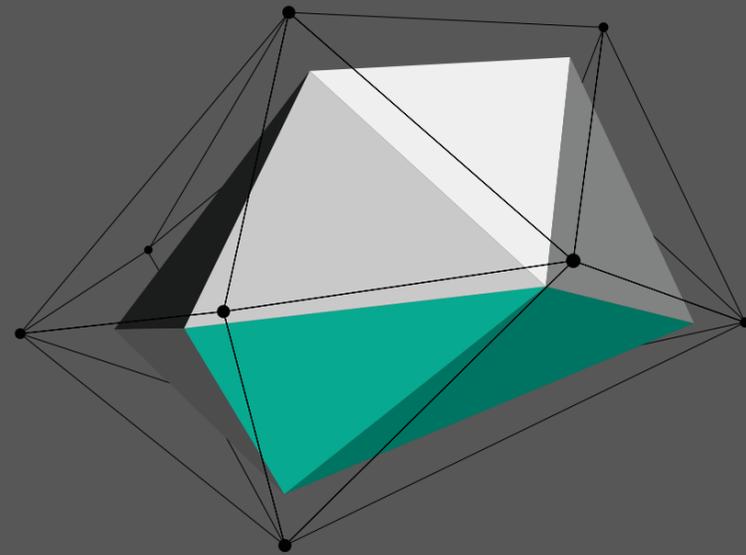


Kaspersky Security for Small and Medium Business



#truecybersecurity

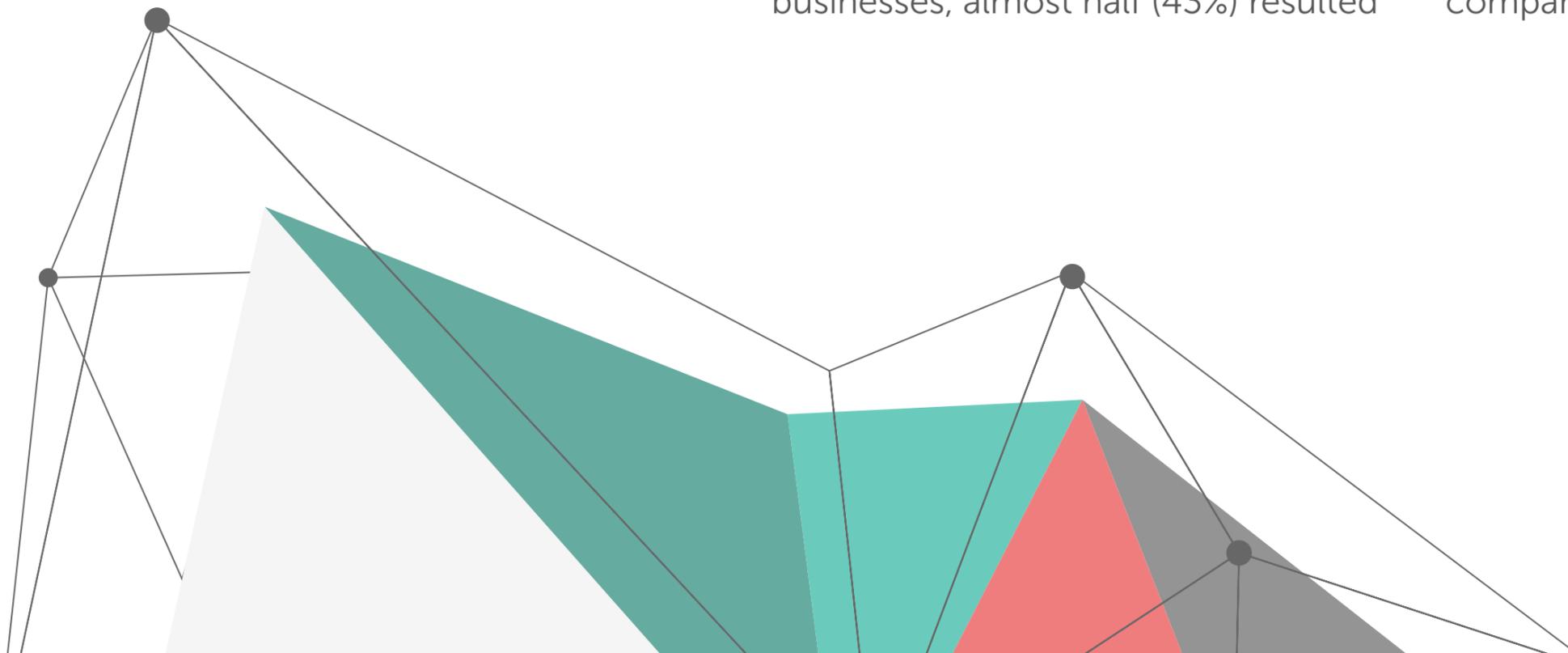
Advances in technologies have resulted in changes to how businesses operate. While this is a boon for business, it's opened up even more avenues for cybercriminals to exploit.

Cybercriminal activity has surged to record levels. 20 years ago, one new cyberthreat was detected every hour. Today, more than 300,000 new cyberthreats are detected every single day. In 2016 alone, over a third of businesses (38%) were affected by viruses and malware.

For all of the incidents experienced by businesses, almost half (43%) resulted

in a data breach, loss or exposure of some kind. The average financial impact of a single data breach for a small or medium-sized business is an estimated \$86.5k and for enterprises \$861k.

Cybersecurity is no longer a 'nice to have' but a business imperative that should be at the heart of every company's agenda.



Kaspersky Security for SMB

What does Next Generation security need to do?

Next Generation security delivers highly evolved, multi-layered defenses against known, unknown and advanced threats. By addressing threats at every level of the IT infrastructure, multi-layered security reduces the probability of any attack being successful.

Kaspersky Lab's next generation security technologies are based on years of research that enables us to anticipate what might be coming next. It's about constantly seeking

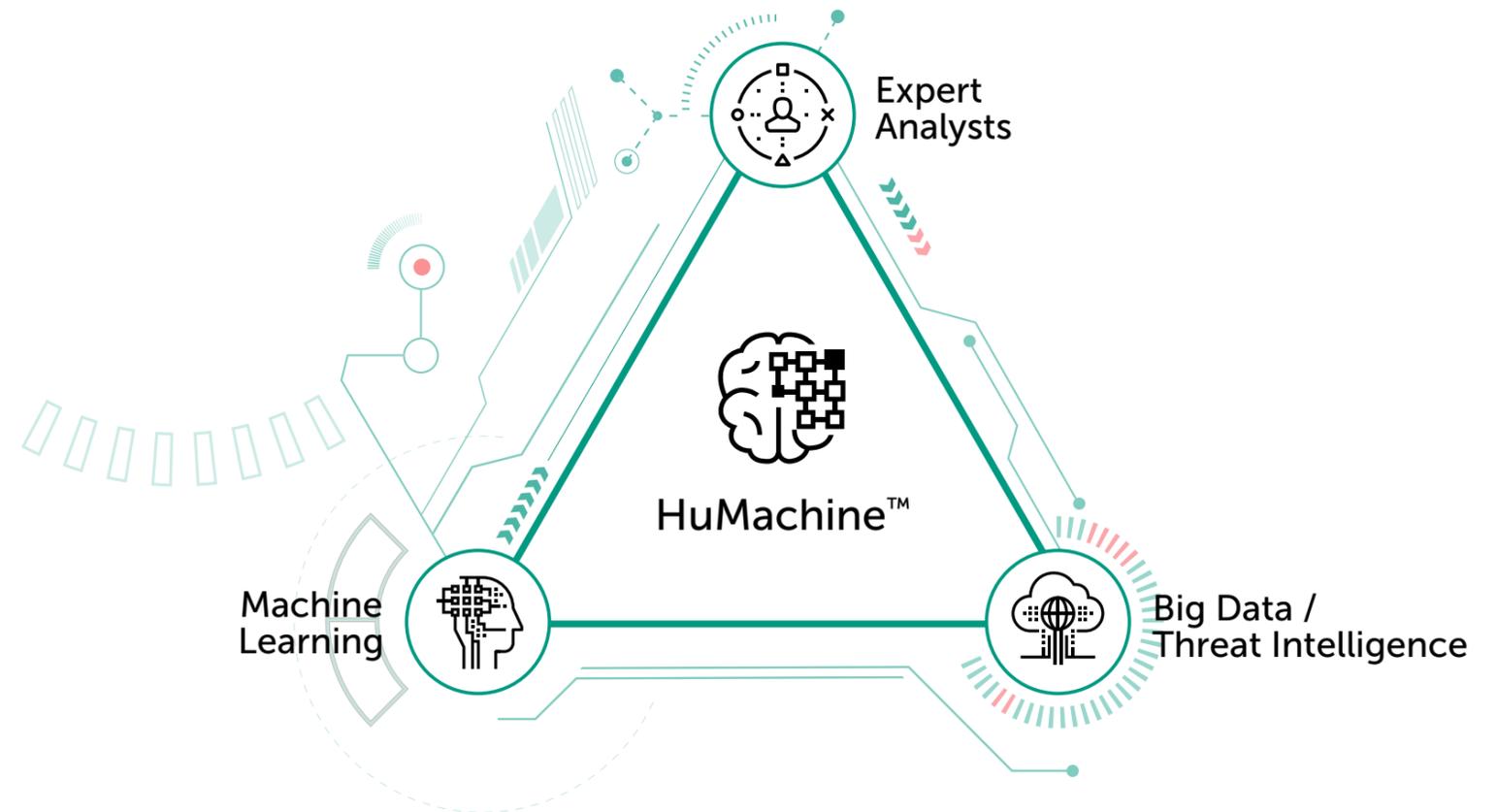
to learn and understand the very nature of the threats we face – and applying those insights to every layer of security we provide.

Kaspersky Lab's constant commitment to the best possible outcome for our customers, coupled with continuous technological development, have made our solutions the most tested, most awarded security available to businesses: True Cybersecurity.



The True Cybersecurity approach combines multiple layers of technology and services with **HuMachine™ intelligence** to protect against every type of threat a business faces.

It uses the best of human expertise and next generation technologies to deliver **easy-to-use protection** for every type of business, regardless of size or platform.



RELIABLE

For 20 years, we have developed the most tested, most awarded solutions and earned the trust of 400 million users.

EFFICIENT

For effective threat detection, we use our unique HuMachine™ approach powered by a combination of big data threat intelligence, machine learning and human expertise.

AGILE

We offer easy-to-use, next-generation solutions that adapt to our customers' needs, regardless of business size or IT platforms used.

Our suite of products has been specifically designed for both small and medium businesses.

For Small Business

Perfect for companies with up to 25 employees and no dedicated IT staff or administrator.

Kaspersky Small Office Security

Provides maximum security with minimum fuss, delivering multiple layers of protection in one simple-to-use package.

You Don't Need To Be An Expert

All our SMB products can be easily installed and managed by anyone, no expert required.

For Small and Medium Business

Ideal for companies with 25+ employees.

Cloud Management

Kaspersky Endpoint Security Cloud

Strong on protection. Easy on management. Manage security for multiple endpoints, mobile devices and file servers remotely, from anywhere.

On-Premises Management

Kaspersky Endpoint Security for Business

Industry leading anti-malware protection combined with powerful web, application and device controls to provide scalable, multi-layered protection against the most sophisticated threats.

Targeted Security Solutions

A cost-effective way to solve specific security tasks by placing Kaspersky Lab technologies exactly where you need them.

Kaspersky Small Office Security

Smaller businesses face many of the same security threats as large enterprises. But they don't have the same resources to deal with them.

And with 78% getting by without a dedicated IT specialist, they don't need the extra bells and whistles that typically come with security products designed for large companies – but free or consumer-targeted security products can't meet business security needs.

Kaspersky Small Office Security provides maximum security with minimum fuss. Developed specifically to meet the needs of small businesses, it also delivers multiple layers of protection in one simple to use package:

- **Backup and encryption** to help limit reputational damage, lost business or fines in the event of a breach.
- **Safe Money** protects financial and online banking transactions.
- **Anti-cryptor capabilities** stop cryptors and ransomware in their tracks. Any attempt at accessing valuable user files triggers their temporary backup, allowing automatic rollback in case of malicious encryption.
- Kaspersky Lab's **cloud-based monitoring console** means it's easy to monitor and manage from anywhere – by anyone you choose.
- **Optional Internet and email protection** secures against malicious attempts to hijack your data: automatically block exploits hidden in web browsers and identify phishing sites designed to trick users into sharing sensitive data.

You don't need to be an expert

Kaspersky Small Office Security is so easy to install and manage, anyone can do it – you don't need to be an expert.

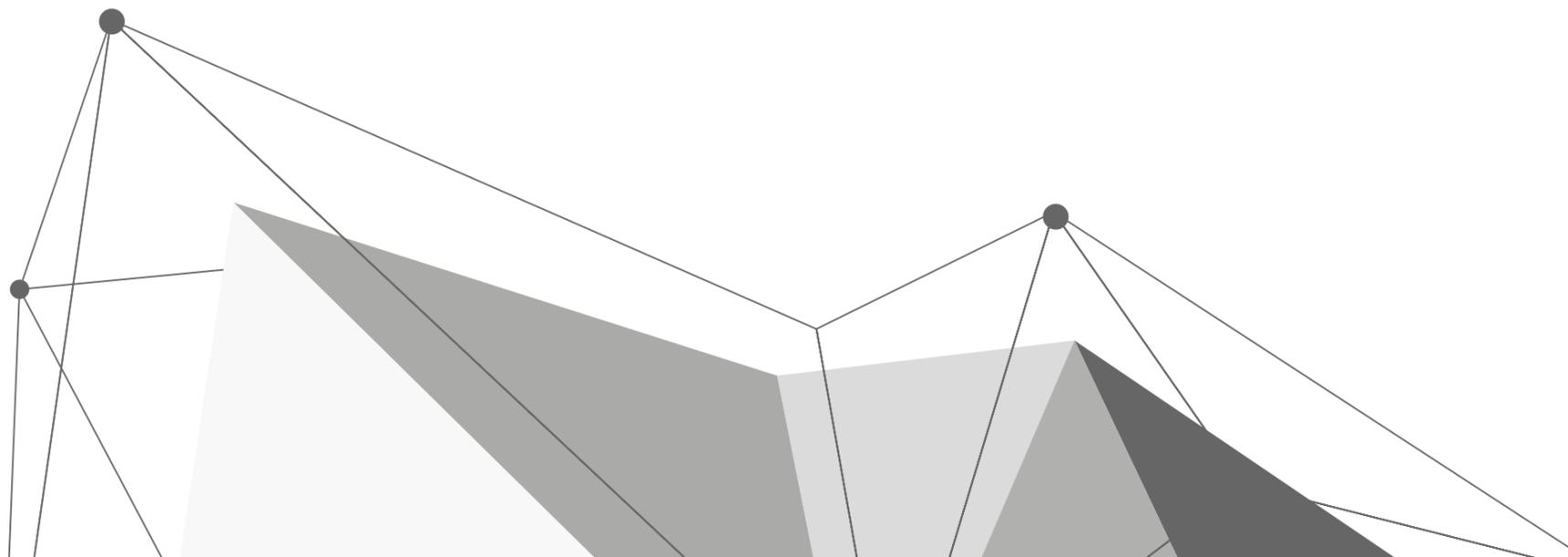
Kaspersky Endpoint Security Cloud

Small and medium-sized businesses often lack the means to defend against the latest attacks – IT budgets under pressure, limited time to devote to IT security and a lack of resources to spend on managing complicated solutions.

Manage security from any chosen device, anywhere

Kaspersky Endpoint Security Cloud was developed specifically to address this challenge. For businesses with small IT teams – or ones that prefer to outsource IT security management tasks – it delivers industry-leading protection that's quick to roll out, easy to run and requires no additional hardware investment.

- Cloud-based console for flexible, simple administration
- Protect Windows and Mac desktops and laptops, file servers - plus Android and iOS devices
- Default security policies, developed by our experts, ensure a strong security posture right out of the box
- Ready-to-run console nothing to download or deploy, no need for additional hardware
- Managed Service Providers: easy monitoring and control of customer security, across devices, from a single console.

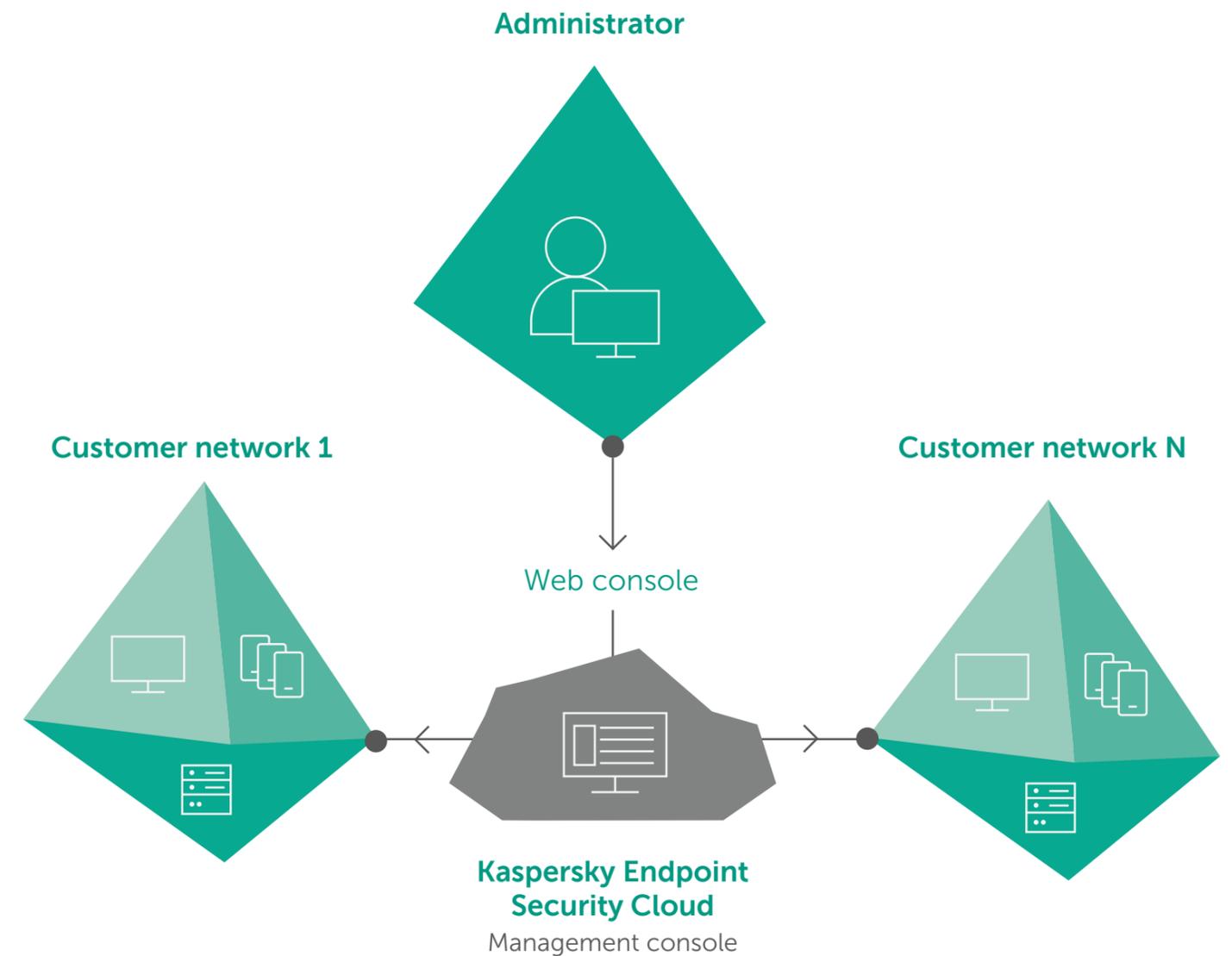


The Benefits of The Cloud

The key difference between on-premises and cloud is the location of the centralized management console.

While the on-premises console delivers granular management capabilities for systems administrators, the Kaspersky Endpoint Security Cloud console requires only basic IT skills and can be managed without much effort.

Because all security management functions are accessed via the ready-to-use, cloud-based console, administrators can use almost any online device to set up and adjust all protection features. For businesses that subcontract their IT security management to an external consultant, the cloud-based console is an easy way to provide remote management. And because the console is off-site, there's no need to buy or maintain any additional hardware.



55% of SMBs experienced a cyberattack and 50% suffered a data breach in the 12 months preceding mid-2016.

With increased attack sophistication and the availability of advanced malware to criminals with limited IT skills, what can companies do to protect themselves?

Kaspersky Endpoint Security for Business is a scalable, fully integrated, tiered endpoint security platform that

protects against known, unknown and advanced threats. Combining the world's most tested, most awarded security with granular centralized management and powerful control tools, Kaspersky Endpoint Security for Business is next generation multi-layered security at its most intelligent.

Portfolio – Small & Medium Business
Kaspersky Endpoint Security for Business

**Here's how Kaspersky
Endpoint Security for Business
keeps your company safe**

Portfolio – Small & Medium Business

Kaspersky Endpoint Security for Business



Kaspersky Endpoint Security for Business SELECT

combines multi-layered protection and granular management with scalability and centralized controls to protect businesses of all sizes. Application, device and web controls further boost security and enhance productivity while mobile management features extend true, agile cybersecurity to the mobile platform.



Kaspersky Endpoint Security for Business ADVANCED

combines IT security efficiency to deliver extended vulnerability monitoring and client management features, along with data encryption, all from a single, integrated console for greater efficiency without complexity.



Kaspersky TOTAL Security for Business

is a fully integrated security platform that can handle even the most complex environments. Kaspersky Total Security for Business extends integrated, multi-layered protection beyond endpoints to employee collaboration and communications, by securing mail servers, web gateways and collaboration platforms.

Extensive management options for companies with dedicated IT personnel

For smaller companies Kaspersky Endpoint Security for Business provides a choice of preconfigured policies to rapidly implement security and start

benefiting from protection. For those who need more flexibility there is a wide range of setup options to adjust the solution to specific security needs.

Kaspersky Targeted Solutions

Our targeted solutions complement your multi-layered security strategy with protection for specific infrastructure elements.



Kaspersky Security for Virtualization

Kaspersky Security for Virtualization is a flexible solution that delivers both protection and performance to virtual infrastructures.



Kaspersky Security for Mail Server

Email is one of the main channels through which cryptors, malware and spam are distributed. Kaspersky Security for Mail Server protects your business from data loss, spam, phishing emails and advanced malware threats.



Kaspersky Security for Mobile

Kaspersky Security for Mobile ensures that staff can perform mobile tasks safely and securely wherever they are and whatever platform they use.



Kaspersky Vulnerability and Patch Management

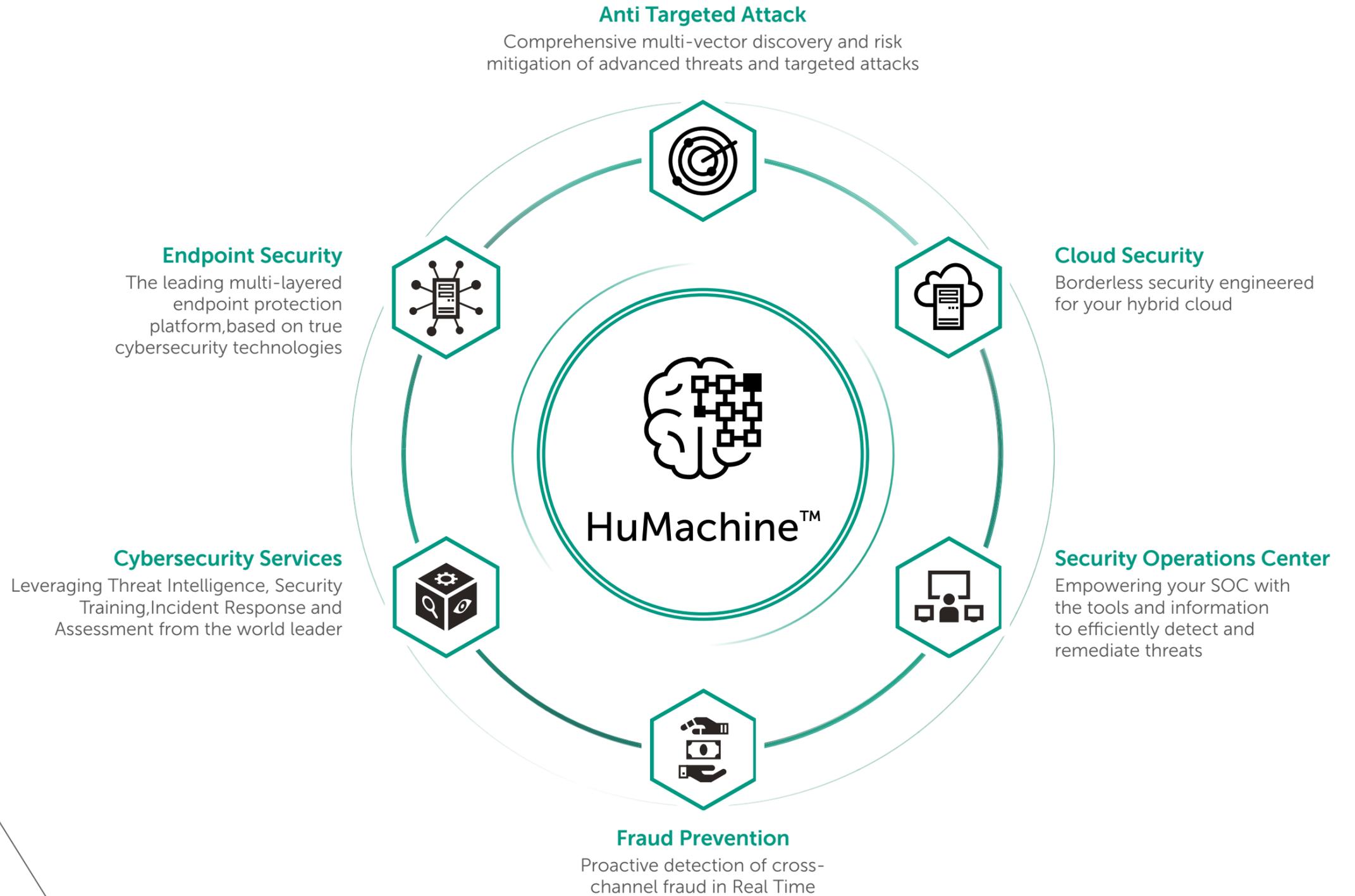
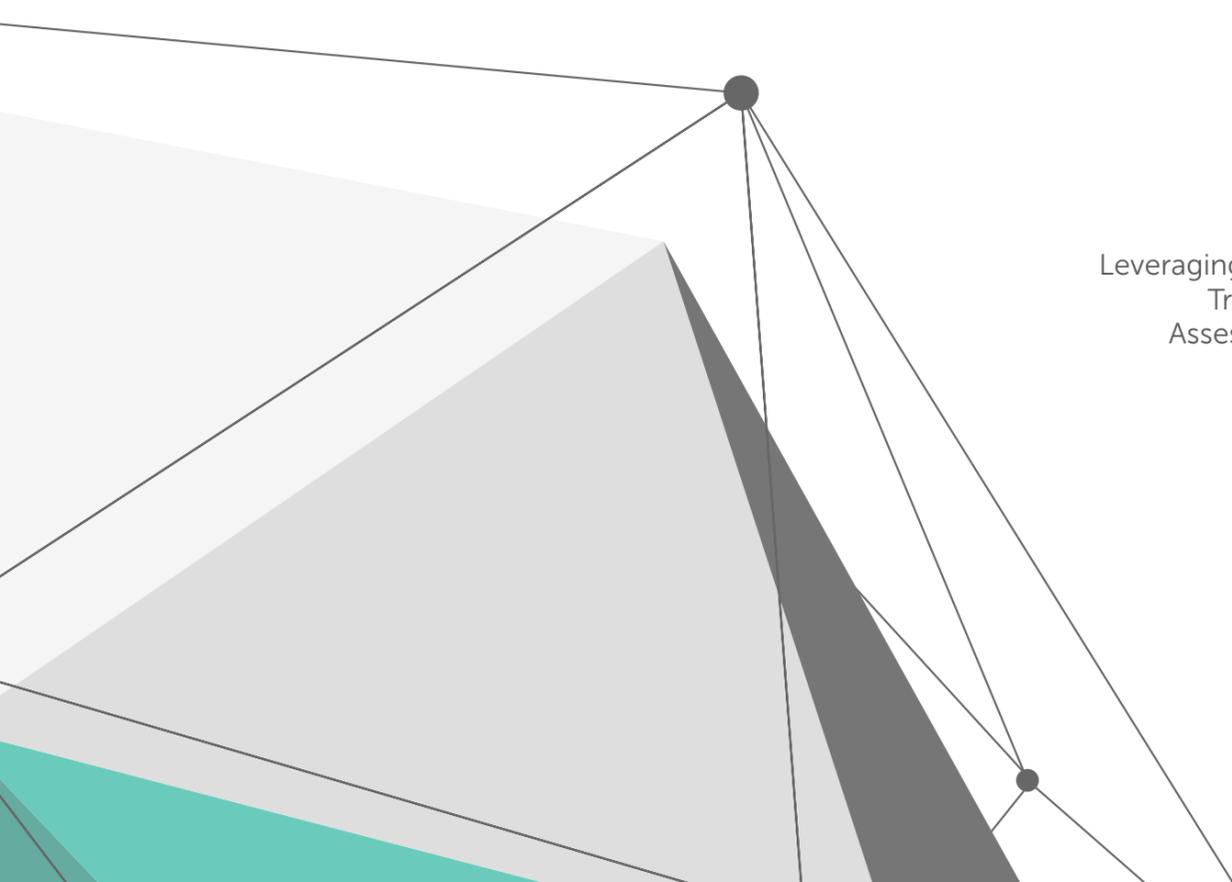
Cybercriminals are exploiting unpatched vulnerabilities in operating systems and common applications. Kaspersky Vulnerability and Patch Management saves time and cuts through IT complexity while optimizing security.



Kaspersky Lab Managed Service Providers Program

Kaspersky Lab's MSP Program was created specifically to meet the needs of partners who want to grow their managed service offering in cybersecurity – without additional administrative overheads or resources. From physical and mobile infrastructures to virtualized environments, Kaspersky Lab's comprehensive portfolio can be delivered on-premises or from the cloud.

Kaspersky also provides
enterprise solutions for
a range of industries.



Don't just take our word for it – Kaspersky Lab is extremely proud of the independent praise and accolades our products receive.

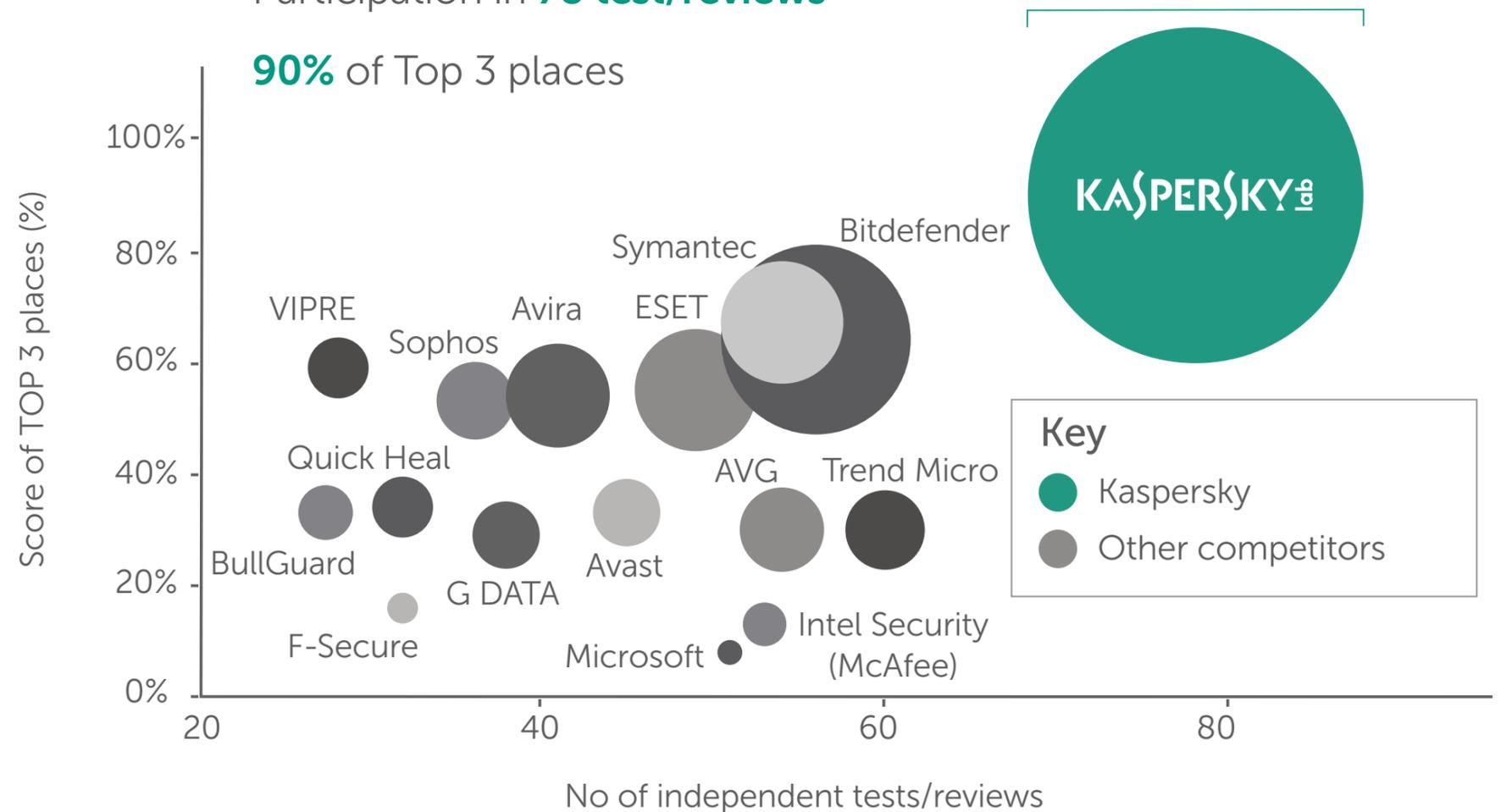
Our TOP3 metric reflects the percentage of times a vendor gained a top-three place in independent tests within a year. In 2016 Kaspersky Lab products participated in 78 independent tests and reviews, and was awarded 55 firsts and 70 top-three finishes.

Kaspersky

Participation in **78 test/reviews**

90% of Top 3 places

1st places = **55**



Portfolio – Small & Medium Business
True Cybersecurity

Kaspersky Security for Small and Medium Business

True Cybersecurity

