

kaspersky



# Kaspersky Endpoint Security Cloud Sales Battlecard

**Kaspersky Endpoint Security Cloud is the best way to ensure effective protection without significant, time-consuming rollout and setup tasks**

## Kaspersky Endpoint Security Cloud value proposition

- **The easiest way to protect your business** – no IT expertise required, no extra costs incurred.
- **Comprehensive endpoint protection technologies** from the most tested, most awarded security vendor.
- **Simple management console with pre-defined security settings** – Kaspersky Endpoint Security Cloud combines simplicity with enterprise-grade protection technologies.
- **Covers all platforms** – Microsoft Windows desktops and file servers, Mac, iOS and Android devices.

## Why is a cloud-based solution more suitable than an on-premise solution?

- You can easily create and upsell packages by bundling the product with complementary cloud-based solutions like CRM, accounting, backup, storage, marketing automation and more.
- You can promote this solution as working out of the box – your customer can set it up and use it without requiring your support.

## Kaspersky Endpoint Security Cloud competitive advantages\*

- Available in two tiers:
  - Kaspersky Endpoint Security Cloud provides reliable endpoint protection technologies proven by independent tests.
  - Kaspersky Endpoint Security Cloud Plus – extended protection with comprehensive endpoint controls, encryption and patch management.
- Easy to try for free for IT administrators and MSPs.
- Single security profile contains security settings for all supported operating systems, simplifying management tasks.
- Protection from ransomware includes automatic rollback of malicious activities in the operating system.
- Flexible licensing:
  - Annual licenses and monthly subscription options for convenient payment.
  - User-based license covers one desktop or file server and two mobile devices to keep protected against rising mobile threats.

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**Kaspersky Endpoint Security Cloud provides proven, multi-layered protection against known, unknown and advanced threats:** The full range of protection technologies hardens systems and blocks incoming threats on endpoints while machine learning-powered pre- and post-execution detection ensure that threats are blocked before they can cause any harm. Automatic rollback of malicious activity provides effective defense against crypto-malware and other threats.



**MOST TESTED\*  
MOST AWARDED\*  
KASPERSKY  
PROTECTION**

## The consistently high quality of technologies in Kaspersky Endpoint Security Cloud is confirmed by numerous independent tests:

**MRG Effitas**  
Enterprise Security Suites against  
In-the-wild Ransomware



Kaspersky corporate solutions demonstrate significant advantages in protection against ransomware, as confirmed by independent test by MRG Effitas released in April 2017. The test results confirm that Kaspersky Endpoint Security, Kaspersky Endpoint Security Cloud and Kaspersky Anti-Ransomware Tool automatically blocked 100% of in-the-wild samples. See the [Test Results](#).

**SE Labs**  
Enterprise Endpoint  
Protection tests

The Kaspersky Endpoint Security for Windows corporate security solution was awarded the highest possible AAA rating over the latest 22 tests. In 16 tests, Kaspersky was awarded the highest scores, outperforming all other vendors. See test results for [Y2013](#), [Y2014](#), [Y2015](#), [Y2016](#), [2017](#) and [2018](#).

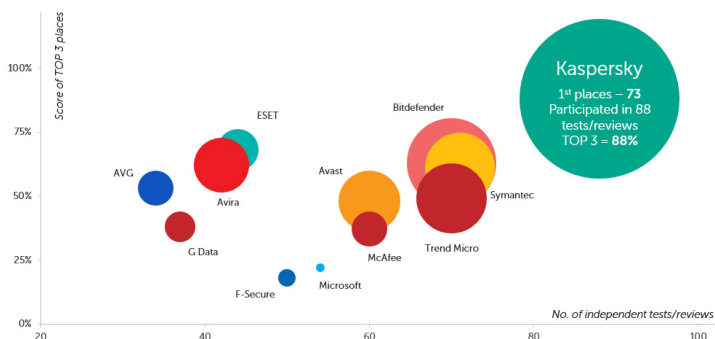


**AV-Test awards**



Kaspersky Endpoint Security received the **'BEST PROTECTION'** in 2016, the **'BEST PERFORMANCE'** in 2018 and the **'BEST USABILITY'** in 2016 and 2017 awards from AV-TEST. These awards are based on the results of a series of bi-monthly tests conducted on corporate endpoint security products. The tests simulate a variety of attack scenarios such as threats via email attachments, infected websites or malicious files transferred from external storage devices. When carrying out these tests, AV-TEST takes the entire functionality of the protection program into account.

Kaspersky virus removal tool received **'BEST REMEDIATION'** for three years in a row. See the [Test Results](#).



## TOP3 2018

In independent tests, Kaspersky consistently demonstrates a higher quality of protection compared to any other vendor. In 2018, Kaspersky products participated in 88 independent tests and reviews and achieved 77 top-three finishes, equal to 88% TOP3 score. We achieved first place 73 times.

These tests were performed against various forms of malware, including advanced threats such as ransomware, exploits, financial malware and advanced persistent threats, on different platforms (Windows, Mac and Android). False positives were also taken into account.

See more details at [www.kaspersky.com/top3](http://www.kaspersky.com/top3)

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## Functional comparison – major competitors (as of December 2018)

	Kaspersky Endpoint Security Cloud	Symantec Endpoint Protection Cloud	Sophos Central Endpoint	Bitdefender GravityZone Business Security	ESET Endpoint Protection Advanced Cloud
<b>Easy security management</b>					
<b>Single security profile</b> One security profile contains settings for all supported operating systems, simplifying security management	✓	✓	✗ Separate policies for desktops / servers / mobile devices	✓	✗ Separate policies with hierarchical structure
<b>Single installation package</b> Installation package contains all protection components, which are managed through the security profile	✓	✓	✗ Depends on which modules have been installed	✗ Depends on selected modules during package creation	✗ Depends on selected modules and configuration
<b>Multitenancy</b> Supports the protection of multiple clients from a single portal, for easy availability for MSPs	✓	✓	Requires authorization as partner / by request	Requires authorization as partner / by request	Using ESET business account
<b>Wide range of supported platforms</b>					
Microsoft Windows desktop & server operating systems	✓	✓	✓	✓	✓
Mac OS	✓	✓	✓	✓	✓
Mobile devices (Android/iOS)	✓	✓	✓	✗	✗
<b>Microsoft Windows protection features</b>					
Anti-malware protection	✓	✓	✓	✓	✓
Exploit prevention	✓	✓	Licensed separately	✓	✓
HIPS	✓	✗	✗	✗	✓
Firewall management	✓	✓	✗	✓	✓
Mail threat protection	✓	✗	✓	✓	✓
Rollback of malicious activities in the operating system	✓	✗	Licensed separately	✓	✗
Vulnerability scanning	✓	✗	✗	Add-on	✗
<b>Advanced security capabilities</b>					
Web control	✓*	✗	✓	✓	✓
Device control	✓*	Limited to USB devices	✓	✓	✓
Encryption management	✓*	Licensed separately	Licensed separately	Add-on	✗
Patch management	✓*	✗	✗	Add-on	Only OS updates
<b>Mac protection features</b>					
Anti-malware protection	✓	✓	✓	✓	✓
Web protection	✓	✗	✓	✗	✗
Network protection	✓	✓	✓	✗	✗
<b>Mobile device protection features</b>					
Anti-malware for Android	✓	✓	✓	✗	✗
Anti-theft	✓	✓	✓	✗	✗
Anti-phishing	✓	✗	✓	✗	✗

\*available in Kaspersky Endpoint Security Cloud Plus

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## Functional comparison – other competitors (as of December 2018)

	Kaspersky Endpoint Security Cloud	McAfee Endpoint Protection Essentials for SMB	Trend Micro Worry-Free Services	Webroot Secure Anywhere
<b>Easy security management</b>				
<b>Single security profile</b> One security profile contains settings for all supported operating systems, simplifying security management	✓	✗ Separate policies for each protection component	✗ Separate policies for desktops / servers / mobile devices	✗ Separate policies for mobile devices
<b>Single installation package</b> Installation package contains all protection components, which are managed through the security profile	✓	✗ Depends on selected modules to be installed	✓	✓
<b>Multitenancy</b> Supports the protection of multiple clients from a single portal, for easy availability for MSPs	✓	Requires authorization as partner / by request	✓	✓
<b>Wide range of supported platforms</b>				
<b>Microsoft Windows desktop &amp; server operating systems</b>	✓	✓	✓	✓
<b>Mac OS</b>	✓	✓	✓	✓
<b>Mobile devices (Android/iOS)</b>	✓	✗	✓	Licensed separately
<b>Microsoft Windows protection features</b>				
<b>Anti-malware protection</b>	✓	✓	✓	✓
<b>Exploit prevention</b>	✓	✓	Licensed separately	✗
<b>HIPS</b>	✓	✗	✗	✓
<b>Firewall management</b>	✓	✓	✓	Limited settings
<b>Mail threat protection</b>	✓	✗	✓	✗
<b>Rollback of malicious activities in the operating system</b>	✓	✗	✓	✗
<b>Vulnerability scanning</b>	✓	✗	✗	✗
<b>Advanced security capabilities</b>				
<b>Web control</b>	✓ *	✗	✗	✗
<b>Device control</b>	✓ *	✓	✗	✗
<b>Encryption management</b>	✓ *	✗	BitLocker for Windows 10	✗
<b>Patch management</b>	✓ *	✗	✗	✗
<b>Mac protection features</b>				
<b>Anti-malware protection</b>	✓	✓	✓	✓
<b>Web protection</b>	✓	✗	✓	✓
<b>Network protection</b>	✓	✓	✗	✗
<b>Mobile device protection features</b>				
<b>Anti-malware for Android</b>	✓	✗	✓	✗
<b>Anti-theft</b>	✓	✗	✓	✗
<b>Anti-phishing</b>	✓	✗	✓	✗
<b>Passcode settings</b>	✓	✗	✓	✗
<b>Application control</b>	✓	✗	✗	✗

\*available in Kaspersky Endpoint Security Cloud Plus