

Kaspersky among the leaders

MOSCOW, RUSSIA: Kaspersky Lab named one of the fastest-growing vendors in endpoint security space among the top 10 vendors by revenue.



Kaspersky Lab, a leading developer of secure content and threat management solutions, has been ranked by Gartner as one of the fastest growing vendors in the global security software market, placing it among the top 10 vendors by revenue in 2010. The ranking was published in a special report that supplemented Gartner's *Market Share: Security Software, Worldwide, 2010** report, and analysed 2010 revenue growth rates as well as vendor market share in the worldwide security market.

"We are very glad that such a renowned company as Gartner has noted our achievements and successful market growth," said Eugene Kaspersky, CEO and co-founder of Kaspersky Lab. "The company's success is based not only on financial gains but first and foremost on the exceptional quality of our products. Kaspersky Lab has always strived for constant development of our technologies, expertise and services on a global scale."

Revenues above market average

In 2010, the company's revenue growth in €s for consumer and enterprise endpoint security stood at 49% and 37% respectively, well above the market average. As well as mentioning EMEA as being Kaspersky Lab's biggest market, the Gartner report also described regional growth trends as positive as they point to very fast expansion into Asia, Pacific and North America - key regions for future market opportunities.

An important part of company growth comes from enterprise endpoint security, a very mature area in which adoption rates are high and competition is fierce.

Kaspersky Lab's success is based on a good channel partner strategy and the building of a strong brand and technical expertise. The other factors behind the company's inroad in the market are good execution in building an effective go-to-market strategy in the consumer sector, particularly on the retail channel, and a focus on anti-malware detection technology in the enterprise space.

*Gartner, Inc, *Market Share: Security Software, Worldwide, 2010*, Ruggero Contu, Matthew Cheung, 30 March 2011.

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