

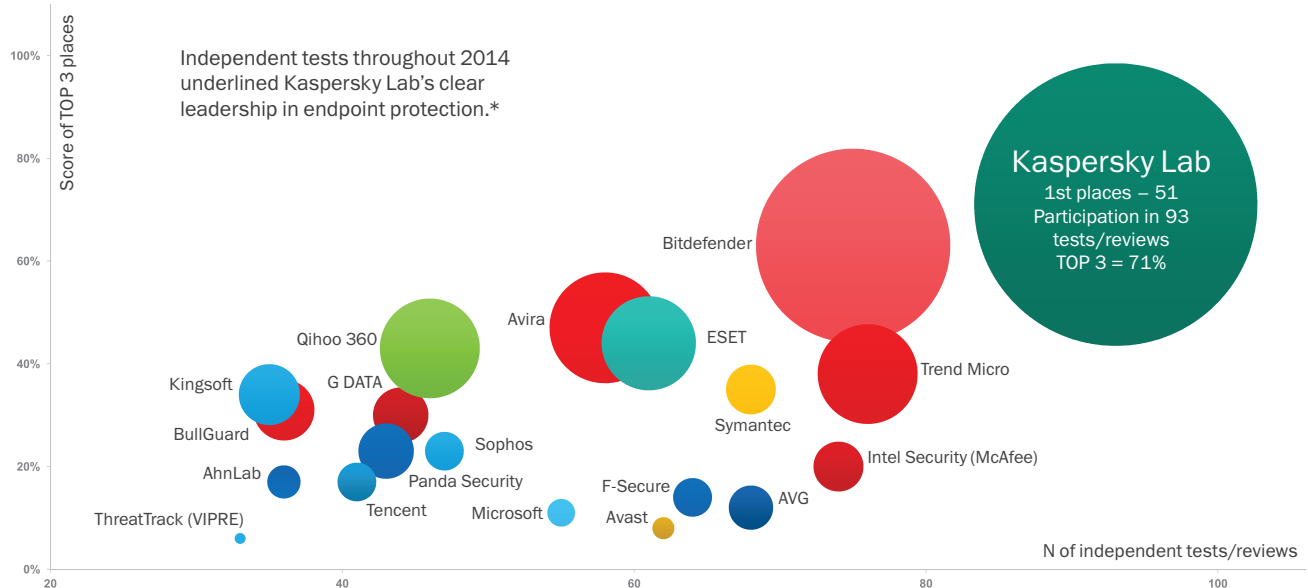
# ▶ 10 REASONS TO CHOOSE KASPERSKY ENDPOINT SECURITY FOR BUSINESS

In today's highly dynamic risk landscape, good enough security is no longer good enough. The current threat environment demands a commitment to protecting your business from security threats you're aware of, those you're unaware of and those you can't even imagine. Every business is potentially under threat, but not all businesses are equally well prepared.

**HERE ARE 10 REASONS WHY KASPERSKY ENDPOINT SECURITY FOR BUSINESS SHOULD BE YOUR CORPORATE STANDARD IN SAFEGUARDING YOUR BUSINESS AGAINST THESE THREATS AND THOSE WHO PERPETRATE THEM:**

- 1. The most powerful protection in the industry.** Kaspersky Lab delivers the most effective protection against known, unknown and advanced malware threats of any leading vendor; this is an independently proven fact. In 2014 alone, Kaspersky Lab products ranked first 51 times in a total of 93 independent tests and reviews. No competitor product or solution comes even close.
- 2. A world-renowned threat intelligence ecosystem.** Kaspersky Lab's understanding of the inner workings of some of the most sophisticated global attacks – coupled with our ability to detect and monitor them – has made us a trusted partner and consultant for some of the world's most respected security and law enforcement organizations, including INTERPOL. This same threat intelligence sits at the core of every Kaspersky Security for Business installation.
- 3. A single integrated platform.** No other vendor deploys multi-layered technologies specifically aimed across the entire endpoint threat spectrum, built into a single security platform. Kaspersky Lab's technologies are created in-house and integrate seamlessly together with no conflicts, inefficiencies or overlaps, and no security gaps.
- 4. Centralized management.** All Kaspersky Lab's endpoint solutions for workstations, mobile devices and virtual machines are managed together through a single, remote console, Kaspersky Security Center, giving full visibility and control across your corporate endpoint environment.
- 5. Advanced application control.** Vulnerabilities in applications are significant entry points for malware. Kaspersky Lab's multi-layered approach includes application monitoring and access control technologies as well as dynamic start-up controls, supported by our unique in-house Whitelisting Lab. A test environment for 'Default deny' scenarios enables this powerful security posture to be trialed safely and easily.
- 6. Painless, straightforward mobile security.** Centralized mobile device and applications management means you can secure and protect your data remotely, even on employee-owned devices. A self-service portal encourages users to take personal responsibility for the security of their mobile devices.
- 7. Deeply integrated encryption.** Encryption settings are applied under the same policy as anti-malware, device control and other endpoint security elements. Data is protected at rest and in motion using full disk and file level encryption, seamlessly integrated for the user through single sign-on and token-based authentication options.
- 8. Lifecycle endpoint management.** From 'golden image' creation and provisioning to inventories, vulnerability scanning and automated patch management, Kaspersky Systems Management tools provide complete lifecycle security management through Kaspersky Security Center.

9. **Scalability.** Support for up to one million Active Directory objects combine with Role-Based Access Control and configuration profiles to enable flexibility within complex environments, while integration with leading SIEMs for reporting and security enables protection across the enterprise. Kaspersky Endpoint Security for Business grows with your business.
10. **Commitment.** Kaspersky Lab is fully focused on IT security; it's in our DNA. Led by Eugene Kaspersky, one of the world's leading security evangelists, we are committed to investigating cyber-crime and cyber-espionage worldwide at every level, and to continuously developing innovative technologies that protect all our customers from known, unknown and advanced security threats.



For information about how to secure for your organization with Kaspersky Security for Business, please contact your reseller.

\* Notes:

- According to summary results of independent tests in 2014 for corporate, consumer and mobile products.
- Summary includes tests conducted by the following independent test labs and magazines: Test labs: AV-Comparatives, AV-Test, Dennis Technology Labs, MRG Effitas, NSS Labs, PC Security Labs, VirusBulletin
- The size of the bubble reflects the number of 1st places achieved.