



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. Symantec

Providing a secure cyber-workplace within budget is a tough job, and Kaspersky 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 Symantec compare to Kaspersky on independent tests across these four components? Let's find out!

Protection: Kaspersky Lab protects users better with superior detection and protection rates than Symantec according to independent testing labs:

- **Anti-Malware Test Lab** (www.anti-malware-test.com):
 - Kaspersky Lab has received the highest number of gold and platinum awards across all testing categories.
 - Kaspersky Lab received a Platinum award for Self Protection on Windows 7 x64, February 2011. Symantec attained a Gold award.
- **Virus Bulletin** (www.virusbtn.com/vb100):
 - VB100 Windows Vista SP2 Business Edition test, August 2010 Kaspersky Lab achieved a RAP score of 90.7% to Symantec's score of 66.1%.
 - Kaspersky Lab caught 93.79% and 92.66% of Trojans during the On-Access and On-Demand tests, while Symantec scored 77.40% and 77.82% respectively. In the Worms & Bots tests Kaspersky Lab achieved 96.41% for On-Access and 97.71% for On-Demand scanning, compared to Symantec's scores 87.55% and 86.44%.

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

- **Passmark Software** (www.passmark.com)
 - Enterprise Endpoint Protection Performance Benchmarks for Windows 7, February 2011, Kaspersky Lab's CPU Usage was lower than all vendors, measuring 16.42% CPU to the average score of 19.24% and Symantec's score of 19.84%.
- **AV-Test.org** (www.av-test.org):
 - Product Review and Certification Report, November 2010 Kaspersky Lab scored highly in the categories of Protection and Repair – at least 10% higher than Symantec on all tests.

Competitive Comparison

Kaspersky Lab vs. Symantec



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

- **TopTen Reviews** (www.toptenreviews.com)
 - Small Business Anti-Virus Review, January 2011, Kaspersky Lab ranked #1 out of 14 products tested with an excellent score compared to Symantec at #8.
 - Symantec showed weaknesses in the categories of features, effectiveness, management and help/support.

Support: Total Costs can rise when a problem isn't resolved. How does Symantec'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.
- Symantec has "outsourced" their support center to several call centers in India.
- In March, 2011 – several users posted issues with wait times of over an hour and have expressed their failure to get their issues resolved on Symantec's "Connect Forum": <http://www.symantec.com/connect/forums/phone-support-horrible-why>

Quick Facts	Kaspersky Lab	Symantec
On Access Scanning*	Yes	No
Script Blocking*	Yes	No
Scan Compressed Files*	Yes	No
Antispam Included*	Yes	Requires purchase of additional module
Rescue Boot Disk*	Yes	No
USB/Flash Drives*	Yes	No
Automatic Updates*	Every Hour	Daily
Updates Per Month	664	33
Smartphones/PDAs*	Yes	No
Novell Netware**	Yes	No
Samba*	Yes	No

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

**Symantec 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!