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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 organizations of any size and at different levels of IT security maturity with a unique stage-by-stage cybersecurity approach. This approach combines different layers of protection against all types of cyberthreat, helps organizations prevent 90% of threats automatically and then systematically and methodically empowers them 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 be fearless and focus on innovation.
Threat types and the expertise required to counteract them

- **Sophistication of attacks**
  - **Commodity threats**
  - **Evasive threats**
  - **Targeted attacks**

- **Expertise required**
  - **IT security**
  - **Mature IT security capability**
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
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.

Why traditional approaches fail:

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

51% of incidents were detected after impact

40% of businesses are concerned with the lack of IT security expertise

Source: Incident response 2021 analyst report by Kaspersky, IT security economics 2021 report by Kaspersky
Kaspersky Security for Enterprises
Kaspersky Expert Security
What is it?

Kaspersky Expert Security is a comprehensive defensive approach, designed to meet the day-to-day needs of any IT security-matured enterprise in dealing with the most sophisticated current threats, including APTs (Advanced Persistent Threats) and targeted attacks.

Who’s it for?

- Mature and fully formed IT security team or a Security Operations Center
- 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 cyber-incidents succeed?

- Too little, too late
  - Ignoring the likelihood of a complex attack and implementing advanced defenses only after a severe incident has occurred

- Inefficient 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 cybersecurity 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.
Equips your in-house experts

Enterprise-wide visibility of all attack stages enables seamless threat analysis, and robust defenses against complex attacks.

A unified platform reduces alert levels by providing threat intelligence-based context and prevents ‘alert fatigue’.

The automation of detection, investigation and response tasks optimizes IT security team workloads.

Integration with existing security products enhances overall security levels and protects your legacy security investment.

Key products

- Kaspersky Anti Targeted Attack
- Kaspersky Endpoint Detection and Response
**Keeps your in-house experts informed**

**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.

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**Key products**

**Kaspersky Expert Security**

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**Threat Intelligence**
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.
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 filters out misleading false positives and costly false negatives.

Immediate support from deeply experienced cyber-intrusion investigators enables you to resolve even the most complex incidents fast and effectively.
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, and 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 specific specialized IT environments.

Key services

- Kaspersky Security Assessment
- Kaspersky Targeted Attack Discovery
What's under the hood

**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 Security and Compromise Assessment**
- Targeted Attack Discovery
- Penetration Testing
- Red Teaming
- Application Security Assessment
- Industry-specific Security Assessment (ICS, Payment Systems, Transportation, IoT)

**Kaspersky Cybersecurity Training**
- Incident Response Training
- Digital Forensics Training
- Malware Analysis and Reverse Engineering Training
- Online YARA Training

**Kaspersky MDR and 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.

Leading threat intelligence informing each step of the incident management cycle

Recognized as a Leader in The Forrester Wave™: External Threat Intelligence Services Q1 2021, "Kaspersky enables significantly increased security operational efficiencies, minimizing attack “dwell time”.

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.

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.
Kaspersky Optimum Security
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 building essential incident response processes
- Optimizes cybersecurity resource use
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.

- **Penetration**
  - Wide use of social engineering for penetration

- **Evasion**
  - Bypassing automatic prevention and regular detection due to evasion techniques

- **Rooting**
  - Adding persistent components

- **Execution**
  - Avoid automatic response, often by using legitimate tools

**What evasive threats do**

- No systematic adaptive cybersafety training

**What’s holding you back**

- Limited visibility into threats

- Lack of understanding of the root cause of the incident

- Limited incident response process maturity and automation
How Kaspersky Optimum Security deals with these challenges

- Raises security awareness
- Enhances detection and visibility
- Enables speedy analysis and investigation
- Performs automated response

+ Automation features and a streamlined workflow help make the best of limited resources
Build a safe working environment throughout your organization by motivating staff to learn specific skills, change habits and behave cyber-safely.

**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**

Cement the role of IT-generalists as the first line of defense. Upskill your PR team, minimize potential reputational damage and mitigate direct financial losses.

**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 Optimum Security

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

Anti-rootkit technology
and firmware scanner.

Threat intelligence used throughout.

PREVENTION SYSTEMS

100%-known malicious

Automatic

Prevention

Detect

DETECTION SYSTEMS

<100%-known malicious

Automation
+ verification

Detection & response

Find

THREAT HUNTING

Unknown malicious

Manual

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

If possible to prevent automatically...

If possible to detect automatically...

Multiple layers of detection allow for the most
effective and timely discovery of threats.

Key products:

- Kaspersky Endpoint Detection
  and Response (EDR)
- Kaspersky Managed Detection
  and Response (MDR)
- Kaspersky Sandbox
Quick and efficient analysis with all data available from a single alert card

Enhanced threat visibility

Root cause analysis

Perform your own threat investigation, opt-in for managed protection – or do both!

Cross-endpoint scan

Import or generate IoC\textsuperscript{1} and scan endpoints to reveal present threats

Use expert help

Kaspersky experts use leading TI\textsuperscript{2} and AI-enabled tools to analyze your threat data

Kaspersky Optimum Security

Key products:

- Kaspersky Endpoint Detection and Response (EDR)
- Kaspersky Managed Detection and Response (MDR)

\textsuperscript{1}Indicator of Compromise
\textsuperscript{2}Threat Intelligence
Respond rapidly right from the incident card:
- Isolate host
- Prevent file execution
- Quarantine file

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

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

Key products:
- Kaspersky Endpoint Detection and Response (EDR)
- Kaspersky Managed Detection and Response (MDR)
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.

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Employee security awareness

Advanced detection mechanisms, including ML-based behavior analysis and sandboxing

Attack surface reduction

Automated threat hunting with IoAs\(^2\)

Automatic threat prevention

Root cause analysis and IoC\(^3\) scanning

Automated, guided and managed responses

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\(^1\) Command and control

\(^2\) Indicators of Attack

\(^3\) Indicators of Compromise
What's under the hood

Kaspersky Optimum Security

- Kaspersky Endpoint Detection and Response (EDR)
  - Enhanced threat visibility
  - Root cause analysis
  - Automated response

- Kaspersky Managed Detection and Response (MDR)
  - 24/7 security monitoring
  - Automated threat hunting
  - Guided and managed responses

- Kaspersky Sandbox
  - Enhanced automatic detection of evasive threats

- Kaspersky Security Awareness
  - Online training programs for raising employee cybersafety skills

- Kaspersky Threat Intelligence Portal
  - Enriched data for investigation
Workstations
Servers
Virtual machines
Public clouds

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

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

Essential EDR and managed protection options delivered as part of a single unified solution.
What is it?

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

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

Who’s it for?

- IT teams in organizations of every size
- Decision-makers who want to build a solid security foundation now and avoid costly future problems
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 brought together 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 for your entire IT infrastructure

- Old systems and patchy protection leaving crucial parts of the infrastructure exposed
  - Protection for legacy OSs and specialized systems
Proven, comprehensive protection, eliminating downtime and data loss

Powerful controls mean you can restrict access to valuable data, as well as limiting or blocking the activities of apps capable of threatening the security of 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.
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, maxing-out 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
- Kaspersky Hybrid Cloud Security
- Kaspersky Security for Mail Server
- Kaspersky Security for Internet Gateway
Optimized range of technologies that make the most of 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:

- **AV**
- Security Foundations
- **3rd party solution**
- **100%**
  - Professional Services & Premium Support
  - Gateway-level defense
  - Asset & mobile device management
  - OS, apps & patches distribution
  - Anomaly Control
  - Containerization & VDI security
  - AV
- **20%**
  - AV
  - 3rd party solution
Visibility, control and protection for 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:

- A unified workflow of physical, mobile, virtual and cloud systems protection
- API to automate tasks and integrate with your systems
- Support for volatile servers and non-permanent VDI
- Asset, software and unencrypted device discovery

**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
- Kaspersky Hybrid Cloud Security
- Kaspersky Security for Mail Server
- Kaspersky Security for Internet Gateway
- Kaspersky Embedded System Security
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.
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.

**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 specifically designed to give 360 degree IT visibility and maximum flexibility, making policy enforcement fast and efficient 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 TEl interviews with customers.
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 Security for Small and Medium-sized Businesses
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.

The best security makes life easier, not harder, for overworked IT departments. If you’re running a small or medium-sized business, the chances are your resources are always overstretched. So you need to work smart – picking the security solution that delivers instant protection and makes minimal demands on your budget, time and energies.
Taking IT security seriously
Conscious about IT security
Make me or break me
Believe in living dangerously

What needs protecting:

- No Antivirus
- Free Antivirus
- Anyone with some spare time
- Install and forget

We have nothing to lose
Sensitive data and online transactions
Projects, customer records to meet compliance
Reputation and intellectual property

Enterprise approach?
Kaspersky Security Foundations
Kaspersky Endpoint Security Cloud
Kaspersky Small Office Security

Single solution to protect the SMB

Dedicated IT professional

Improve cybersecurity awareness
Kaspersky Automated Security Awareness Platform

IT teams and structure emerge
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, while protecting your business from online attacks, financial fraud, ransomware and data loss.

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

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
Kaspersky Endpoint Security Cloud provides a single solution for all your organization’s IT security needs. You can make sure 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 who’s responsible for all IT tasks, and who 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 ASAP is an effective, easy-to-use online tool that shapes employees’ cybersafety skills and motivates them to behave appropriately, based on Kaspersky’s 20+ 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 takes very little time and doesn’t require dedicated resources or any special cybersecurity knowledge

**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
A siloed approach to cybersecurity puts businesses at risk

The growing costs of network and data breaches place serious financial pressures 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, playing 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.
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](http://www.kaspersky.com/top3)

Kaspersky quality confirmed by MITRE ATT&CK evaluation

MITRE | ATT&CK

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Kaspersky has once again been named a Gartner Peer Insights Customers’ Choice for Endpoint Protection Platforms

Kaspersky is a Customers’ Choice in the ‘Gartner Peer Insights ’Voice of the Customer’: EDR Solutions’

Kaspersky has been named a Gartner Peer Insights Customer’s Choice of 2020 for Secure Web Gateways

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.