

**DON'T GET HELD TO RANSOM!
PROTECT YOUR BUSINESS TODAY**

WHY CHOOSE KASPERSKY LAB PROTECTION AGAINST RANSOMWARE?

THE PROBLEM

2016 became the year of the Ransomware Revolution, as it continued its rampage across the world, tightening its hold on data, devices, businesses, and individual users. 2016 also saw cryptomalware increasingly turn its weapons on business, making it one of the top 3 most worrying IT security problems for SMBs.

2016 IN NUMBERS

20% COMPANIES WORLDWIDE suffered an IT security incident as a result of a ransomware attack.*

42% OF SMALL AND MEDIUM-SIZED BUSINESSES were hit by ransomware in the last 12 months.

A BUSINESS WAS ATTACKED by ransomware every **40 seconds**

THE AVERAGE COST OF the damage caused by one cryptomalware attack on an SMB: up to **\$99,000**

67% THE APPROXIMATE AMOUNT OF SMB REPRESENTATIVES that have reported complete or partial loss of corporate data due to cryptomalware.

1 in 5 SMBs WHO PAID THE RANSOM never got their data back.

1,445,434 UNIQUE USER PCS were targeted by cryptors.

62 NEW RANSOMWARE FAMILIES made their appearance.

*Corporate IT Security Risks Survey 2016

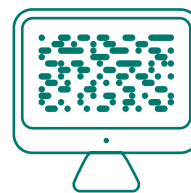
THE SOLUTION

In 2014, not long after ransomware attacks became epidemic, Kaspersky Lab products were enhanced with anti-cryptomalware functionality. Since then, our range of anti-ransomware technologies has expanded considerably to meet this evolving threat.

KASPERSKY LAB MULTILAYERED PROTECTION

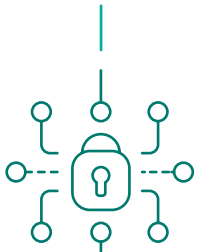
Kaspersky Lab's security solutions provide multilayered protection against cryptomalware, both in terms of infrastructure elements and technologies used to block ransomware.

Reliable malware identification and protection from known, unknown and advanced threats is delivered through a combination of precise detection technologies based on blacklisting and proactive Machine Learning, all, leveraging the global Big Data processing capabilities of Kaspersky Security Network (KSN).



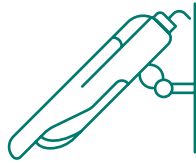
Security controls, including device, web and application startup control enable you to restrict the use of unsolicited devices, web sites or the launch of unauthorized/untrusted applications, limiting the opportunity for malware, including cryptors, to attack.





Application Privilege Control can be configured to limit the rights of applications to access certain resources, including system and user files, meaning ransomware is unable to encrypt them as it would have no "writing"-rights.

Automatic Exploit Prevention keeps constant watch to ensure that malware cannot exploit vulnerabilities within the operating system or frequently targeted applications.



System Watcher monitors application processes and compares their behavior to known dangerous activity patterns. This enables detection and blocking of actions by malicious applications. When an attempt to encrypt is detected, System Watcher creates a temporary backup of accessed files so that all malicious actions can be rolled back and information restored.



Kaspersky Lab's server-based Anti-Cryptor is brought to action when an encryption attempt from an infected workstation via the local network is detected: when a cryptor tries to encrypt files on shared resources, such as company servers, the Anti-Cryptor component blocks access from the infected workstation to the shared resource, stopping the encryption process.



Vulnerability assessment and patch management features in Kaspersky Endpoint Security for Business contribute to even better security by automating the process of mitigating software vulnerabilities. This minimizes the possibility of their successful exploitation by all malware types in order to penetrate your IT network.



PROVEN PROTECTION AGAINST RANSOMWARE

VALIDATED BY CUSTOMER DEPLOYMENTS

COLLEZIONE, one of Turkey's leading fashion brands, uses Kaspersky Endpoint Security for Business Advanced.

"... In particular we were impressed that the protection against ransomware proved successful in all of our tests," recalls Gökhan Zengin, Collezione's IT Manager.

JJW HOTELS, an award-winning hospitality, hotel and leisure business, uses Kaspersky Endpoint Security for Business Select.

"Since we installed Kaspersky Lab we have not had any problems from ransomware or other attacks," Tiago Reis, Group IT Infrastructure Manager, MBI International.



Kaspersky Anti-Ransomware Tool



Kaspersky Lab global Website



Kaspersky Lab B2B Blog

