







Kaspersky overview	Why we win vs Kaspersky	Why we lose vs Kaspersky
<p>Founded: 1997</p> <p>Revenue: \$752M (2022)</p> <p>Employees: 4,000+ (2023)</p> <p>Corporate Customers: 250K (2023)</p> <p>Kaspersky is a Russian multinational cybersecurity and anti-virus provider headquartered in Moscow, Russia, Kaspersky develops and sells antivirus, internet security, password management, endpoint security, and other cybersecurity products and services.</p>	<p>We stop what Kaspersky misses - Award-winning security innovations that optimize device uptime and employee productivity. Only vendor to beat MRG Effitas independent real-world threat tests with 100% detection score, 9 quarters in a row</p> <p>We are simple to deploy/manage/optimize – Kaspersky is not.</p> <ul style="list-style-type: none">○ Deploy ThreatDown in minutes, manage everything in a single console. Kaspersky’s GUI is reported to be non-intuitive to navigate and dated compared to more modern solutions.○ Security Advisor, built into the ThreatDown service, provides an overall security score, tells you where you’re doing well, identifies and prioritizes protection gaps and empowers admins to make those changes – all from the single dashboard. Kaspersky has nothing comparable. <p>We play nicely with other technologies – Kaspersky does not</p> <ul style="list-style-type: none">○ We have a single lightweight agent that supports all our products and services. Kaspersky is reported by customers as requiring excessive amounts of memory and data space, which negatively impacts system performance.○ Kaspersky is reported to have rule conflicts with firewalls, which can degrade performance and protection levels.	<ul style="list-style-type: none">• Kaspersky has a broad portfolio of cybersecurity solutions, with many offerings that ThreatDown doesn’t provide today. Customers seeking a single vendor for multiple security technologies (beyond the endpoint) may be inclined to work with Kaspersky.• Kaspersky is notorious for offering bare bones pricing. Prospects need to understand the value of the ThreatDown bundles and the differentiating functionality provided by Security Advisor as opposed to just getting the lowest possible price.
Kaspersky key endpoint security products	Landmines to set	Handling objections
<div><div><p>Kaspersky Next</p><p>Kaspersky Next builds up your security with EDR and XDR supported by strong endpoint protection, securing your attack surface and annihilating attacks before they harm business processes.</p></div><div><p>Kaspersky Next EDR Foundations</p><p>Robust security for everyone</p><p>Protect all your endpoints</p><p>If you need</p><ul style="list-style-type: none">• Strong endpoint protection• Basic security controls• Maximum automation</div><div><p>Kaspersky Next EDR Optimum</p><p>Build up your defenses</p><p>Boost your security with essential investigation and response</p><p>If you need</p><ul style="list-style-type: none">• Enhanced visibility and response capabilities• Expanded cloud security• Enterprise-grade controls</div><div><p>Kaspersky Next XDR Expert</p><p>Equip your experts</p><p>Protect your business against the most complex and advanced threats</p><p>If you need</p><ul style="list-style-type: none">• Advanced threat detection• Seamless integration• Powerful threat-hunting tools</div></div>	<p>Complex user experience</p> <ul style="list-style-type: none">• Do you want an endpoint security solution that is easy to install and manage, with an intuitive user console?• Do you want an endpoint security solution that plays nicely with other technologies in your environment?• Do you want an endpoint security solution that won’t slow down the endpoints being monitored? <p>Inconsistent support</p> <ul style="list-style-type: none">• How important is it to be able to access support experts, product documentation and environment information quickly?• How important is it to have an endpoint security solution that provides a security score based on how well your environment is deployed/configured, as well as offering suggestions on how to improve? All as part of your solution for no extra charge.	<p>Kaspersky looks like it’s a decent and AV and is offered at a much lower price than ThreatDown.</p> <ul style="list-style-type: none">• Price isn’t everything! And you get what you pay for.• We consistently win awards for best endpoint security tools & services• We consistently outperform all other vendors in 3rd party testing• Our Security Advisor helps make your admins better by providing guidance on where your deployment can be optimized further <p>Kaspersky offers security awareness training and you don’t. Isn’t training important?</p> <ul style="list-style-type: none">• Absolutely! That said, training doesn’t need to be part of an endpoint security solution. There are many outstanding security awareness training vendors who can provide far superior training options & content for your end users than what Kaspersky can offer
<div><p>ThreatDown™</p><p>Powered by  Malwarebytes</p></div>		

ThreatDown key differentiators vs Kaspersky	Third-party validation	ThreatDown customer & partner case studies
<ul style="list-style-type: none">• Ease of use compared to Kaspersky. Our customers report understanding how to use our product/console without any training.• Ransomware rollback of up to 7 days for impacted endpoints.• Single lightweight agent works across all our products and services. Customer reviews cite Kaspersky’s agent as being heavy and has a negative impact on machine performance due to excessive memory usage.• Security Advisor provides all ThreatDown customers with a security score, guidance on how to further optimize your deployment/improve security posture and allows admins to make the suggested changes all from the user console. Kaspersky doesn’t offer anything like this, so their users are on their own to figure out how to get the most from their deployment.	<p>Effectiveness Tests</p> <ul style="list-style-type: none">• MRG Effitas: 100% score (3 years in a row)• MITRE ThreatDown receives high marks for detection• AV-TEST: Blocked 100% of advanced threats• AVLab: 100% of threats blocked <p>Awards</p> <p>G2 Peer Awards (Spring 2024)</p> <ul style="list-style-type: none">• EDR<ul style="list-style-type: none">• Leader in both overall and mid-market grid reports• Most Implementable• Fastest Implementation• Easiest to administer• Best Usability• MDR<ul style="list-style-type: none">• Leader• Most implementable	<p>EDR</p> <ul style="list-style-type: none">• City of Vidalia• Network Computer Systems <p>MDR</p> <ul style="list-style-type: none">• Drummond• Richards Building Supply <p>EP</p> <ul style="list-style-type: none">• Alden Central Schools <p>Partners</p> <ul style="list-style-type: none">• Hooton Tech, LLC• Nello• Telx
Additional resources		
<ul style="list-style-type: none">• Homepage• G2 reviews• Blog• Case Studies• Competitor comparisons		