

# Kaspersky Lab announces security solutions and business strategies

Kaspersky Lab has recently revealed its vision of enterprise security at the company's annual CyberSecurity Summit in San Francisco, US. The event focused on how enterprise IT security realities affected businesses worldwide and featured commentary and panel discussions from influential figures in IT security.



At the event, Kaspersky Lab also announced several new and planned security solutions and business strategies that will guide the company's growth throughout the year.

To lead the discussion of such core issues as sophisticated attacks and complex cyber-espionage campaigns targeting corporations, a rising tide of advanced threats specifically targeting financial service networks, Kaspersky Lab assembled leading experts in IT security from the corporate, governmental, financial systems, and IT management fields, including representatives of Facebook, Visa, The Boeing Company and Wells Fargo & Co. Tom Ridge, former Secretary of the US Department of Homeland Security, delivered a keynote speech: "How Cyberwarfare Impacts Enterprise IT Security."

Eugene Kaspersky, chairman and CEO of Kaspersky Lab, said: "These days, cybercrime is no longer about stealing relatively small sums of money from ordinary users. As the IT security landscape evolves rapidly and gets more and more complex, the number of sophisticated cyber-espionage campaigns targeting giant corporations is also sharply rising. Criminals are increasingly elaborate in designing their attacks and always try to exploit the weakest link in terms of security, which means that supply chains and contractors are targeted as well. This means that, today, threat intelligence is one of the top priorities for CIOs and CSOs, who need to ensure their defences are flexible enough to withstand not just contemporary threats, but also the coming generation of cyber dangers.

## Built on a foundation of threat intelligence

To equip enterprises with protection from these advanced threats, Kaspersky Lab's solution portfolio is built on a foundation of threat intelligence and an ability to build technologies in-house instead of through acquisition. These two core company principles produce valuable advantages for company's customers and are central components of the technology innovations that were announced at the Kaspersky CyberSecurity Summit to address critical areas of enterprise IT. The company announced a new expansion of Kaspersky Security for Virtualisation, which brings security technologies to virtual end points that were previously difficult to secure without sacrificing network performance (the solution will be announced locally in late April). The recently presented Kaspersky Fraud Prevention platform was also highlighted as a way to combat cyber-attacks against financial service providers.

The comprehensive portfolio of Kaspersky Lab's enterprise security solutions is complemented by Security Intelligence Services, including threat data analysis and reporting, Botnet tracking, and cybersecurity education programmes, harnessing the company's recognised threat intelligence to enhance protection of its business partners.

Looking towards the future, Kaspersky Lab also discussed new opportunities for enterprise security growth, namely in the area of critical and industrial infrastructure protection, which requires technologies and products that fit the specific needs of industrial networks. These include not only products and solutions that will provide versatile protection for SCADA servers and engineering workstations, but also for PLC protection, network-level, and embedded security.

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