



5.25: NEW HORIZONS WITH KASPERSKY ENDPOINT SECURITY CLOUD

KASPERSKY lab



5.25

www.5-25.ru

5.25 IS ONE OF ASTRAKHAN'S OLDEST IT COMPANIES AND A KASPERSKY LAB PARTNER WITH VAST EXPERIENCE SELLING AND SUPPLYING HARDWARE AND SOFTWARE.



IT and Telecoms

- *Headquartered in Astrakhan, Russia*
- *Hardware and software vendor*
- *On the market since 1996*
- *Using Kaspersky Endpoint Security Cloud (beta)*

During a beta test of Kaspersky Endpoint Security Cloud, 5.25 had an opportunity to evaluate the benefits of this new solution and form an expert opinion as to its market potential based on its own IT infrastructure.

Challenge

Drawing on its rich professional experience, market expertise, and understanding of the real needs of customers among small private and public entities, the Astrakhan-based IT company 5.25 is looking to expand its business.

The planned changes include a transition from a standard set of hardware and software for businesses to more narrowly specialized professional solutions, and an expansion from the local market of Astrakhan to regional markets in the European part of Russia. Considering the global rise of IT security threats that currently pose a major challenge to businesses of any caliber, the vendor has the potential to unlock a new growth path by supplying and remotely administering the Kaspersky Endpoint Security Cloud solution.

5.25 is a long-standing Kaspersky Lab partner that supplies different versions of Kaspersky Lab products to its customers. Now that Kaspersky Endpoint Security Cloud offers opportunities for fully fledged remote interaction with the customer, including configuration and monitoring of the customer's IT security system, this opens up opportunities for this ambitious, rapidly growing vendor to reach customers all over Russia.



“We also could offer IT security services to our customers. High level of protection against the latest threats helps us to keep our offer reliable and profitable. It would enable us to stand out among the competitors.”

Ivan Larionov, Director of the Corporate Services Center, 5.25

“While practically evaluating the features of the beta version of Kaspersky Endpoint Security Cloud, I also examined several scenarios for use of the product by our customers – companies with a staff of 20 to 250 employees. Essentially, for them this is not just a reliable IT security solution but also an excellent toolkit for maximizing the efficiency of IT resources and employee work time, including the ability to block the use of USB memory sticks and other removable drives, deny access to entertainment sites, and much more. All of these features can be implemented through customization of Kaspersky Endpoint Security Cloud and applied, among other things, to mobile employees and those who use personal devices for work. Needless to say, the cloud features of the product will come in handy for companies with several offices in different locations,” says Ivan Larionov, Director of the Corporate Services Center, 5.25.

Opportunities

5.25’s management and specialists believe that implementation of a cloud-based control center and the other features in this product, open up excellent commercial prospects for Kaspersky Lab partners. The ability to almost instantly distribute to customers the requisite number of security software installation packages for the most common platforms, a transparent licensing policy, and, most importantly, simple configuration and monitoring of the integrated security system, enable Kaspersky Lab partners to offer this product and support services to businesses operating all over Russia. The physical location of the customer’s IT infrastructure elements is irrelevant because the security system is administered remotely via a cloud-based control center.

Future Outlook

Corporate data security, efficient use of work time, and high performance of the IT infrastructure are vital to the success of any business irrespective of its scale or field. Far from all companies can afford to hire a skilled full-time IT administrator, not to mention an IT security professional.



SECURE

Solution includes usage scenarios supplied by Kaspersky Lab experts



CONTROL

Simple licensing, control of spending, and availability of optional services



PERFORMANCE

Easy and fast deployment without additional infrastructure investments



SUPPORT

Support of various types of devices, operating systems, and IT environments

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Million unique
website visitors

Purchasing an integrated IT security solution is an excellent choice for such businesses. However, the outcome may fall short of expectations when company employees personally control the operation of software on their devices; after all, many workers are not sufficiently knowledgeable about such matters. Another essential feature of contemporary integrated IT security solutions is protecting the work time of employees by denying access to entertainment sites and services at the request of company management. Statistics show that users and not hardware or software are the main culprits behind information security incidents at companies. With this in mind, most business owners are looking to outsource their IT security processes, which is the least expensive solution in terms of financial and time costs. While such offers are currently nonexistent on the Russian market, with the release of Kaspersky Endpoint Security Cloud those dealers selling Kaspersky Lab products will be able to offer this affordable and promising service to their clientele.

It is already obvious that small and medium businesses will be interested in buying this package of software and services, especially in light of the very reasonable pricing policy. As a result, companies exposed to vulnerabilities will get the protection they need, while dealers will boost their sales and earn extra income without any additional investments in staff or hardware.

Kaspersky Endpoint Security Cloud can be customized to customer needs using preset scenarios adapted to the standard needs of any company. This includes creating several user groups with different access privileges, denying access to entertainment sites, blocking the use of USB memory sticks, linking corporate and mobile devices of users to their accounts, and much more. The selection of available scenarios will continue to expand, allowing customers to use different features depending on the number of employees, the number of offices, and the customer's business streams.

Result

"We could supply this product to our customers starting today," says Ivan Larionov, Director of the Corporate Services Center, 5.25, adding: "With Kaspersky Endpoint Security Cloud we also could offer IT security services to our customers. High level of protection against the latest threats helps us to keep our offer reliable and profitable. It would enable us to stand out among the competitors. By expanding the service offering to our customers, we increase the value of our partnership and improve our chances of a long-term relationship."



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MOST AWARDED*
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PROTECTION

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