WHAT TYPE OF BUSINESS ARE YOU?

WHETHER YOU'RE A START-UP, EXPANDING, BIG OR SMALL BUSINESS, KASPERSKY LAB HAS THE IT SECURITY SOLUTION TO PROTECT YOU.

THE START-UP BUSINESS

- Setting up new business
- Buying new IT kit
- Ensuring the business is safe (like buying insurance) means one less thing to worry about now and in the future

Start Up Serge

THE EXPANDING BUSINESS

- Employing more people
- Business is becoming more professional in its outlook
- Buying new IT kit to support new people
- The time is right to invest in IT security software

Ambitious Ahmed

THE BUSINESS THAT'S SWITCHING ITS SECURITY

- Established business – while IT not high on the agenda, existing security software has become an annoyance
- It's getting in the way of doing business – slows up systems or it doesn't give the adequate protection
- The license is up for renewal so it's an opportune time to look elsewhere

Irritated Ivana

THE BUSINESS THAT'S HAD ITS FINGERS BURNT

- Established business that has recently fallen prey to malware or data loss
- The threat has meant that there's a real need to invest and fast
- The business needs to be comprehensively covered so it will never happen again

Suffering Suzie

THE BUSINESS THAT KEEPS ITS FINGERS CROSSED

- An established business that's never really taken IT security threats seriously
- Have always had the attitude of "it won't happen to me" or "I hope it doesn't happen"
- Seen a story in the press which has put IT security on their radar
- "If it was easy to sort it out quickly and cost-effectively then we might do it"

Risky Raul

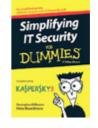## TOP TEN POINTERS TO HELP PROTECT YOUR BUSINESS AGAINST CYBERCRIME, MALWARE AND OTHER SECURITY RISKS:

1 Assess the potential security risks and identify what needs to be protected.

2 Do you need to protect mobile or tablet devices?

3 Be aware of the legal and regulatory obligations

4 Define some basic security policies to keep information/computers secure.

5 Set up an education programme to improve awareness of security issues internally.

6 Evaluate all the security software products suitable to your needs.

7 Will your security software supplier offer the level of support you need?

8 Would you benefit from additional security features for the protection of online banking or financial transactions?

9 Check the suitability of cloud service providers security and their contract terms

10 Choose a security software product capable of protecting all of the computers and devices accessing the cloud.

PROTECT YOUR CUSTOMERS. PROTECT YOUR BUSINESS.

Spend less time on security and more time running your business.
For essential tips on defending your business against malware and cybercrime, download this easy to read, free guide now!

FREE 64 PAGE GUIDE

Download now

Simplifying IT Security FOR DUMMIES

KASPERSKY lab