



## 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](http://www.kaspersky.com)

## Kaspersky Lab vs. McAfee

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 provides 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 McAfee 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 McAfee**

- **AV Comparatives** ([www.av-comparatives.org](http://www.av-comparatives.org)):
  - On-Demand Detection of Malicious Software test October 2010, Kaspersky performed Scripts detection at 93.50%, McAfee scored 75.30%.
  - Whole Product Dynamic Test, December 2010, Kaspersky received an Advanced+ rating against 14 leading anti-virus solutions distinguishing itself by having no false positives. McAfee chose not to submit for testing.
- **Anti-Malware Test Lab** ([www.anti-malware-test.com](http://www.anti-malware-test.com)):
  - Kaspersky has earned the highest number of gold and platinum awards across all tests.
  - Kaspersky received a Platinum award for Self Protection on Windows 7 x64, February 2011. McAfee attained only Silver and failed the Malware treatment test one year earlier.

### **Performance: According to Independent Testing Labs, Kaspersky enables users to be more productive with better performance ratings than McAfee.**

- **Passmark Software** ([www.passmark.com](http://www.passmark.com))
  - Enterprise Endpoint Protection Performance Benchmarks for Windows 7, February 2011, Kaspersky attained an overall total score of 60, while McAfee only received 32.
  - Kaspersky achieved a result of 61.80 seconds in the Windows 7 On-Demand Scan Time test, McAfee's time was 152.40 seconds.
  - Kaspersky's CPU usage during scan and idle times was lower than that of all tested vendors.

# Competitive Comparison

## Kaspersky Lab vs. McAfee



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

- **AV-Test.org** ([www.av-test.org](http://www.av-test.org)):
  - Product Review and Certification Report, May 2010. Kaspersky achieved the Certified status for Windows 7. Kaspersky achieved top scores for the test categories Usability (5.5) and Repair (5.5) compared to McAfee's scores of 2.0 and 3.5. McAfee failed this test.
- **TopTen Reviews** ([www.toptenreviews.com](http://www.toptenreviews.com))
  - Small Business Anti-Virus Review, January 2011, Kaspersky ranked #1 out of 14 products tested with an Excellent score compared to McAfee's #14.
  - McAfee showed particular weaknesses in the categories of Features, Effectiveness, Scalability, Management and Help/Support.

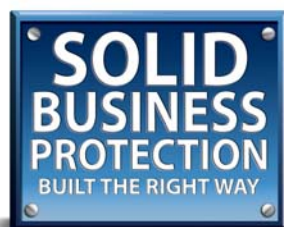
### **Support: Total Costs can rise when a problem isn't resolved. How does McAfee's support stack up against Kaspersky?**

- 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.

<b>Quick Facts</b>	<b>Kaspersky</b>	<b>McAfee</b>
<b>Antispam*</b>	<b>Yes</b>	No
<b>USB Flash Drives*</b>	<b>Yes</b>	No
<b>Device Control</b>	<b>Yes</b>	Requires Additional Module (DLP)
<b>Novell Netware*</b>	<b>Yes</b>	No
<b>Samba*</b>	<b>Yes</b>	No
<b>Symbian**</b>	<b>Yes</b>	No
<b>Android**</b>	<b>Yes</b>	No
<b>Blackberry**</b>	<b>Yes</b>	No
<b>Automatic Updates*</b>	<b>Every Hour</b>	3-4 Per Day
<b>Updates Per Month</b>	<b>664</b>	120

\*<http://anti-virus-software-review.toptenreviews.com/small-business-antivirus/index2.html>

\*\*McAfee Website, Status February 2011



### **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!**