



Kaspersky Lab Overview: our values, business, solutions and services

“We believe that everyone – from home computer users through to large corporations and governments – should be able to protect what matters to them most. Whether it’s privacy, family, finances, customers, business success or critical infrastructure, we’ve made it our mission to secure it all. We succeed in this by delivering security expertise, working closely with international organizations and law enforcement agencies to fight cybercriminals, as well as developing technologies, solutions and services that help you stay safe from all the cyberthreats out there.”

Eugene Kaspersky, CEO of Kaspersky Lab

We are one of the world’s largest privately owned cybersecurity companiesⁱ. We operate in 200 countries and territories and have 35 offices in 31 countries. Over 4,000 highly-qualified specialists work for Kaspersky Lab.

We are a global company, with a global vision and a focus on international markets. Our global unaudited IFRS revenue for 2017 totaled USD 698 million.

Our independence allows us to be more agile; to think differently and act faster. We are forever innovating, delivering protection that’s effective, usable and accessible. We pride ourselves on developing world-leading security that keeps us – and every one of our 400 million users protected by our technologies, and 270,000 corporate clients – one step ahead of potential threats.

Our commitment to people, as well as advanced technology, also keeps us ahead of the competition. Our company has been named a Leader in endpoint protection by analyst firm Forresterⁱⁱ. Firmly positioned as one of the top four leading endpoint security vendors, we continue to improve our market position. Kaspersky Lab has been recognized for its customer satisfaction ratings, receiving the Platinum Award as part of the 2017 Gartner Peer Insights Customer Choice Awards for Endpoint Protection Platformsⁱⁱⁱ

Endpoint security has always been the core of our business, especially in the small-to-medium-sized business segment. At the same time, over the next few years, we expect one of our main growth drivers to be in the enterprise market, particularly in the non-endpoint security area. Our customers’ needs change in line with the evolution of the threat landscape. Therefore, we are constantly expanding our enterprise portfolio with security solutions and services strengthened by Kaspersky Lab’s global cybersecurity intelligence.

Our unique experience and knowledge

The rapid proliferation of new technologies provides people with new opportunities. However, the resultant, growing dependence on IT makes cyberthreats a global problem. Since the IT industry has become so important to the world, expertise in IT security has become doubly so. We at Kaspersky Lab understand the global cyberthreat landscape and our experts possess immense knowledge and experience in detecting and neutralizing all forms of malicious programs, regardless of their origin or purpose. The wealth of expertise we have gained over years of combating [major IT threats](#) is our most valuable asset.

GReAT, our Global Research and Analysis Team is an elite group of 40+ security experts who operate all over the world and provide leading anti-threat intelligence and research. The team is well-known for the discovery and dissection of some of the world’s most sophisticated threats, including cyber-espionage and cybersabotage threats such as [Flame and miniFlame](#), [Gauss](#), [RedOctober](#), [NetTraveler](#), [Icefog](#), [Careto/The Mask](#), [Darkhotel](#), [Regin](#), [Cloud Atlas](#), [Epic Turla](#), [Equation](#), [Duqu 2.0](#), [Metel](#), [Adwind](#), [ProjectSauron](#), [Sofacy](#) (Fancy Bear), [CozyDuke](#) (Cozy Bear), [Black Energy](#) (Sand Worm), [Lazarus](#), [ExPetr](#), [ShadowPad](#), [WhiteBear](#), and more. To chronicle the groundbreaking malicious cyber campaigns that have been investigated by GReAT, Kaspersky Lab has launched a [Targeted Cyberattack Logbook](#).

Security without borders

Collaboration is the most effective way of fighting cybercriminals. We believe there are no borders to providing security. To this end, we share our expertise, knowledge and technical findings with the world's security community.

We are proud to collaborate with global IT security vendors, international organizations, and national and regional law enforcement agencies all over the world in fighting cybercrime.

Our company takes part in joint cyberthreat investigations with such companies as Adobe, AlienVault Labs, Dell Secureworks, CrowdStrike and others. Kaspersky Lab supports INTERPOL's Digital Crime Center at the Global Complex for Innovation (IGCI) in Singapore with products and intelligence. The Center is responsible for carrying out the technical part of INTERPOL's investigations into cyber-incidents. Other partners in the field of law enforcement include, but are not limited to The City of London Police, The National High Tech Crime Unit (NHTCU) of the Netherlands' Police Agency, and the Microsoft Digital Crimes Unit and, as well as Computer Emergency Response Teams (CERTs) and many other police authorities worldwide.

By joining forces we can help fight cybercrime (such as the [Carbanak](#) case), disrupt criminal botnets (for example, [Simda](#)), and launch new initiatives (such as [No More Ransom](#), with more than 100 supporting partners from the public and private sector). We take part in joint cyberthreat investigations and conduct training for cybersecurity specialists. Collaboration between the Dutch police and Kaspersky Lab led to the arrest of suspects behind the CoinVault ransomware attacks.

We also run special training courses on a regular basis for international police organizations, as well as for INTERPOL officers.

We are involved in the discussion and development of cybersecurity initiatives and standards through our advisory group memberships (i.e. the Cyber Secure America Coalition, the National Institute of Standards and Technology and the Anti-Malware Testing Standards Organization). Because we aim to solve the cybersecurity challenges faced by the modern world today, Kaspersky Lab is also a member of initiatives and organizations such as Securing Smart Cities and the Industrial Internet Consortium.

Kaspersky Lab's solutions and services

The cornerstone of our business strategy is to transform our leading security intelligence into real protection for our clients, to address current and emerging cyberthreats.

Our portfolio encompasses solutions to suit a wide range of customers. We protect consumers, small companies, medium-sized businesses and enterprises from different types of threats and provide them with convenient tools to control and manage their security.

We empower consumers with a range of products to protect all corners of their lives from cybercrime. We understand the needs of small businesses and have a unique multi-layered solution especially for them, which unites ease of management and effective protection. We cover all the needs of large enterprises with our full enterprise platform that helps to prevent all types of cyberthreats, detects even the most sophisticated attacks, responds to security incidents and predicts the evolution of the threat landscape. We offer a comprehensive portfolio of solutions and services that spans securing every node in the corporate network, including mobile and portable devices, to protecting data centers and industrial environments as a whole.

Kaspersky Lab has been in the cybersecurity business for more than 20 years and has seen many developments over that time. IT security today is a constant process, addressing threats holistically

with a comprehensive set of solutions and multi-layered protection technologies. This means going beyond the mere prevention of cybersecurity incidents. Complex attacks need to be detected, threat response is a must, and businesses also need intelligence to predict future attacks. The efficiency of this multidimensional and multifaceted process depends on many factors. We call it True Cybersecurity – it not just prevents incidents, but also predicts, detects and responds to them effectively, flexibly and reliably.

Our comprehensive portfolio of solutions achieves all this thanks to our unique combination of HuMachine® Intelligence and Adaptive approach, protecting businesses rigorously against next-gen threats and minimizing the damage an incident could cause.

As a technology-driven company we invest heavily in R&D to support the innovative ideas we believe in. That is why more than one third of the company's employees are R&D specialists developing and maintaining all of our solutions in-house, which is key to providing a holistic approach to security.

Kaspersky Lab is consistently awarded top scores in more independent tests [than any other vendor](#).

Global Transparency Initiative

Kaspersky Lab is committed to protecting customers from cyberthreats, regardless of their origin or purpose. The company's Global Transparency Initiative (GTI) 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 also introduces additional accountability mechanisms by which the company can further demonstrate that it addresses any security issues promptly and thoroughly.

Kaspersky Lab's Global Transparency Initiative includes a number of actionable and concrete measures:

- **Independent review** of the company's source code, software updates and threat detection rules;
- **Independent review** of the company's secure development lifecycle processes, and its software and supply chain risk mitigation strategies;
- **Three Transparency centers globally**, with opening the first one in 2018 in Switzerland. The centers will serve as a facility for trusted partners to access reviews on the company's code, software updates, and threat detection rules, along with other activities. By 2020, Transparency Centers will also be opened in Asia and North America.
- **Increased bug bounty rewards** up to \$100k for the most severe vulnerabilities found under Kaspersky Lab's Coordinated Vulnerability Disclosure program.

Within the framework of our initiative, we are also [relocating](#) the data storage and processing of user data from some regions shared voluntarily with the Kaspersky Security Network, as well as our software development infrastructure, to Switzerland.

CSR and Global Brand Initiatives

Our ultimate mission - to save the world - shows the company's commitment to making cyberspace safer and to protect what matters most to people. This vision unites the company's business goals and approach to corporate social responsibility.

Supporting art, science and sport

We are always delighted to work with companies that are as passionate about what they do as we are. This is why, since 2010, Kaspersky Lab has been an official sponsor of the Scuderia Ferrari Formula One racing team. Scuderia Ferrari, in turn, chose us to provide it with a complete, cutting edge IT security solution. It is easy to see that the two companies have much in common – both are up against tough competition and committed to technological leadership in order to stay ahead. Since 2012 Kaspersky Lab's logo has featured on Ferrari's Formula One car as well as on the drivers' overalls and team uniform. In 2015, Kaspersky Lab announced the continuation of its sponsorship contract with the Scuderia Ferrari Formula One racing team for five more years.

We understand the importance of preserving past cultures, for the benefit of future generations. That is why Kaspersky Lab has been cooperating with the Archeological Society at Athens (ASA) since 2015, to develop its Akrotiri project. This project is saving the remains of the historic Cycladic/Minoan settlement on Santorini Island, known as the Greek "Pompeii". The company has become the major sponsor of the project, providing support for a number of activities to help the scientists further their work. This includes the restoration of the excavations, the conservation of spectacular wall paintings and the project's building conservation work.

Kaspersky Lab is interested in initiatives that combine human excellence, art and IT. That is why we are proud to support a number of different cultural endeavors and sporting events. Kaspersky Lab is a general sponsor for the first ever all-woman Euro-Arabian North Pole expedition. This is an eight day polar adventure to foster greater dialogue and understanding between women from Western and Arabian cultures. In 2017, Kaspersky Lab was a general sponsor of the 1st Antarctic Biennale, a creative journey that involves a hundred people from all over the world - artists, architects, researchers, and philosophers - who will explore and create a universal cultural future for Antarctica. We are also supporting Starmus, renowned to be the world's most ambitious science and music festival. Starmus was founded to celebrate science and the arts with the goal of bringing an understanding and appreciation of science to the general public. It gathers the most reputable speakers – international scientists, cosmonauts and astronauts, artists and musicians, writers, business leaders, and more.

We also support key sporting events which celebrate strategic and forward-thinking. Kaspersky Lab supports and protects FIDE and the World Chess Championship 2017-18, as official cybersecurity partner. Since 2016, we have also sponsored chess Grandmaster and World Vice Champion Sergey Karjakin; and since 2012, we have supported a young candidate master Andrey Tsvetkov, as well as Grandmaster and world junior chess champion Mikhail Antipov.

Our educational initiatives

We believe that encouraging dialog and launching educational programs are essential steps towards international collaboration in the fight against cybercrime. That is why we operate the Kaspersky Academy: a series of projects dedicated to supporting young talent in IT security.

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ⁱ The company was rated fourth in the IDC 'Worldwide Endpoint Security Market Shares, 2017: A New Market Narrative Emerges'

ⁱⁱ The Forrester Wave™: Endpoint Security Suites, Q4 2016.

ⁱⁱⁱ Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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