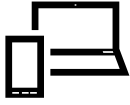




E-Sec helps bring security to millions

kaspersky BRING ON
THE FUTURE



IT & Telecoms

- 26 employees
- Headquartered in Brazil
- Using Kaspersky Fraud Prevention for Mobile

“We have been very impressed with how a big, global company like Kaspersky Lab has been willing and able to work in such a flexible way with a small business like ours.”

Rodrigo Sodre,
Chief Product Officer, Certillion

E-Sec seguranca digital is a leading IT security business in Brazil. It was launched in 1997 at the university of Brasilia and began trading in 1999.

E-Sec has since established an international reputation as a pioneer in the fields of data encryption and digital certification. It focuses on technological innovation and develops its own products and services to meet the unique requirements of each of its customers, helping to protect them against costly attacks, frauds and failures.

Its many customers include the Federal Government and banks of Brazil, numerous central and state government ministries and agencies, hospitals, insurance companies and many other private sector businesses.

Challenge

Between 2000 and 2010 e-Sec's focus was on developing and delivering desktop solutions for its government and corporate customers. But in 2010, e-Sec founder Rodrigo Sodre began to design a mobile digital certification solution that had the potential to benefit many millions of ordinary citizens in Brazil and across Latin America.

Rodrigo and his colleagues knew that the widespread use of digital signatures – or electronic ‘passports’ – would help protect ordinary people – and at the same time benefit banks and businesses providing online products and services.



Secure

Total protection for citizens, banks and online retailers against known and unknown mobile security threats



Mobile

The 85% of Brazilians who use mobile phones could potentially benefit from the Certillion app

Rodrigo says: "Originally the technology was ideally suited to the corporate world and there are already approximately five million users of digital signatures in Brazil. These are undoubtedly the best way to authenticate and authorize transactions over the internet – especially in a huge country like Brazil. They provide the closest we will get to 100% security.

"But we knew that there was no reason why this technology could not be universally available – and we were determined that it should benefit everyone, so we set about creating a digital certification application for mobiles, and in 2012 Certillion was born."

With a population now exceeding 200 million, it is estimated that 85% of Brazilians now own a mobile phone.

The use of smart phones to access the internet for social media, online shopping and banking has increased rapidly in recent years. With this growth has come a corresponding increase in mobile frauds and theft, with criminals targeting vulnerable citizens without adequate security when using their mobiles, accessing documents, usernames and passwords to steal money from bank and savings accounts.

Every year more than 60% of citizens around the world using their mobiles for online shopping and banking are targeted by cybercriminals.

As the development of Certillion continued throughout 2013 and into 2014, e-Sec decided that, given the likely mass market appeal of the app, it would seek a partner to add a further level of security and authority to the product, to ensure its successful launch and roll out.

170

Million people use mobile phones

60%

Of mobile phones are targeted
by cybercriminals

The Kaspersky Lab solution

E-Sec decided to partner with Kaspersky Lab, to access the multi-layered security products and services within its market-leading fraud prevention platform.

This unique platform protects both mobile and tablet users and the banks too, and works like a set of building blocks, enabling e-Sec to construct a robust, reliable and stable solution that resists attacks and best suits its customers and the marketplace. Other added protection functionalities include malware prevention, protection and remediation.

With more than 15 years of innovation in cyber protection, Kaspersky Lab currently protects more than 300 million users worldwide. Governments and law enforcement agencies around the world choose to partner with Kaspersky Lab to fight the growing tide of cybercrime and develop new solutions to protect citizens and businesses.

"We have been very impressed with how such a big, global company like Kaspersky Lab has been willing and able to work in such a flexible way with a small business like ours.

"After they joined us they very quickly shared their technology, their skills and their commercial expertise with us in an open and constructive way.

The integration of their Kaspersky Fraud Prevention for Mobile technology into Certillion has been smooth and the product is better as a result," says Rodrigo Sodre, now Chief Product Officer for Certillion.

Global brand gives great product added status and confidence

"Kaspersky Lab was our first choice of partner. Kaspersky Lab is a very strong international brand, a global leader in monitoring and responding to global threats while protecting local users and this is giving Certillion added strength and trustworthiness, which is very important for its success."

Certillion was officially launched in October 2014 for testing with a broad range of users, with a particular focus on the courts and legal system. Early feedback is so positive that Rodrigo and colleagues are already looking at translating the app into multiple languages to ensure that it can be successfully marketed internationally.

It's not just the quality and simple-to-use design of Certillion that is proving popular. It's also free to download, with customers only paying when they need a digital certificate.



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KASPERSKY PROTECTION

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