KASPERSKY LAB

PROTECTING TODAY, SECURING THE FUTURE
94% of enterprises have suffered an external security threat

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.

- **70%** Good antivirus protection typically gives you 70% security
- **29%** 29% missed threats are THOUSANDS of new threats, every day
- **1%** 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%  328m
Access enterprise data via own device (ISG)
Workers will bring their own smartphones to work by 2017, according to IDC
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

Virtualization Security  Endpoint Security
DDoS Protection       Mobile Security
Security Intelligence Solutions For Data Centers
Fraud Prevention       Industrial Security
Anti-APT

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OUR LEADERSHIP IS PROVEN
BY INDEPENDENT TESTS

In 2014 Kaspersky Lab products participated in 93 independent tests and reviews. Our products were awarded 51 firsts and received 66 top-three finishes.
KASPERSKY LAB
ENTERPRISING INNOVATION
Award-winning forward thinking progressive protection