

KASPERSKY LAB

PROTECTING TODAY,
SECURING THE FUTURE

CYBERCRIME...

A BAD BUSINESS FOR ENTERPRISE

Sinister new breeds of malware are growing and enterprises are vulnerable



325k ▶ New malicious files detected every day*

55% ▶ Of organisations lost sensitive business data due to internal and external threats in the last 12 months*

#1 ▶ Spearfishing - number one malware threat, from one click on a link*

* Source: Kaspersky Lab



70% SECURITY IS SIMPLY NOT ENOUGH

Enterprise thinks it's got endpoint security covered, but the statistics say otherwise



Good antivirus protection typically gives you 70% security



29% missed threats are THOUSANDS of new threats, every day



1% are new advanced and deadly threats



\$649,000 is the average cost of an accidental enterprise data leak incident*

(*Kaspersky IT Risks Report 2014)



The bigger the business, the greater the potential loss to reputation, trust and expense



ENTERPRISE IS MORE AT RISK THAN EVER BEFORE

Increased BYOD adds complexity and threat to your enterprise. Your network perimeter may be secure. But when workers go beyond it every day, it drops fast and steeply. It's not just about the device, it's about users accessing your network in new and different ways. The endpoint is the entry point

▶
60%

Access enterprise data
via own device ([ISG](#))

▶
328m

Workers will bring their
own smartphones to work
by 2017, according to IDC



THREAT EVOLUTION IS RELENTLESS

There are real world hidden dangers everywhere your people go...

...Cybercriminals are everywhere
your people are, hotels, business
centre WiFi and physical connections



Dark Hotel

Cybercriminals are infecting PCs and stealing sensitive data from targeted business travellers staying in high-end hotels



IT'S TIME TO GET PROACTIVE

High level threats are evolving all the time and simply patching up network security adds complexity and costs



**Applying more dynamic protection
is critical to secure that last 30%**

- ✓ Maximum protection
- ✓ Global security intelligence
- ✓ Analysis of application behaviours and patterns
- ✓ Protection against ALL threats, known, unknown and advanced

AT KASPERSKY LAB, SECURITY INTELLIGENCE IS IN OUR DNA

Expertise from the
TOP down



Respected among TOP
security organizations



Technology driven.
Strong R&D



Leading discovery of the
most complicated threats



Independent recognition of
our leadership in tests

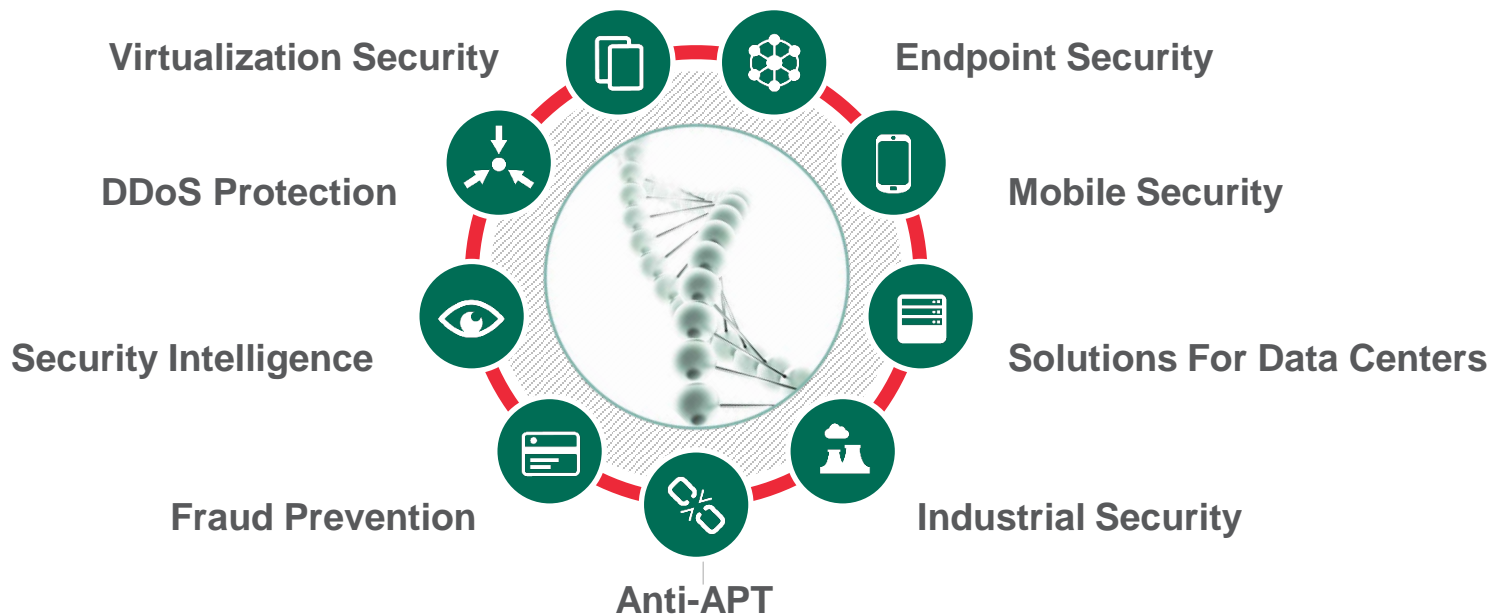


Leading global threat intelligence.
GREAT team

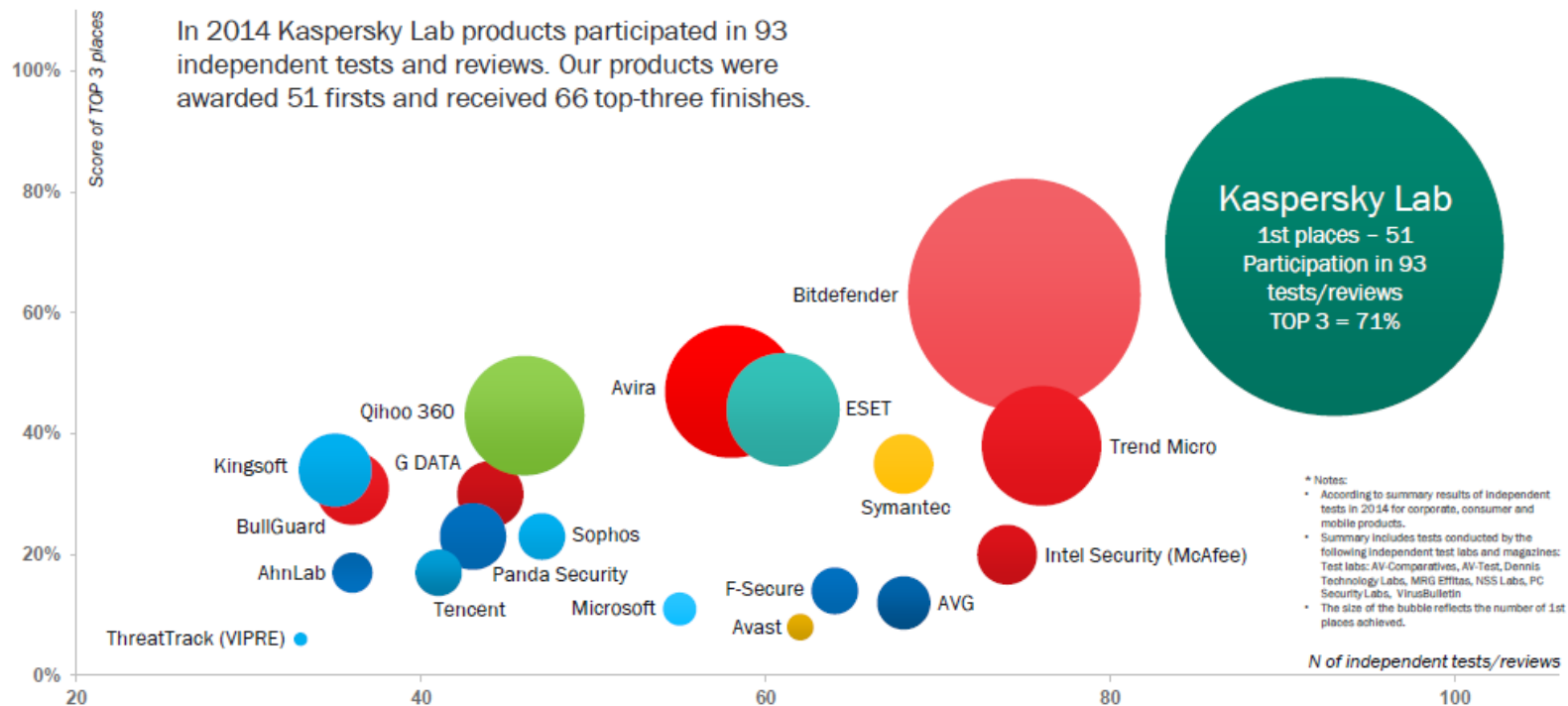


See and predict security incidents
with Kaspersky Security Network

KASPERSKY LAB SOLUTIONS ARE DESIGNED FOR THE ENTERPRISE



OUR LEADERSHIP IS PROVEN BY INDEPENDENT TESTS





KASPERSKY LAB

ENTERPRISING INNOVATION

Award-winning forward thinking
progressive protection



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Kaspersky Business