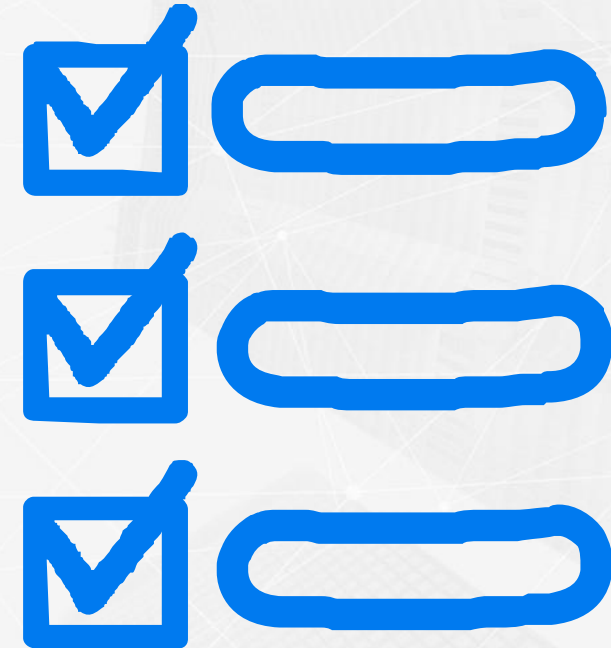# Contents

- A few words about Lidera

- The weakest link

- How to protect it?

- What to do first?

- Kaspersky solutions
  - Endpoint Security
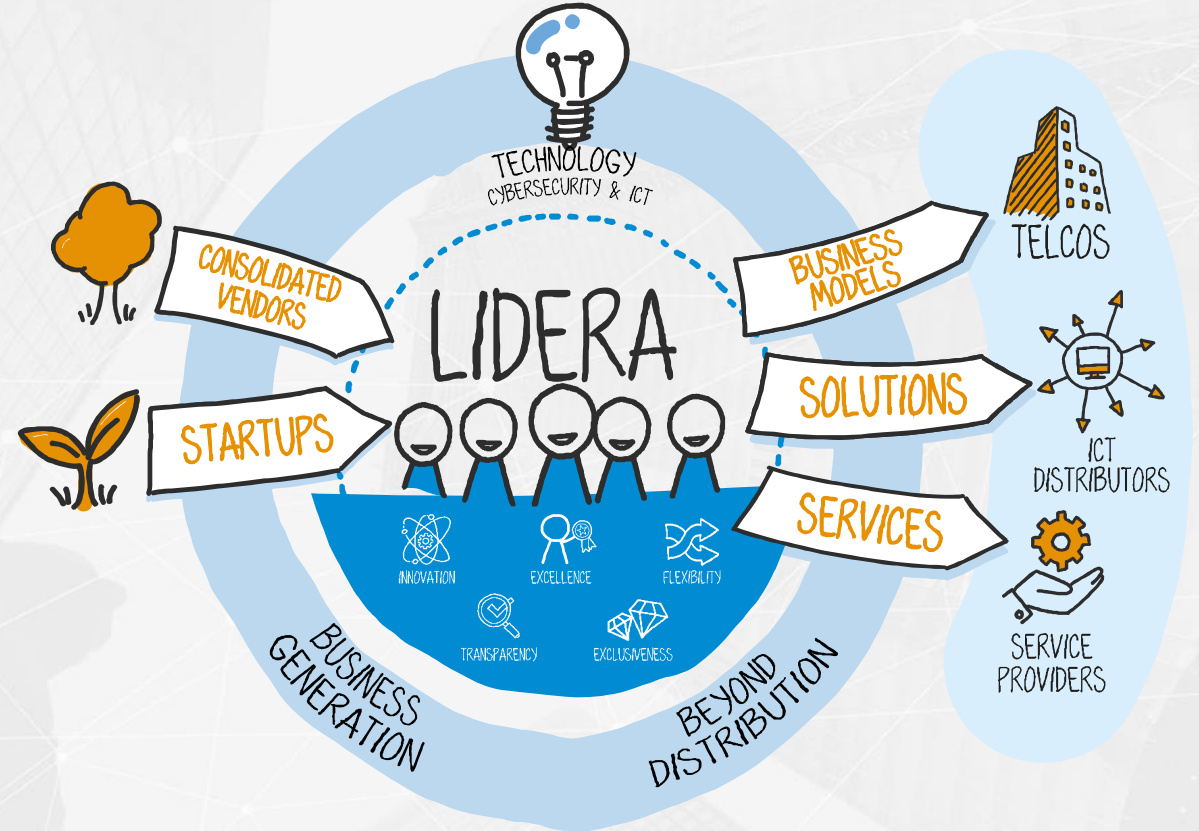 - Security Awareness

kaspersky

Lidera

About Lidera Network

- Founded on 2000 as a distributor specialized on CyberSecurity

- Headquarters in Madrid and branch offices in Lisbon and Sao Paulo. Currently expanding the business to LTAM

- Our mission is not only to provide technology to our customers but also truly value added services

- SMB business unit, the value of proximity and agility > 15.000 orders managed every year

- Lidera manages its own MSSP platform. We manage and our partners sell

- End-to-end support. Marketing, financial services, professional services...

- Working with Startup companies offering disruptive technologies

SUMMARIZING:

- +15 technical resources
- More than 1.300 active customers
- Around 50 employees world wide
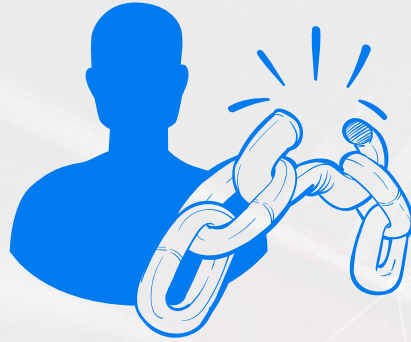- Strong financial records
- Operational agility

kaspersky

Authorized Training Center

kaspersky

Lidera

The weakest link

Human Error as a Corporate Cyber-Risk

Employee behavior is a major IT security risk, despite traditional awareness programs being in place:

$1,057,000	$98,000	$101,000	up to $400
per enterprise organization	per SMB	per SMB	per employee per year
The average financial impact of data breaches caused by inappropriate IT resource use by employees *	The average financial impact of data breaches caused by inappropriate IT resource use by employees *	The financial impact of attacks caused by phishing/social engineering* ($1,3M per enterprise) *`	The average cost of phishing attacks alone***

Kaspersky |Security Awareness

How to protect your assets

kaspersky

AND MORE...

SIEM

SECURE WIFI

IDENTITY MANAGEMENT

ENCRYPTION

SSL VPN

Lidera

What to do first

PROTECT

AWARENESS

lidera

Kaspersky Endpoint Security for Business

kaspersky

Meets all requirements,
prevents mistakes - and scales

Frees up time
for more important things

Protects
against even advanced threats

Threats, vulnerabilities &
unencrypted PC discovery

Linux & Windows servers
protection

Secure mobile
devices

Automatic detection
of known TTPs

Post-attack rollback, patch &
software distribution

Deep learning - fewer false
positives and fewer security alerts

Flexible built-in reports

Web-based management

Anomaly, Application, Web & Device
Controls

Scales easily without limits (250 –>
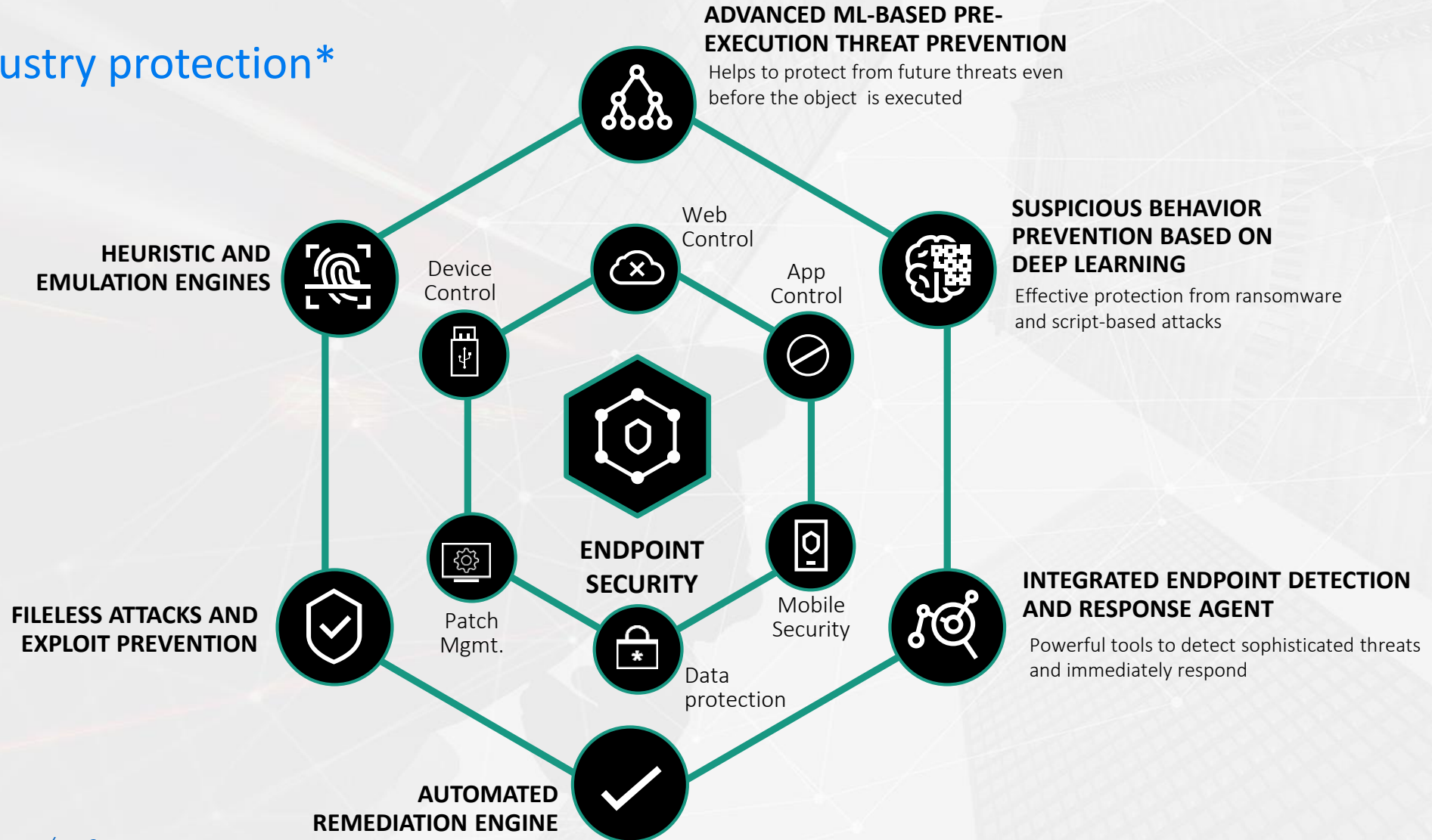2500 –> 250.000 PCs)

Security policy advisor

Built-in integration with AD,
SIEM and etc.

Lidera

Prevention technologies
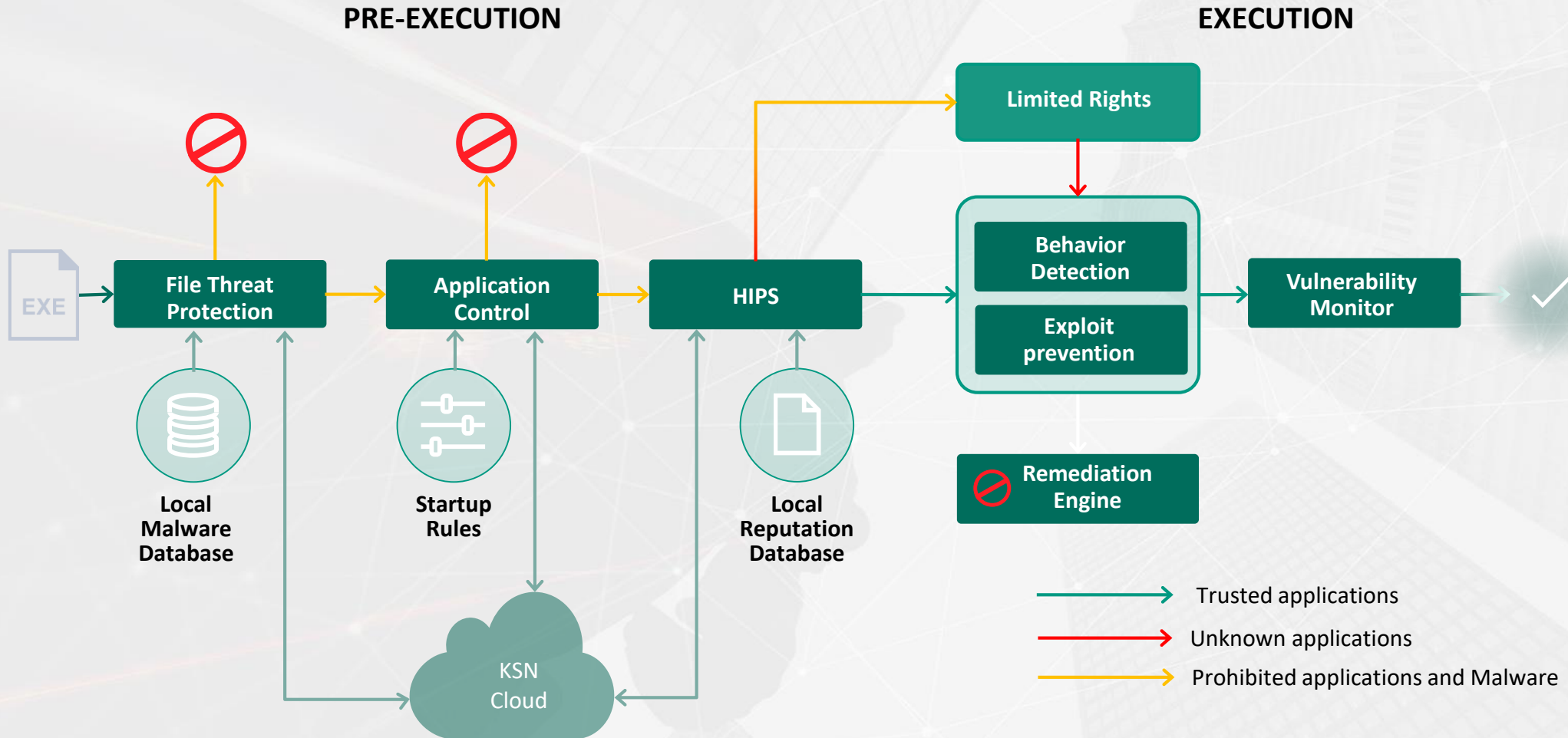
Best-in-industry protection*

ADVANCED ML-BASED PRE-EXECUTION THREAT PREVENTION
Helps to protect from future threats even before the object is executed

SUSPICIOUS BEHAVIOR PREVENTION BASED ON DEEP LEARNING
Effective protection from ransomware and script-based attacks

INTEGRATED ENDPOINT DETECTION AND RESPONSE AGENT
Powerful tools to detect sophisticated threats and immediately respond

HEURISTIC AND EMULATION ENGINES

FILELESS ATTACKS AND EXPLOIT PREVENTION

AUTOMATED REMEDIATION ENGINE

Web Control

Device Control

App Control

Patch Mgmt.

ENDPOINT SECURITY

Mobile Security

Data protection

kaspersky

Lidera

Kaspersky Endpoint Security for Business

kaspersky

Kaspersky **TOTAL** Security For Business

- Kaspersky Security for Linux Mail Server
- Kaspersky Secure Mail Gateway
- Kaspersky Security for Microsoft Exchange Servers
- Kaspersky Anti-Virus for Lotus Domino

- Kaspersky Anti-Virus for Proxy Server
- Kaspersky Anti-Virus for Microsoft ISA Server and Forefront TMG
- Kaspersky Security for Sharepoint

Kaspersky Endpoint Security for Business **ADVANCED**

- Gestión de parches y vulnerabilidades de Kaspersky
- Kaspersky Disk Encryption
- Control de inicio de aplicaciones para servidores

- Control de acceso basado en roles
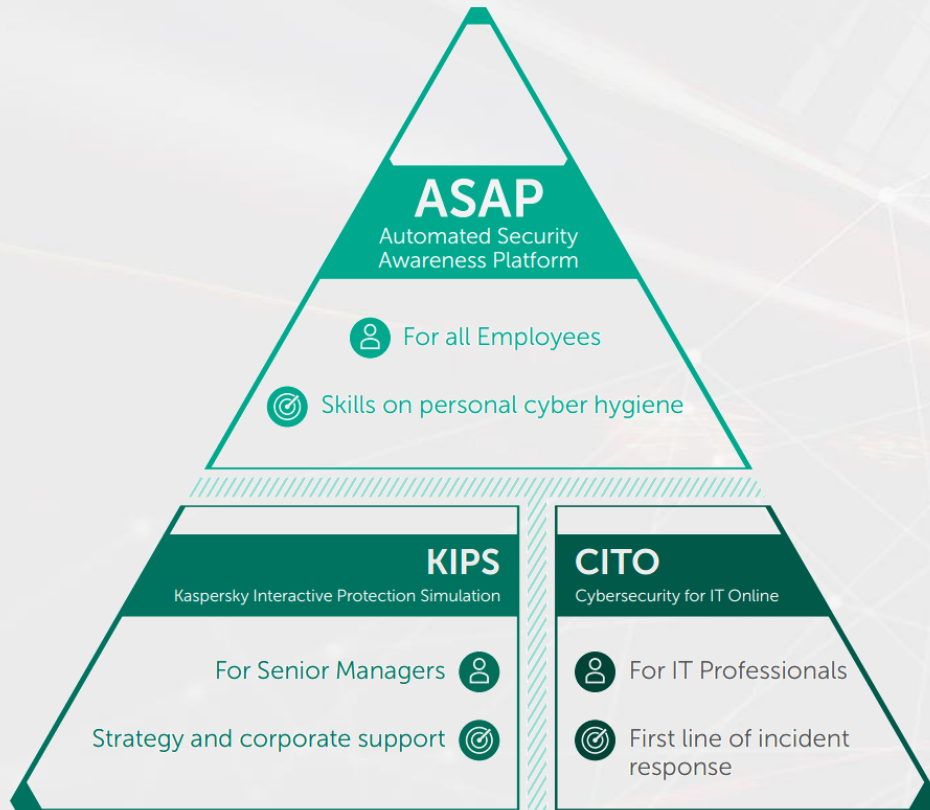- Integración con SIEM
- Anomaly Adaptive Control

Kaspersky Endpoint Security for Business **SELECT**

- Kaspersky Endpoint Security for Windows
- Kaspersky Endpoint Security for Linux
- Kaspersky Endpoint Security for Mac

- Kaspersky Security for Windows Server
- Kaspersky Security for Mobile
- Kaspersky Security Center

Lidera

Kaspersky Security Awareness Training Products

kaspersky

ASAP
Automated Security Awareness Platform

For all Employees

Skills on personal cyber hygiene

KIPS
Kaspersky Interactive Protection Simulation

For Senior Managers

Strategy and corporate support

CITO
Cybersecurity for IT Online

For IT Professionals

First line of incident response

Kaspersky Cybersecurity Awareness comprises of 3 elements which intermesh, but which are also fully effective if used separately.

Skills instead of just knowledge

Computer-based - easy delivery, management & measurement

Real life examples & practical exercises - students engagement and motivation

Clear training structure and latest L&D technologies - easy for administrators, effective for students

Lidera
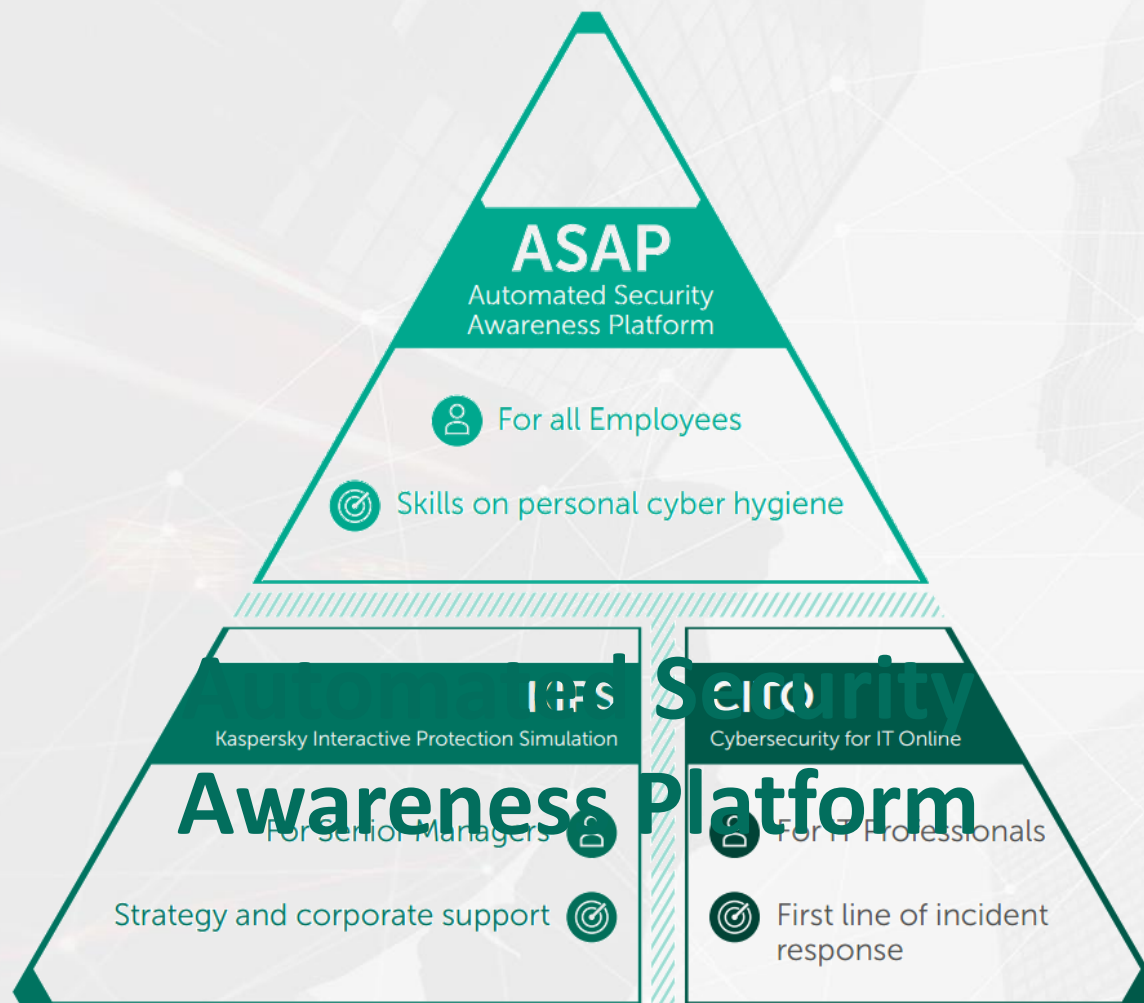
Efficiency principles in ASAP
Human-centric approach

kaspersky

CONSISTENT

- 350 specific skills*
- Risk based targets
- Incremental learning
- Multi-modal content (Lessons / Reinforcement / Test / Phishing)
- Interval learning

POSITIVE

- Teaches 'how to' instead taboo
- Convince, turns misconceptions into Cybersafe habitudes

PRACTICAL

- Built on practical cases
- Relevant for employees' everyday job
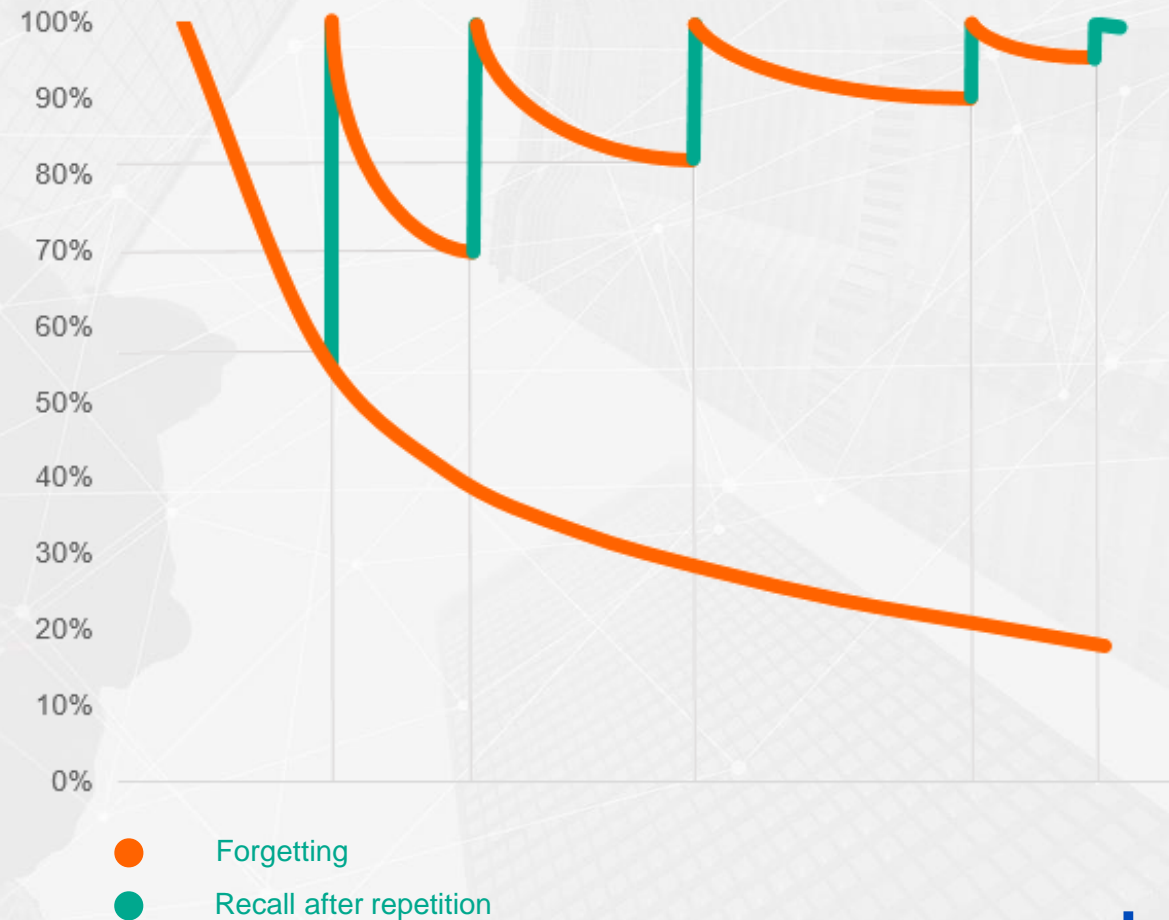- Mix of corporate and personal cybersecurity

Lidera

Continuous incremental interval learning makes training understandable and effective.

kaspersky

Ebbinghaus forgetting curve
Multiple repetition firmly reinforces skills.

- Developing previously acquired knowledge in new contexts

- Natural way of learning

- Interval learning with constant reinforcement in accordance with Ebbinghaus study

● Forgetting

● Recall after repetition

Lidera

Do not know what and how to train?

How to create a program and set goals?

kaspersky

Upload users

Divide users by risk profile to set target levels

Launch training

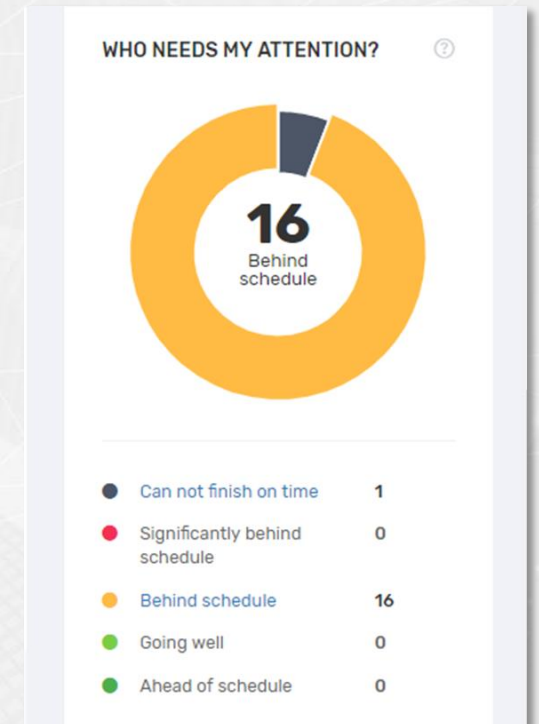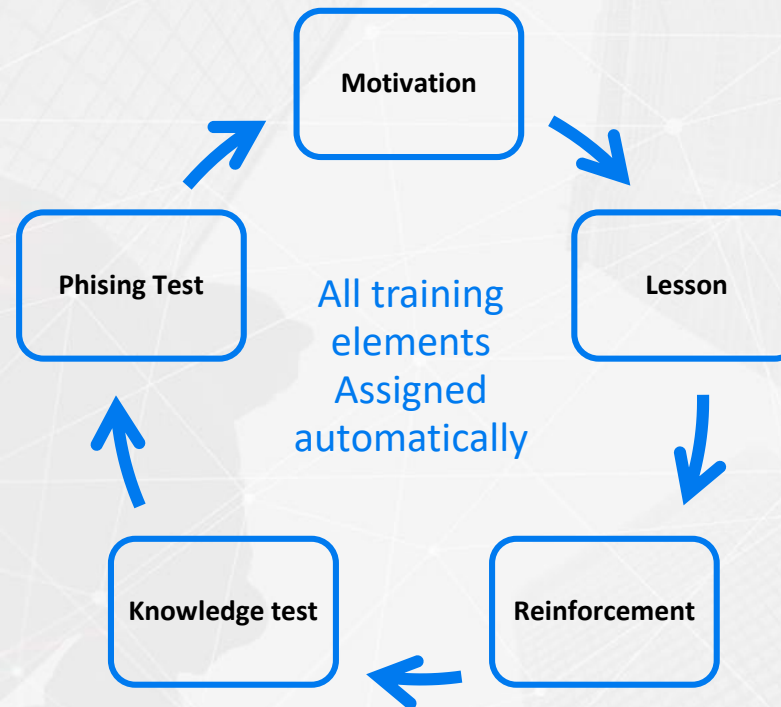Automated training management done by ASAP

Tips inside the platform to help admins with this part

Scheduling, assigning various elements of training, reminders and notifications - the platform does all this automatically

Lidera

Save time on learning management

- **Automated management:** scheduling depending on the selected target level

- ASAP **automatically assign all training elements** through a defined interval

- Automated **progress tracking and reminders**

- **Weekly reports** to administrators and students

- ASAP dashboard - instantly **understand what/who needs your attention**

kaspersky

Motivation

Lesson

Reinforcement

Knowledge test

Phising Test

All training elements Assigned automatically

WHO NEEDS MY ATTENTION?

16
Behind schedule

- Can not finish on time 1
- Significantly behind schedule 0
- Behind schedule 16
- Going well 0
- Ahead of schedule 0

EXAMPLE OF ASAP DASHBOARD

Lidera

THANK YOU

___

Avda. Manoteras, 22.
2ª planta - oficina 86.
28050 Madrid
(+34) 902 222 005
(+34) 91 837 58 80

Rua Castilho, 39.
Edif. Castil. 8º andar. Sala F.
1250-068 Lisboa
(+351) 21 370 30 50

Rua Arandu, 205 - cj. 1106
São Paulo - SP
CEP 04562-030
(+55) 11 2738 8745
(+55) 11 2738 8752

www.lidera.com