



**KASPERSKY** lab

**The Kaspersky  
Difference**

# Kaspersky is...

One of the **fastest growing security vendors** in the global security software market

*(Gartner, Inc., March 2011)*

**100% focused on anti-malware**

A leader in producing **award-winning** anti-malware technology products

**Trusted** by businesses and consumers around the world **to protect 400+ million endpoints**

One of the **Top 50 Most Innovative Companies** in the world *(Fast Company, March 2011)*

# ...Ready for What's Next.

# A Powerful Heritage

## A Single Focus

In 1988 Eugene Kaspersky discovered the Cascade virus on his PC. Armed with degrees in Cryptography and Computer Programming, he wrote an application to discover and eradicate this malicious program and others like it. From that day on, Eugene Kaspersky, and Kaspersky Lab, have been 100% focused on developing anti-malware technology to keep computers safe from cyber criminals.

Kaspersky Lab has grown to become the world's largest privately held security software company. The company has more than 2,300 employees worldwide and operates in more than a hundred countries in Europe, the Middle East, Africa, Asia, North America and South America.

**Eugene Kaspersky**

*Founder and CEO, Kaspersky Lab*

# Commitment to Customers

## Superior Service and Support

Kaspersky support is world class. Every call is answered by a certified Kaspersky Lab Data Security Technician, fully trained on all of Kaspersky's products as well as operating environments, security trends and advanced technologies. Most have earned industry certifications including CISSP, VMWare, CompTIA and Microsoft.

Kaspersky engineers provide direct support to all Kaspersky Lab clients and partners, including trial prospects and licensed customers. We do not outsource customer service – all of our support staff is centrally located in our Boston office.

Our support team prides itself on short hold times and 80% first-call resolution – metrics that far exceed industry norms. We provide free standard support in English, Spanish and Portuguese, 363 days a year.

In addition to hundreds of how-to videos, FAQ's, customer forums and a searchable knowledgebase, we provide a wide range of fee-based support services, including: premium professional and maintenance services; technical account management; 24x7 support upgrade; installation; training; best practices; and "tune up" support.

Kaspersky engineers provide support through multiple channels:



Phone



Live Chat



Online



Remote Diagnostic Capabilities

# Innovative Technology

## Award-Winning Products

**Innovation is at the core of what we do.** More than 800 anti-malware experts work around the globe and around the clock to combat cybercrime, analyzing 70,000 threats daily.

Their expertise, combined with the skills of our product developers, enables Kaspersky Lab to produce highly sophisticated anti-malware solutions that provide deep protection, yet are easy to install and manage.

We hold ourselves to extremely high standards, knowing that IT managers, network administrators and IT security professionals need the most effective, high performance products, without sacrificing system speed or flexibility. We protect our customers from the threat of malware and eliminate the associated risks within their organization.

*Kaspersky Lab holds more than 220 worldwide patents and has won more awards for advanced technology than other anti-malware vendors combined.*



**ARC Winner 4 years in a row!**



# Technical Advantage

Kaspersky Lab is an inherently better solution to meet corporate security needs. Our unique approach to product development is a tightly-integrated code architecture.

**All of our software code is written by our own developers.** We've integrated our own signature-based, proactive and cloud-assisted protection technologies within a single architecture so we can deliver the most effective hybrid protection at every layer of the network. This approach makes Kaspersky solutions lightweight, agile, easy to deploy and able to stay ahead of new and emerging threats.

**Frequent updates** provide another advantage to threat protection. While other vendors update their products on a daily basis, Kaspersky Lab pioneered the practice of hourly updates. This means that Kaspersky provides superior protection against zero-day threats compared to any other brand.



**Faster response times:** Kaspersky Lab's average global response time to a new threat is 1 hour and 36 minutes, whereas other vendors can take up to eight or more hours to respond. Kaspersky's advanced technology can issue a malware signature in as little as 40 seconds in preparation for global deployment. This significantly reduces the window of exposure for our customers.



**Leveraging the power of the cloud,** the Kaspersky Security Network is made up of members of our global user community who voluntarily share real-time data on attempted infections and malware activity. This data is analyzed and converted to up-to-the-second signatures and file reputation data for all our customers.



# Industry Leadership

## The GREAT Team, Threatpost and Securelist

Kaspersky Lab's Global Research and Expert Analysis Team (GREAT Team) is on the front lines of the war against cybercrime. Comprised of a key group of forward-looking virus experts worldwide, the Kaspersky GREAT Team searches relentlessly for new malware, phishing schemes and infected websites. There is a direct link from GREAT to our Product Development team, insuring that Kaspersky customers are ready for tomorrow's threats.

KASPERSKY LAB  
**GREAT Team**

Threatpost, the Kaspersky Lab security news service, is an independent editorial website which is a leading source of information about IT security for hundreds of thousands of end-users worldwide. Threatpost's award-winning professional editorial team produces unique and high-impact content including security news, videos, feature reports and more. Threatpost has been referenced as an authoritative source on information security by leading news outlets including The New York Times, The Wall Street Journal and National Public Radio.

**threatpost**

Securelist is a Kaspersky Lab website that offers expert analysis on the many aspects of the global fight against malware. The site is staffed by Kaspersky Lab experts and provides a blog, news, commentary and monthly statistics, as well as descriptions of and removal instructions for hundreds of viruses. Securelist publishes Secureview, a quarterly magazine that features a broad range of articles written by Kaspersky Lab analysts, well-known journalists and industry experts. The magazine is targeted to IT and security specialists, technical managers and anyone with an interest in computer security.

**SECURELIST**

# A Winning Combination

## Innovation, Expertise, Experience

For more than thirteen years, Kaspersky Lab has delivered the most comprehensive and flexible anti-malware solutions for companies of every size, in every industry – solutions that provide deep protection and are easy to install and manage.

Kaspersky Lab has a long history of profitable growth. We are committed to reinvesting back into the company, to fuel innovation and expansion.

Well funded, financially stable and socially minded, Kaspersky Lab is a responsible and generous global citizen. The company is active in global and local fundraising efforts for many charities. Kaspersky Lab is also a worldwide sponsor of Scuderia Ferrari's Formula 1 team.

We will continue to innovate security solutions that protect every layer of the enterprise. We are unrelenting in our commitment to protect businesses and consumers worldwide against the perils of cybercrime.



# Be Ready for What's Next.

[www.kaspersky.com/beready](http://www.kaspersky.com/beready)



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