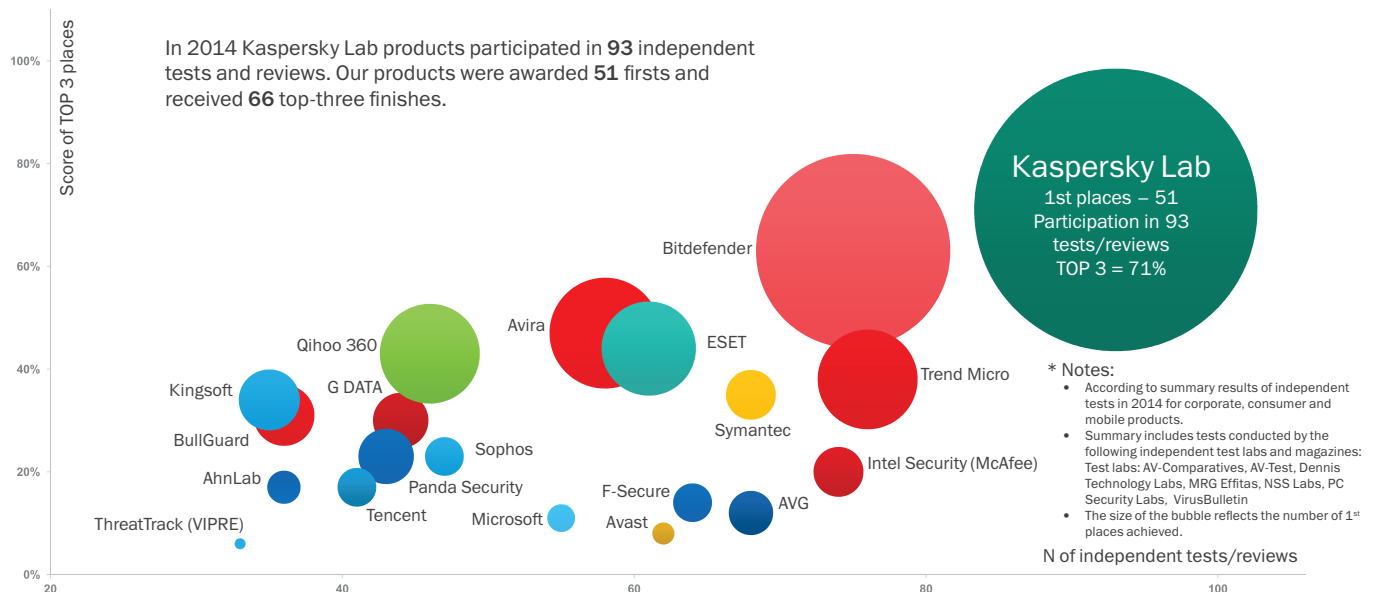


▶ FROM KASPERSKY LAB: NEW IN 2015.

Important news for Kaspersky Endpoint Security for Business users – new features and enhancements have been added to our award-winning security platform!

While your business may not have been specifically targeted by the many cyber-threats hitting the headlines during 2014, the technologies behind them can, and will, be used to attack ordinary businesses like yours in 2015 and beyond. That, unfortunately, is the way it works.

The endpoint remains the target of choice for cyber-criminals, so having the very best anti-malware defenses in place is critical. Yet again throughout 2014, Kaspersky Lab's dominance in this field has been confirmed through independent tests. And, supported by our world-leading threat intelligence and security expertise, Kaspersky Lab security software will continue to deliver unequalled protection against known and unknown threats in 2015.



Meanwhile, Kaspersky Lab has been continuously evolving the Kaspersky Endpoint Security for Business platform, further empowering our customers to protect their increasingly complex IT environments even more effectively.

Because Kaspersky Endpoint Security for Business is built as a single platform, new functionality integrates seamlessly into existing solutions. Here are some of the latest platform enhancements that are included in Service Pack 1, effective February 23, 2015.

MOBILE WORKFORCE SECURITY MADE SIMPLER

If you are not already protecting and managing all your business and employee-owned Android™, iOS® and Windows Phone devices centrally through Kaspersky Endpoint Security for Business, there is no better time.

Some important new features further ease the mobile device security and management workload:

- A new self-service portal empowers employees to register Android™ and iOS® mobile devices onto the corporate network
- Mobile Device users can also activate 'find', 'block' and 'wipe' features directly and immediately themselves through the portal if necessary
- GCM™ (Google Cloud Messaging) is now supported, pushing commands faster to Android™ mobile devices.
- Integrated mobile device and applications management through Kaspersky Security Center now includes
 - automatic Windows certification and PKI support
 - common administration for Apple MDM and Exchange ActiveSync®
 - increased remote management capabilities

STREAMLINED ENDPOINT MANAGEMENT THROUGH THE SYSTEMS MANAGEMENT TOOLKIT

Kaspersky Systems Management streamlines endpoint security administration at every stage from inventory, operating systems deployment and software distribution to vulnerability assessment, patch management and reporting.

A number of enhancements now provide further efficiencies through additional automation, timeliness and flexibility. Kaspersky Systems Management now supports:

- After-hours patching through Wake-on-LAN technology, and reduced patch distribution traffic through using Update Agents at local offices
- The automatic upload of malware event data directly into leading SIEM (Security Information and Event Management) systems
- RBAC (Role Based Access Control), allocating authority and control over different areas of security to individual IT administrators or teams

ENHANCED DATA ENCRYPTION

Integrated encryption policies, including application and device control policies for data encryption, can be created at file, folder and full disk level through Kaspersky Security Center.

- Kaspersky data encryption now supports UEFI as well as AES-NI hardware
- User-friendly token based 2-factor authentication, as well as single-stage login, is now supported

SIMPLIFYING APPLICATIONS, WEB AND DEVICE CONTROL ADMINISTRATION

Kaspersky Lab's application control and our unmatched Dynamic Whitelisting technology, supported by our own Whitelisting Lab, remain at the very forefront of the industry. But we have managed to come up with enhancements here, too.

- If you have considered implementing a 'Default Deny' application control scenario but are concerned about the potential impact on users and productivity, there is now a test environment allowing you to explore the practical implications
- Application whitelisting rules can now be applied to multiple devices based on masks, with no physical connection to devices needed

Use your Kaspersky deployment to the fullest! Every component and feature is available to Kaspersky Security for Business customers now, through your current licensing or in further tiers of Kaspersky Endpoint Security for business.

	Anti-malware	App, device, web control	Mobile security	Data encryption	Systems management	Mail, web and collaboration
CORE	✓					
SELECT	✓	✓	✓			
ADVANCED	✓	✓	✓	✓	✓	
TOTAL	✓	✓	✓	✓	✓	✓

With all our technologies built into a single security platform, and all endpoints, including mobile devices and virtual machines, managed through one dashboard, expanding your security capabilities to include these new features could not be easier.

For more information, talk to your reseller now.