

Why Kaspersky?

Kaspersky Quick Facts:

- The world's largest privately held anti-malware company
- Approaching 400 million users worldwide
- 500,000 new systems added under our protection every day
- World-class protection at all layers of the network, across multiple operating systems and device platforms.

Kaspersky Lab understands the challenge of protecting your environment from a constantly growing barrage of malware, viruses, worms, bots and spam. Additionally, you're facing a highly mobile workforce using more devices than you care to count. The reality is many IT budgets are frozen or shrinking in contrast to this increasing threat. It's more critical than ever to focus on superior protection that won't throw your budget into a tailspin.

As an IT professional, you've come to realize that 'Cost' is often much more than the price you pay for a product – in some cases, even "Free" products wind up costing you a great deal. Kaspersky believes that by concentrating on the four primary components of an anti-malware deployment, you can quickly evaluate what product is going to offer you the lowest 'Total Cost of Protection'.

- Protection
- Performance
- Manageability
- Support

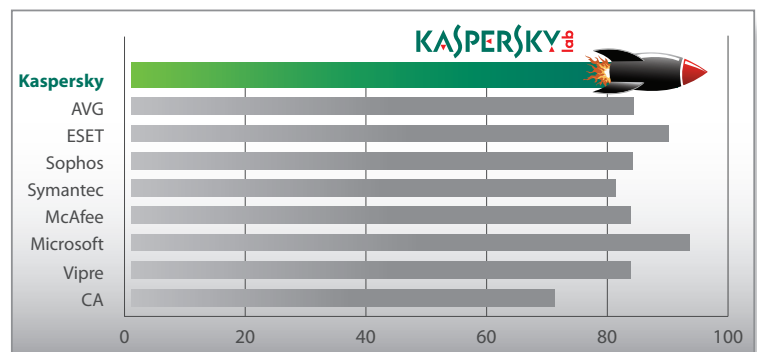
Kaspersky delivers the best results across these 4 areas

Think about how your current anti-malware product stacks up against Kaspersky. See how Kaspersky can help lower your Total Cost of Protection today!

Unmatched threat protection lowers your costs!

In 2011, Kaspersky analyzes over 70,000 new threats every day. Leading Independent Test Labs consistently rate Kaspersky best-in-category for protection against threats including: viruses, Trojans, worms, spyware, rootkits, hackers, phishing, and spam.

Protection Against Zero-Day Malware Attacks



Virus Bulletin Q1, 2011 Window 7 Tests

Quickest threat response saves you money!

Kaspersky leads the industry in identifying and responding to new threats faster than anyone else, reducing the window of exposure and providing the most up-to-date protection available. In fact, Kaspersky scored 100% - which is almost 20% higher than the industry average at protecting against these threats! (AV-Test.org).

For more information please contact our Inside Sales Team at **866-563-3099** or corporatesales@kaspersky.com.

www.kaspersky.com

Superior scanning performance means a more efficient workplace!

Kaspersky's anti-malware engine uses several patented technologies to deliver the best scanning performance. In a Passmark Software (www.passmark.com) study on Windows 7, February 2011, Kaspersky not only scored the best CPU usage times, but also excelled in on-demand scan time and scheduled scan time. Which allow you to get unsurpassed protection and your employees can stay productive.

Easy to manage means fewer IT resources required!

Kaspersky provides automated installation and updating, reducing management time. Kaspersky solutions – including smartphone security – can be managed and maintained from one central console. Best of all, it's easily customizable to support your current security policies – even for mobile workers.

Minimal footprint allows you to extend IT assets longer!

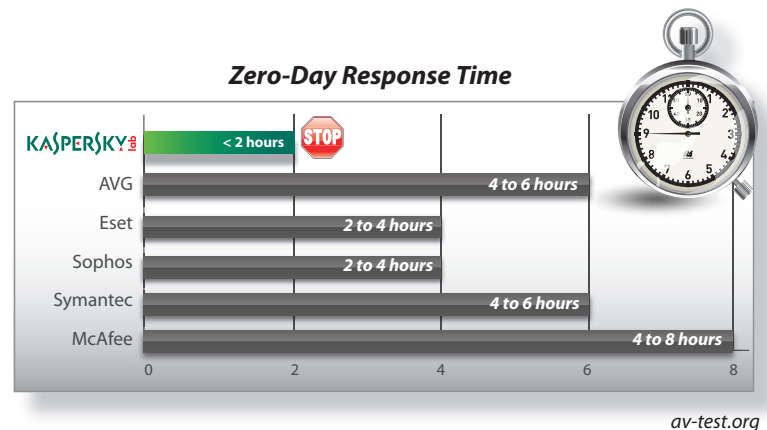
Kaspersky protection is optimized for the lowest possible impact on system resources, ensuring that protection doesn't come at the cost of user productivity. Kaspersky runs in the background, virtually undetectable to the user as they work.

- Average endpoint installation package = 31 MB
- Normal run mode requires less than 10% CPU utilization – 9 MB RAM

Top-notch support brings your expenses down!

Poor support can be a major expense. How often do you find yourself on the wrong end of a lengthy phone call to some foreign country – only to find out your problem hasn't been resolved? Your frustration can be translated to hard dollars!

- Kaspersky's support center is located in Boston, Massachusetts and is manned by engineers – who are employees, not contractors.
- The average hold time is generally less than 5 minutes.
- 91% of support incidents are resolved on the first call.
- Kaspersky offers free support in four languages – in a 13 hour window. 24x7 support is available.



Kaspersky can lower your Total Cost of Protection.

Independent tests confirm that Kaspersky provides better Protection, Performance, Management and Support.

Take the Kaspersky Challenge today! Let us show you!