



See How Kaspersky Compares!

- **Protection** – because you can't endure another malware outbreak
- **Performance** – Anti-malware that allows employees to stay productive
- **Manageability** – real-time security management with a new graphical interface
- **Support** – Get the help you need - when and how you want it!

For more information please contact our Inside Sales Team at **866-563-3099** or **corporatesales@kaspersky.com**.

www.kaspersky.com

Kaspersky Lab vs. AVG

Providing a secure cyber-workplace within budget is a tough job, and Kaspersky Lab knows there are many critical components. If any of these "moving parts" aren't at peak levels, costs rise and the network becomes vulnerable or even worse - breached. That's why it's important to understand what really matters, and how to lower the "Total Cost of Protection" (TCP).

Kaspersky has identified **Protection, Performance, Management and Support** as the four primary drivers to calculate the TCP in any organization. It's Kaspersky's goal to be the best-in-class across all of these, thereby lowering a user's Total Cost of Protection.

What does this mean? Kaspersky can provide premium protection, superior performance, easy and intuitive management tools, and world-class support – and the IT professional can rest assured that they're getting the best protection, at the best price!

How does AVG compare to Kaspersky on independent tests across these four components? Let's find out!

Protection: According to Independent Testing Labs Kaspersky protects users better with superior detection and protection rates than AVG:

- **Anti-Malware Test Lab** (www.anti-malware-test.com):
 - Kaspersky has received the highest number of gold and platinum awards across all testing categories.
 - Kaspersky received a Platinum award (100%) for Self Protection on Windows 7 x64, February 2011. AVG only attained a Silver award (77%).
- **Virus Bulletin** (www.virusbtn.com/vb100):
 - Kaspersky has achieved 54 Passes. AVG has achieved only 36 Passes, failed 22 tests and did not submit to 15 others.

Performance: Kaspersky enables users to be more productive with better performance ratings than AVG according to independent testing labs:

- **AV-Test.org** (www.av-test.org):
 - Product Review and Certification Report, November 2010 Kaspersky received the highest score in the Repair category (6.0) to AVG's score of 4.0.

Management: Who wants to hire and train additional staff just to manage an anti-malware deployment? Kaspersky outshines AVG in:

- **TopTen Reviews** (www.toptenreviews.com)
 - Small Business Anti-Virus Review, January 2011 Kaspersky ranked #1 out of 14 products tested with an Excellent score compared to AVG at #10.
 - AVG showed weaknesses in the categories of Features, Effectiveness, Scalability, Management and Help/Support.

Competitive Comparison

Kaspersky Lab vs. AVG



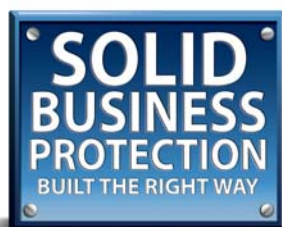
Support: Total Costs can rise when a problem isn't resolved. How does AVG's support stack up against Kaspersky?

- Kaspersky's support center is located in Boston, Massachusetts and is manned by Kaspersky engineers – who are employees, not contractors.
- The average hold time at Kaspersky's support center is less than 5 minutes.
- 91% of Kaspersky's support incidents are resolved on the first call.
- Kaspersky offers free support in four languages – in a 13 hour window. 24x7 support is available.
- Kaspersky offers a hassle free support process. Unlike AVG, the support number is published on the Kaspersky website. Or you can just chat with support – no frantic searches for license numbers required. And no time is wasted waiting for a response.

Quick Facts	Kaspersky Lab	AVG
Worldwide Users	300+ Million	110 Million*
Automatic Updates	Every Hour	Daily
Scan Compressed Files	Yes	No**
Script Blocking	Yes	No**
Rescue Boot Disk	Yes	No**
Registry Startup Protection	Yes	No**
Rollback Functionality	Yes	No**

*<http://www.microsoft.com>, Status March 2011

**<http://www.techradar.com/news/internet/microsoft-security-essentials-racks-up-30-million-users-719995>



Kaspersky can lower the Total Cost of Protection.

Independent tests confirm that Kaspersky provides better Protection, Performance, Management and Support.

Take the Kaspersky Challenge today! Let us show you!