

# **Kaspersky Corporate Kit**

**kaspersky**

**Updated: September 2021**



## **Our mission is simple – building a safer world.**

And in fulfilling that mission we aim to become the global leader in cybersecurity – by securing technology to make sure that the possibilities it brings become opportunities for each and every one of us.

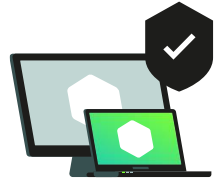
Bring on endless possibilities.  
Bring on a safer tomorrow.

**Eugene Kaspersky, CEO**



**Kaspersky  
at a glance**

# Facts about us



## Essentials

Founded in **1997** and led by Eugene Kaspersky

Present on **6** continents in almost **200** countries and territories

Provides **innovative** IT security solutions and services for business and consumers



## Numbers

> **14 million** product activations per year

> **4,000** highly qualified specialists

**US\$ 704 million** – global non-audited revenue in 2020



## Achievements and recognition

**One of the six** biggest endpoint security vendors\*

Kaspersky is the **highest-rated vendor** on the **Gartner Peer Insights (EDR)** among ones included in the Gartner Magic Quadrant for EPP 2021.\*\*

Kaspersky Internet Security was honored with the **Product of the Year 2020** award by independent test lab AV-Comparatives\*\*\*.

**>400,000,000** users worldwide are protected by our technologies

\* The company was ranked sixth by IDC estimations in 'Worldwide Consumer Endpoint Security Market Shares, 2020: The COVID-19 Pandemic Contributed to a Market Surge' (DOC #US47714321 / JUN 3, 2021) and 'Worldwide Corporate Endpoint Security Market Shares, 2020: Pandemic and Expanding Functionality Propelled Market Growth' (DOC #US47768021 / JUN 7, 2021).

\*\* Among vendors on Gartner Peer Insights as of 15th June 2021, Kaspersky has an overall rating of 4.9 out of 5 in the Endpoint Detection and Response Solutions Market based on 200 reviews. View all the customer feedback and ratings here: <https://www.gartner.com/reviews/market/endpoint-detection-and-response-solutions>

\*\*\* Kaspersky's flagship home user security solution – Kaspersky Internet Security – was honored with the **Product of the Year 2020** award for an impressive sixth time, in an annual report released by independent test lab AV-Comparatives. Kaspersky was acknowledged ahead of 16 peers by achieving Advanced+ awards in seven rigorous tests, to rank the company highest overall across the participating Windows security products.

# Geography



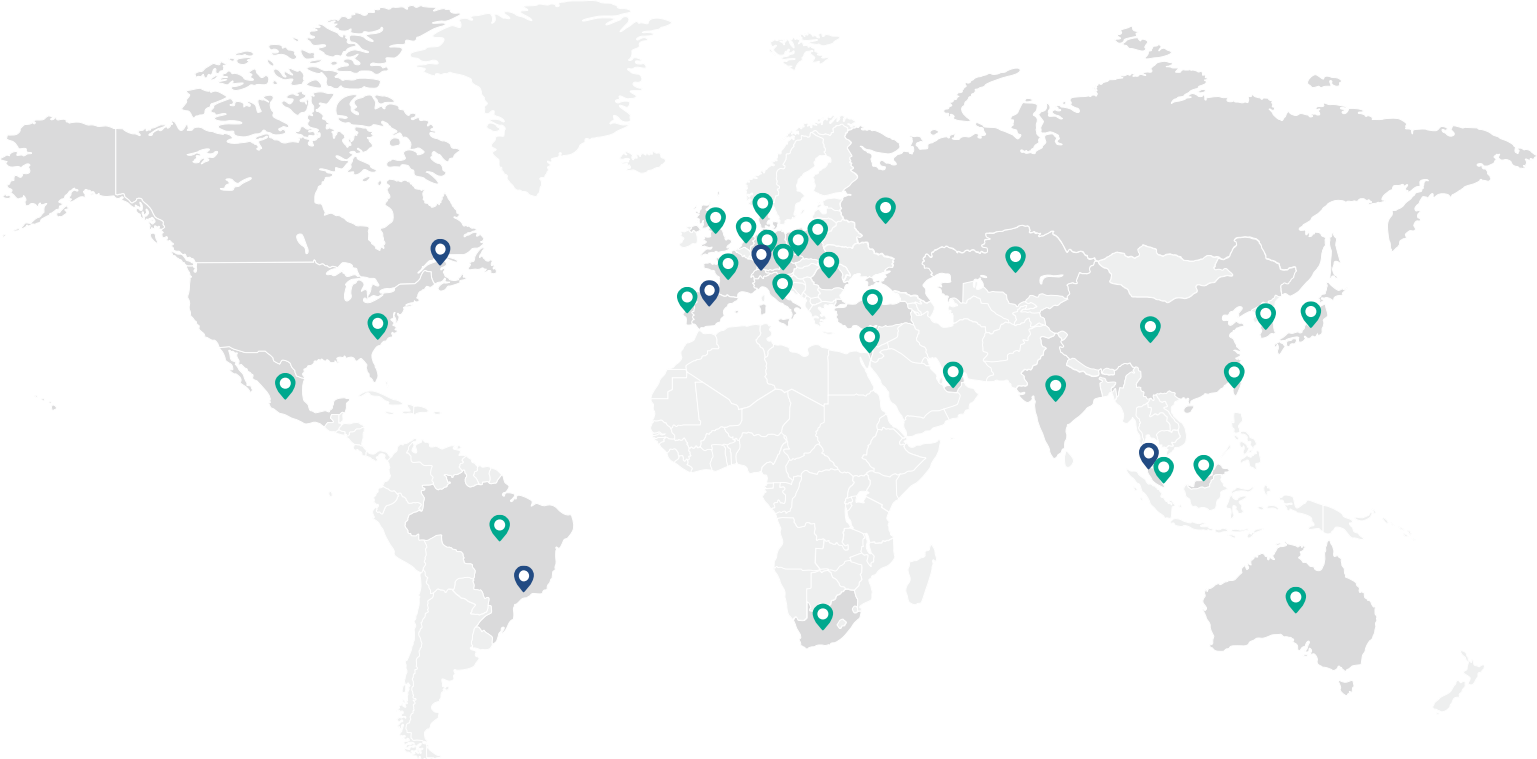
200

countries and territories we operate in



34

representative regional offices



**North America**  
Mexico  
USA

**Europe**  
Austria  
Czech Republic  
Denmark  
France  
Germany  
Israel  
Italy  
Netherlands  
Poland  
Portugal  
Romania  
Russia (HQ)  
Spain  
Switzerland  
UK

**South America**  
Brazil

**Africa**  
South Africa

**Australia**

**Asia**  
China  
Hong Kong  
India  
Japan  
Kazakhstan  
Malaysia  
Singapore  
South Korea  
Turkey  
UAE

**Transparency Centers**  
Zurich, Switzerland  
Madrid, Spain  
São Paulo, Brazil  
Kuala Lumpur, Malaysia  
New Brunswick, Canada  
(to open in 2021)

# Our role in the global IT security community

We participate in joint operations and cyberthreat investigations with the global IT security community, international organizations such as INTERPOL and Europol, law enforcement agencies and CERTs worldwide.



We cooperate with INTERPOL and provide the organization with human resources support, training, and threat intelligence data on the latest cybercriminal activities.



In cooperation with non-profit organizations, digital activists, and cybersecurity vendors, we launched the Coalition against Stalkerware\* to protect users against stalking and domestic violence.



Kaspersky is a member of the Advisory Group on the Internet Security at the European Cybercrime Centre (EC3) at Europol.



Together with Cigref, we are co-chairing the Working Group 6 as part of the Paris Call for Trust and Security in Cyberspace. The aim of this working group is to develop concrete proposals for solutions to improve the level of security in cyberspace.



We are a member of the Industrial Internet Consortium that helps organizations to more easily connect and optimize assets and operations to drive agility across all industrial sectors.

\*Stalkerware – a type of a commercial spyware deemed to be legal. Learn more <http://stopstalkerware.org/>

# The No More Ransom Initiative

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In July 2016, the Dutch National Police, Europol, McAfee and Kaspersky announced the launch of the [No More Ransom](#) project - a non-commercial initiative that united public and private organizations and aims to inform people of the dangers of ransomware, and helps them to recover their data without having to pay the criminals.



- **121** free decryption tools.
- **170+** project partners representing organizations from around the globe.
- The site is available in **37** languages.

# Our transparency principles



Data sent to Kaspersky is crucial for protecting users, it is robustly protected and is not attributed to a specific individual



We detect and neutralize threats, regardless of their origin or purpose



We work with governments and law enforcement agencies to fight cyberthreats



We are committed to the trustworthy development of our technologies and solutions





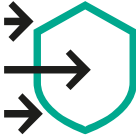




We cooperate with the IT security industry in joint cyberthreat investigations



# Our Global Transparency Initiative

Launched in 2017, Kaspersky's Global Transparency Initiative is aimed at engaging the broader information security community and other stakeholders in validating and verifying the trustworthiness of its products, internal processes, and business operations.

It includes a number of actionable and concrete measures:

- **Independent code and update review** 
- **Engineering practices, external audit & certification**  
- **Vulnerability management program** 
- **R&D infrastructure relocation**  
- **Cyber-capacity Building program** 

# Kaspersky Global Transparency Initiative



## Customer data storage and processing

Malicious and suspicious files received from users of Kaspersky products in Europe, the United States, Canada and several countries in Asia-Pacific region\* are processed and stored on Swiss servers.



## Transparency Centers

A facility for trusted partners and government stakeholders to review the company's code, software updates and threat detection rules, along with other activities.



## Independent review

Third-party assessment of internal processes to verify the integrity of Kaspersky solutions and processes.

In 2019 Kaspersky has achieved the SOC 2 Type 1 report in accordance with the SSAE 18 standard (Security criteria) issued by one of the Big Four accounting firms.



## Bug bounty program

Aimed to make Kaspersky more secure, it encourages independent security researchers to supplement the company's own work in vulnerability detection and mitigation.



The company also supports the Disclose.io framework which provides Safe Harbor for vulnerability researchers concerned about possible negative legal consequences of their discoveries.

**New Brunswick, Canada**  
✓ Transparency Center  
(to open in 2021)

**Madrid, Spain**  
✓ Transparency Center

**Zurich, Switzerland**  
✓ Transparency Center  
✓ Data centers

**Kuala Lumpur, Malaysia**  
✓ Transparency Center

**São Paulo, Brasil**  
✓ Transparency Center



# Digital trust

As cybersecurity becomes vital for every individual and entity, the question of provider trust is becoming essential. Our mission is to maintain the trust of customers, in addition to our already proven quality.

## What people think



### Trust security provider's use of data

87% of businesses and 82% of consumers trust their security provider to behave ethically when collecting and using their data



### Worry about security provider's use of data

65%-78% of businesses and 54%-80% of consumers worry provider will access and share private data, opinions, location or online behavior



### Biggest threat?

45% of businesses and 47% of consumers worry about protecting online data from cybercriminals.

But also: national and foreign govts, employers, families & more



### Who is the most responsible for your protection online?

57% of businesses: my IT security team  
57% of consumers: I am  
45% (consumers), 43% (businesses): my cybersecurity provider

## What matters when choosing

Governments should choose highest quality product or service even if it is by a foreign company



55%  
businesses agree  
66%  
consumers

In general



82%  
businesses agree  
78%  
consumers

In areas critical to national security

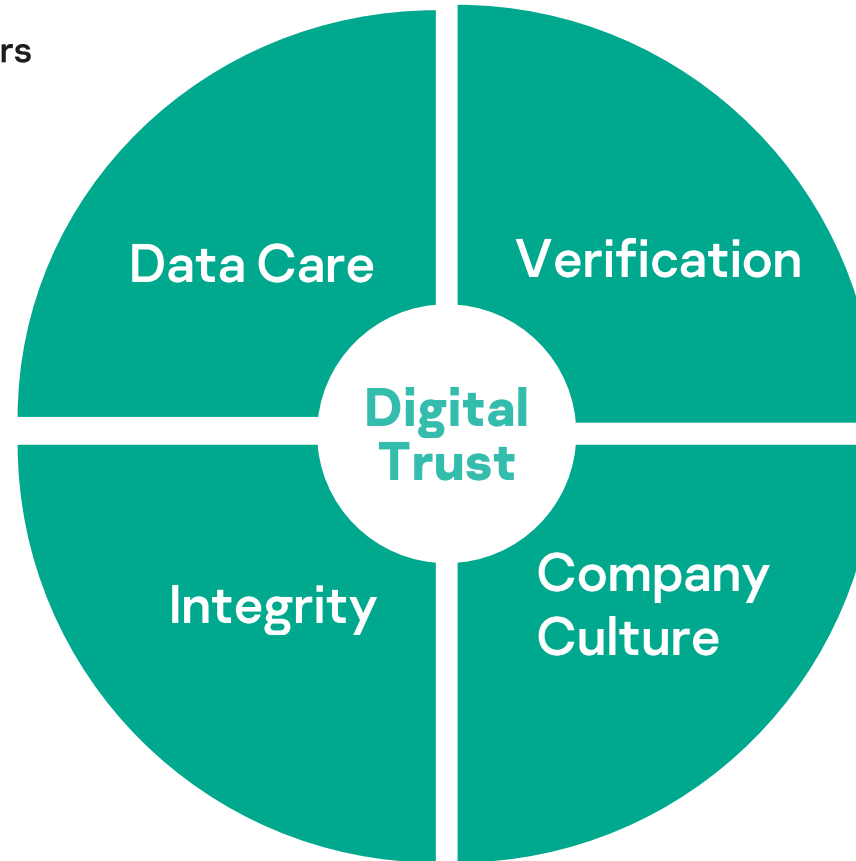
### What matters most when you choose a security provider?



Honesty, integrity, independence, product quality – all 90% + Country of origin 86%/80%

# Kaspersky and Digital Trust

- Data storage & processing relocation for European customers to Switzerland
- Building your Private Security Cloud Network with the highest privacy (KPSN)
- SOC2 audit by a 'Big Four' auditor confirms that Kaspersky has strong security controls for development and release of its anti-virus bases
- Integrity and highest performance of Kaspersky products based on results of [62 tests](#)



- Dedicated Transparency Centers in Zurich, Madrid (first in the EU), São Paulo and Kuala Lumpur for source code review. Transparency Center in New Brunswick, Canada to open in 2021.
- Vulnerabilities management with the continuous Bug Bounty Program
- Independent assessment for GDPR compliance
- Private & independent company with 24-year history on the global market
- Company's DNA for continuous development of new technologies
- Our GReAT team plus one third of our employees are R&D specialists

# SOC 2 audit



Kaspersky has achieved the SOC 2 Type 1 report in accordance with the SSAE 18 Security Criteria issued by an independent third-party 'Big Four' auditor.

The audit concludes that the development and release of Kaspersky's antivirus bases are protected from unauthorized changes by strong security controls.

## SOC

The Service Organization Controls (SOC) Reporting Framework, a globally recognized report for cybersecurity risk management controls, was developed by the American Institute of Certified Public Accountants (AICPA).

# ISO 27001 certification



Kaspersky has achieved ISO/IEC 27001:2013 certification issued by TÜV AUSTRIA.

The certification confirms that the company's data security systems, including Kaspersky Security Network, meet industry best practices. It is valid for the company's data services located in Data Centers in Zurich, Frankfurt, Toronto and Moscow.

## ISO/IEC 27001

The most widely used information security standard prepared and published by the International Organization for Standardization (ISO), the world's largest developer of voluntary international standards.

# Bug Bounty Program



Kaspersky has run its public bug bounty program from 2016 in partnership with the famous HackerOne platform. The company also supports the Disclose.io framework, which provides Safe Harbor for vulnerability researchers concerned about negative legal consequences of their discoveries.



## Who can participate

- Individuals over the age of thirteen (13) at the time of entry.
- All researchers except employees of Kaspersky, their subsidiaries, and their immediate families.



## Products within scope

- Kaspersky Internet Security
- Kaspersky Endpoint Security
- Kaspersky Endpoint Security for Linux
- Kaspersky Password Manager
- Kaspersky Secure Connection



## Rewards

- **\$100,000** for the discovery and coordinated disclosure of severe vulnerabilities (high-quality report with PoC).
- **\$5,000 – \$20,000** for the discovery of vulnerabilities allowing different and less severe types of remote code execution.
- **\$1,000 – \$5,000** for discovery of bugs allowing local privilege escalation, or leading to sensitive data disclosure.



# **Threat landscape**



# Expertise

**>4,000** highly qualified specialists

**1/3** of our employees are R&D specialists

**40+** world-leading security experts: our elite group



**Our unique team of security experts are at the forefront of protecting people around the world from the most sophisticated and dangerous cyberthreats. This expertise enriches our state-of-the-art protection technologies, making their quality unsurpassed.**

# Threat research

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**>1,000,000,000  
cyberthreats**

detected by Kaspersky since  
the company's inception

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**10,000,000,000  
cyberattacks**

detected by Kaspersky in 2020

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**360,000  
new malicious files**

detected by Kaspersky every day



# Advanced persistent threat landscape in 2020

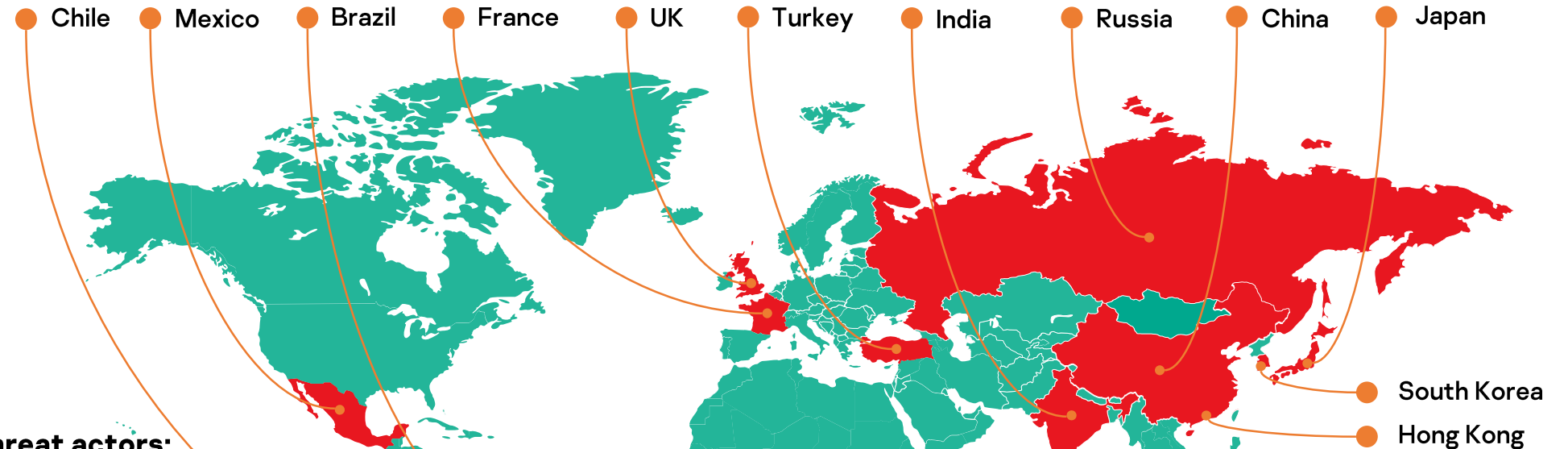
Kaspersky's Global Research and Analysis Team (GReAT) is well-known for the discovery and dissemination of the most advanced cyberthreats.

According to their data, in 2020 the top targets for advanced persistent threats (APT) were governments, and the most significant threat actor was Lazarus.

## Top 10 targets:

- Government
- Banks
- Financial Institutions
- Diplomatic
- Telecommunications
- Educational
- Defense
- Energy
- Military
- IT companies












## Top 12 targeted countries:



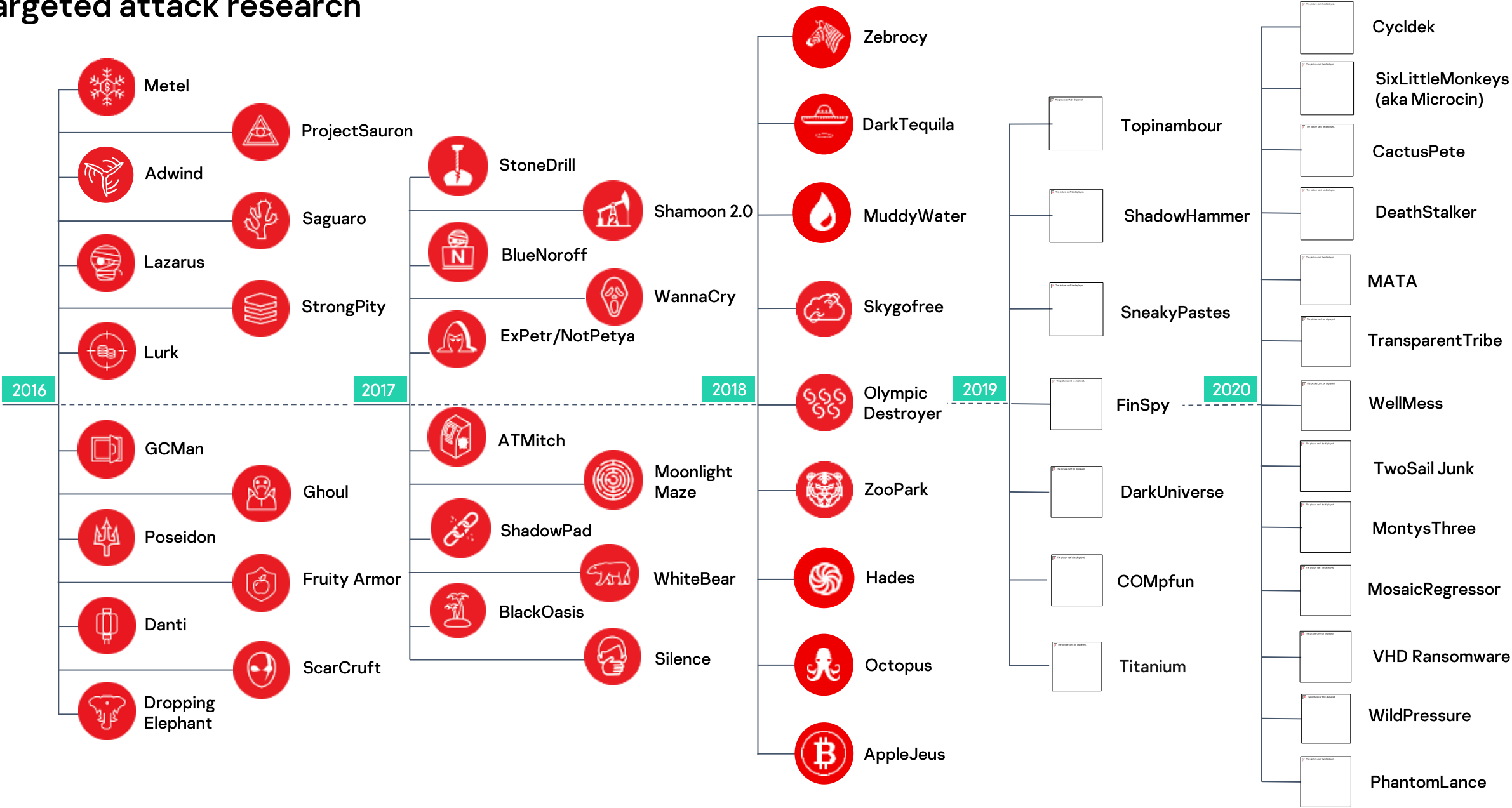
## Top 10 significant threat actors:

- Lazarus
- DeathStalker
- CactusPete
- IAmTheKing
- TransparentTribe
- StrongPity
- Sofacy
- CoughingDown
- MuddyWater
- SixLittleMonkeys

# Our major discoveries and research

											
Detection	<b>SOFACY</b> 2014	<b>DUQU 2.0</b> 2015	<b>LURK</b> 2016	<b>LAZARUS</b> 2016	<b>PROJECT SAURON</b> 2016	<b>EXPETR/NOTPETYA</b> 2017	<b>SHADOWPAD</b> 2017	<b>OLYMPIC DESTROYER</b> 2018	<b>SHADOW HAMMER</b> 2018	<b>TAJMAHAL</b> 2019	<b>MOSAICREGRESSOR</b> 2020
Active since	2008	2014	2011	2009	2011	2017	2017	2017	2018	2013	2017
Classification	Cyber-espionage malware	Complex cyberattack platform	Cybercriminal operation	Cyber-espionage & sabotage, financial attacks	Cyber-espionage malware	Data wiping campaign	Modular cyber-attack platform	Cyber-espionage malware	Cyber-espionage malware	Cyber-espionage platform	Cyber-espionage platform
Description	Sofacy (also known as "Fancy Bear", "Sednit", "STRONTIUM" and "APT28") is a highly professional threat actor. Suspected of a connection to the notorious Miniduke actors, Sofacy has been notable for its extensive use of zero-day exploits	A highly sophisticated malware platform exploiting up to three zero-day vulnerabilities	The gang responsible for creating infected computer networks that resulted in the theft of more than \$45m from banks, other financial institutions and businesses since 2011. The group was looking for a way into remote banking services so that it could steal money from customer accounts	A group believed to be behind the attacks on Sony Pictures Entertainment in 2014 and the Central Bank of Bangladesh in 2016. Responsible for data destruction, money theft as well as conventional cyber-espionage operations against multiple companies around the world	A threat actor attacking state organizations. Project Sauron deliberately avoids patterns, customizing its implants and infrastructure for each individual target, and never reusing them, making traditional indicators of compromise almost useless	A wiper pretending to be ransomware, using modified EternalBlue and EternalRomance exploits. Some observations point to a link between ExPetr and BlackEnergy APT	ShadowPad is one of the largest known supply-chain attacks. Affected server management software NetSarang used by hundreds of large businesses around the world. Attackers deployed the platform in victim networks to gain flexible remote control capabilities	An advanced threat actor that hit organizers, suppliers and partners of the Winter Olympic Games in Pyeongchang, South Korea, with a destructive network worm. The deceptive behavior of this actor is an excessive use of various false flags	As a result of a sophisticated supply chain attack on the popular computer vendor's software update system, the malware disguised as a software update was distributed to about 1 million Windows computers and signed using legitimate certificate	Technically sophisticated APT framework designed for extensive cyberespionage. Features around 80 malicious modules and includes functionality never before seen in an advanced persistent threat, such as the ability to steal information from printer queues and to grab previously seen files from a USB device the next time it reconnects	A multi-stage, modular framework aimed at espionage and data gathering. It is leveraging a UEFI bootkit based on Hacking Team's leaked source code for persistence. Capable of communicating and fetching payloads over multiple, covert channels.
Targets	Military and government entities worldwide	Malware infections linked to the P5+1 events and venues for high level meetings between world leaders	Banks, other financial institutions and businesses	Media, financial institutions, casinos, software developers for investment companies, cryptocurrency businesses	Mainly state organizations. Over 30 victims in Russia, Iran and Rwanda	Spread around the world, primarily targeting businesses in Ukraine, Russia and Western Europe. >50% of organizations attacked were industrial companies	Banking and financial industry, software, media, energy and utilities, insurance, industrial and construction, manufacturing, and other industries	Organizations related to Winter Olympic Games 2018; biological and chemical threat prevention organizations in EU, financial institutions in Russia	Special instructions in malware code were aimed at targeting only 600 systems, identified by specific MAC addresses	Diplomatic entities	Diplomatic entities with possible affiliation to DPRK

# Targeted attack research



# Enabling a privacy-minded world

Privacy has become a commodity of value with more and more users understanding its importance and the need to change their habits to protect their digital presence. Being not just a cybersecurity company, but a privacy company, Kaspersky invests not only in privacy features, but also works to enable users to protect their data and digital privacy through educational assets and hands-on tools.



## [Anti-doxing Course](#)

Learn the basics about doxing dangers and how to defend against it



## [Stalkerware protection](#)

Kaspersky's Internet Security for Android solution offers users best-in-class protection and detection of software used to secretly spy on people



## [Privacy Checklist](#)

Easy to grasp definitive checklist for those who care about their privacy



## [Privacy Checker](#)

Instructions on how to set up social media accounts and OS privacy levels



**Kaspersky  
solutions  
& services**

# Customer reach

Our Next Generation solutions and services are available for a wide range of clients: from individual home users to large and small organizations, including big enterprises, critical infrastructure networks and governments.



Enterprises



Industrial facilities



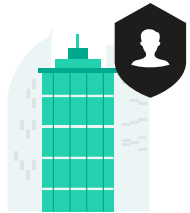
Small and medium businesses



Very small businesses



Consumers



> 240,000

Corporate clients worldwide



> 400,000,000

Users worldwide are protected by our technologies



# KasperskyOS

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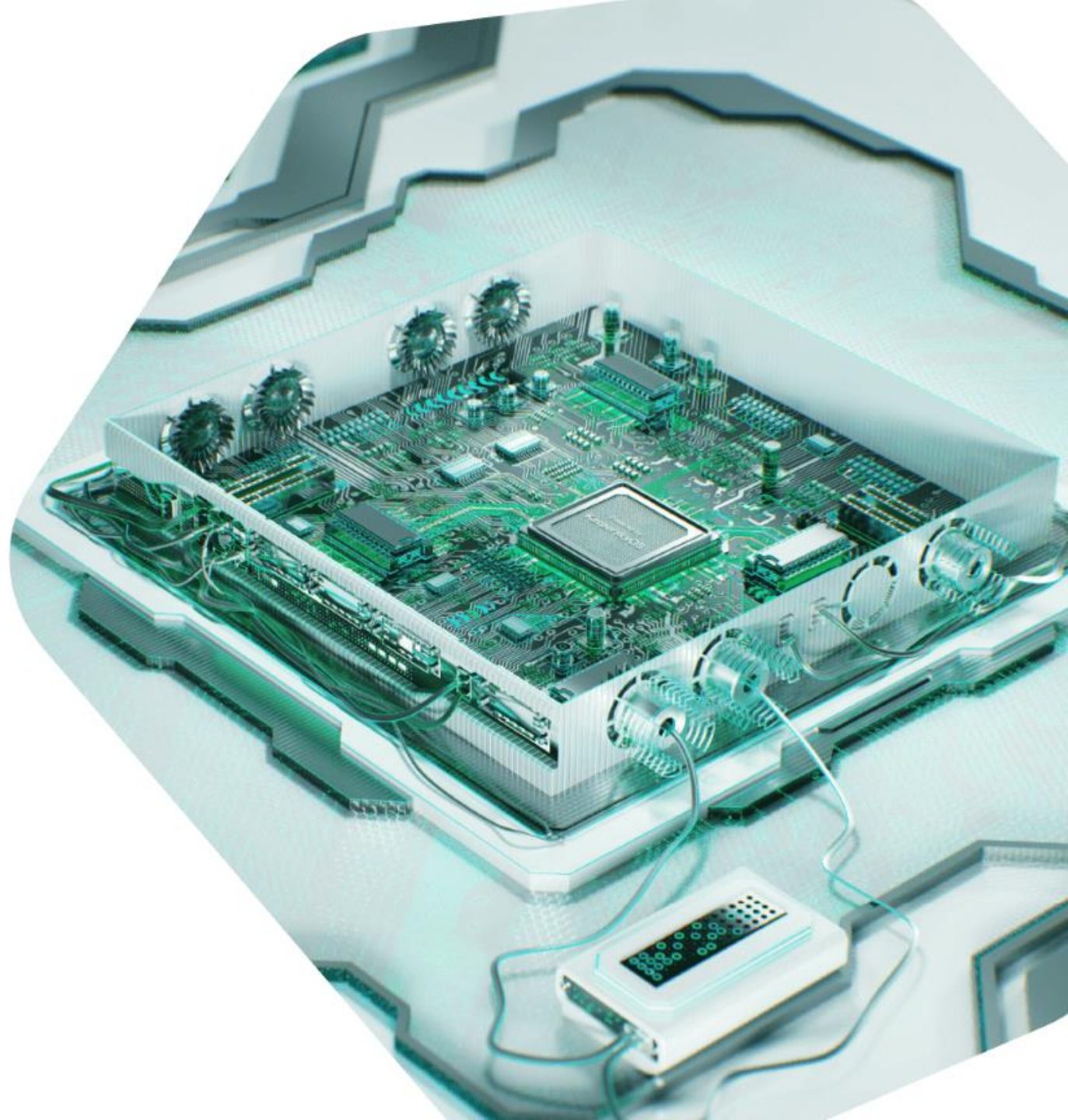
creates an environment where a vulnerability or bad code is no longer a big deal

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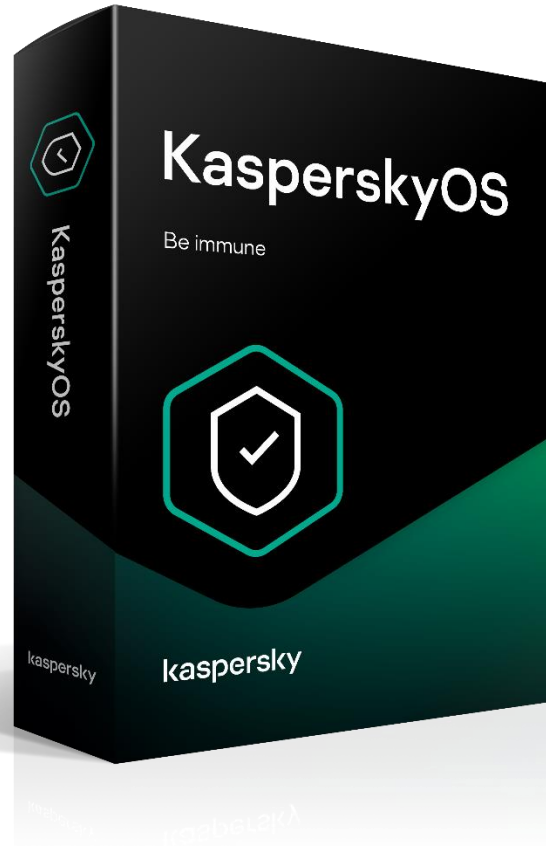
aims to protect software and data systems from the consequences of the intrusion of malicious code, viruses and hacker attacks

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with The Kaspersky Security System (KSS) protection component controls interactions across the whole system, rendering the exploitation of vulnerabilities useless



# KasperskyOS



- Proprietary microkernel – developed in-house by Kaspersky, no Linux inside
- Secure-by-design – developed with security in mind and remains secure during its whole lifecycle
- Static security configuration based on default deny principles – any interaction that is not allowed will be rejected
- Business logic is separated from security features – easier to develop and support, decrease time to market, increase security and safety
- Multi-level compatibility – POSIX API compatible (well 98% of the API)
- Runs on Intel x86, x64 and ARM (v6, v7, v8)

# KasperskyOS

KasperskyOS is designed for embedded connected systems with specific requirements for cyber security



## Telecommunication

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## Transportation

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## Internet of things

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## Industrial

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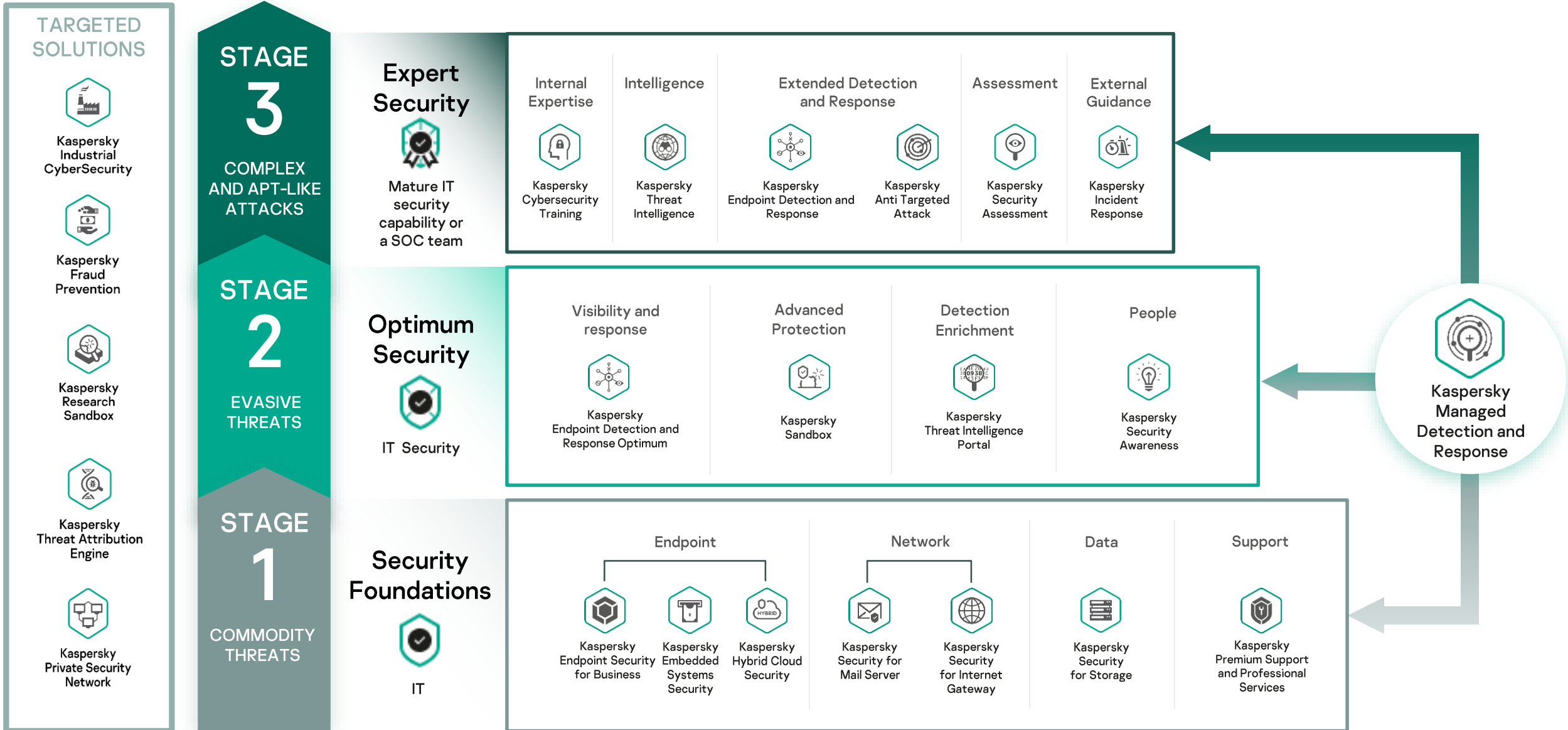
## Small and big screens

### Kaspersky IoT Secure Gateway



- Device detection & classification
- Secure boot & secure update
- Access through web-interface
- Firewall
- IPS/IDS
- Remote and centralized management via KSC
- MQTT broker

# Kaspersky enterprise solutions





# Security Foundations



**AUTOMATIC PREVENTION OF THE  
MAXIMUM POSSIBLE NUMBER OF  
CYBERTHREATS**

## WHAT IS IT

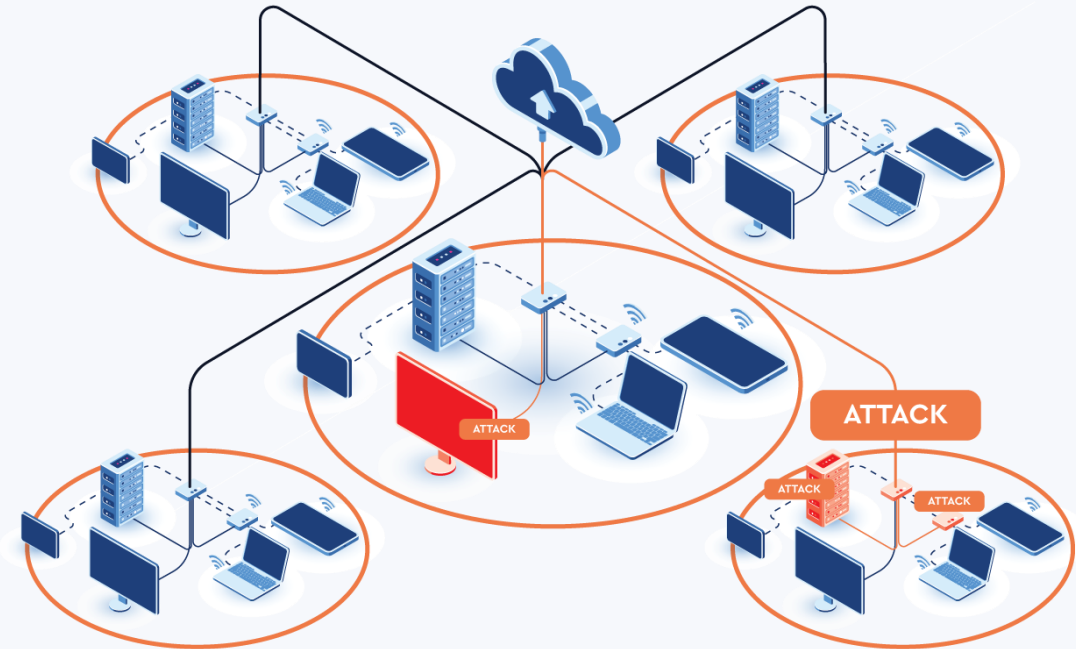
The fundamental step for every organization delivering cloud-managed automatic prevention of commodity cyberthreats on any devices, VDI and hybrid server infrastructures

## WHO IS IT FOR

- IT teams in organizations of every size
- Decision makers who wants to build a solid security foundation to avoid costly mistakes in the future



# Optimum Security



**ADVANCED DETECTION AND  
CENTRALIZED RESPONSE TO THREATS  
EVADING PREVENTIVE BARRIERS**

## WHAT IS IT

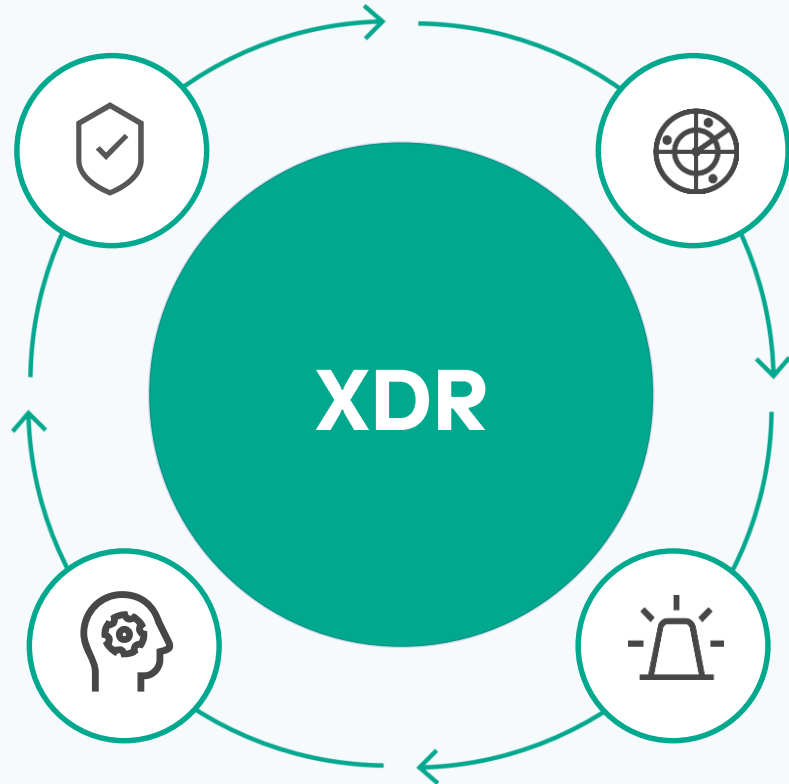
Kaspersky Optimum Security helps organizations to protect their business from new, unknown and evasive threats in a resource-conscious way

## WHO IS IT FOR

- Small dedicated IT security team, typically of 1 to 3 people
- Limited cybersecurity resources
- Emerging cybersecurity expertise



# Expert Security



FOCUS ON EXTENDED DETECTION AND RESPONSE TO FACE DOWN COMPLEX AND APT-LIKE ATTACKS

## WHAT IS IT

A comprehensive defensive approach for any IT security matured enterprise to counter the most complex cyberthreats, including Advanced Persistent Threats (APTs) and targeted attacks.

## WHO IS IT FOR

- Mature and fully-formed IT security or SOC team
- Complex and distributed IT environment
- Low risk appetite due to higher costs of security incidents

# Industrial cybersecurity

## KasperskyOS (Secure Operating System)

- Secure-by-design approach
- Proprietary lightweight microkernel and independent security engine.
- Cyber-Immunity



Kaspersky ICS-CERT

Industrial Systems Emergency Response Team offering expert intelligence and consulting services.

## Kaspersky Industrial CyberSecurity

### PRODUCTS



- Endpoint protection capabilities:**
- Application whitelisting
  - Antimalware engine
  - Device control
  - File Integrity Monitoring
  - Exploit Prevention
  - Wireless access control
  - Log Inspection
  - PLC integrity checker
  - Ransomware protection
  - Firewall

- Network security capabilities:**
- Network Visualization
  - Network Activity Monitoring
  - Asset Discovery
  - Deep Packet Inspection
  - Machine Learning for Anomaly Detection
  - Remote Access Detection
  - Malware Spreading Detection
  - Event Correlation
  - Safe Non-Invasive Mode
  - SOC/SIEM Integration

### SERVICES



- Awareness and training programs:**
- Industrial Cybersecurity Awareness (1 day)
  - Advanced Industrial Cybersecurity in Practice (1-2 days)
  - ICS Digital Forensics for Professionals (4 days +)
  - ICS Penetration Testing for Professionals (5 days)
  - IoT vulnerability research and exploitation training (4 days)
  - Capture the flag (CTF) competition
  - Become a Trainer – Train the Trainer
  - Kaspersky Interactive Protection Simulation (KIPS)

- Expert services features:**
- Penetration testing and threat modelling
  - Secure network architecture and controls recommendations
  - Emergency support to localize incident and digital forensics (available on demand or via subscription)
  - ICS Adversary Update Reports (TTPs, targets, attribution)
  - Vulnerability database and advisory

- Supported Industrial Endpoints:
- SCADA Servers
  - SCADA Clients
  - Human Machine Interfaces (HMI)
  - Engineering Workstations
  - Historians
  - OPC Gateways





# Next Generation solutions for SMBs

## As easy as home antivirus



### Kaspersky Small Office Security



Works out of the box, no configuration required



Financial protection with Safe Money



Client and personal data protection. Encryption back-up



Storing all passwords with Password Manager

## Rapid protection for limited resources



### Kaspersky Endpoint Security Cloud



Cloud-based console for flexible, simple administration, no need for additional hardware



Protect PCs, laptops, mobile devices and file servers



Default security policies for immediate protection



The latest, most up-to-date software - always

## The best enterprise-grade security solution



### Kaspersky Optimum Security



EDR at the core and an automated Sandbox to work with your endpoint protection



Prevents employees from exposing themselves, and you, to an attack



Maximizes the number of incidents processed, without increasing your manpower costs



Scales easily, securing diverse environments and platforms

# Diversity of Managed Services with Kaspersky

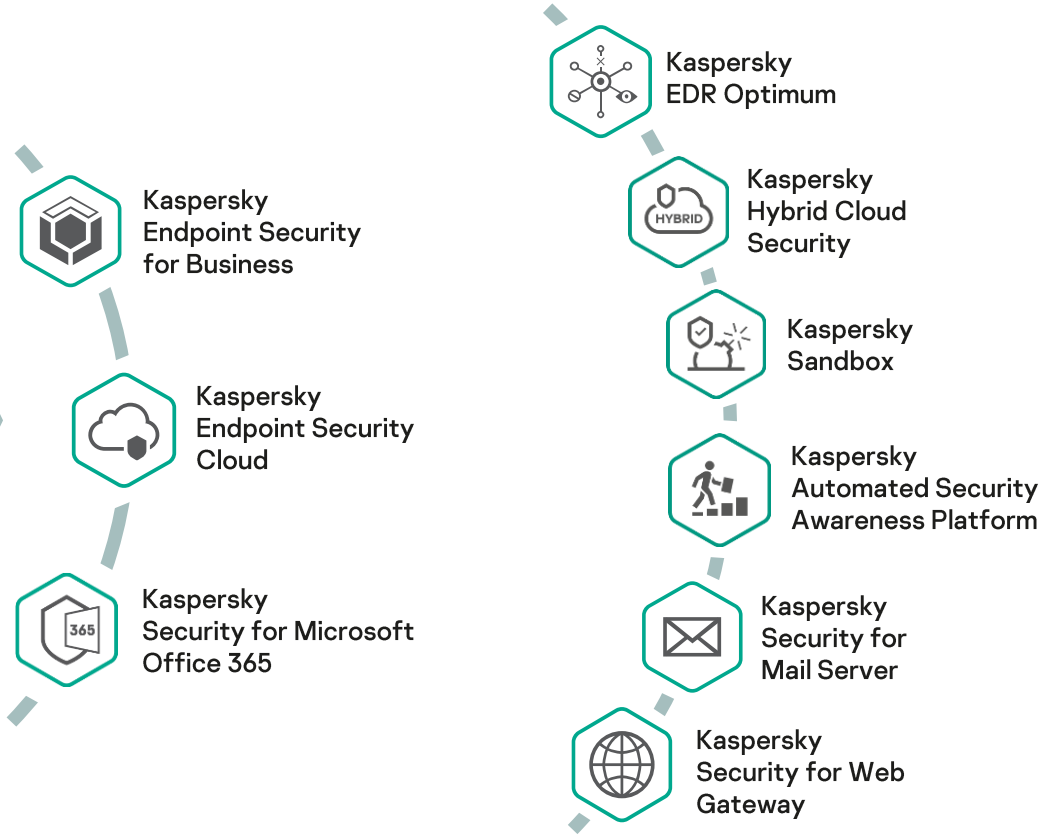
BUILD SERVICES

- Endpoint Protection and hardening
- Vulnerability and Patch Management
- Office365 Protection

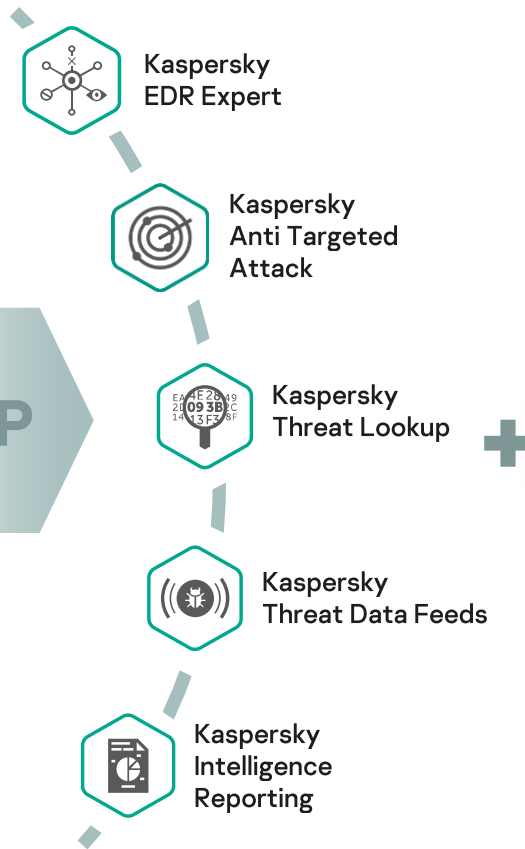
- Incident Response
- Security Awareness
- Managed Web and Email Protection

- 24/7 Security Monitoring
- Threat Detection and Response
- Proactive Threat Hunting

MSP

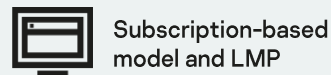


MSSP

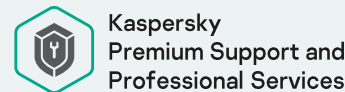


KASPERSKY INTELLIGENCE AND EXPERTISE

**Automation and integration**



**Knowledge and Expertise**



# The future of consumer cybersecurity

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Personalized digital security powered by artificial intelligence, machine learning and other technologies of tomorrow.

Our **complete collection of apps** under one easy-to-manage account

Protects users' **privacy** and **data** and optimizes their **device performance**

Protects **users** beyond their devices:

- Informs if **personal** data from their accounts is leaked online
- Alerts if an intruder joins their **home network**

Works fast and smoothly on **all platforms** thanks to cloud-based technologies



## Kaspersky Security Cloud

Available on: Windows, macOS,  
iOS, Android

### Comes in Personal & Family plans

The Family plan includes everything the personal one does – anti-malware, payment protection, password security, VPN & more. Plus it comes with parental controls and allows users to install security on family devices remotely and manage it from their online account.

# Giving consumers the confidence to thrive

We inspire our customers to embrace new technologies and make the most of all the opportunities they bring – because they know we're keeping them safe.

Protection for your children,  
privacy, identity & mobiles



**Kaspersky VPN  
Secure Connection**  
Win | Android | Mac | iOS



**Kaspersky  
Password Manager**  
Win | Android | Mac | iOS



**Kaspersky  
Safe Kids**  
Win | Android | Mac | iOS



**Kaspersky  
Internet Security  
for Android**

Best-selling security suites



**Kaspersky  
Total Security**  
Win | Android | Mac | iOS



**Kaspersky  
Internet Security**  
Win | Android | Mac

Free apps and utilities



**Kaspersky  
QR Scanner**  
Android | iOS



**Kaspersky  
Battery Life**  
Android



**Kaspersky  
Security Cloud  
Free**  
Win | Android | iOS



# MOST TESTED\* MOST AWARDED\* KASPERSKY PROTECTION

[\\*kaspersky.com/top3](https://kaspersky.com/top3)

**62**

Tests/Reviews

**45**

First Places

**81%**

Top 3

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As cybersecurity becomes vital for every individual and entity, trust in providers is essential. We protect home users and corporate clients worldwide, and market recognition is really important for us. In 2020, Kaspersky products participated in 62 independent tests and reviews. Our products were awarded 45 firsts and received 50 top-three finishes.

\* 62 independent tests were completed by Kaspersky products in 2020 alongside 13 competitors. More than 100 vendors took part in the tests, but only those who participated in 35% or more of the tests had their results represented in the chart.

# Kaspersky Innovation Hub

**MISSION:** We are constantly looking for the most advanced projects working at the edge of cybersecurity, to support the growth of new joint business activities and enrich our cybersecurity offerings in different industries. We engage with the ecosystem as part of our main goal of making the world cyber-immune.

The **Kaspersky Innovation Hub** is a core element in our growth strategy, established to encourage corporate innovations and foster collaboration between our company and the brilliant minds inside and outside of the business in developing new technologies.



Improve existing products  
Validation of new ideas  
Emerging trend



Analyze  
Minimize risks



Revenue enhancement



Ecosystem builder



Build a dream team



# Kaspersky in the market

# Kaspersky B2B Industry Recognitions

## Industry Analysts



## Partners



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# Kaspersky B2B Industry Recognitions

## Customers



**Endpoint Protection Platforms**

391 Reviews  
4.9/5.0 ★★★★★  
96% would recommend



**Endpoint Detection and Response**

52 Reviews  
4.9/5.0 ★★★★★  
100% would recommend



**Security Threat Intelligence Products and Services Market**

48 Reviews  
4.9/5.0 ★★★★★  
97% would recommend



**Online Fraud Detection (OFD)**

18 Reviews  
4.9/5.0 ★★★★★  
100% would recommend



**Security Awareness Computer Based Training 2021**

81 Reviews  
4.6/5.0 ★★★★★  
94% would recommend



**Operational Technology Security Reviews**

86 Reviews  
4.7/5.0 ★★★★★  
95% would recommend



**Cloud Workload Protection Platforms (CWPP)**

37 Reviews  
5.0/5.0 ★★★★★  
100% would recommend

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# Customer recognition



Kaspersky is the highest-rated vendor on the Gartner Peer Insights (EDR) among ones included in the Gartner Magic Quadrant for EPP 2021 with the rating of 4.9/5\*.

\* Among vendors on Gartner Peer Insights as of 15th June 2021, Kaspersky has an overall rating of 4.9 out of 5 in the Endpoint Detection and Response Solutions Market based on 200 reviews.

**View all the customer feedback and ratings here:**

<https://www.gartner.com/reviews/market/endpoint-detection-and-response-solutions>

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# Customer recognition



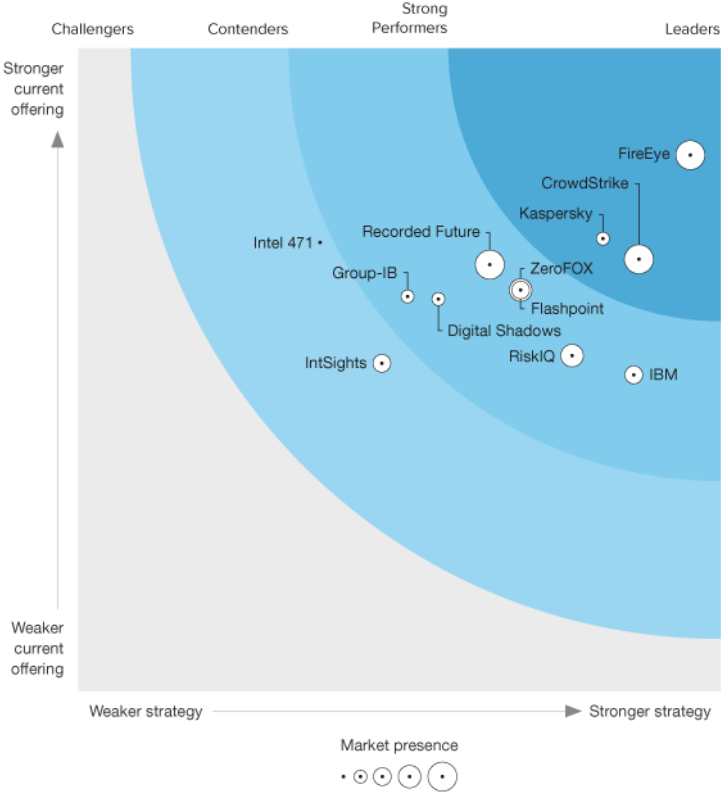
**Kaspersky recognized as a Customers' Choice EMEA and APAC markets in Gartner Peer Insights 'Voice of the Customer': Security Awareness Computer-Based Training.**

Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates. <https://www.kaspersky.com/enterprise-security/security-awareness>

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# Kaspersky Threat Intelligence

**THE FORRESTER WAVE™**  
External Threat Intelligence Services  
Q1 2021



Kaspersky has been recognized as a 'Leader' in 'The Forrester Wave™: External Threat Intelligence Services Q1, 2021' report.

Kaspersky's current offering ranks among the Top 2 on the market.

\* The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave™. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

# Analyst recognition



Kaspersky was recognized as “Global Company of the Year” in the Industrial (OT/ICS) Cybersecurity Market by Frost and Sullivan\*.

\* Frost and Sullivan 2020 Global Industrial (OT/ICS) Cybersecurity market analysis.  
Read the full analysis and evaluation here: <https://www.kaspersky.com/acq-lp/kicsaward2020-ungated>

# Analyst recognition



Kaspersky has been ranked number one for the quality of its partner program in the Canalys Worldwide Vendor Benchmark\*. The company achieved the highest overall rating of 87.8%.

The benchmark is an objective comparison of channel partner programs, measuring how vendors perform in a number of key categories. Kaspersky received over 679 reviews from the channel for its program, an increase of 588% over the past 12 months.

\* Canalys worldwide vendor benchmark [report](#), December 2020.

# Analyst recognition



Kaspersky named Champion for the second consecutive year in the 2021 Canalys Global Cybersecurity Matrix\*.

Champion status recognizes vendors demonstrating the highest level of excellence in channel management. Kaspersky was rated to have the highest global channel feedback score of 87.5% ahead of all vendors.

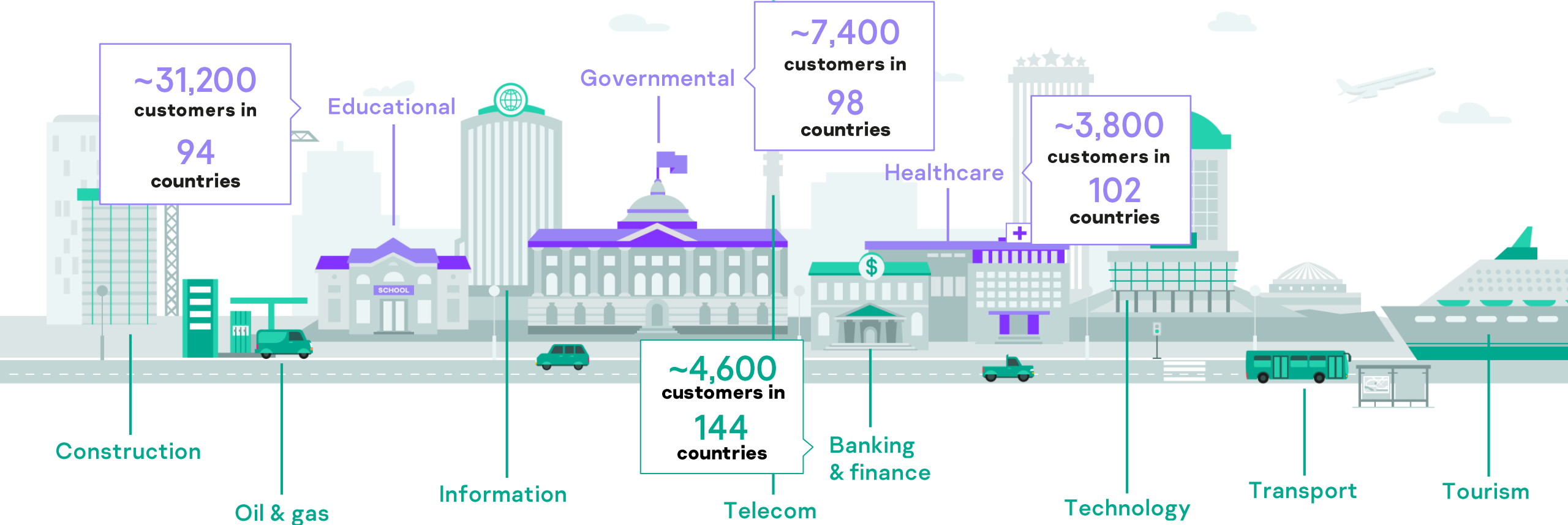


\* Canalys Global Cybersecurity Matrix 2021. Access the report: <https://media.kaspersky.com/en/canalys-global-cybersecurity-leadership-matrix-2021.pdf>

# Our customers

We work in a wide range of industry sectors. Our solutions and services successfully protect over 240,000 clients around the world, regardless of size or complexity

● Public organizations    ● Private companies





# Technology and OEM partners

~120

industry leaders  
trust us to protect  
their customers

Technology Integration  
Private Labelling / Co-branding  
Pre-installation / Bundling  
Preload





# CSR

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As we work to create a safer future, we are concerned about the well-being of the world not only in the context of its digital reality. Gender equality, accessible knowledge, volunteering, child safety, animal protection and more are all issues that are crucial for us.

We are also committed to social responsibility through volunteerism and philanthropy in different regions where the company operates.

We cooperate with non-profit organizations, support charity initiatives and create our own social programs.

Read Kaspersky CSR report [here](#).



## Women in Tech

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Kaspersky runs an Internet community called [Women in CyberSecurity](#) that helps supercharge the career growth of women entering the cybersecurity industry and those already working in the field. The company also hosts [Empower Women](#) project aimed at supporting the career growth of women who are up for the challenge of protecting the world from cyber threats by sharing role models.



## Fighting against stalkerware

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In November 2019, Kaspersky with nine other organizations from IT Security industry and non-profit sector launched the [Coalition Against Stalkerware](#) as a global initiative to protect users against stalking and domestic violence. Supported by INTERPOL, it unites more than 30 partners today.

Already since April 2019 our users of Kaspersky Internet Security for Android receive a Privacy Alert – a specially designed notification to warn the user if their private information is being covertly monitored by a third party.



## Preserving the World

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We understand the importance of preserving past cultures, for the benefit of future generations. That is why Kaspersky has been cooperating with the Archeological Society at Athens (ASA) since 2015, to develop its Akrotiri project. This project is dedicated to saving the remains of the historic Cycladic/Minoan settlement on Santorini Island – widely known as the Greek “Pompeii”.



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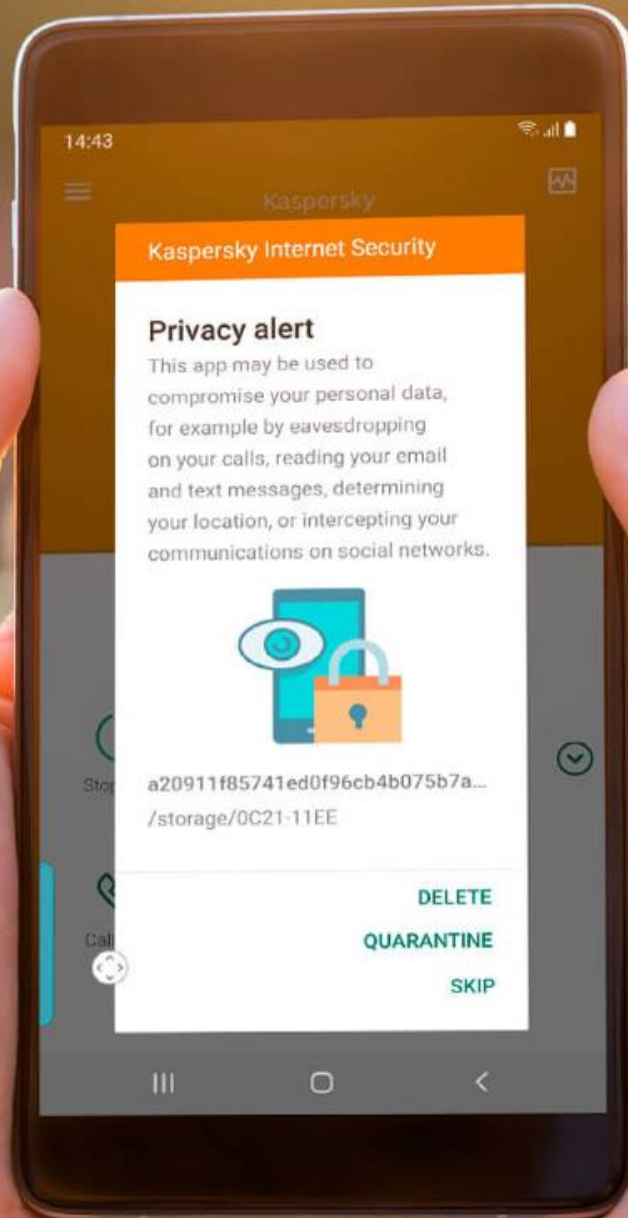
# Fighting against stalkerware

Kaspersky is at the forefront of protecting victims of stalkerware. Since April 2019, our Internet Security for Android Privacy Alert feature has warned users if private information is being covertly monitored by a third party. For this initiative, we cooperated with the Electronic Frontier Foundation.

In 2019, Kaspersky and nine other organizations working with victims, perpetrators, or in the IT security industry launched the [Coalition Against Stalkerware](#), to protect users against cyberstalking and domestic violence. Supported by INTERPOL, it unites more than 30 partners.

In 2020, our GReAT researchers developed [TinyCheck](#), an easy to use, open-source tool detecting stalkerware and spyware.

Since 2021, Kaspersky has been part of the EU-wide ['DeStalk'](#) project, supporting the European Commission's Rights, Equality and Citizenship Program.





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# Preserving the World



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In July 2019 Kaspersky sponsored the Kuril Islands expedition with a renowned team of environmentalists, film makers and photographers, aimed to give people the opportunity to explore the remarkable nature of the isolated islands and bring attention to the current ecological situation faced by the region.

Kaspersky has also supported the [fundraising initiative](#) organized by Dr. Burkanov and members of the expedition team, aimed at collecting robust environmental data that will help to inform sound policy and scientific projections of the future. To date over \$40,000 have been raised.

# Education



## Connectivity delivers key benefits

- More advanced IPGs connect and communicate with smartphones or tablets over Bluetooth, with apps for clinicians and patients – easier to use and enable better treatment
- Firmware can be updated over the air, with new features or bug patches
- Growing tension between usability, safety and security. For example, implants need to have a software lockdown and override capability in case of a medical emergency. This makes them safer, but more insecure

Kaspersky Academy  
Partners Summit

The concept of Cyber Immunity implies both protecting users' devices and major critical systems, as well as teaching people the basics of cybersecurity.

Despite the rapid development of technology, the human factor still plays a significant role in building a safer digital world. This is why Kaspersky aims to educate people of different ages and professions all around the world about cybersecurity.





## School

---

Kaspersky intends to educate young users about being safe online. We globally distribute the children's book '[Midori Kuma and a Very Special Race](#)', written by well-known children's book author and journalist Alessia Cruciani.

We have a Kaspersky School project in Moscow, Russia, aimed at giving schoolchildren a foundational base in mathematics. The project is also intended to educate schoolchildren and teachers about the basics of cybersecurity.



## University

---

As part of our international educational project Kaspersky.Academy, we promote knowledge of cybersecurity among students worldwide.

The company supports young talent in IT, including organizing the [Safeboard Global](#) internship program, the [Secur'IT Cup](#) student competition and contributing to the development of top-notch educational cybersecurity programs.



## Business

---

Kaspersky collaborates with business schools, such as INSEAD, one of the of the top three schools for Executive Education and leading MBA programs in the world, to introduce students to the cybersecurity world through keynote lectures.

Within the framework of the Kaspersky.Academy project, we offer an MBA training course aimed at increasing knowledge of information security and the development of organizational security policies.



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# Business

Today we are witnessing growing business concerns about cybersecurity, and we are proud to share our expertise with top managers from various industries. Kaspersky collaborates with business schools, such as INSEAD, one of the top three schools for Executive Education and leading MBA programs in the world, to introduce students to the cybersecurity world through keynote lectures.

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# Sponsorships & Partnerships

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As a global innovative company, Kaspersky cares about the future by not only providing cybersecurity to different industries, but also by supporting promising talent in various countries.

We contribute to the development of science and modern art, help preserve the world and provide the opportunity for sportspeople to achieve their full potential.





## Sport

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We have built strong relationships with Scuderia Ferrari in Formula One and the Eintracht Frankfurt football club. In 2021 we became a sponsor of Aprilia Racing. In addition, the company supports talented drivers across various other racing series, including Giancarlo Fisichella, Antonio Giovinazzi, Giuliano Alesi, Antonio Fuoco, Amna and Hamda Al Qubaisi.



## Science & Space

---

Kaspersky is a strategic partner of the Gagarin Research and Test Cosmonaut Training Center, located in Star City, Russia, where cosmonauts from all over the world prepare to go to space. Moreover, the company has supported Starmus – the world's most ambitious science and music festival.



## Chess

---

Kaspersky is an official cybersecurity partner of the FIDE World Championship series – the world's most prestigious chess tournament, and provides complex protection for the FIDE Online Arena gaming platform.

The company also supports young chess players including Dinara Saduakassova and Andrey Tsvetkov.



## Art

---

Kaspersky is a partner of the Moniker International Art Fair in London, and it supports special commissions from internationally-acclaimed artists such as Ben Eine. Additionally, we worked on a significant creative collaboration with renown street artists D\*Face, SHOCK-1 and Felipe Pantone.



# Sports

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In 2021 we became a sponsor of Aprilia Racing – one of the most successful teams in motorcycle racing history.

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At the 10th Anniversary of Moniker International in 2019, we unveiled an artistic collaboration with the British street artist SHOK-1, famous for his X-ray paintings. In 2021 Kaspersky teamed up with contemporary artist Felipe Pantone to raise awareness on Data Privacy Day.



# Gaming and eSports

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As a company with a mission to build a safer world, Kaspersky is committed to ensuring that gamers safely enjoy the best of their gaming experiences. Since mid-2021 Kaspersky has partnered with the high-performance eSports brand Fnatic. Our company is also a partner of the European Speedrunner Assembly - the largest organizer of speedrunning\* festivals in Europe.

Kaspersky is a partner of the Real Race eSports.Lamborghini competition 2021 - a global esports races for players of all levels on Assetto Corsa Competizione.

\* Speedrunning – a type of gaming where players compete to complete a game or a level as fast as possible.

**Thank you!**

kaspersky