr.Web is certified by the Russian Ministry of Defence.
- Doctor Web has licenses from the FSB and the Federal Service for Technical and Export Control for activities involving access to state secrets.

Technologies

- Dr.Web has the highest success rate in the industry for curing active infections
- The Dr.Web anti-virus functions on infected computers; its exceptional resistance to viruses makes it stand out among other anti-viruses.
- There is no need to cure a system prior to installing Dr.Web; this is due to the product's unique technologies for scanning memory processes and its outstanding ability to neutralize active infections.
- Dr.Web is the unsurpassable leader in detection and neutralization of complex viruses such as MaosBoot, Rustock.C, Sector.
- Dr.Web Shield™ successfully cures systems of viruses that use rootkit technologies.
- Dr.Web is capable of detecting and neutralizing viruses that only reside in RAM and never exist as separate files. **So far, rare anti-virus software is capable of curing them.**
- Dr.Web is immune to any attempts by malicious programs to disrupt its operation. **Dr.Web SelfPROtect** is the unique anti-virus component that maintains the anti-virus security.
- Origins Tracing™ is the cutting-edge technology than allows Dr.Web to detect even unknown threats.
- Only Dr.Web can fully check archives at any level of nesting. That means that Dr.Web anti-virus will detect and neutralize a threat even if it has been compressed many times with various supported archiving programs.



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