Kaspersky B2B portfolio

kaspersky

Table of contents

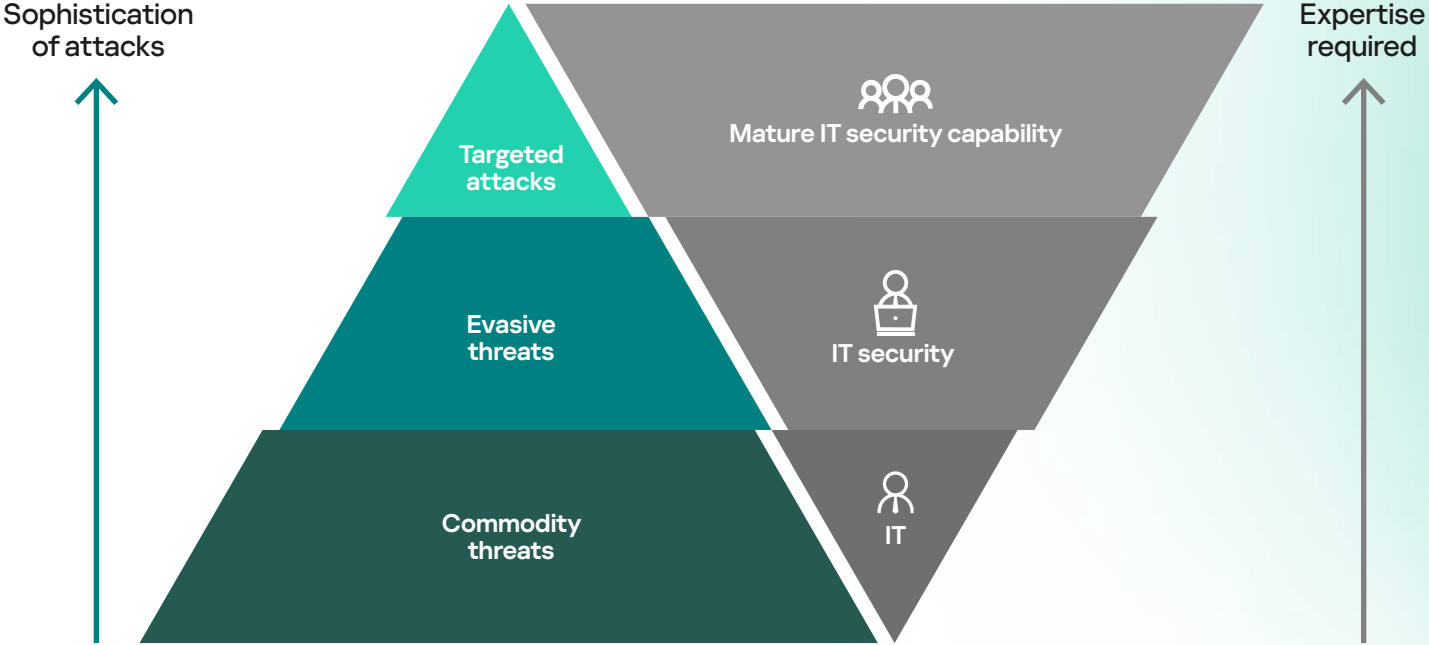
About the Kaspersky B2B portfolio

Building a security foundation for your organization by choosing the right product or service is just the first step. Developing a forward-thinking corporate cybersecurity strategy is key to long-term success.

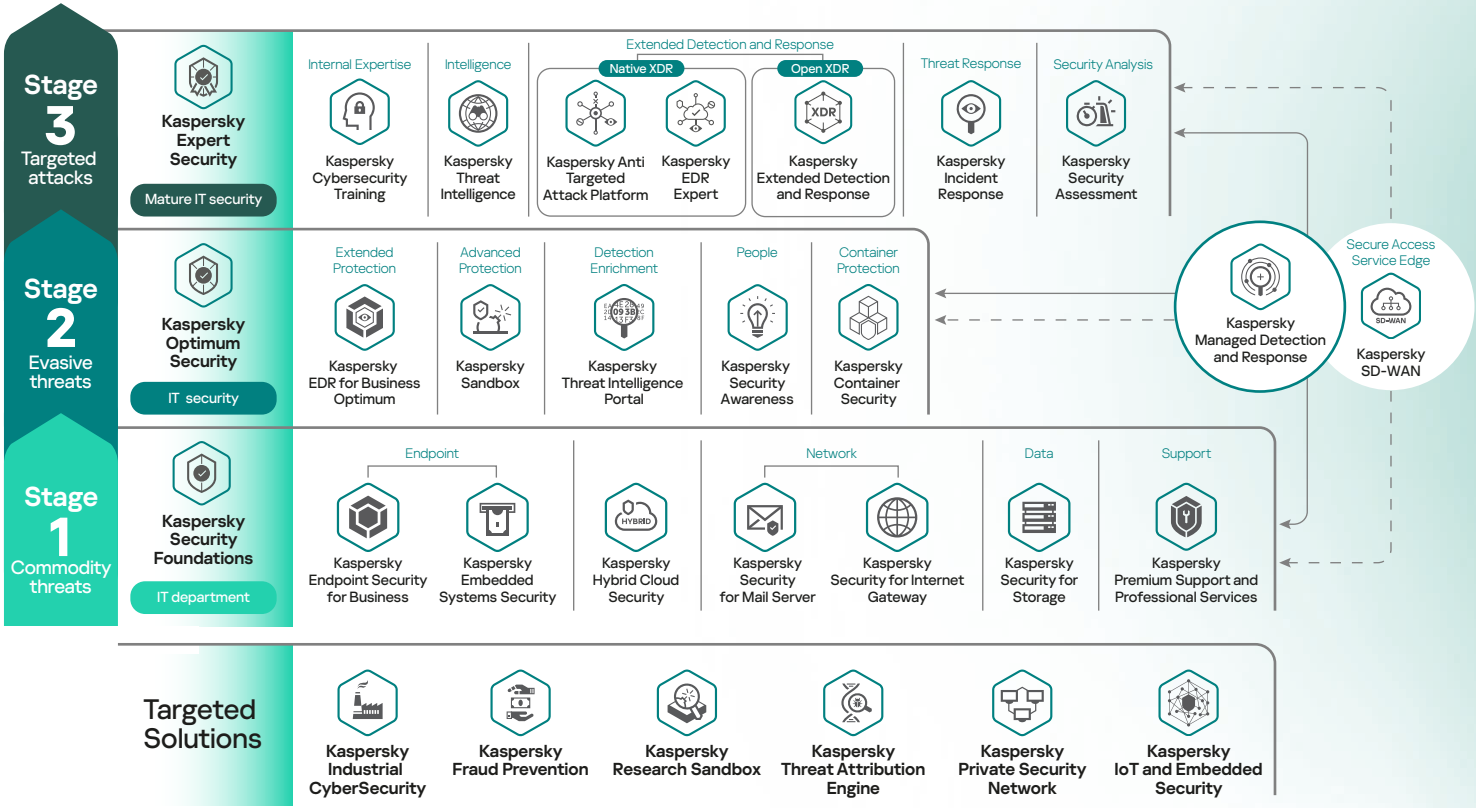
Kaspersky's B2B portfolio reflects the security demands of today's businesses, responding to the needs of commercial, industrial and public sector organizations of any size and at different levels of IT security maturity with a unique stage-by-stage cybersecurity approach. This combines different layers of protection against all types of IT and OT cyberthreats, helps prevent more than 90% of threats automatically, and empowers organizations to add new and advanced capabilities to counter more sophisticated threats as their business develops.

Kaspersky is your one cybersecurity partner who sees the full picture, so you can focus on fearless innovation and success.

Threat types and the expertise required to counteract them



Kaspersky's stage-by-stage cybersecurity approach



The need for long-term security planning

Traditional short-term security planning

Decision making:

- Market trends
- Siloed security solutions
- "Firefighter" approach
- Driven by compliance

Leveraging traditional products:

- EPP
- Firewalls/NGFW
- Web Application Firewalls
- Data Loss Prevention
- SIEM

Attributes

- Short-term security planning
- Reliance on technologies and features
- Perimeter-based network defense

Why traditional approaches fail:

- Growing complexity of the threat landscape
- Complexity of the IT infrastructure to be secured
- Complexity of incident response processes

Endpoints are the most common entry points into an organization's infrastructure, the main target of cybercriminals, and key sources of the data needed for the effective investigation of complex incidents.

of incidents were detected after impact

of businesses are concerned with the lack of IT security expertise

Source: MDR 2022 analyst report by Kaspersky

Kaspersky Security for Enterprises

Back to contents

Stage 3
Targeted attacks

Kaspersky Expert Security

Back to contents

Kaspersky Expert Security

What is it?

Kaspersky Expert Security is a comprehensive cybersecurity approach; designed to meet the needs of any IT security-matured enterprise in managing the most sophisticated current threats, including advanced persistent threats (APTs) and targeted attacks.

Who's it for?

- Mature and fully formed IT security team or a security operations center (SOC)
- Organizations with a complex and distributed IT environment
- Companies with a low risk appetite due to the high potential costs of security incidents and data breaches

What does it do?

- Optimizes your experts' workloads
- Uplifts their knowledge and skills
- Backs up your experts

Challenges

Why do cyberattacks succeed?

Too little, too late

Ignoring the likelihood of a complex attack and implementing advanced defenses only after a severe incident has occurred

Inefficient defensive approaches

Non-systematic or ineffective methods for handling cyber incidents due to disparate tools, lack of automation and weak threat intelligence

No back-up plan

No third party on hand to provide immediate support and expert guidance in the event of a cyber crisis

Very expensive consequences

How Kaspersky Expert Security deals with these challenges

Equipped

Equips your in-house experts to address complex cyber-security incidents and optimize workloads

Informed

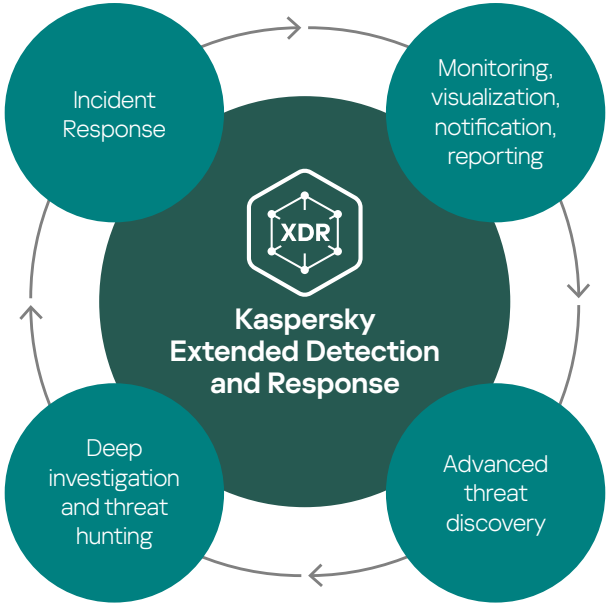
Enriches your knowledge pool with threat intelligence and **upskills** your experts to deal with complex incidents

Reinforced

Backs up your experts and **reinforces** them with trusted guidance

Equipped

Equips your in-house experts



- Proactive protection of critical assets
- All-encompassing view of corporate security
- Data from endpoints, network and cloud
- Automated response & real-time visibility
- Insights into evolving cyberthreats
- Investigation capabilities

Key products:

- Kaspersky Extended Detection and Response
- Kaspersky Anti Targeted Attack — Read more
- Kaspersky EDR Expert — Read more

Equipped

Manage IT security risks

- Comprehensive visibility
- Contextual insights
- Real-time threat detection
- Proactive threat hunting capabilities

Make informed decisions

- Data-driven approach
- Actionable intelligence
- Real-time insights into security events

Provide end-to-end IT security ops

- Unified visibility
- Centralized incident detection and response
- Incident management & documentation

Support business continuity

- Incident response automation
- Early threat detection & proactive threat hunting
- Continuous monitoring
- Compliance support

Ensures that no potential threat goes unnoticed

Kaspersky Extended Detection and Response

Informed

Keeps your in-house experts informed

Threat Intelligence

Security Operations	Unique insights into your adversaries are delivered in various formats to improve the effectiveness of security operations
Incident Response	Global historical data about relationships between threats and their attribution to specific adversaries boosts human-driven investigations
Vulnerability Management	Timely and accurate information on vulnerabilities actually exploited in the wild helps to prioritize patching efforts according to the identified risk levels
Security Leadership	A comprehensive overview of your security posture informs your defensive strategy and helps justify your IT security investment

Key products: Kaspersky Threat Intelligence

Read more

Informed

Upskills your in-house experts

Hands-on training from industry-recognized experts upskills your in-house team to effectively deal with IT security incidents.

Saves time and money on trying to recruit hard-to-find ready-skilled staff.

Helps retain and motivate in-house staff through promoting skills-based career development.

Comprehensive training courses are adaptable to your needs and can be delivered on-site, remotely or on-demand.

Key products:

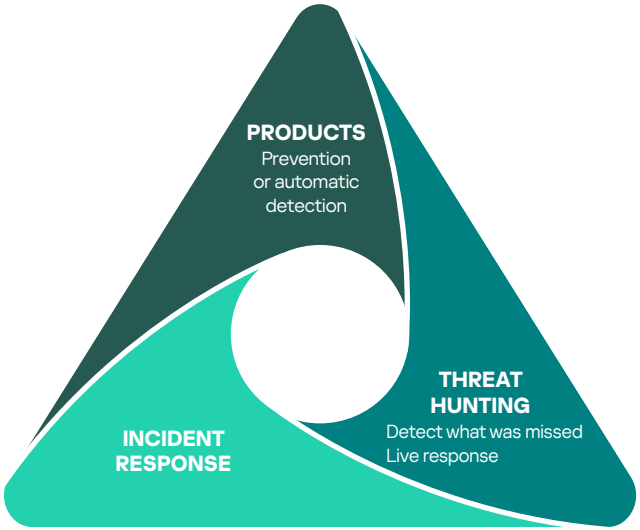
Kaspersky Cybersecurity Training

Read more

Kaspersky Tabletop Exercise

Reinforced

Backs up your experts



Completely managed protection means you can outsource routine tasks and focus in-house resources on tasks that really require their involvement.

Superior detection capabilities backed by over 20 years of consistently outstanding targeted attack research filter out misleading false positives and costly false negatives.

Immediate support from deeply experienced cyber-intrusion investigators enables you to resolve complex incidents fast and effectively.

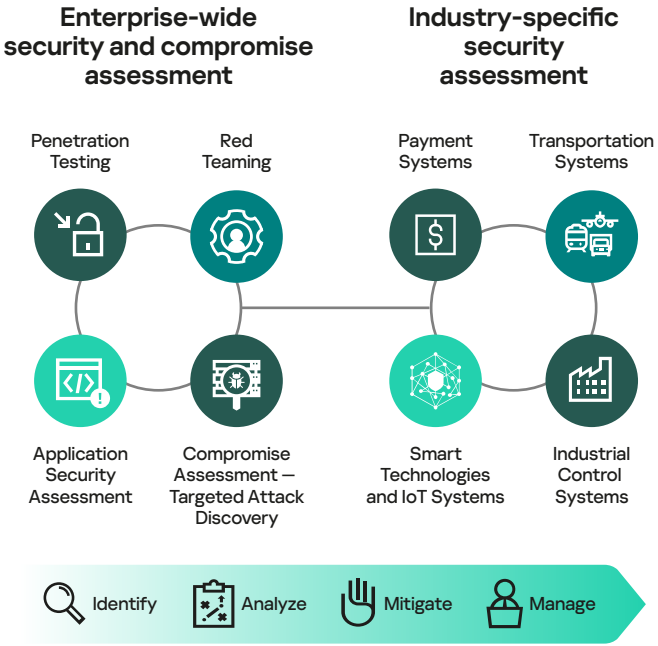
Key services:

Kaspersky Managed Detection and Response
Read more

Kaspersky Incident Response
Read more

Reinforced

Reinforces your experts with trusted guidance



Threat intelligence-driven security assessment engagements provide an overview of your security posture, allowing you to close security gaps before their exploitation.

Compromise assessment delivers timely identification of security incidents, so their impact can be mitigated before they become apparent, with protection enabled against similar attacks in future.

Teams with a deep, current practical knowledge of industry-specific infrastructures can help improve defenses against threats affecting specialized IT environments.

Key services:

Kaspersky Security Assessment
Read more

Kaspersky for Security Operations Center
Read more

Kaspersky Targeted Attack Discovery
Read more

Kaspersky Adversary Attack Emulation

What's under the hood?

Informed | **Equipped** | **Reinforced**

Kaspersky Expert Security

Kaspersky Threat Intelligence

- Threat Data Feeds
- CyberTrace
- Threat Lookup
- Cloud Sandbox
- APT and Crimeware Intelligence Reporting
- Digital Footprint Intelligence
- Industry-specific Intelligence Reporting (ICS, Transport)
- Ask the Analyst
- Takedown Service

Kaspersky Cybersecurity Training

- Incident Response Training
- Digital Forensics Training
- Malware Analysis and Reverse Engineering Training
- Online YARA Training
- Tabletop Exercise

Kaspersky Extended Detection and Response

Increase internal competence

Open XDR

Kaspersky Extended Detection and Response

Kaspersky Anti Targeted Attack

Kaspersky EDR Expert

Native XDR

Outsource critical tasks

Kaspersky Security and Compromise Assessment

- Targeted Attack Discovery
- Penetration Testing
- Red Teaming
- Application Security Assessment
- Industry-specific Security Assessment (ICS, Payment Systems, Transportation, IoT)
- Adversary Attack Emulation
- SOC Consulting

Kaspersky MDR & Kaspersky Incident Response

- Managed Detection and Response (MDR) Expert
- Incident Response
- Malware Analysis
- Digital Forensics

Key differentiators

The industry's most comprehensive defensive approach

A complete arsenal of advanced technologies and services to boost the effectiveness of your IT security talents and your SOC team.

A single centralized solution to manage multi-vector detection and response

Specialized solutions, driven by top-rated APT campaign discoveries from the Kaspersky GREeAT team, with unmatched defensive capabilities delivered from a single console.

Get on-demand support from the world-leading threat intelligence analysts

Guidance and insights into the specific threats you're facing or are interested in without the need to invest in hiring full-time specialists.

Continuous access to proven IT security expertise

Experienced and industry-recognized experts with a deep, current practical knowledge of the field are at your service, covering your back when you need it most.

Stage 2
Evasive threats

Kaspersky Optimum Security

Back to contents

Kaspersky Optimum Security

What is it?

- Kaspersky Optimum Security helps protect businesses from new, unknown and evasive threats.
- Effective threat detection and response solution, easy on resources.
- 24/7 security monitoring, automated threat hunting and guided and managed responses supported by Kaspersky experts.

Who's it for?

- Small dedicated IT security team, typically of one to three people
- Limited cybersecurity resource
- Emerging cybersecurity expertise

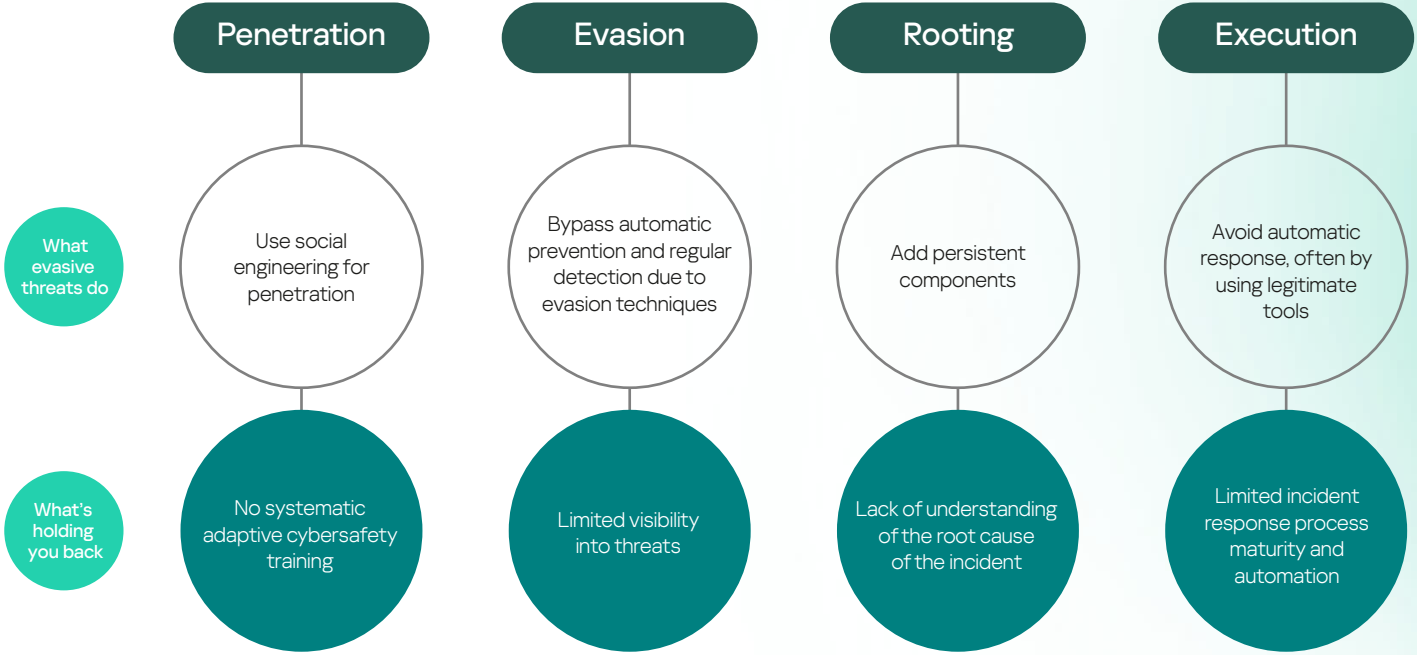
What does it do?

- Upgrades endpoint protection against evasive threats
- Supports development of essential incident response processes
- Optimizes cybersecurity resource

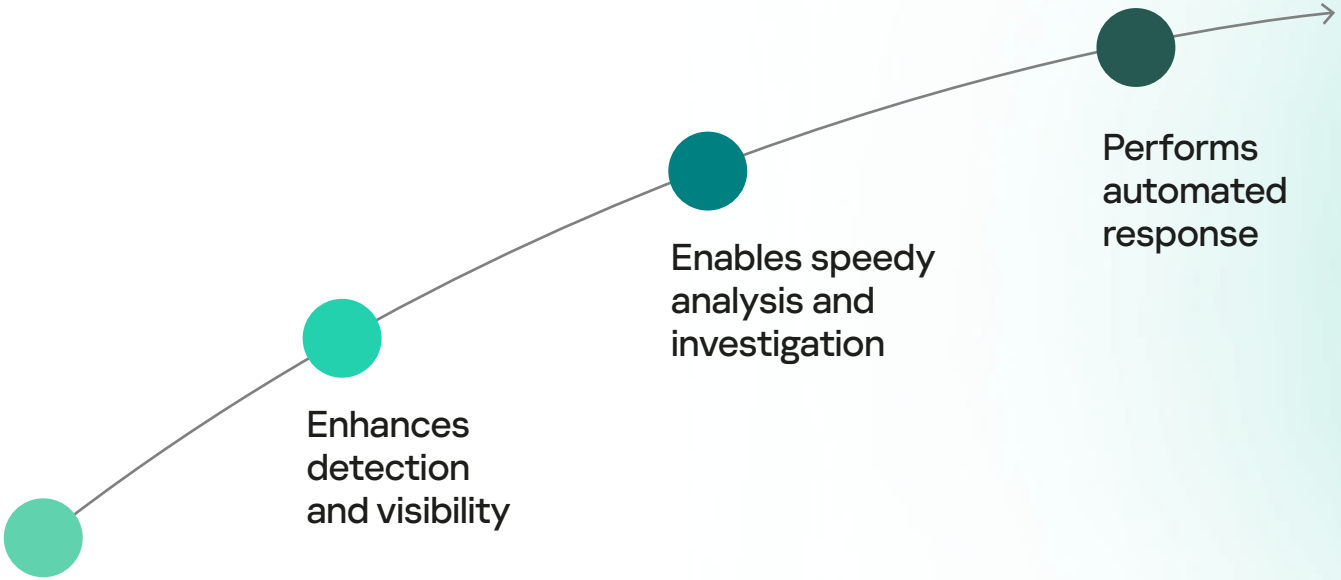
Challenges

New, unknown and evasive threats
Advanced ransomware, malware, cybertheft, etc.

These threats can be present in systems for much longer and cause more damage.



How Kaspersky Optimum Security deals with these challenges



+ Automation features and a streamlined workflow help make the best of limited resources

Raises security awareness

Build a safe working environment throughout your organization by motivating staff to learn specific skills, change habits and behave cybersafely.

Start with the leadership

Drive security awareness from the top. Engage C-suite with the topic so they can instill the same priority for all.

Address specialized teams

Equip generalist IT professionals with practical skills on how to recognize a possible attack and how to collect incident data for handover to IT Security.

Equip all employees

Instill 300+ practical cybersafety skills from experts in the field. Assess and train all employees to become 100% proficient in security awareness.

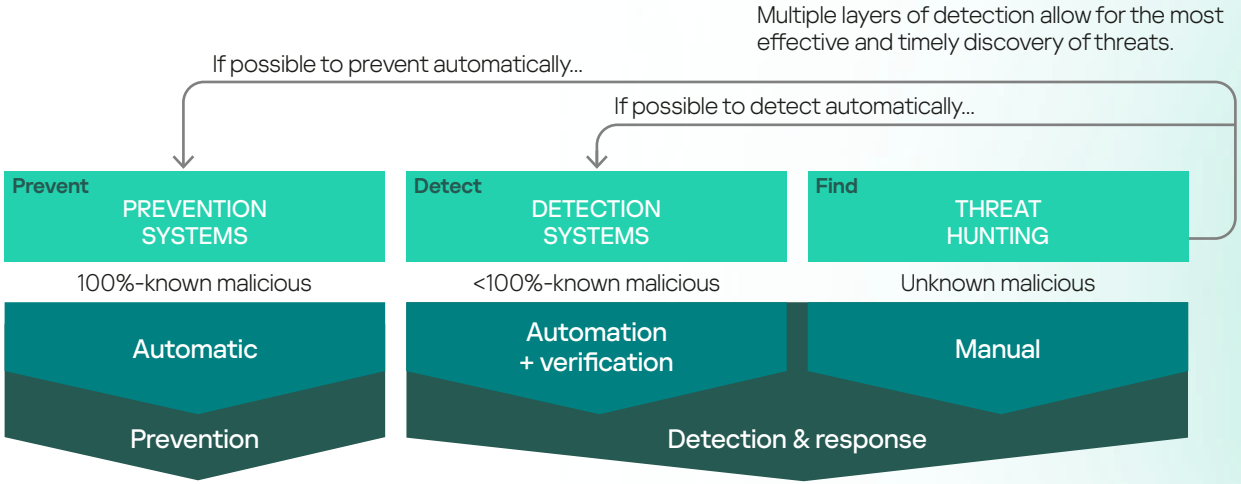
Ensure skills are applied

Use an easy-to-manage integrated solution that ensures both employee engagement and skills acquisition.

Key products: Kaspersky Security Awareness

Read more

Enhances detection and visibility



Built-in emulator for pre-execution detection of malicious behavior.

Anti-rootkit technology and firmware scanner.

Threat intelligence used throughout.

Heuristics, smart records, ML-based technologies and **Adaptive Anomaly Control.**

Sandbox for behavior analysis in a safe environment.

Proprietary indicators of attack (IoAs) created by Kaspersky experts take your detection capabilities to the next level.

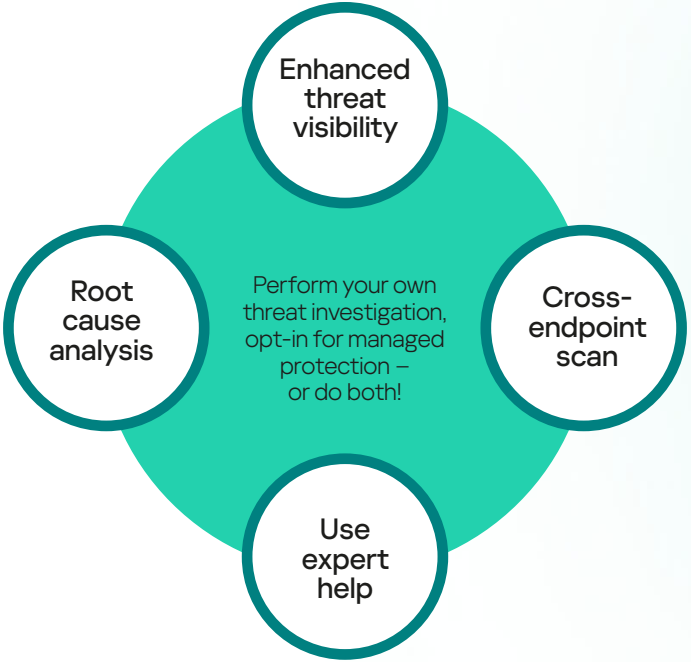
Key products:

Kaspersky Endpoint Detection and Response (EDR)

Kaspersky Security Awareness

Enables speedy analysis and investigation

Quick and efficient analysis with all data available from a single alert card



Quickly determine the root cause of a threat with drill-down visualization

Import or generate IoC[1] and scan endpoints to reveal present threats

Kaspersky experts use leading TI[2] and AI-enabled tools to analyze your threat data

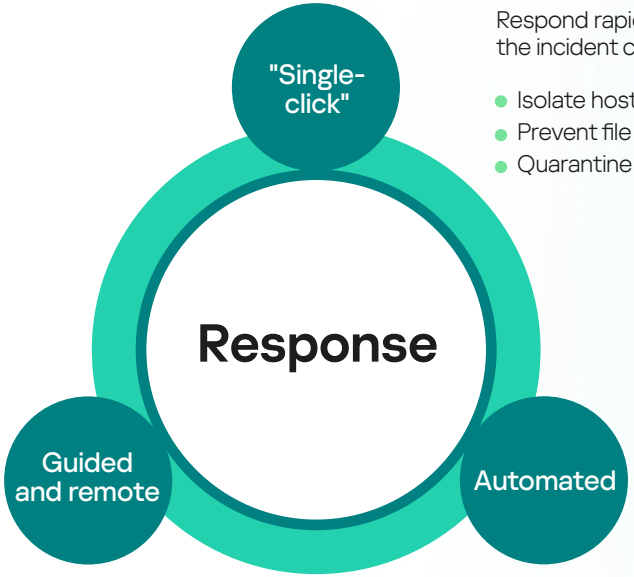
[1]Indicator of compromise
[2]Threat intelligence

Key products:

Kaspersky Endpoint Detection and Response (EDR) Optimum

Kaspersky Managed Detection and Response (MDR) Optimum

Performs automated response



Respond rapidly right from the incident card:

- Isolate host
- Prevent file execution
- Quarantine file

Get detailed reports and response recommendations – or allow Kaspersky experts to run specific remote responses

Scan the infrastructure for IoCs[1] of identified threats, with automated response applied instantly – all through a simple checkbox

[1]Indicators of compromise

Key products: Kaspersky Endpoint Detection and Response (EDR) Optimum; Kaspersky Managed Detection and Response (MDR) Optimum

Fights evasive threats on multiple levels

Penetration

The user receives a phishing email or accesses a malicious web resource, which infects the host

Installation

Initial infection deploys the necessary components, communicates with C&C[1] and explores its surroundings

Rooting

A range of tools is used – including legitimate and system-native ones – to gain persistence and start horizontal movement if needed

- Employee security awareness
- Attack surface reduction
- Automatic threat prevention
- Advanced detection mechanisms, including ML-based behavior analysis and sandboxing
- Automated threat hunting with IoAs[2]
- Root cause analysis and IoC[3] scanning
- Automated, guided and managed responses

[1] Command and control
[2] Indicators of attack
[3] Indicators of compromise

Containerization is the new normal

75% average container adoption rate*

- Speeds up coding, debugging and launching a release
- Improves application stability
- Reduces infrastructure requirements for both the developer and the customer
- Simplifies scaling

But:

90% of respondents experienced >1 security incident in their Kubernetes environments in the last 12 months**

67% reported delaying or slowing down deployment due to Kubernetes security concerns**

37% experienced revenue or customer loss due to a container/Kubernetes security incident**

30% Identified vulnerabilities as their biggest worry for their container and Kubernetes environment**

Traditional application protection tools were developed for other platforms (VM, bare metal) and cannot protect container platforms due to differences in architecture – in particular, the lack of an operating system in each container.

* CNCF 2023
** Red Hat Summit 2023

How Kaspersky Container Security deals with these challenges

VCS & Registry

- Checks images from a registry
- Scans configurational files (IaC, Dockerfile) for errors and confidential information

CI tools

Scans images for vulnerabilities, malware and confidential information

CD tools

Ensures delivery of images that comply with security policies

Orchestrator

- Checks network interaction for security policies compliance
- Behavioral analysis of containers

Who's it for?

Company profile

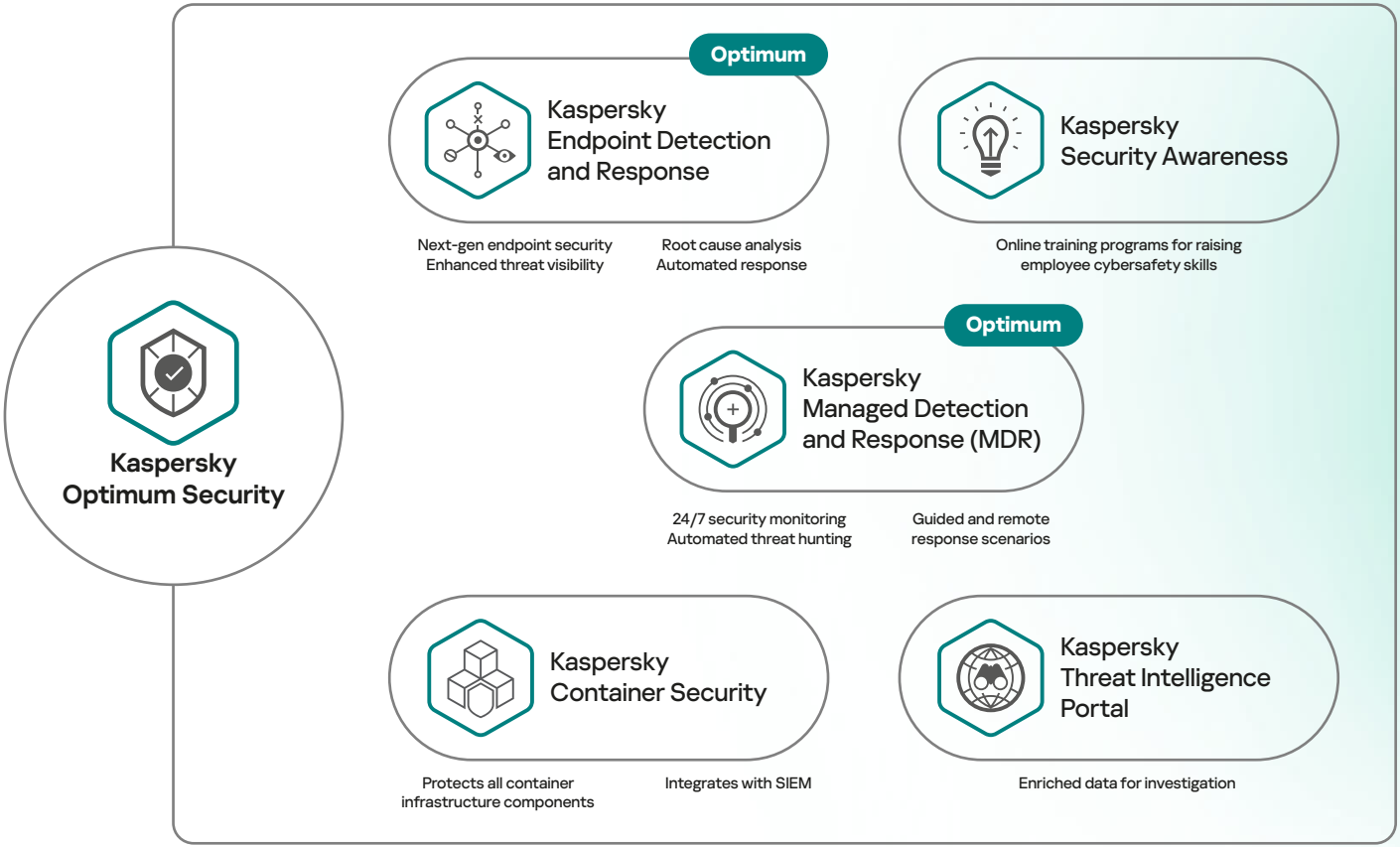
- Medium and large businesses with internal or custom development of containerized apps for various industries

Audience

- IT security or allocated DevSecOps (CISO) teams
- DevOps and/or IT (CIO) teams

Key products: Kaspersky Container Security

Kaspersky Optimum Security is built to protect against evasive threats



Key differentiators

Supports hybrid environments

Workstations, servers, virtual machines, public clouds.

Simple and automated

All products are built for organizations with limited cybersecurity resources, making streamlined detection, investigation and response a priority.

Centralized management

Unified cloud or on-prem consoles for configuration, analysis and response, all from one place.

Single solution

Essential EDR and managed protection options delivered as part of a single unified solution.

Stage 1
Commodity threats

Kaspersky Security Foundations

Back to contents

Kaspersky Security Foundations

What is it?

The cloud-managed threat prevention stage enabling every organization to stop commodity cyberthreats on any device, VDI and hybrid server infrastructure automatically. Delivers an average 441% ROI as confirmed in Forrester's TEI interviews with customers.

Who's it for?

- IT teams in organizations of every size
- Limited cybersecurity resource
- Decision-makers who want to build a solid security foundation now and avoid costly future problems

What does it do?

- Protects every device – including specialized and legacy endpoints
- Delivers visibility and control over every IT asset
- Helps prevent or mitigate user mistakes
- Provides the systems management automation you need, without breaking the bank
- Relieves corporate IT teams of tedious deployment and maintenance tasks while ensuring better ROI thanks to optimized configurations

Challenges

Is my security keeping up with my IT?

If your infrastructure is large or complex, you're probably having to deal with a multitude of endpoint types, diverse computing platforms and different environments.

A broad range of devices and IT network functions must be united to function as a single – and secure – whole.

Getting all this under control is a constant struggle.

What's holding you back?

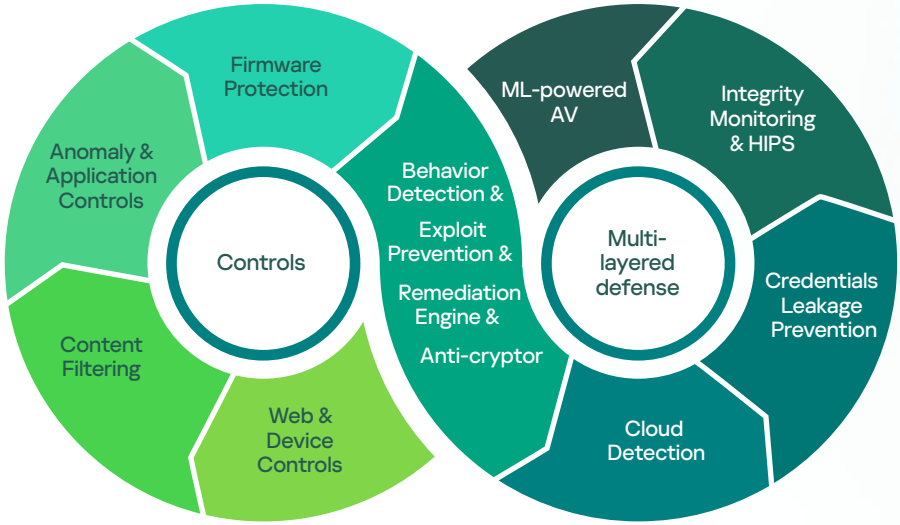
- The inability to ensure protection of corporate and customer data from exposure and loss
- A poor end-user security culture
- Severe budgeting and resource constraints
- Loss of IT visibility and control
- Old systems and patchy protection, leaving crucial parts of the infrastructure exposed

How Kaspersky Security Foundations deals with these challenges

Inability to protect corporate and customer data	Proven, comprehensive protection, eliminating downtime and data losses
A poor end-user security culture	Blocks attacks before they can reach end users
Severe budgeting and resource constraints	Optimized range of technologies that make the most of your budget and resources
Loss of IT visibility and control due to infrastructure complexity	Visibility, control and protection of your entire IT infrastructure
Old systems and patchy protection leaving crucial parts of the infrastructure exposed	Protection for legacy operating systems (OS) and specialized systems

Proven, comprehensive protection, eliminating downtime and data loss

Powerful controls mean you can restrict access to valuable data and limit or blockthe activities of apps capable of threatening that data. The risk of an incident leading to data loss/leakage is massively reduced through multi-layered defense technologies.



Key differentiator

With Kaspersky Security Foundations, your entire IT estate is protected right across the board through a multi-layered approach that provides defense-in-depth, eliminating downtime and data loss.

Key products:

- **Kaspersky Endpoint Security for Business** — Read more
- **Kaspersky Hybrid Cloud Security** — Read more
- **Kaspersky Security for Mail Server** — Read more
- **Kaspersky Security for Internet Gateway** — Read more
- **Kaspersky Embedded System Security** — Read more

Blocks attacks before they can reach end users

Technologies and granular controls let you tailor access to apps, websites, etc., according to individual work roles and groups, maximizing your security by eliminating risk.

Key differentiator

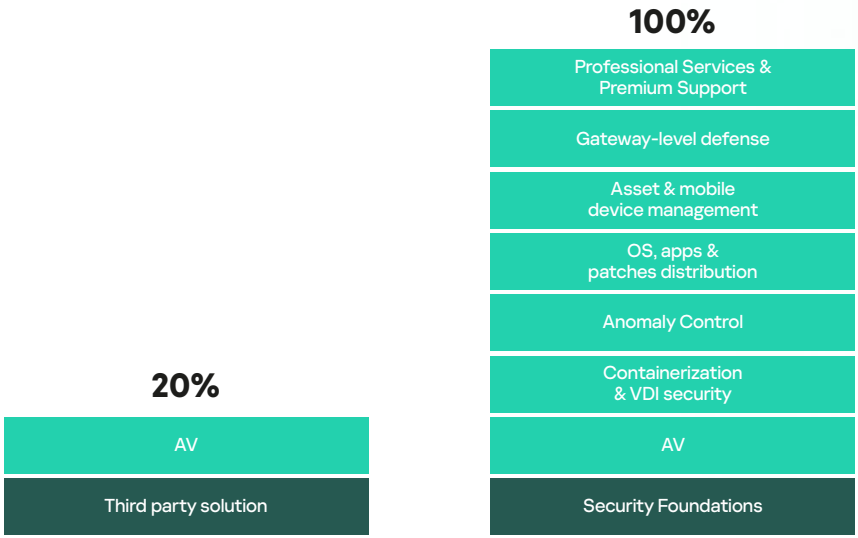
Kaspersky Security Foundations blocks attacks before they can reach end users, preventing your employees from inadvertently exposing the business to an attack. You'll find it's easy to enforce policies dictating which trusted applications your users can run and what devices they can plug into the system.

Key products:

- **Kaspersky Endpoint Security for Business** — Read more
- **Kaspersky Hybrid Cloud Security** — Read more
- **Kaspersky Security for Mail Server** — Read more
- **Kaspersky Security for Internet Gateway** — Read more

Optimized range of technologies that maximizes your budget and resources

We don't force on you technologies you don't need, but all the fully automated technologies you do need are included at no additional cost:



Key differentiator

Kaspersky Security Foundations preselects the award-winning technologies that are right for organizations like yours. So you don't find yourself paying a premium for things you don't need right now, or struggling to deploy and maintain over-elaborate functionality.

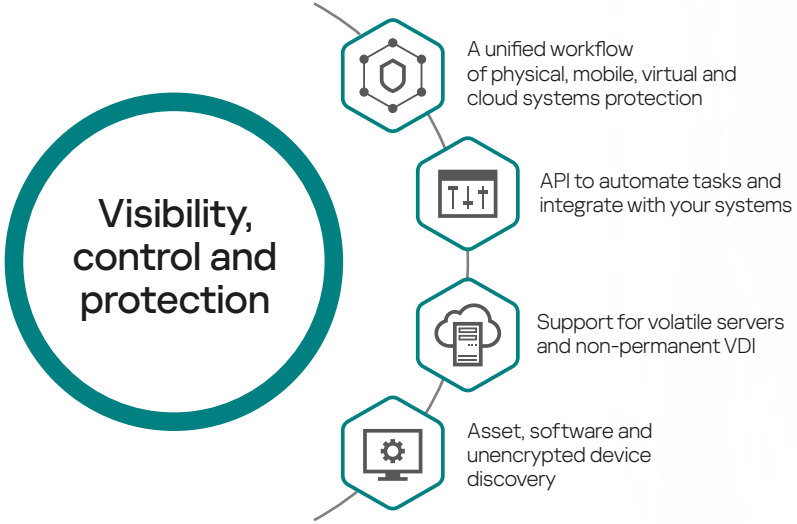
You end up with outstanding security that fits your current needs and budget, knowing that, if and when you're ready, Kaspersky Security Foundations provides the necessary agents for future EDR, MDR and XDR deployment across your entire infrastructure.

Key products:

- **Kaspersky Endpoint Security for Business** — Read more
- **Kaspersky Hybrid Cloud Security** — Read more
- **Kaspersky Security for Mail Server** — Read more
- **Kaspersky Security for Internet Gateway** — Read more

Visibility, control and protection of your entire IT infrastructure

Kaspersky Security Foundations provides a single console to give full visibility across the whole IT estate, encompassing a wide range of OSs and hybrid infrastructures by delivering:



Key differentiator

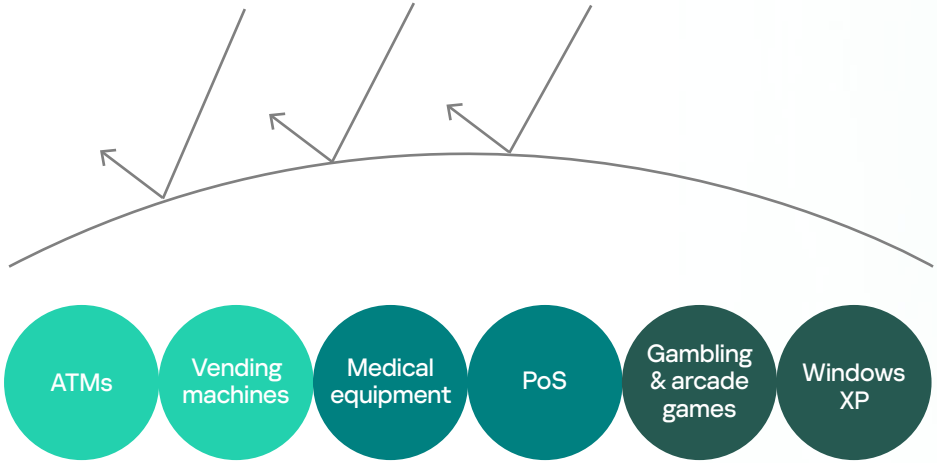
Kaspersky Security Foundations operates as unified security, providing visibility, control and protection of all aspects of your IT infrastructure – from mobile devices and VDI to virtual servers and public cloud infrastructures.

Key products:

- **Kaspersky Endpoint Security for Business** — Read more
- **Kaspersky Hybrid Cloud Security** — Read more
- **Kaspersky Security for Mail Server** — Read more
- **Kaspersky Security for Internet Gateway** — Read more
- **Kaspersky Embedded System Security** — Read more

Protection for legacy OSs and specialized systems

Specialized computing equipment running low-spec hardware and legacy software requires equally specialized protection. That's also true of legacy endpoints not yet ready for upgrading.



The benefits

Kaspersky Security Foundations offers graduated control and award-winning protection for legacy OSs and specialized systems that have very limited CPU and memory resources – which you can manage together with security for all your other endpoints via the same single console.

Key products: Kaspersky Embedded System Security

Read more

Key differentiators

Outstanding performance on any device

Kaspersky Security Foundations offers graduated control and award-winning protection for legacy OSs and specialized systems that have very limited CPU and memory resources – which you can manage together with security for all your other endpoints via the same single console.

Unified management of whole IT estate

Our single console and unified security workflow are designed to give 360 degree IT visibility and maximum flexibility, optimizing policy enforcement and minimizing risk.

Maximum automation for any infrastructure

Our products are built for organizations with limited IT resources in mind, automatically preventing cyberthreats on all devices, VDIs, gateways and hybrid server infrastructures.

A high return on investment

Ease of use is confirmed by our high ratings in Gartner Peer Insights reviews from customers of all sizes, and in industry analyst reports. Kaspersky Security Foundations generates high levels of ROI – as confirmed by Forrester TEI interviews with customers.

What's under the hood?

Kaspersky Security Foundations

- **Kaspersky Endpoint Security for Business**
- **Kaspersky Hybrid Cloud Security**
- **Kaspersky Embedded System Security**
- **Kaspersky Security for Storage**
- **Kaspersky Security for Mail Server**
- **Kaspersky Security for Internet Gateway**
- **Kaspersky Professional Services**
- **Kaspersky Premium Support**

- Protection for corporate users and mobile devices
- Server security in hybrid environments
- Protection for Virtual Desktops (VDI)
- Protection for specialized endpoints and legacy PCs
- Protection against the most common attack vector: email
- Forefront protection against web-based threats
- Deployment, configuration and maintenance assistance

Kaspersky Industrial CyberSecurity

Back to contents

How we protect industrial enterprises

Visibility

Equips your in-house experts to address complex cyber-security incidents and optimize workloads

Risk management

We help to enforce policies, assign controls and stop threats without compromising processes

Centralization

We help to quickly respond to incidents, easily replicate successful deployments and manage complex distributed infrastructure

Kaspersky Industrial CyberSecurity

Solution for industrial enterprises

A platform of natively integrated technologies, training and expert services

Kaspersky Single Management Platform

Platform

Kaspersky Industrial CyberSecurity

for Nodes

Endpoint Protection, Detection and Response

for Networks

Network Traffic Analysis, Detection and Response

Services

Training and Awareness

Kaspersky Security Awarness

Kaspersky Cybersecurity Training

Expert Services and Intelligence

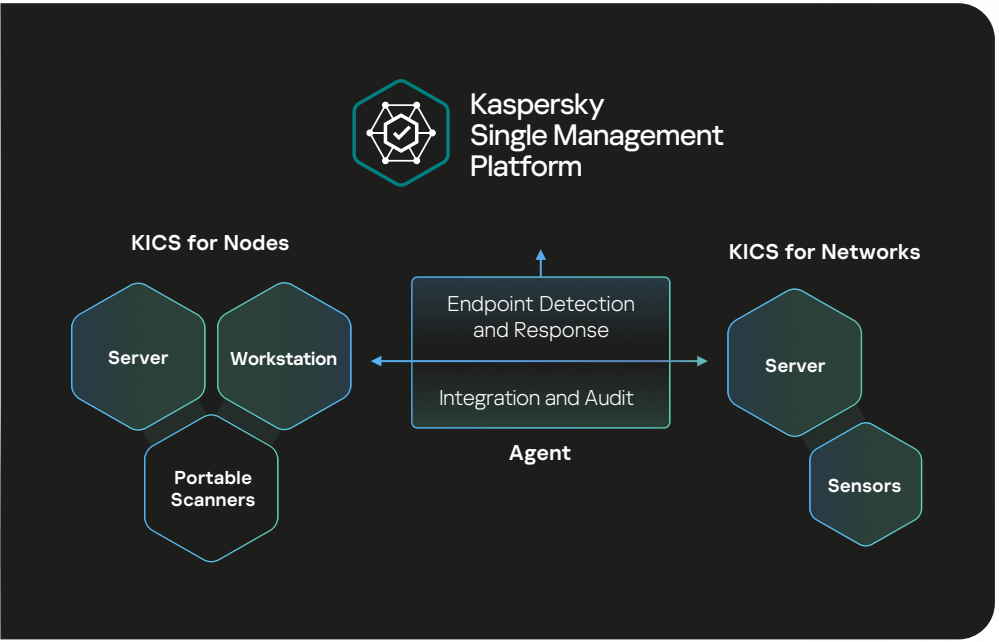
Kaspersky Threat Intelligence

Kaspersky Security Assessment

Kaspersky Incident Response

Platform architecture and main function

Kaspersky Industrial CyberSecurity



Network detection and response

Network traffic analysis and endpoint sensors to detect intrusions on the lowest level (ICS Protocols DPI and IDS signatures)

Risk and asset management

Passive detection of OT components and vulnerabilities. Optional active polling, risk-oriented situational awareness and reporting

Endpoint detection, response and audit

Anti malware, software & device whitelisting and more. ICS EDR enables root cause analysis of incidents in OT

Kaspersky Industrial CyberSecurity's holistic approach

Training and Awareness

- Professional education in incident response and investigation in OT
- Basic trainings for OT specialists

Assessment and other Security Services

- Penetration testing
- Cybersecurity assessments
- APT reports
- Managed detection and response service
- ICS-CERT consulting

Threat Intelligence

- Vulnerability research and malware database

Incident Response

- IR and forensics service (remote and onsite)
- Handbook preparation and simulation

Key differentiators

Certified

Industrial vendors confirmed that over 150 of their automation systems are compatible with the Kaspersky Industrial CyberSecurity platform.

Compliant

Designed and tested to be compliant with various critical national infrastructure requirements, best practices and international standards.

Efficient

We protect industrial enterprises. From one site to global operations, our solution guarantees performance, efficacy and great scalability.

Future-proof

An open platform, ecosystem of products, great integration capabilities and 25+ years of success make Kaspersky a reliable supplier for more than 600 industrial enterprises worldwide.

Kaspersky SASE

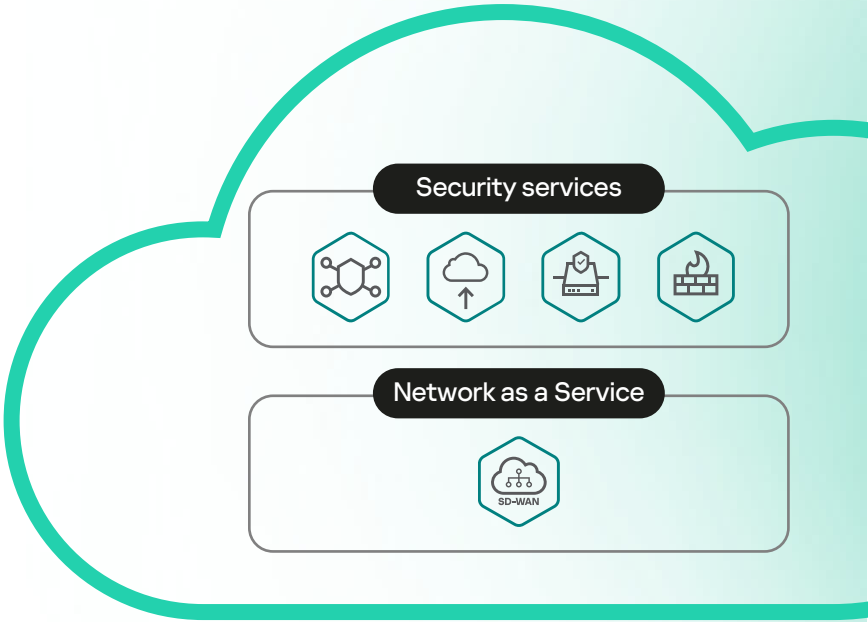
Back to contents

SASE – Secure Access Service Edge

SASE refers to network and security services synergy, which aims to provide agile and reliable networks, while shifting from different security solutions to unified security available from a private or public cloud.

With SASE, the whole company network is secured, regardless of where your users are or how they connect to it.

SD-WAN technology is an essential step in building unified security on top of a reliable distributed network.



Reliable network and security capabilities rolled into one

Kaspersky SD-WAN

Easy scalability

Connect new locations with a zero-touch experience to meet constantly changing business demands

Convenient management

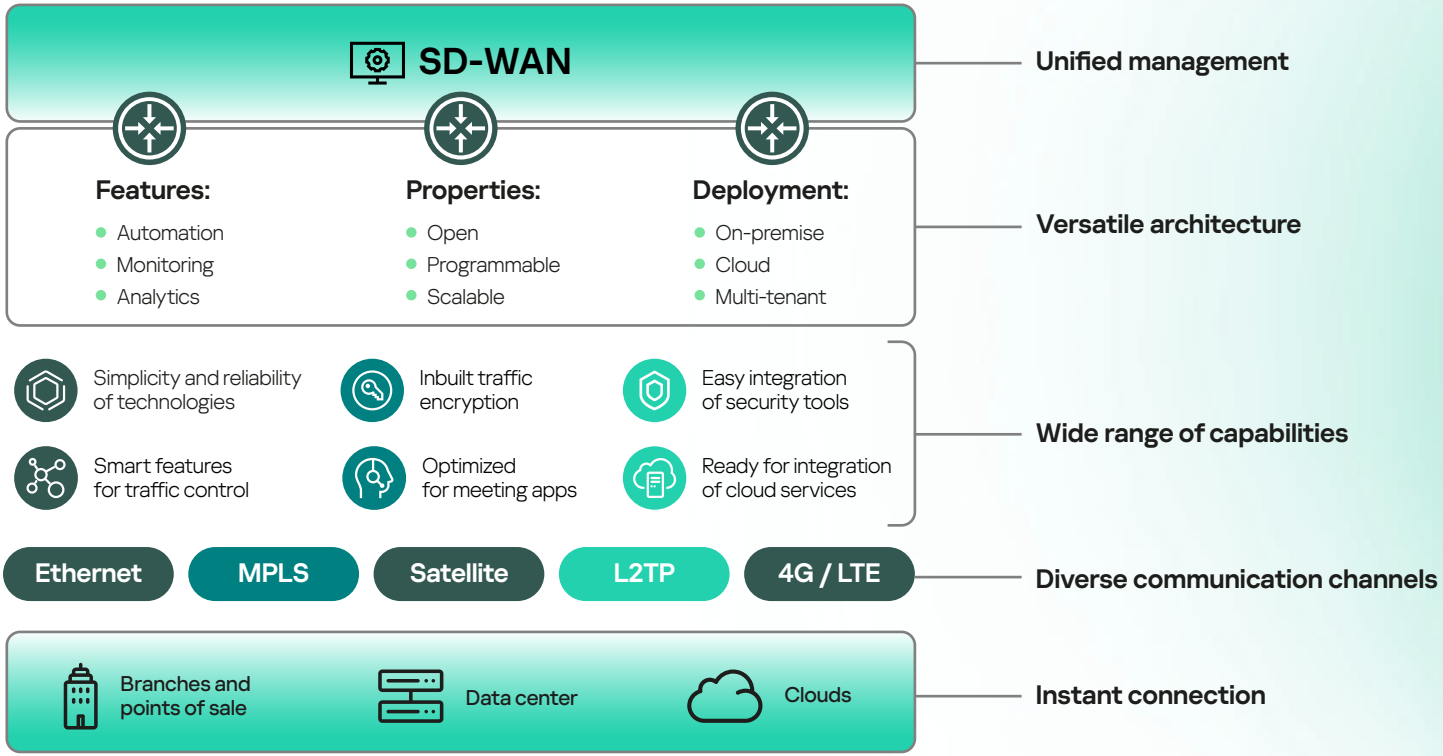
Manage your entire network from a single console, modifying security policies and traffic filtering rules

Cost optimization

Reduce infrastructure costs, converging separate communication channels and network functions

Centralized security

Automatically deploy virtualized traffic control and security tools through the VNF manager


SD-WAN
Unified management
Features:
Automation
Monitoring
Analytics
Properties:
Open
Programmable
Scalable
Deployment:
On-premise
Cloud
Multi-tenant
Versatile architecture
Simplicity and reliability of technologies
Inbuilt traffic encryption
Easy integration of security tools
Smart features for traffic control
Optimized for meeting apps
Ready for integration of cloud services
Wide range of capabilities
Ethernet
MPLS
Satellite
L2TP
4G / LTE
Diverse communication channels
Branches and points of sale
Data center
Clouds
Instant connection

Kaspersky Security for Small and Medium-sized Businesses

Back to contents

Security challenges faced by SMBs

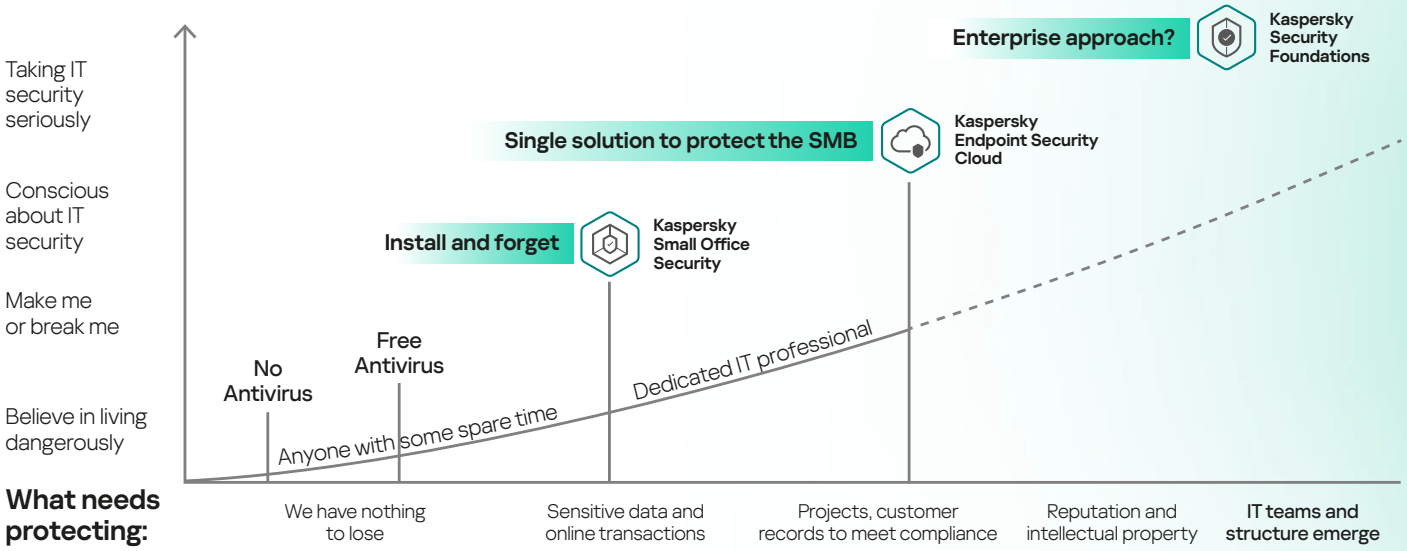
Cyberthreats

One size doesn't fit all. Smaller businesses face many of the same cyberthreats as large enterprises, but don't have the same resources to deal with them.

Overstretched resources

The best security makes life easier, not harder, for over-worked IT departments. If you're running a small or medium-
sized business, the chances are your resources are always stretched. So you need to work smart – picking the security solution that delivers instant protection and makes minimal demands on your budget, time and energies.

Kaspersky's lean IT security approach



Improve cybersecurity awareness

Kaspersky Automated Security Awareness Platform

Kaspersky Small Office Security

Ideal for when there's no IT specialist in your business, and whoever's most IT-savvy sorts things out.

Kaspersky Small Office Security combines the simplicity of home PC protection with special capabilities to keep your business safe. It's easy to install, even easier to manage, and provides the world's most tested, most awarded security for computers, file servers, laptops and mobile devices, protecting your business from online attacks, financial fraud, ransomware and data loss.

Key differentiators

- Fast — installs in under 10 minutes
- Easy to use — out-of-the-box security you just set and forget
- Effective — secures sensitive data and protects your business from data breaches, fines and lost business

Read more

Kaspersky Endpoint Security Cloud

Kaspersky Endpoint Security Cloud provides a single solution for all your organization's IT security needs. You can ensure your business is running smoothly while Kaspersky's blocking ransomware, fileless malware, zero-day attacks and other emerging threats. Our cloud-based approach means your users can work securely on any device, and collaborate safely online, at work or at home, from remote offices and in the field.

Ideal for businesses who have an IT administrator responsible for all IT tasks; and are looking to save on resources.

- Protects your business effortlessly, without sacrificing IT resources, time or budget
- Reduces IT costs and frees up resources by automating routine processes
- Supports safe cloud migration with Shadow IT discovery and protection for Microsoft Office 365

Enjoy all-round agility

- Faster time to protection
- No capital investment
- Frees up your IT resources
- Pay as you go
- Outsourcing-friendly

Kaspersky Automated Security Awareness Platform

Kaspersky ASAP is an effective, easy-to-use online tool that shapes employees' cybersafety skills and motivates them to behave appropriately, based on Kaspersky's 25 years' experience in IT security. User-friendly functionality and automation supports you at every stage, from setting goals to evaluating results.

Ideal if you want safety-conscious employees and increased resilience to online threats.

- Improves employees' security awareness and equips them with skills they can use immediately, right from lesson one
- Effective training that doesn't require dedicated resources or any special cybersecurity knowledge to launch and manage

Key differentiators

- Helps reduce incidents resulting from human error, ensuring business continuity and minimizing the impact of an incident
- Improves the cybersecurity culture in your organization
- Lets you launch and manage training with minimal expenditure on time

Read more

Things to remember when building a long-term cybersecurity strategy

A siloed approach to cybersecurity puts businesses at risk

The growing costs of network and data breaches place serious financial pressure on businesses wanting to transform, which is why cybersecurity is such a prominent issue. To succeed in this environment, organizations must make cybersecurity an integral part of their overall business strategy, as it plays a key role in risk management and long-term planning.

Cybersecurity is not just a destination — it's an ongoing journey

Any enterprise's security plan must be regularly reviewed and adjusted as new knowledge and tools become available. Every security incident should undergo in-depth analysis and result in the creation of new attack-handling procedures and measures to prevent similar incidents happening in the future. Existing defenses must be continually improved.

Things to remember when building a long-term cybersecurity strategy

Awareness, communication and cooperation are key to success in a world of rapidly changing cyberthreats

More than 80% of all cyber incidents are caused by human error. Staff training at every level is essential to raise security awareness across the organization and motivate all employees to pay attention to cyberthreats and their countermeasures – even if they don't think it's part of their job responsibilities.

A proactive "detection and response" mindset is the best way to counter today's ever-evolving threats

Traditional prevention systems should function in harmony with advanced detection technologies, threat analytics, response capabilities and predictive security techniques. This helps create a cybersecurity system that continuously adapts and responds to the emerging challenges facing enterprises.

Why choose Kaspersky

Most Tested. Most Awarded.

Kaspersky has achieved more first places in independent tests than any other security vendor. And we do this year after year. www.kaspersky.com/top3

Kaspersky quality confirmed by MITRE ATT&CK evaluation

MITRE | ATT&CK®

Proven.
Transparent.
Independent.

Most transparent

With five Transparency Centers now active, and statistical processing based in Switzerland, the sovereignty of your data is guaranteed in ways no other vendor can match.

kaspersky

www.kaspersky.com