We've been at the forefront of cybersecurity for 22 years and we protect 400M+ global users

Most Tested, Most Awarded Security

For more details, please see: kaspersky.com/top3

Minimum system requirements for Kaspersky Anti-Virus

- Internet connection
- Windows®-based: IE 10+; .Net 4+; Windows 10 / 8.1 / 8 / 7 SP1+
- 1.5 GB free space, 1 GHz Processor, 2 GB Memory

Some functionality is not available for specific versions of some operating systems. Full details on System Requirements are available at https://www.kaspersky.com/antivirus.

Key features and benefits

Users of Kaspersky Anti-Virus get:

Top-rated antivirus & next-gen technologies

- Blocks threats in real-time using AI
- Includes anti-malware & anti-ransomware
- Detects & prevents fileless attacks
- Auto-blocks exploits & hacker attacks

Protects from cryptomining malware

- Auto-detects scripts to block crypto malwaree
- Prevents cryptocurrency mining malware:
  - Slowing PC performance
  - Adding to the user's Internet traffic

Security that performs

- Works in the background with minimal distractions
- Helps PCs perform as they're meant to
- Offers Gaming mode for uninterrupted gameplay
- Provides security that's simple to install & use

Kaspersky Anti-Virus

ESSENTIAL protection – for Windows PC

Who's it for?

Users who want highly effective, award-winning antivirus for Windows PCs, helping them:

- Block malware
- Stop hackers breaking into their PC
- Identify and fix vulnerable device settings

Users who want to help their PC perform as it was designed to with smooth-working security

What users are looking for

Your customers are more reliant than ever on their Windows PCs. Today we have seen an increase in home working, gaming (27%*) and streaming (47%*). So they're demanding ultra-reliable anti-malware that protects all their data and files.

Plus, as always, they want peace of mind that the solution they choose won't slow them down.

* Source: Kaspersky WFH Survey, April 2020

kaspersky BRING ON THE FUTURE

Customer objections – and how to address them

I don't need antivirus.

There are lots of ways malware and hackers can attack your PC or steal your data or money. That's why everyone with a PC needs antivirus.

So far this year we've blocked almost 1 billion attacks, protecting our 400 million users from an average of 2.5 threats per user.

I've never heard of Kaspersky.

Kaspersky is one of the world's largest security vendors with 400 million global users. Year after year our products are the most tested and most awarded. Last year our products competed in 86 independent tests, coming first in 64.

I can get free antivirus – so why would I pay for antivirus?

Free software usually provides less protection – and can end up costing more money. Free products only protect against common viruses, rather than secure online activities. Plus, annoyingly, they spam the user with ads.

Kaspersky Anti-Virus delivers essential protection, including:

- Antivirus – with real-time blocking of threats
- Anti-ransomware – to stop cryptolockers holding your files to ransom
- Protection against cryptocurrency mining malware that can slow your PC

Talking your customer through some of our security solutions

This simple table gives you an easy way to explain some of the key security features that are provided by Kaspersky Anti-Virus. And it clearly shows the extra levels of protection that users gain if they choose our advanced or premium security suites.

Level of protection	Kaspersky Anti-Virus Essential	Kaspersky Internet Security Advanced	Kaspersky Total Security Premium
Security Defends against viruses, ransomware & more	●	●	●
Performance Protects – without slowing devices down	●	●	●
Simplicity Simplifies security – easy to set up and use	●	●	●
Privacy Blocks webcam spies & hides browsing – on PC & Mac – and protects against phishing scams		●	●
Money Protects payments & card details with bank-grade encryption – on PC & Mac		●	●
PC, Mac & Mobile Secures multiple device types – in any combination		●	●
Safe Kids Blocks harmful content, manages screen time and includes GPS child tracking – on PC, Mac & mobile			●
Passwords Securely stores & generates passwords & autofills account logins – on PC, Mac & mobile			●
File Protection Backs up files, photos & music – on PC			●

To learn more about the benefits of Kaspersky Security Cloud, simply scan our QR code.

kaspersky.com