

# Kaspersky Lab bags the HKB International Business Awards for cybersecurity



Kaspersky Lab's TMD allows enterprises a unified administration of the threat management cycle

Launched in Hong Kong last May, Kaspersky Lab's Threat Management and Defence (TMD) serves as the framework for the kind of solid cybersecurity strategies required under-fire enterprises. TMD brings together and reinforces the capabilities of Kaspersky Anti Targeted Attack (KATA), Kaspersky Cybersecurity Services, and new Kaspersky Endpoint Detection and Response (EDR) within a single platform. This allows businesses a unified administration and automation of the whole threat management cycle. With the platform's three components — KATA, EDR, cybersecurity services — businesses can adopt a strategic approach to detecting complex attacks across their corporate IT infrastructure and successfully gain control. TMD also gives them visibility of their security environment by mitigating risk in today's digital world. Because of this, Kaspersky won the 4th Hong Kong Business International Business Awards for cybersecurity.

"This seal of approval from the distinguished panel of the Hong Kong International Business Awards (IBA) is another major acknowledgement for our company as we bring forth the most advanced and pioneering security products to the Asia Pacific region, particularly to the Hong Kong and China markets, which are among the highly important growth economies for Kaspersky Lab. Our entire team is further motivated by this recognition to further stay at the forefront of cybersecurity and continue to help protect the most sensitive information of all our customers," said Alvin Cheng, General Manager for Greater China at Kaspersky Lab.

"With the appreciation bestowed on us by the Hong Kong IBA, we are encouraged to intensify our commitment to support the East Asian organizations especially during these times when vulnerabilities to data breaches are at an all-time high," said Tony Cheung, Territory Manager for China at Kaspersky Lab.

Kaspersky's TMD gives enterprises with a three-fold response to cybersecurity risks. First is it allows the discovery of the most evasive threats with the next generation KATA. Under the TMD platform, KATA utilises a comprehensive set of technologies for the detection of previously unknown threats and targeted attacks, correlating different indicators of compromise in the network that are likely connected to a single operation, in order to help businesses discover even the most complex attacks. Accuracy of detection is achieved via machine learning threat analysis and correlation algorithms, advanced sandbox technology and network traffic analysis. It is also empowered by the array of metadata available for analysis from the telemetry of endpoint and network sensors and by global threat intelligence from Kaspersky Security Network. With the new KATA solution, security teams get a redesigned dashboard showing a detailed overview of the status of periodic checks, the latest events, and incident information to help shape the informed action on the next step of the incident response cycle.

Second, Kaspersky EDR ensures visibility and simplifies responses to cybersecurity incidents. It enables companies to speed up their incident response process and improve the quality of cybersecurity incident investigation. Kaspersky EDR offers increased visibility through the aggregation and visualisation of key digital forensics data collected from endpoints - which will be

available no matter what techniques cybercriminals use to try and hide their tracks. An efficient and timely response is ensured through the automation and remote deployment of the key IR functions, eliminating the manual work and guarantees an ability to clean up the infected assets remotely, within a required timeframe. It does this either via quarantining or deleting a suspicious file, moving it to the sandbox for further analysis, or isolating a particular endpoint from the network.

Lastly, the Kaspersky Cybersecurity Services gives enterprises with the relevant skills and experience for emergencies including a number of offerings for rapid incident recovery (Incident Response Service), the proactive assessment and rectifying of damage (Targeted Attack Discovery) and a full, outsourced threat hunting service (Kaspersky Managed Protection).

The HKB International Business Awards was held on September 5, 2018 at the Island Shangri-La, Hong Kong. The award honours the most innovative projects and best practices as well as first-rate international businesses in Hong Kong.

The 2018 nominees were judged by a panel consisting of Andrew Ross, Managing Director at Baker Tilly Hong Kong; Roy Lo, Managing Partner at SHINEWING (HK) CPA Limited; Charbon Lo, Director at Crowe (HK) CPA Limited, and Anthony Tam, Executive Director in Tax Services at Mazars Hong Kong.