kaspersky

Kaspersky Security Awareness

Protecting business & society
from human-related cyber-threats

Connecting Up

Human error – the main source of cyber-incidents

90%* of all **cyber-incidents** can be attributed to human error

The price range for 0day exploits is from $60,000 (Adobe Reader) up to $2,500,000 (Apple iOS) per zero-day exploit.

Exploiting human weaknesses like inattention, ignorance or negligence is so much easier and cheaper than trying to fool sophisticated protection software
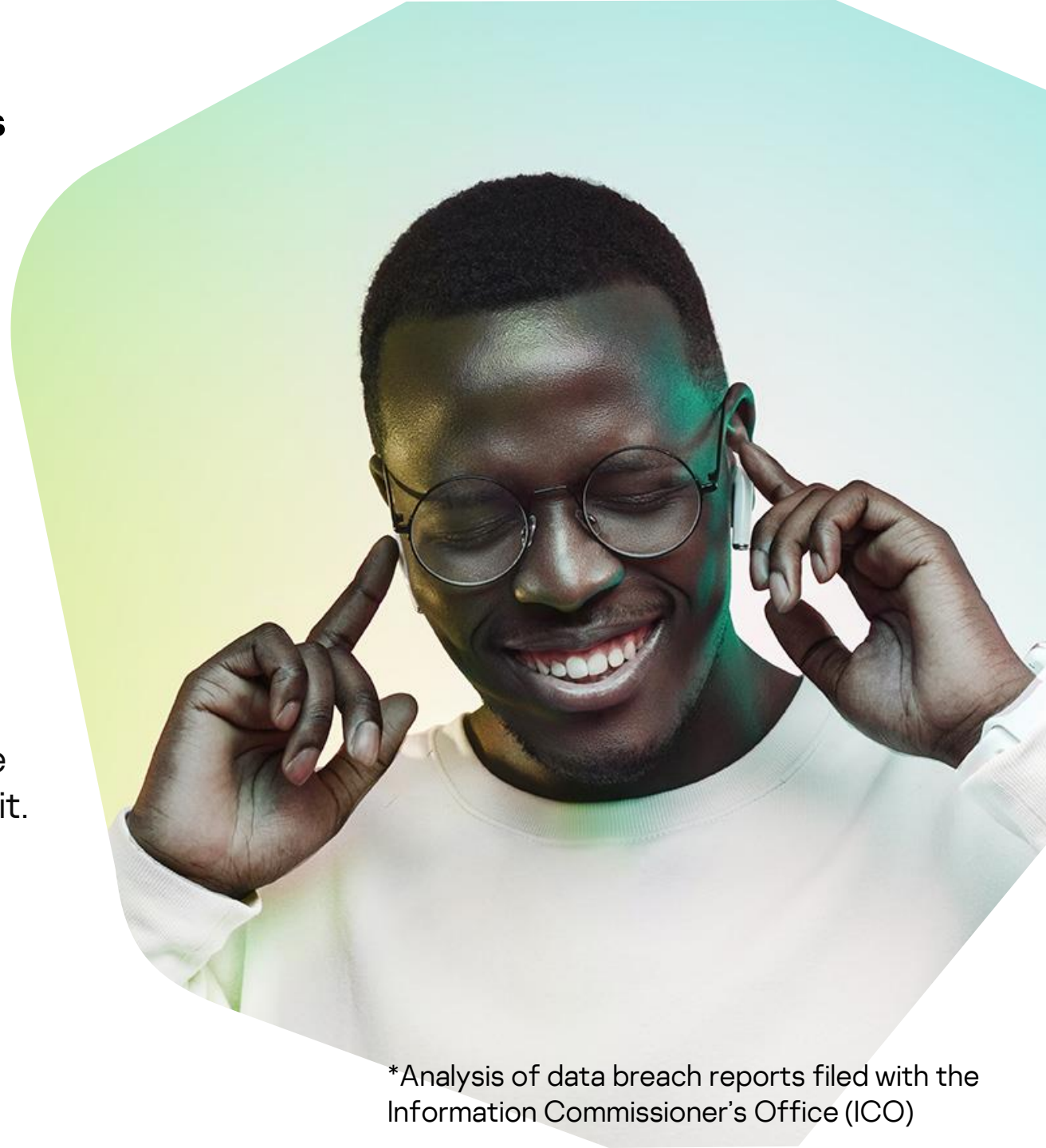
*Analysis of data breach reports filed with the Information Commissioner's Office (ICO)

People are the weakest link in corporate cybersecurity

52% of companies regard employees as the biggest threat to corporate cybersecurity *

60% of employees have confidential data on their corporate device (financial data, email database, etc.) **

30% of employees admit that they share their work PC's login and password details with colleagues **

23% of organizations do not have any cybersecurity rules or policies in place for corporate data storage **

Employees make mistakes. Organizations lose money...

Employee behavior is a major IT security risk, despite traditional awareness programs being in place:

$1,195,000
per enterprise organization

The average financial impact of a data breach caused by inappropriate IT resource use by employees*

$116,000
per SMB

The average financial impact of a data breach caused by inappropriate IT resource use by employees*

52%
of enterprise organizations

Experienced cybersecurity incident as a result of inappropriate IT recourse use by employees

(50% of SMB)**

more than
$1,7Bln
global financial losses

Resulted from business email compromise complaints***

*   Report: "On the Money: Growing IT Security Budgets to Protect Digital Transformation Initiatives . Kaspersky Lab, 2019
**   Report: "IT security economics in 2019', Kaspersky
*** FBI "2019 Internet Crime Report"

Did it get safer recently?

50% companies that allow working from <u>personal devices do not have policies</u> on how they are used

32% businesses provided their staff with <u>antivirus to use on personal devices</u> for work purposes

27% employees <u>received malicious emails</u> that use COVID-19 as the main topic

53% use a <u>VPN</u> when working from home

51% workers admit to <u>watching adult content on devices they use for work</u>

73% workers <u>have not received any IT security awareness training</u> since they transitioned to WFH

/homoglyph attacks/
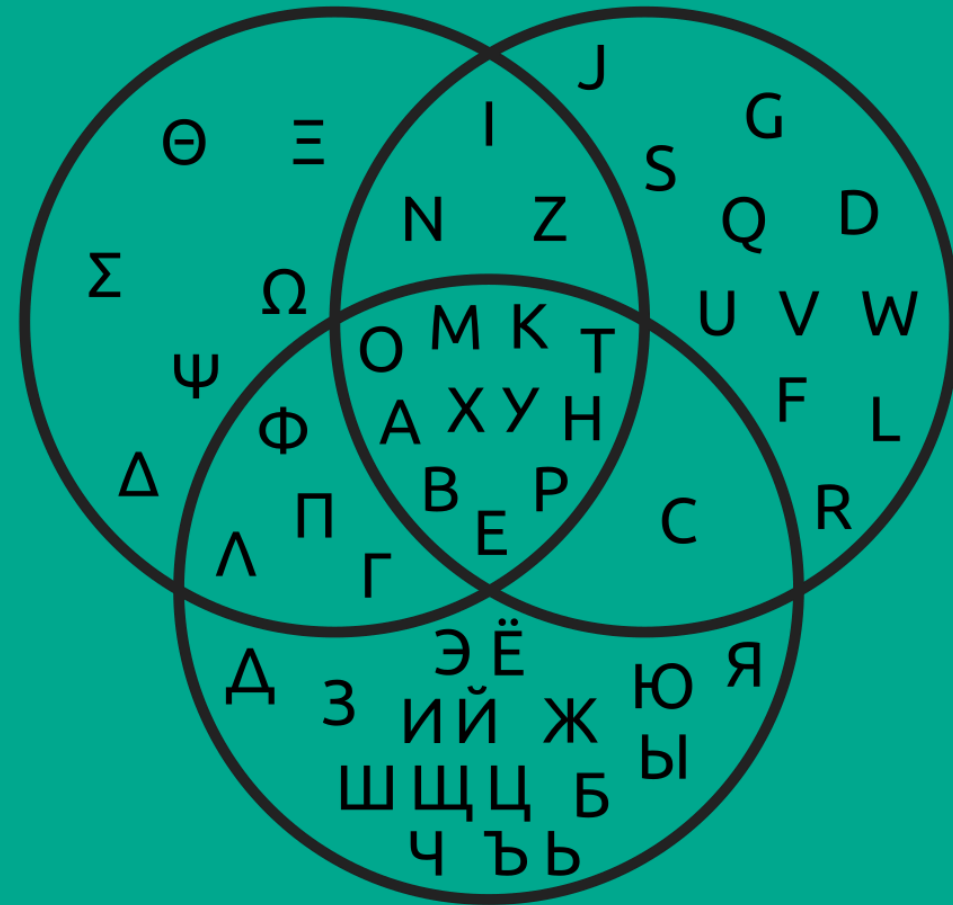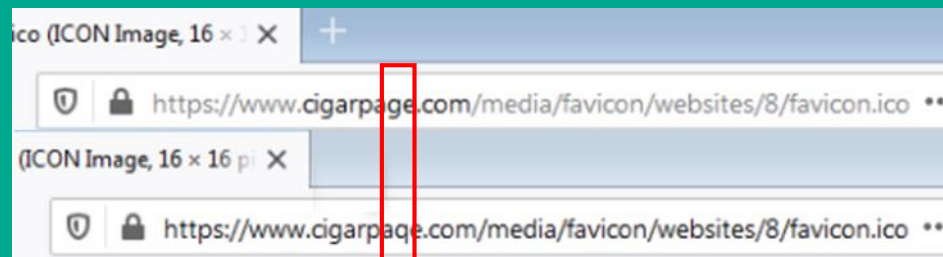
Engaging security education for organizations of any size

Why listen to Kaspersky?

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.

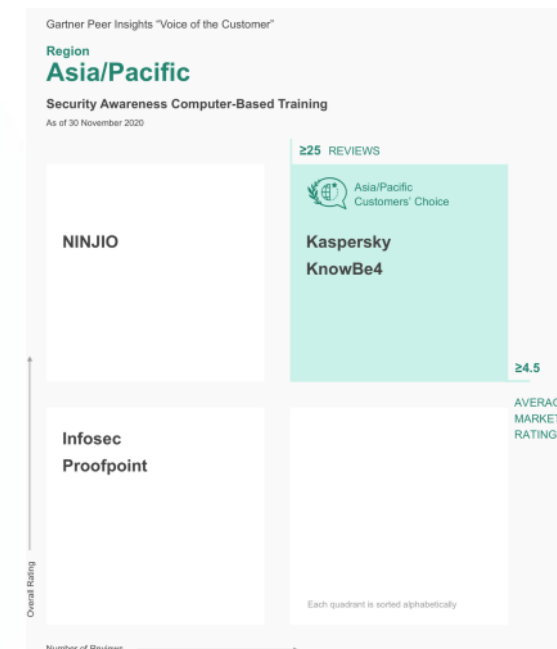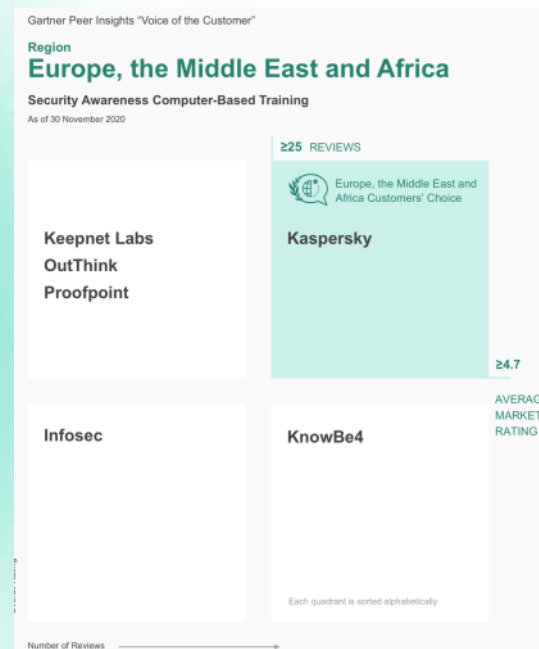# " Kaspersky recognized as a Customers' Choice in EMEA and APAC markets

In the recently published Gartner Peer Insights 'Voice of the Customer': Security Awareness Computer-Based Training, 2021 report: :

- Only vendor to be named a Customers' Choice in Europe, Middle-East and Africa regions
- One of only two vendors to be named a Customers' Choice in APAC region

Gartner Peer Insights "Voice of the Customer"

Region
Europe, the Middle East and Africa

Security Awareness Computer-Based Training

As of 30 November 2020

≥25 REVIEWS

Europe, the Middle East and Africa Customers' Choice

Keepnet Labs
OutThink
Proofpoint

Kaspersky

≥4.7

Infosec

KnowBe4

AVERAGE MARKET RATING

Each quadrant is sorted alphabetically

Number of Reviews

Gartner Peer Insights "Voice of the Customer"

Region
Asia/Pacific

Security Awareness Computer-Based Training

As of 30 November 2020

≥25 REVIEWS

Asia/Pacific Customers' Choice

NINJIO

Kaspersky
KnowBe4

≥4.5

Infosec
Proofpoint

AVERAGE MARKET RATING

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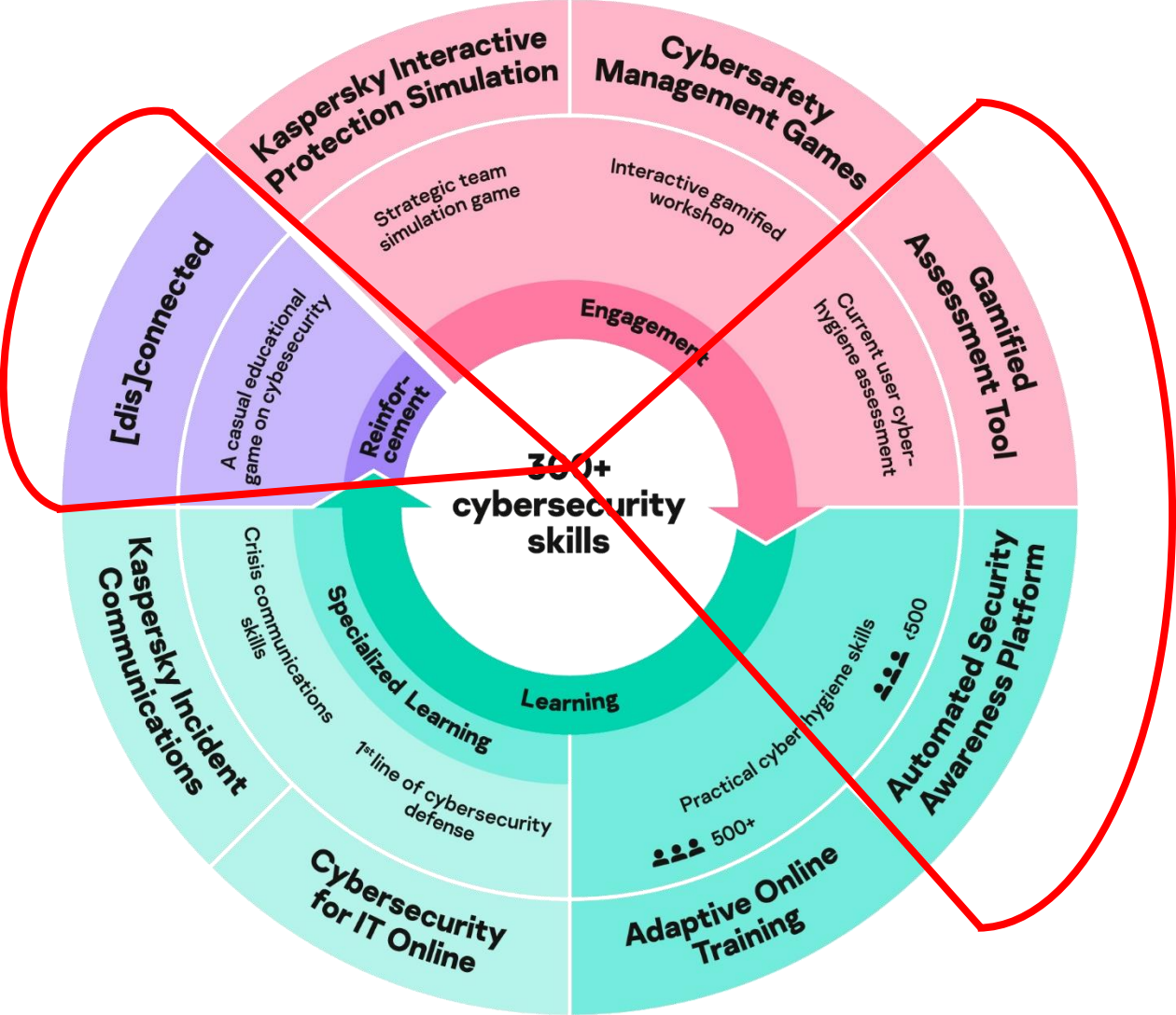
Number of Reviews

Access the full report here:
https://www.kaspersky.com/awareness

Gartner Peer Insights "Voice of the Customer"Security Awareness Computer-Based Training, 2021 report

Current awareness offering to build a strong cybersecurity culture

Kaspersky Interactive Protection Simulation
Strategic team simulation game

Cybersafety Management Games
Interactive gamified workshop

Gamified Assessment Tool
Current user cyber-hygiene assessment

[dis]connected
A casual educational game on cybersecurity

Reinforcement

Engagement

300+ cybersecurity skills

Learning

Kaspersky Incident Communications
Crisis communications skills

Specialized Learning
1st line of cybersecurity defense

Cybersecurity for IT Online

Adaptive Online Training
Practical cyber hygiene skills
500+

Automated Security Awareness Platform
<500

Cybersecurity Skillset

Methods Formats Level of difficulty

Delivery Licensing model Client admin engagement

Kaspersky learning approach & security awareness offering

Our approach is to build a continuous learning cycle – as sustainable change in behavior is only possible over time and including multiple components

Kaspersky Security Awareness training products

| Engagement/ motivation | Starting point | Learning | Reinforcement |

Gamified training

- Interactive Protection Simulation (KIPS)
  - Facilitated team based Board Game (in person or remote)
  - VR

Pre-test

NEW

- Gamified Assessment Tool

Online platforms

- Automated Security Awareness Platform (ASAP)
- Cybersecurity for IT (CITO)

NEW

- [dis]connected – casual educational game
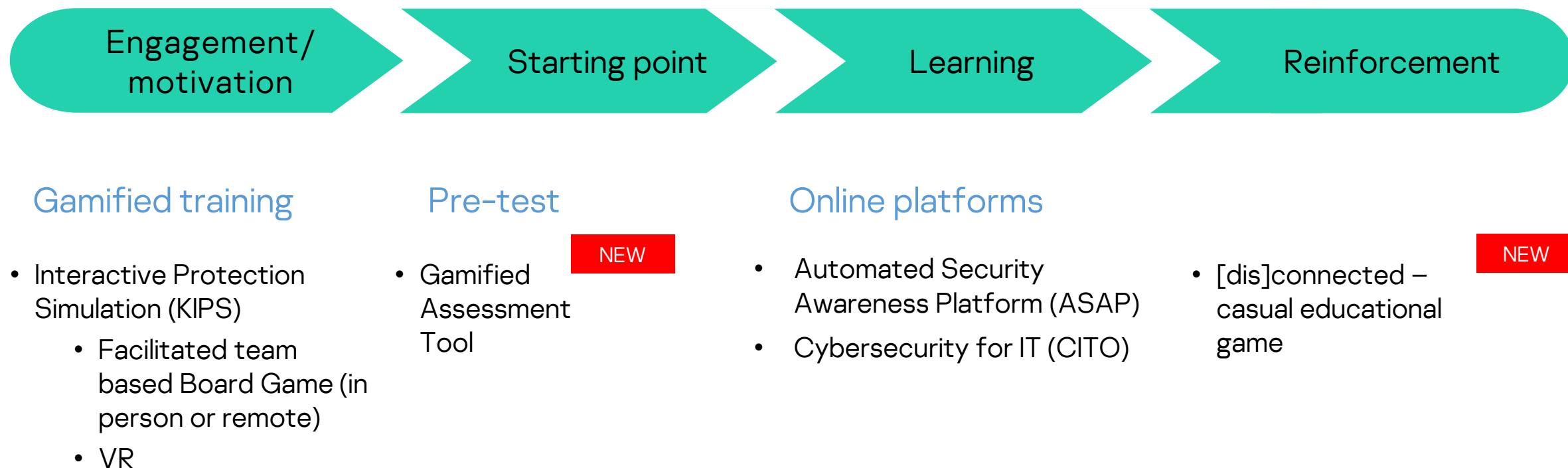
Defining starting point with
Gamified Assessment Tool

Wake up your employees

Show them that cybersecurity is important for them and there are some areas where they are vulnerable

Engage your employees

Show them that cybersecurity is relevant for their everyday life and is not boring at all!

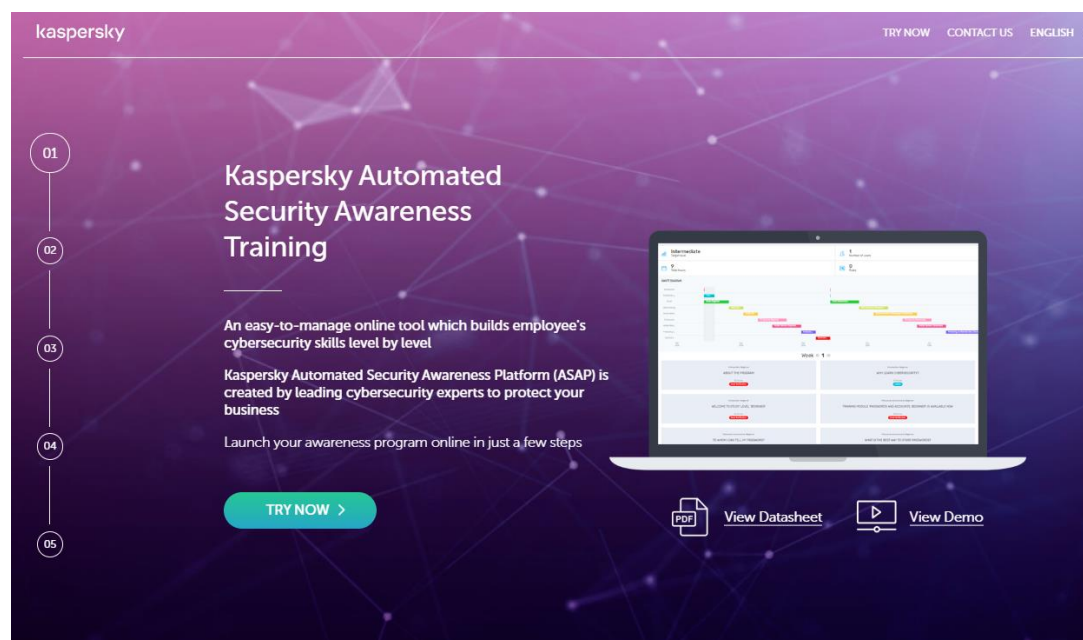## Set up next steps in your awareness program

Get insights on how protected employees are in major cybersecurity domains, and set up your security awareness platform accordingly

It's not Education, but "Edutainment"

Learning made easy for SMB:

Kaspersky Automated Security Awareness Platform

- **Pre-determined learning efficiency for employees**

- **Time-saving program administration for companies**

Instant free trial at: **www.k-asap.com**

Flagship product for SMB

[dis]connected – a cybersecurity interactive quest

## Mobile-based visual novel for casual play

Step into the world of the nearest future and help the main characters of the game in their work, life and struggle against cybercriminals.

1 hour
of total gameplay split into 5-10 minutes sessions

18 threats
that affect the main character's success

Report
With the weak topics of the player.

Immersive gameplay
The players' overall success will depend on the decisions they make

Kaspersky Security Awareness – engaging employees into cybersecurity
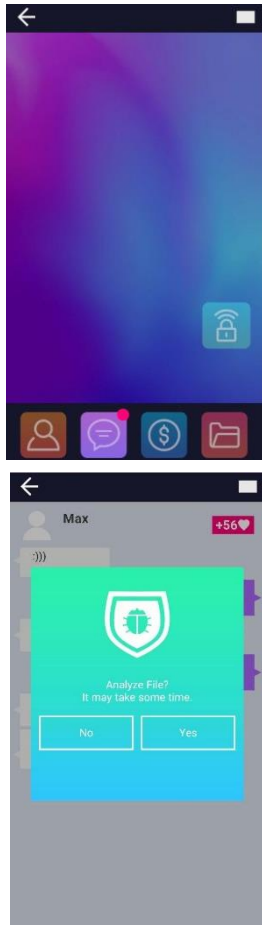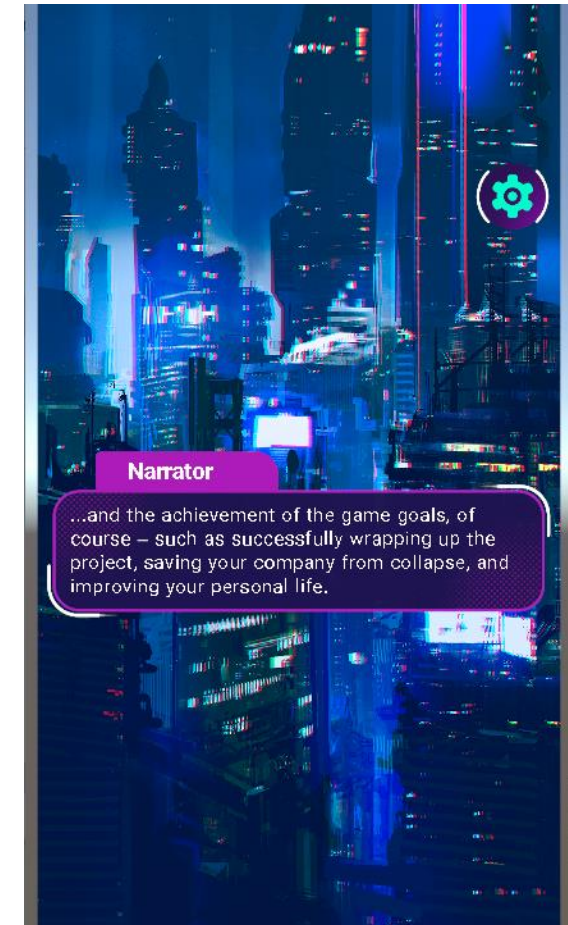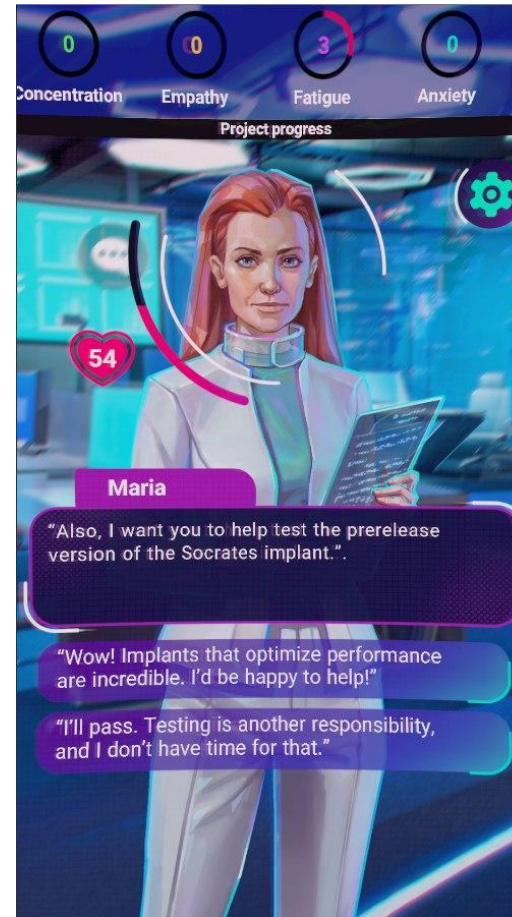
Try
challenge yourself

Learn
online or on mobile

Live
your life with new skills

| Engagement/ motivation | Starting point | Learning | Reinforcement |

Gamified training

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