

Mindjárt kezdünk...



Hogyan tessék érzékenyé alkalmazottait a kiberveszélyekkel szemben?

NÁDOR – szakmai nap 2019.06.04.

Tóth Árpád

Country Manager Kaspersky Lab

A VÁLLALatról I.



Alapvető adatok

1997-ben alapította
Eugene Kaspersky

5 kontinensen, 200
országban és térségen
van jelen

Innovatív
IT biztonsági megoldásokat biztosít
üzleti vállalkozásoknak és
ügyfeleknek

> 400 000 000



Számok

>20 millió termék
aktiválás évente

698 millió dollár – nem auditált
globális bevétel 2017-ben

>3900 magasan
képzett
szakember 1500-
an R&D

felhasználónak a világ
 minden pontján
 technológiánk nyújt
 védelmet



Eredmények

A négy legnagyobb végpontbiztonsági
szolgáltatók egyike*

A Gartner Magic Quadrant for Endpoint
Protection Platforms** szerint az
iparágban élen járó szolgáltató

Megoldásaink független tesztekben
és vizsgálatokon a legtöbb díjazásban
részeseültek

As a private company, Kaspersky
Lab does not have ties to any
government, and the company
has never helped, nor will help,
any government in the world in its
cyberespionage efforts.

* A vállalat a Worldwide Endpoint Security Revenue by Vendor, 2013 IDC-minősítésen negyedik helyen végzett. A minősítés a Worldwide Endpoint Security 2014–2018 Forecast and 2013 Vendor Shares (IDC # 250210, 2014, augusztus) IDC-jelentésben jelent meg. A jelentés a szoftverszolgáltatókat a 2013-as végpontbiztonsági megoldások értékesítési bevételei alapján rangsorolta.

** Gartner, Magic Quadrant for Endpoint Protection Platforms, Peter Firstbrook, John Girard, Neil MacDonald, 2014. december 22. A jelentés kérésre elérhető a Kaspersky Lab vállalattal.

A Gartner kutatási publikációiban nem javasol egy szolgáltatót, terméket vagy szolgáltatást sem, valamint nem tanácsolja a technológia felhasználónak, hogy a legmagasabb minősítésben vagy egyéb meghatározásban részesülő szolgáltatókat válasszák. A Gartner kutatási publikációi a Gartner kutatói szervezet véleményét tartalmazzák, melyeket nem lehet ténylegesen értelmezni. A Gartner előtt a kutatással kapcsolatos minden garanciától, legyen az kifejezett vagy kellékszavatosság, beleértve a forgalmazhatósági vagy sajátos célra vonatkozó garanciákat.

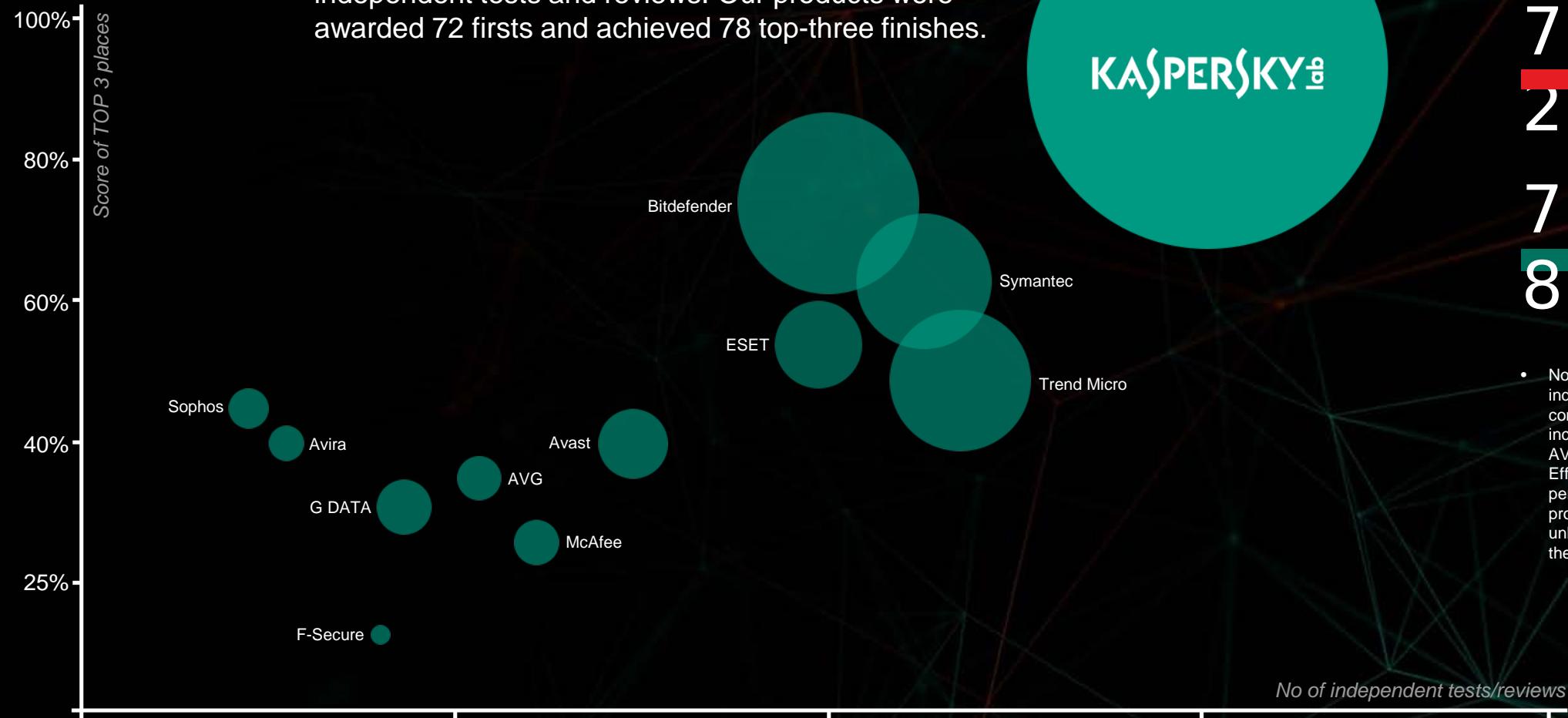
A VÁLLALATRÓL II.

- Legtöbbet tesztelt / Legtöbbet díjazott termékportfólió
- Legátláthatóbb működésű IT Biztonsági gyártó
- Legtöbb orosz/keleti eredetű támadás felfedezője
- IT biztonsági oktatás piacvezetője
- Legszélesebb körben használt Threat Inteligencia szolgáltatás

FÜGGETELN NEMZETKÖZI DÍJAK ÉS ELISMERÉSEK



In 2018 Kaspersky Lab products participated in 86 independent tests and reviews. Our products were awarded 72 firsts and achieved 78 top-three finishes.



- Notes: • According to summary results of independent tests in 2018 for corporate, consumer and mobile products. • Summary includes independent tests conducted by: AVComparatives, AV-Test, SELabs, MRG Effitas, VirusBulletin, ICSA Labs, PCSL. • Tests performed in these programs assess all protection technologies against known, unknown and advanced threats. • The size of the



FACT: Several European authorities have stated that they have no evidences of any wrongdoing of Kaspersky Lab

FOR EXAMPLE:



- ▶ The European Commission has “no indication for any danger associated” with Kaspersky Lab software (April 2018).
- ▶ We are proud to be an early supporter of the Paris Call for trust and security in cyberspace that was unveiled at the Paris Peace Forum on November 12, 2018 by French President Emmanuel Macron



- ▶ The German cyber-security agency BSI stated that there are “no plans to warn against the use of Kaspersky products since the BSI has no evidence for misconduct by the company or weaknesses in its software” (October 2017).
- ▶ In the German brands and industry trust rating, we have ranked fourth in the software industry – 3.9% above the industry average of 61.7% and ahead of many familiar names! (October 2017)



- ▶ The Swiss Federal IT Steering Unit ISB stated that it “continues to revert to Kaspersky solutions” and finds measures envisaged within GTI “promoting confidence in the products of antivirus companies” (October 2018).



- ▶ The Belgian Prime Minister Charles Michel referred to the Centre for Cybersecurity, Belgium by saying “that it does not have any objective technical information or independent studies which demonstrate that the applications of Kaspersky Lab are malicious or form a threat” (October 2018).



Magyarországon SEM tiltották ki az állami szférából a Kaspersky termékeket!!!

” A Kormányhatározat szerint a Kormány egyetért az EU azon törekvésével, amely alapján szükséges a potenciálisan yeszélyes eszközök kiszűrése és elhárítása. A szöveg nevesíti is a Kaspersky Lab termékeit. Azonban az utasítások, melyek ezt követik, nem írják elő a termékek eltávolítását: a minisztereket átvilágítás készítésére szólítják fel, illetve jelentési kötelezettséget ír elő ilyen termékek újonnan történő bevezetésekor. A termékek használata nem tiltott. A Kaspersky-termékek használatának elterjedtségének felmérését a minisztériumok elvégezték, az esedékes megújítások pedig még csak bejelentési kötelezettség alá sem esnek. *Új rendszerek bevezetése sem tilos, igaz, bejelentési kötelezettséggel jár.*

KEF (Közbeszerzési Főigazgatóság) megerősítette, hogy a termékek közbeszerzésből továbbra is lehívhatók a portálon.

Kaspersky Lab's Global Transparency Initiative (GTI)



Transparency Center in Switzerland, which will serve as a facility for trusted partners and government stakeholders to review the company's code, software updates, and threat detection rules. In addition to that, the storage and processing of user data from some regions, shared voluntarily with the Kaspersky Security Network, together with our software development infrastructure will all be relocated from Russia to Switzerland.

Mivel tud a Kaspersky segíteni? 1. Tudás átadásával= CyberSecurity Services

THREAT INTELLIGENCE AND HUNTING

-THREAT DATA FEEDS

INTEL REPORTING

- APT
- CUSTOMER-SPECIFIC

THREAT LOOKUP (KTL)

PHISHING TRACKING

BOTNET TRACKING

MANAGED PROTECTION (KMP)

TARGETED ATTACK DISCOVERY

INCIDENT RESPONSE

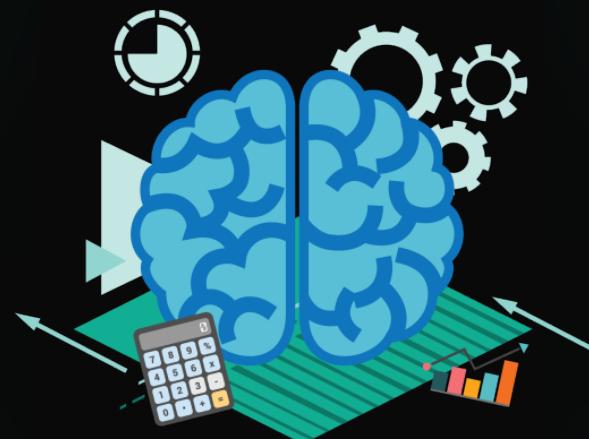
INCIDENT RESPONSE

- INCIDENT RESPONSE
- MALWARE ANALYSIS
- DIGITAL FORENSICS

SECURITY TRAININGS

SECURITY TRAINING

- DIGITAL FORENSICS
- MALWARE ANALYSIS
- INCIDENT RESPONSE
- YARA TRAINING
- **Security Awareness Online Training Platform**



SECURITY ASSESSMENT

PENETRATION TESTING

SECURITY ASSESSMENT

- APPLICATION
- ATM/POS
- TELCO SYSTEMS
- TRANSPORTATION SYSTEM

Mivel tud a Kaspersky segíteni?- 2. Termékekkel

FUNDAMENTAL SOLUTIONS:



Kaspersky
Endpoint Security



Kaspersky
Mobile Security



Kaspersky
Endpoint Security
Cloud

TARGETTED SOLUTIONS:



Kaspersky
Security for
Storage



Kaspersky
Embedded System
Security



Kaspersky
Security for
Virtualization



Kaspersky
Hybrid Cloud



Kaspersky
DDoS Protection



Kaspersky
Security for Web
& Mail



Kaspersky
Security Awareness
Training

ENTERPRISE SOLUTIONS:



Kaspersky
Anti-Targeted
Attack



Kaspersky
Endpoint Detection
& Response



Kaspersky
Security Intelligence
Services



Kaspersky
Industrial Cyber
Security



Kaspersky
Fraud Prevention

CYBERSECURITY TRAINNG – CASE STUDIES

CITY OF LONDON POLICE

- ▶ Kaspersky Lab has delivered several courses in the areas of Digital Forensics and Malware Analysis
- ▶ Public reference is available and you can request an official pdf approved by COLP management
- ▶ You can find more in public press releases:
 - <http://www.kaspersky.com/about/news/virus/2014/City-of-London-Police-and-Kaspersky-Lab-lead-the-way-in-combatting-fraud>
 - <http://www.computerworlduk.com/news/security/3539039/city-of-london-police-brings-in-kaspersky-to-train-officers-to-tackle-cybercrime/>



DEVELOPING A
NATIONAL RESPONSE
TO CYBER CRIME

KASPERSKY

KASPERSKY

Kaspersky Security Awareness: Computer-based Training Programs for Different Organizational Levels

kaspersky.com/awareness

#truecybersecurity



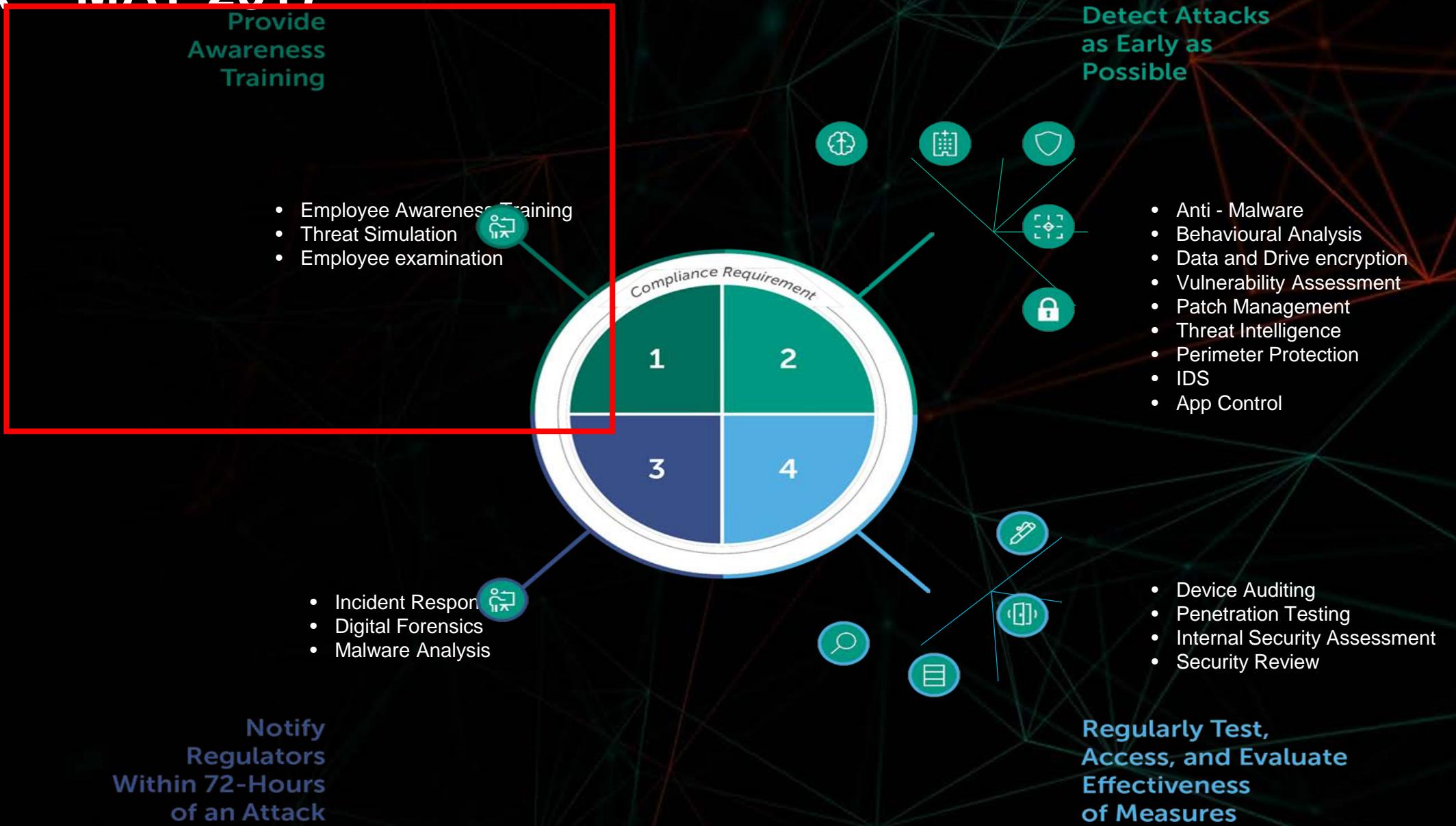
FELHASZNÁLÓ A LEGGYÖNGÉBB LÁNCSZEM:



More than **80%** of all cyber incidents are caused by human errors.
Enterprises lose millions recovering from staff-related incidents. (*IBM study)

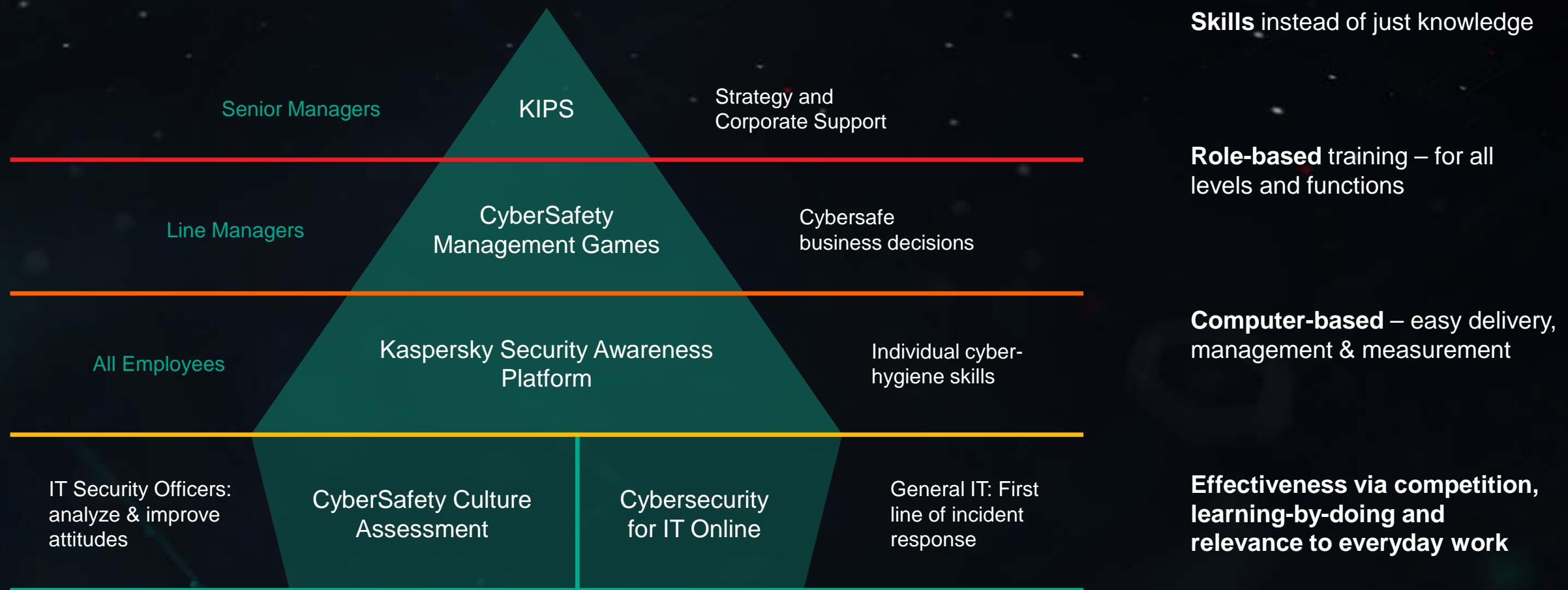


GDPR – MAY 2017



Kaspersky Security Awareness Training Products

Kaspersky Cybersecurity Awareness consists of five elements which interconnect - but which are also highly effective when used separately.



KASPERSKY INTERACTIVE PROTECTION SIMULATION

KASPERSKY INTERACTIVE PROTECTION SIMULATION (KIPS)

Fun, engaging and fast (2 hours)

Team-work builds cooperation

Competition fosters initiative & analysis skills

Gameplay develops understanding of cybersecurity measures

No deep security expertise necessary



INDUSTRY-RELATED SCENARIOS AVAILABLE

Power station + Water plant

Industrial control systems and critical infrastructure



E-Government

Web servers and portals to run government online services



Corporation

Manufacturing and sales



Bank

Large regional bank with corporate and retail business and ATM network



Transportation

Passenger-and-freight carriage



Each of the scenarios focuses on the respectful threat vectors, allows to discover and analyze the typical mistakes in building the cybersecurity and incident response procedures in the corresponding industry.

KIPS training shows to participants the real role of the cybersecurity in business continuity and profitability; highlights the emerging challenges and threats which are coming in nowadays; describes typical mistakes companies are doing when building the cybersecurity; and encourages a cooperation between business and security teams – a cooperation which helps to maintain the stable operations and sustainability to the cyberthreats.

GAMIFIED TRAINING PRODUCTS ARE WELL-RECEIVED ON ALL ORGANIZATIONAL LEVELS: EXAMPLE

CHALLENGE:

Engaging top management –
despite them not being cybersecurity experts

APPROACH:

Conducting 2-hour KIPS game (**Kaspersky Interactive Protection Simulation**) – where managerial experience and decision-making skills are used to prevent and respond to cyber attacks; linking cybersecurity and business results

PROOF:

KIPS conducted successfully for hundreds of organizations worldwide, for managers as high-ranking as Fortune 500 board members, deputy ministers and CEOs of world's largest companies



To understand threats and be ready for them, you need to know the problem from the inside.

Oleg Belozerov, President of Russian Railways, on his experience with KIPS



KIPS for President and top management (20+ VPs)
of Russian Railways, Moscow, February 2017

1,2 MLN EMPLOYEES

KASPERSKY

KIPS AT MARKETING/ PUBLIC EVENTS: INDONESIA OPENGOV



KASPERSKY[®]

Kaspersky Automated Security Awareness Platform (ASAP)

Efficient training taking few minutes to implement

KASPERSKY®

Milyen kihívásokkal küzd a hagyományos tudatossági oktatás?



Képzési Célok és Tervek felállítása



Túl hosszadalmas kurzusok



Szegényes jelentések nem segítenek a nyomon követésben



Alkalmazottak nem értékelik a programot, elmaradnak a várt eredmények

Kaspersky Security Awareness: kiemelkedő sajátosságok



Setting Objectives & Choosing a Program

- Tips inside the platform helping to choose appropriate educational target level
- Automatically built education schedule that uplifts employees to the desired target level



Learning Management

- AI-enabled learning path, featuring constant reinforcement
- Fully automated learning management without manager's intervention required
- Calculation of time spent



Reporting & Analytics

- Actionable dashboards
- On-the-fly analysis of potential for improvement
- Recommendations and templates to boost student's performance



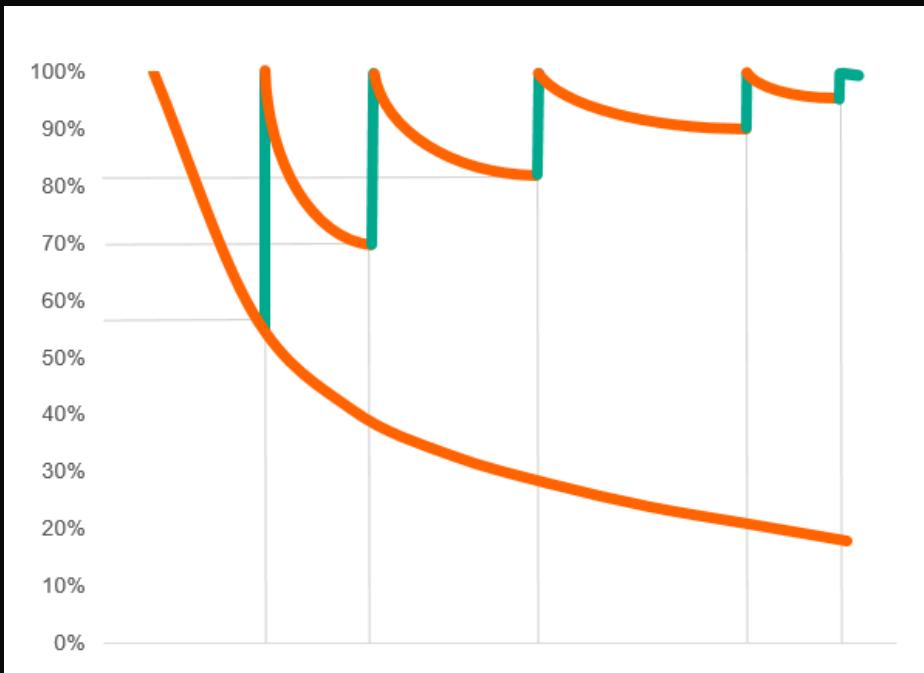
Program Efficiency & Appreciation

- Bite-sized lessons prevent overload
- Learning scenarios are relevant to participants' everyday working lives
- True gamification

Folyamatos mikro tanulás biztosítja a képességek beépülését/ megmaradását

The Ebbinghaus Forgetting curve

Repeated reinforcement helps building strong skills



● Obliteration

● Remembering after reinforcement

Level-by-level

Skills increased from the easiest to more advanced.

Ensure knowledge retention

Interval learning with constant reinforcement. "Pattern perception" model: employees behave safely, even when faced with completely new threats.

Micro learning

Content is especially structured for micro learning (1 to 10 minutes), avoiding dull and tedious long lessons.

Comprehensive set of tools on each security topic

01

Kaspersky Automated Security Awareness Platform

02

Easy-to-manage online tool which builds cybersafety skills of your employees level by level.

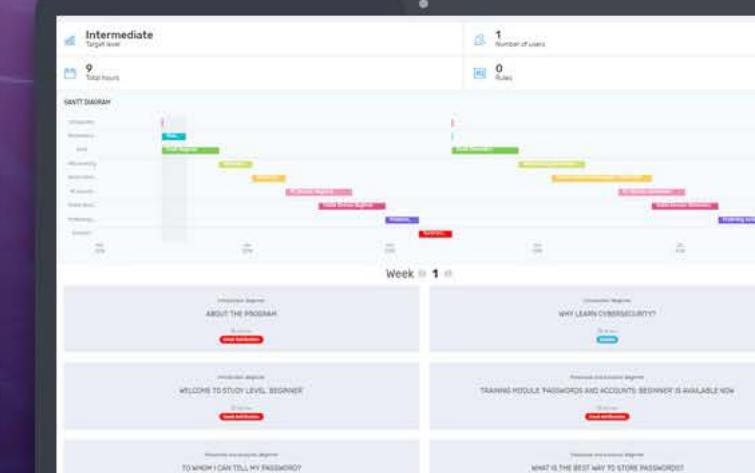
03

Kaspersky ASAP is created by leading cybersecurity experts to protect your business

04

Launch your awareness program in a few clicks

TRY NOW >



[View Datasheet](#)



[View how to video](#)

05

Videos:

- https://www.kaspersky.com/small-to-medium-business-security/cyber-security-awareness-training?utm_content=ksa

1. Képzési célok beállítása & Program kiválasztása

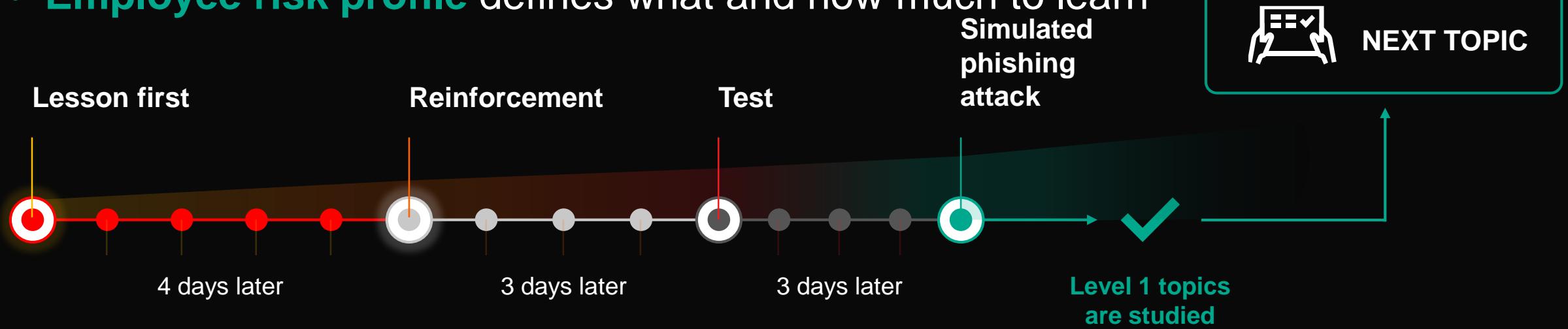


- Javasolt tanulási útvonal Basic, Elementary , Intermediate, Advanced
- Képzési célok a **kockázati** szintekhez igazodnak
- **Idő hatékony**– csak azt sajátísd el , amire szükséged van
- **Mérhető , nyomon követhető , eredmények**

2. Learning Management



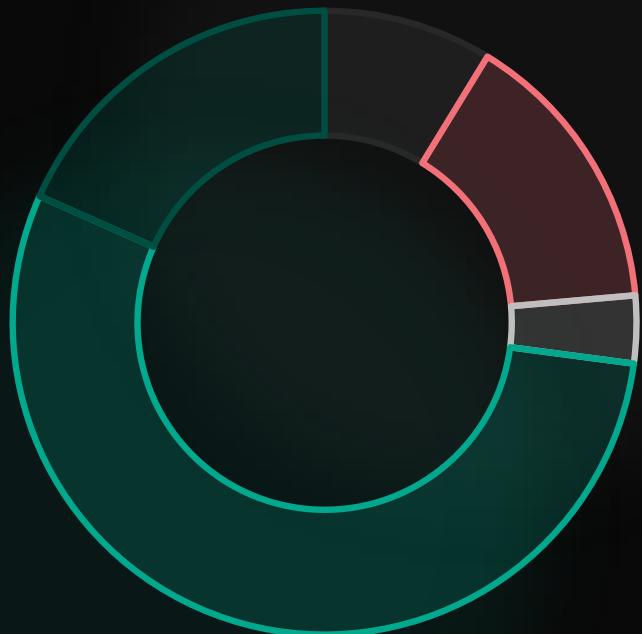
- **Automated** learning management
- **Definitive** security awareness content **library**
- **Interval learning** at own pace to ensure content retention
- Variety of content **formats & styles**
- **Employee risk profile** defines what and how much to learn



3. Reporting & Analytics



Ki igényli a nagyobb ráfigyelést, biztatást?



Cannot finish on time	50
Significantly behind schedule	85
Behind schedule	20
Going well	312
Ahead of schedule	105

- **Actionable reports** anytime
- **Report reasons** for individual performance issues, as well as **recommend** concrete actions
- **Monitor** employee skills levels and dynamics
- On-the-fly **analysis** of potential for improvement
- **Benchmarking** against world/industry averages

Videos:

- https://www.youtube.com/watch?time_continue=64&v=7DxTD3tlblc

A módszer bizonyítottan működik!!

up to

90%

not less than

50%

up to

93%

more than

30x

an amazing

86%

Reduction in the total number of incidents

Reduction in the financial impact of incidents

Probability that knowledge will be applied in everyday work

ROI from investment in security awareness

Of participants
willing to
recommend the
experience

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Köszönöm
a figyelmet!

KASPERSKY