



NIFTY MOVES FORWARD WITH CONFIDENCE

KASPERSKY lab

NIFTY CORPORATION IS ONE OF THE LEADING TELECOMS AND INTERNET SERVICE PROVIDERS IN JAPAN, SUPPLYING HIGH-SPEED BROADBAND CONNECTIVITY TO MORE THAN 1.39 MILLION BROADBAND USERS.



IT & TELECOMS

- *Founded 1986*
- *Headquartered in Tokyo*

Launched in 1986 and headquartered in Tokyo, NIFTY is now a subsidiary of Fujitsu, employing more than 750 people and providing a broad range of Internet and cloud-based services for citizens and businesses alike.

It also provides online searching services for commercial products and applies its online expertise to support customers with advertising, sales and marketing campaigns, utilising a wide variety of social media platforms.

In addition, it delivers a comprehensive range of Internet security solutions, preventing virus and malware attacks and guarding against hackers, phishers and other cyber criminals.



“Kaspersky is an important partner for our company, we have regular meetings and they give us great support. Through our partnership and the help of Kaspersky technology, we will soon be expanding our range of security services.”

Takeuchi Katsuyuki, General Manager, Smart Platform Business Division, NIFTY Corporation

Challenge

For NIFTY Corporation, business and service continuity is imperative. Protecting its own corporate data and the day-to-day IT activities of its employees is vital for NIFTY's performance and ongoing success.

But providing robust security for the many subscribers to its online services is even more important because repeated security breaches or loss of service would result in customers suffering damage or losses – and ultimately leaving NIFTY and moving to competitors' services. This would affect the corporation's income, reputation and future prospects.

To deliver the required level of protection and service confidence for subscribers, NIFTY developed Ever-Safe Security 24, a complete service including security centre and client tool, providing a comprehensive package embracing virus disinfection, anti-spyware, an intrusion detection system, self-diagnostics and more.

Through Ever-Safe Security 24, whenever a subscriber accessed the Internet, their computer was connected to NIFTY's systems via VPN and their Internet traffic completely redirected through the data centre and its security protocols.

The virus scan system and firewall located at the data centre protected customers' computers from unauthorized access, viruses and other attacks.

But customer feedback informed NIFTY that Ever-Safe Security 24 was unable to properly protect customers' computers from some security threats coming from encrypted connections, CD-ROMs, USB memory or other media that might be infected with malware.

Recognising the risks that this vulnerability posed, both for its subscribers and its own business, NIFTY went into the market to identify a solution that could deliver the comprehensive protection that was essential for the future of its business model.

Says Takeuchi Katsuyuki, General Manager in NIFTY Corporation's Smart Platform Business Division: "NIFTY has been an Internet service provider in Japan for a very long time and we are proud of our history. There is always a threat of viruses when using the Internet so it is absolutely essential that our customers are protected and can use our services safely."



SECURE

Kaspersky Internet Security Multi-Device defends NIFTY customers against today's Internet threats



MOBILE

Also NIFTY mobile users can subscribe to Kaspersky Internet Security for Android and get protection against mobile malware



FLEXIBLE

Kaspersky Subscription services help partners extend their offer with security for different groups of their customers

750

employees

1.39

million broadband users

"Originally we were using a cloud-based security service, but we realised that it alone was not enough, when using personal computers it was necessary to have local security that is not connected to the Internet.

The Kaspersky Solution

After assessing its options NIFTY selected to integrate Kaspersky's award-winning anti-malware technologies into its Ever-Safe Security 24 system, utilising Kaspersky Software Development Kit, delivering comprehensive protection against a wide range of malware including viruses, trojans, worms and other malware

Among the reasons given by NIFTY for its selection of Kaspersky technology was its "high virus detection rate, low rate of false positive and the high speed of response to newly-emerging security threats," supported by 'excellent technical experts'.

Reflecting the enhanced level of security provided by the embedding of Kaspersky technology within the downloadable solution, NIFTY relaunched its security solutions as Continuous Safety and Security 24, now in use by almost 200,000 NIFTY customers, and growing.

NIFTY appreciate the range of the Kaspersky solutions and the flexibility that they deliver for their customers needs.

At the heart of Kaspersky products is Kaspersky's advanced anti-malware software, which constantly assesses threats and delivers automatic updates for a rapid response to threats.

Meeting customer demand

Consumers are more keen than ever keen to find better ways to protect their privacy, money and digital assets from malware and Internet-based attacks. For Internet service providers like NIFTY Corporation, the Kaspersky Subscription Service helps to boost revenues, by constantly meeting customers' demands for greater security.

"Kaspersky is an important partner for our company, we have regular meetings and they give us great support. Through our partnership and the help of Kaspersky technology, we will be expanding our range of security services, first with a solution for mobiles and then ultimately for the Internet of Things." concludes Takeuchi Katsuyuki.



**MOST TESTED.
MOST AWARDED.
MOST PROTECTIVE:**

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