

A circular inset on the left side of the slide shows a close-up of a microscope lens. Inside the lens, several small, glowing green spheres are arranged in a circular pattern, resembling a molecular structure or a network of data points. The background of the slide is a dark green with abstract, flowing lines and a subtle grid pattern.

Kaspersky Lab Technology Alliances

Business Division Overview

#Name #Lastname

Enter your title / position here (Arial 14)

Enter the KL regional division / local office here (Arial 14)

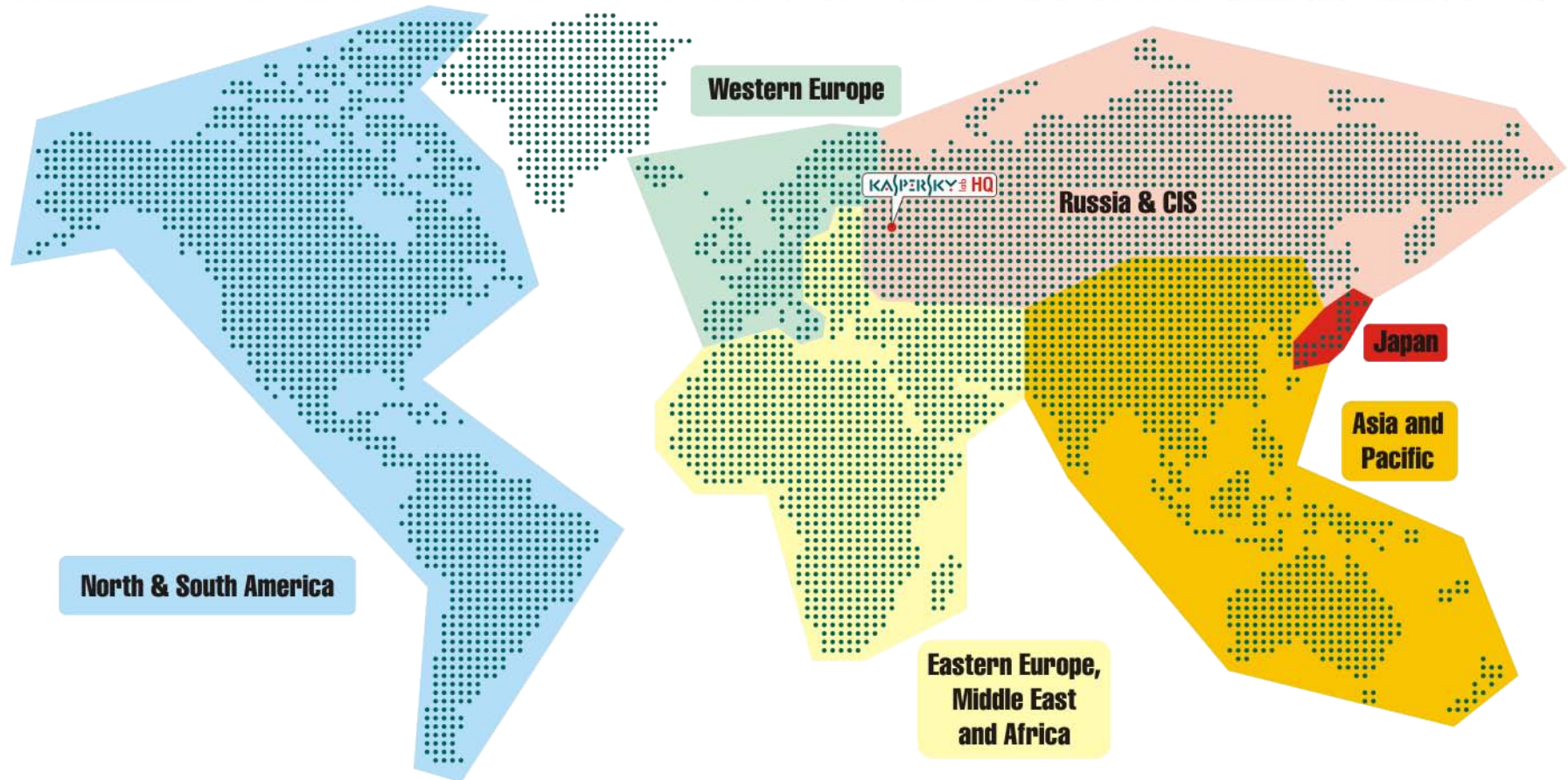
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Introducing Kaspersky Lab



- ❖ One of the top internationally-recognized developers of secure content management solutions protecting against viruses, Trojans, spyware, spam and hacker attacks
- ❖ 20 years experience in the anti-virus field; 12 years as an established company
- ❖ A large partner network across the globe
- ❖ Over 300 million users worldwide protected by Kaspersky products and solutions
- ❖ Over 1800 employees
- ❖ World's fastest growing vendor of IT security software
- ❖ #1 seller of retail IT security solutions in U.S. and Germany

Our Global Reach



With its HQ in Moscow (Russia) and regional headquarters in five global regions (Western Europe; Eastern Europe, the Middle East and Africa; North and South America; the Asia-Pacific region; and Japan), Kaspersky Lab has a truly global reach.

Our technologies

- ✦ Industry-leading **Zero-day detection rate** with minimal false alarms
- ✦ Fastest new malware threats **response time**
- ✦ **Optimum frequency** of signature database updates
- ✦ Highly regarded **proactive** technologies
- ✦ Best-of-class **spyware** protection
- ✦ Consistently finishing in the **top tier** of analyst reports and testing organizations throughout our 12 years in the industry
- ✦ **Antispam**: Urgent Detection System

Top-class Detection Quality
combined with minimal false alarms

Confirmed by industry certifications



- ❖ Certification from the International Computer Security Association (ICSA)
- ❖ CheckMark Certified by West Coast Lab
- ❖ Novell Yes Certification
- ❖ Red Hat Ready Partner
- ❖ SuSe Linux Technology Partner
- ❖ Microsoft Gold Certified Partner
- ❖ Virus Bulletin VB100% Awards
- ❖ Symbian Platinum Partner



...and international awards



The largest number of industry awards from IT publications and organizations from Germany, the UK, the USA, Russia, France, Spain, Italy, the Netherlands, the Czech Republic, Sweden, Denmark, Canada and other countries across the globe.

Proven Experience



- ❖ Kaspersky Lab was built upon technology licensing with partnerships actually established prior to our formal inception in the mid 1990's
- ❖ Kaspersky Lab's anti-virus technology has been at the core of a majority of the most successful information security products available in the market today
- ❖ Kaspersky Anti-Virus technologies have been integrated into over 150 leading IT partner products including server & gateway solutions, managed services, and desktop applications
- ❖ We have partner relationships with a majority of the Messaging, WEB, and UTM Gateway appliance market leading vendors including Alcatel-Lucent, Blue Coat Systems, Cisco, Clearswift, Critical Path, D-Link, GFI, H3C, IBM, Juniper Networks, M86, Microsoft, Netgear, SonicWall, Watchguard, ZyXEL, and many other market leaders

How do our technology partners benefit from cooperation with Kaspersky Lab?

- By **adding new valuable features** and benefits to their products through the implementation of **best-of-breed anti-virus** and **anti-spam** filters.
- By attracting **a wider segment** of the available customer base by providing a broad portfolio of **premium data security products** bundled with our partners' core solutions.
- By **increasing profit margins** through integrating feature-rich solutions and offering value-added services.

Core Partnership Advantages (1)



- ✦ The Kaspersky Lab Technology Alliances Division's structure is quite different from our competitors. Our staff includes more than 40 people dedicated exclusively to technological partnerships including:
 - Global Account Managers focused on working closely with our technology partners at the HQ level in developing programs to drive field activities that ensure meeting or exceeding mutual revenue expectations
 - Regional Account Managers focused on driving regional programs and fostering cooperation between partners and our consumer and corporate sales/marketing divisions
 - Technology Account managers dedicated to assisting partners with Anti-Malware technology consulting and integration
 - Support Account Managers available 7x24x365 for customer support issues requiring escalation beyond partner's capabilities
 - Product Managers driving roadmaps and all product-related issues with the R&D organization
 - Marketing Managers developing regional and global go-to-market programs with partners (detailed below)

Core Partnership Advantages (2)



✘ Flexible Business Terms:

- Pricing on a per user basis
- Pricing on a per device basis
- Pricing based upon network bandwidth per device
- Revenue sharing options
- Various competitive migration schemes

✘ Marketing Support:

- Dedicated Partner Marketing Resource
- Competitive bid assistance and comparison data
- Joint PR
- Joint product promotions (on the web and during events)
- Joint marketing/sales activities – road shows, conferences, seminars, sales trainings
- Seminars and sales training for Technology Partners and their channels
- Kaspersky Virus Encyclopedia with the Analyst's Blog, glossary and a wide choice of RSS feeds for your website: hot news, virus alerts, business news and so on

- ❖ Kaspersky Lab does not compete with our partners
- ❖ We are committed exclusively to anti-malware security software products focused primarily on the endpoint
- ❖ **With Kaspersky Lab, your partner is not your competitor!**

Kaspersky Anti-Virus SDK delivers unmatched protection against a wide range of malware including viruses, Trojans, worms, rootkits, spyware and adware.

Features:

- Award-winning Kaspersky anti-malware technology ensures supreme malware detection rate and instant reaction to new threats
- Updatable AV Engine: new detection technologies and procession logic can be upgraded/modified by means of regular AV database updates
- Engine's native multithreading support
- Well prepared documentation and cross-platform API (similar APIs for Linux/Unix and Windows versions)

Comprehensive protection against:

- Viruses, Trojans, worms and other malware, spyware and adware
- Rootkits, bootkits and other complex threats
- Identity theft by keyloggers, screen capture malware
- Botnets and various illegal methods of taking control of your PC
- Zero-day attacks and unknown threats
- Drive-by download infections
- Mobile malware

Kaspersky Anti-Virus SDK (cont'd)



Kaspersky Anti-Virus SDK offers exceptional scalability for all types of companies from retail, SOHO and SMB to the largest corporations and service providers.

Usage scenarios:

- Integration with various products and services, from service provider data centers and carrier-grade data processing solutions to desktops and embedded platforms;
- Integration with different types of mail systems, proxy servers and other gateway solutions;
- Stand-alone desktop antivirus development;
- Development of superior mobile network solutions with advanced malicious code protection and MMS filtering.

Truly Multi-Platform SDK

Powerful multi-layer toolkit for software and hardware-based messaging solutions.

Features:

- Flexible approach to spam detection
- 20+ weighted detection methods: SMTP analysis, SPF, DNSBL, SURBL, signature analysis, linguistic heuristics, graphics attachments sifting, Reverse DNS Lookup, etc.
- An Urgent Detection System (UDS) – “in-the-cloud” technology which enables blocking even the newest and fastest-spreading spam.
- Exceptional stability with top-notch detection rates and minimal false positives
- 24x7 Kaspersky Anti-Spam Lab
- Regular updates every 20 minutes

Kaspersky Anti-Spam SDK is available for Original Equipment Manufacturers (OEMs) through variable licensing policies tailored for all types of business partners with diverse business models.

Kaspersky SafeStream



Kaspersky SafeStream is designed for implementing high throughput first layer anti-virus protection

Features:

- Suitable for use in low-end mass market network devices with architecture, processing power and/or memory limitations
- Extremely high performance in conjunction with hardware acceleration
- Delivers optimum protection focused on most prevalent threats
- Allows using device-native payload parsing routines
- Doesn't waste hardware resources on legacy threats (such as DOS & OS/2 viruses)

Benefits:

- Targeted at the most widespread threats ("in-the-wild" malware)
- Designed to be used in conjunction with hardware pattern matching engines
- Enables wire speed malware traffic scanning
- Minimum latency even during malware outbreaks
- Easily accommodates growing traffic volumes
- Guarantees maximum performance regardless of object size

Hardware Integration Projects

From SOHO and SMB

... to carrier-class corporate solutions

DrayTek



ZyXEL



JUNIPER
NETWORKS



NETASQ
Secure Internet Connectivity



CLEARSWIFT



BorderWare



Blue Coat



memova
critical path



Leading IT security players worldwide



Alcatel-Lucent



...Have Chosen Kaspersky Lab Technology

Thank you! Questions?

Enter your name here (Arial 30)

Enter your title / position here (Arial 14)

Technology Alliances Business Division

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Enter the place and date of the event here (Arial 16)

