



## Up and against cyber crime!

*Though cyber crimes have increased but IT giants are ready to take the battle to the opposition with various data protection solutions... Leella Rani Dondapati*

**T**HE RAMPANT CYBER CRIME has definitely put both the business standing and credibility of many corporates at stake. The theft of important data leads to a huge financial loss and poses great threat to information security. These threats have forced the corporates to go back to their boardrooms and brainstorm a feasible solution to these encroachment. Thus the pertinent question that arises is-- What is the plan of actions for the CIO, CTO of various organisations to counter this crisis of identity threats and to protect valuable data?

As the percentage of the population addicted to the cyber space has multiplied manifolds and IT applications have

become an indispensable part of life. It becomes all the more important for IT giants like Microsoft, Microworld, whose forte lies in content security and institutions like CERT.in, India Kaspersky Lab, et al, to find a solution the existing problems. "We understand how important it is for customers to have eScan and MailScan solutions current with our security updates and to ensure that our customers are totally secure, we have chosen the best platform available," explains Sunil Kripalani, VP, International Sales and Marketing, MicroWorld to the Indian PC Magazine. Microworld has its strong suit in AntiVirus, AntiSpam, Content Security and Network Intrusion Prevention solutions to combat cyber-crime. CERT's

security solution site ([www.secure-ourpc.in](http://www.secure-ourpc.in)) also meets the requirement.

On the whole the Predictive Threat modeling helps in ascertaining a prospective cyber threat and helps in finding an efficient right response. It is an organised, analytical process to study the vulnerable environment so as to arrive at a further course of action to aptly address the situation. Primarily, a formidable risk assessment process aimed to protect the high value assets and the complex systems in the IT infrastructure in any organisation. Thus opting for one of these solution would surely bring an end to the dilemmas of data theft and other cyber crimes faced by both the corporates and the cyber savy netizens. □



# Kaspersky Lab launch Kaspersky Internet Security 2009

*The kaspersky Internet Security 2009 seems to be a one stop solution for the netizens against any cyber infiltration!*

**G**OOD NEWS AROUND FOR every netizen and PC user. Just imagine a scenario, where there is growth in new malicious programs over a period of time that will exceed 20 million. Reportedly, Kaspersky Internet Security 2009 addressed this threat by using a groundbreaking approach to antivirus protection system-wide monitoring to ensure users protected from all IT threats. The recently launched Kaspersky Internet Security 2009 is based on the latest developments in security technologies. With this improvised version one can bid good-bye to the version 7.0 personal product.

Kaspersky Internet Security 2009 protects PC from Viruses and worms, Spyware and Trojans, Hijacking and botnets, Identity theft, Network attacks & Spam. Uniqueness of this product includes a Two-way firewall, Virtual keyboard & Parental control. However, Version 2009 products combine the benefits of Kaspersky Lab's new antivirus engine, with its dramatically improved scanning speeds, and cutting-edge HIPS technology to block new malicious programs even before signatures have been added to the antivirus databases. "Kaspersky's products are well known in the Indian Market; besides they are very light, easy to install, has small size of update and not less than 10 updates of antivirus database per day, which can be installed even on old computer with small size of memory or non speedy CPU. Kaspersky's products become very popular all around the World and India isn't an exception in this trend. It's a right time to launch Kaspersky Internet Security single user box, market is ready for this

step. Kaspersky became like trend setter in Security solution market and these reflects on prices Pan India, market strategies of competitors, channel programs and etc. It's right time to do next step in market development," explains Mr. Alexander Gnatusin, Director of Channel, SA, Kaspersky Labs Asia.

A one stop solution that offers a worry-free computing environment for a safe and secure Internet experience. Kaspersky Internet Security 2009, designed to protect home users from all types of security threat. This version brings in the benefits of new antivirus engine, its dramatically improved scanning speeds, and cutting-edge HIPS technology to block new malicious programs well before signatures have been added to the antivirus databases.

Kaspersky Internet Security 2009 also includes a virtual keyboard that enables users to enter logins and passwords safely. Moreover, Kaspersky Internet Security 2009 prevents the theft of data transferred via secure connections (HTTPS, SSL) and can remove all traces of a user's Internet activity (temporary files, cookies, etc.). Mr. Q. A. Tapia, - Head of Sales, Zoom Technologies - the Official and exclusive Distributor for Kaspersky Products in India, says "As result of setting up a 24x7 Technical support center based out of Hyderabad, in Dec. 2005, several prestigious and key organizations in India such as India Railways, VSNL/Tata, IIM Ahmadabad, Defense Organizations, Police Departments, key Govt. organizations, Financial Institutions like Financial Technologies, SMC Global etc. have reposed their faith in Kaspersky and Zoom because of its excellent support in India. Only in a very short time

in the SOHO / Home user space, realizing the benefits and superiority of using Kaspersky in India - The market has made Kaspersky its No.1 Choice."

Kaspersky Internet Security 2009 incorporates an innovative application activity filtration module that makes use of HIPS (Host-based Intrusion Prevention System) technology together with a proactive defense module and an integrated firewall. These protect the system against both known and unknown threats. Additionally, a white-list feature for trusted applications significantly reduces the need for user interaction. All unknown applications are subjected to complex analysis; the application is then assigned a security rating based on the risk it presents. Even if an application is malicious, the system will be protected from infection as the program will be unable to deliver its payload.

New Security Analysis and Browser Setting features scan the operating system and applications for vulnerabilities, and provide options to enhance system security and significantly reduce the likelihood of a malicious program penetrating the computer. The unique product architecture in line with the system requirements for Windows Vista and are fully compatible with 32-bit and 64-bit versions of the operating system ensures high productivity and one of the lowest uses of system resources in the industry.

With a firm footing acting up to STOMP the security threats, one can possibly feel a sense of relief. When more players tread trepidation to tame it ruthlessly, where is the need for one to worry on security front? Optimistically get ahead and fortify your IT infrastructure. □

Kaspersky Internet Security 2009 Protects your PC from Viruses and worms, Spyware and Trojans, Hijacking and botnets, Identity theft, Network attacks & Spam. The product includes a Two-way firewall, Virtual keyboard & Parental control



## On a look out to solve, secure and save...

THE INDIAN PC MAGAZINE speaks to Govind Rammurthy, CEO & MD, MicroWorld Technologies over the prevailing scenario and much more...

**PCM. Internet security at present had assumed a greater significance? What is the latest launch from the MicroWorld and how do you think it helps the Information Security scenario?**

**GR:** The current scenario calls for concurrent updates of malicious activities and added protection at every level of storage to systems and networks. Keeping this need in mind MicroWorld launched its latest eScan version 10. This latest version of eScan has advanced features such as USB control, Application control, NILP and the eScan Management Console (EMC). The USB control feature prevents data thefts and virus infections through the portable storage devices. The Application control blocks/permits applications on the network/personal computer. The NILP technology is an advanced spam filtering method that can analyze and classify each mail as spam or ham according to the behavioral pattern of the user. The eScan Management Console (EMC) empowers the system administrators to deploy from a central location security measures such as updates of virus signatures & spam definitions, licenses, (un)installing and upgrading of eScan remotely, enabling or disabling of eScan monitor. Such security will help businesses be safer and systems more cautious, intelligent.

**PCM. As a person keen to develop/design products over the information Security, what is your take on the NILP Technology based on Artificial Intelligence? How unique is this compared to the Oracle's Information Security Management product, Please explain this scenario?**

**GR:** The NILP technology is an advanced, next generation technology that detects spam and phishing mails using unique algorithms. This technology from MicroWorld works on the principles of artificial intelligence to create an adaptive mechanism in spam and phishing control. It analyzes each email according to the behavioral patterns of the user and then takes an informed decision there after. NILP has a self learning mechanism apart from incorporating regular research feeds from MicroWorld's server. On the other hand Oracle's Information Security Management product offers features such as user authentication, access control, data encryption and much more. This product is restricted to database se-



curity.

**PCM. Given the vulnerability of Internet to various attacks, how is Mail Scan 6.1 distinct and how does it fortify the enterprise or any business that adopts it in its IT infrastructure?**

**GR:** MailScan 6.1 can protect MailServers/Mailboxes from spam and virus infections. With features like the NILP technology based on artificial intelligence, anti-spam and anti-phishing, MailScan 6.1 also provides real-time protection with information to system administrators about virus outbreak alerts and spam alerts. The MailScan 6.1 also has an upgraded anti-virus scan engine that is equipped with advanced heuristic scanner that scans both incoming and outgoing emails, effectively blocking malware at the mailserver before they reach the inbox of the recipients. A comprehensive mail scanner is the need of the hour as Enterprises/businesses have to stay ahead in security measures against upcoming viruses and Malwares. MailScan 6.1 provides such proactive and comprehensive security to systems and network assuring better and intelligent security solution to a business or enterprise.

**PCM. What is the comprehensive content security and can you explain in detail the strength of the eScan for the desktops and the servers?**

**GR:** Comprehensive content security refers to a solution that addresses all email and web content threats and manages them remotely. With such a technology enterprises or businesses can protect their systems against the growing number of viruses and security threats. MicroWorld's eScan version 10 provides comprehensive protection against viruses, worms, trojans, spyware and other security threats and also protect from threats infecting via email, web downloads, chatting etc. by its faster and heuristic scanning ability. This technology provides proactive and complete protection against all security threats. The inbuilt advanced firewall also prevents systems from network based attacks. eScan 10 has a host of proactive technologies and advanced algorithms that are a complete pack for desktops and servers required to prevent all kinds of information security threats.

**PCM. Can we get a complete lowdown on**

**the MicroWorld's communication security software, MailScan and the eConceal Firewall? Do you feel FIREWALL security can never be compromised? Why?**

**GR:** MailScan 6.1 is the advanced real-time antivirus and anti-spam solution for mail servers that offer powerful protection against spam and phishing mails along with comprehensive content security. MailScan 6.1a for SMTP is the world's most advanced antivirus and anti-spam Solution for mail servers that work on platforms like Windows, Unix, Linux, Novell and Solaris. It's installed on a Windows machine to act as a security gateway between your mail server and the Internet. MailScan 6.1a for Lotus Notes, is a complete antivirus and content security solution for PCs, it acts like content-security and anti-virus software between a Corporate Lotus Notes Mail Server and the Internet. MailScan 6.1a for Microsoft Exchange Server 2000/2003/2007 is the world's first "Real-Time" e-mail scanner for the MS-exchange server 2000/2003/2007. MailScan for exchange 2000/2003/2007 uses VSAPI 2.0/2.5 scanning technology provided by Microsoft, in order to scan inbound, outbound and internal mails. eConceal Standard for Windows is a powerful network firewall designed to protect PC's against attacks via the internet or local area network. eConceal Standard offers customizable security with comprehensive application control and access control. eConceal Pro for Windows is a powerful, highly advanced network firewall designed to protect your PC against attacks via the Internet or Local Area Network. Apart from the basic, eConceal Pro allows you to create rules based on non-IP protocols such as ARP, while supporting multiple network adapter configurations. eConceal for servers is a highly advanced gateway level firewall designed to protect your internal network against attacks via the Internet. It allows you to create rules based on non-IP protocols such as ARP, while supporting multiple network adapter configurations. Firewalls are a critical component of keeping your machine safe on the internet and such security cannot be compromised. With the rapid growth of interest in the internet; network security has become a major concern to companies throughout the world. A firewall is a protective barrier between you and the rest of the network or Internet you are connected to and thus facilitates prevention of the attack of Hackers and avoids any further breach of confiden-

The MailScan 6.1 is the advanced real-time anti-virus and anti-spam solution for the mail servers is a solution that would offer powerful protection against spam and phishing mails along with comprehensive content security.



tial information.

**PCM. How significant are the security solutions for the small and medium sized enterprises compared to the Large Corporates? What product from the MicroWorld is quite formidable and why? Can you explain this in the back drop of any situation?**

**GR:** As compared to large corporates, small and medium sized enterprises also require corporate level protection. Therefore, MicroWorld has come out with SMB centric products with corporate level protection at the SMB level price. MicroWorld's eScan 10 is one such product that provides comprehensive protection and multi-layered security to enterprises. The product combined with endpoint security and asset management has a unique MWL (MicroWorld Winsock Layer) technology that blocks security threats at the windows socket layer itself before it enters the application layer. These features provide proactive protection to a company's information assets and intellectual property. Endpoint security is the major concern for SMBs and Corporates. Data loss or virus infection through portable storage devices can lead to detrimental circumstances. Therefore, SMBs also require comprehensive Endpoint protection solutions like eScan Internet Security Suite for SMBs.

**PCM. How secure is the home user internet browsing and could you explain the veracity of the eScan ISS and the eScan AV?**

**GR:** Home user internet browsing is becoming more and more dangerous. There are more and more complicated techniques that being used to steal information. Therefore, home users would also need protection to keep sensitive data secured from the various data thefts that evolve from internet browsing. MicroWorld's eScan Internet Security Suite (eScan ISS) is a comprehensive antivirus and content security solution that defends computers or systems from viruses, spyware, adware, malware, keyloggers, hackers, spammers, phishing, objectionable content and many more similar threats. It features endpoint security, application control that will block/permit applications on networks/PCs and also real-time antivirus, email, web/FTP/chat scan's using inventive MWL Technology and antivirus heuristic algorithms. And the eScan AntiVirus for home users is designed

and developed to protect personal computers from threats like viruses, spyware, adware, malware, keyloggers and hackers. It features the new Graphical-User-Interface for novice users.

**PCM. Can we get a sense on the MicroWorld's WinSock Layer?**

**GR:** MicroWorld Winsock Layer (MWL) is a revolutionary technology developed by MicroWorld. The new concept is set to change the manner in which Content Security threats are tackled in the knowledge world. It's placed between the winsock layer and user's applications. All data packets coming on different TCP/IP ports are assembled. It then decodes e-mail and web traffic, FTP and ICQ traffic along with all attachments and passes them through numerous filters such as virus filters, content filters, attachment filters, etc. These filters check the validity of the file's content and issue dynamic notifications. MWL allows MicroWorld products to stop dangerous content at the transport layer, before it enters the application layer, and thus protect information systems round the clock. With its MWL technology, MicroWorld plans to curb the hold of cyber criminals and provide security against information abuse and protect valuable content.

**PCM. How does the IT administrators get the first hand information on the virus outbreak and the SPAM bugging?**

**GR:** MicroWorld's MailScan 6.1 provides the virus outbreak alert feature wherein, when an email containing virus is detected, a mail is sent to the administrator informing about the virus outbreak. The NILP technology learns how the user sends and receives mails and then classifies the mails as spam or ham.

**PCM. Would you like to share with us a small brief on the latest products from the MicroWorld and how they are distinct from the earlier versions?**

**GR:** MailScan version 6.1 was one of the most recently launched products by MicroWorld. MailScan 6.1 is equipped with the world's fastest and earliest updating antivirus system. It offers powerful protection against virus, spam and phishing mails along with comprehensive content security. The advanced NILP technology (based on artificial intelligence) analyzes emails

based on the behavioral pattern of the user to prevent spam. MailScan 6.1 also provides real time information to the system administrators about virus outbreak alerts and spam alerts. The MailScan 6.1 precedes its earlier versions with a collection of new and advanced features such as the advanced heuristic scanner that scans both incoming and outgoing emails, effectively blocking malware at the mailserver before they reach the inbox of the recipients. MicroWorld had also added to their range of eScan, its flagship product eScan version 10. eScan 10 provides comprehensive antivirus protection and content security solution against viruses, worms, trojans, spyware and other security threats. Its fast and heuristic scanning ability provides protection from threats that source from email, web downloads, chatting etc... It also comes equipped with an inbuilt firewall that prevents systems from network based attacks. Compared to its previous version eScan 10 is packed with a host of proactive technologies and advanced algorithms, including a range of technical advancements which substantially enhances the software's functionality and scanning rate.

**PCM. What technical aspect/s of the MicroWorld do you supervise as the CEO and the MD? How big is MicroWorld in terms of manpower and do you intend to diversify your business? If so where/what do you intend to foray into?**

**GR:** I look after the futuristic growth plans of the product and roadmap including the R&D. MicroWorld has more than 300+ manpower across the world. We would like to remain in pure play AV sender for SOHO/SMB/Enterprise segments.

**PCM. What is your success mantra in these times of financial downturn?**

**GR:** Our focus is primarily to provide innovative and quality products along with the finest services for our consumers with the assistance of our channel network. The accomplishments of our distributors and channel partners do inevitably add up to our success as a company. We will continue to provide our channel network with all the support and motivation. We will continue to provide competitive pricing, better margins and both pre and post sales services to our channel partners and distributors. It is MicroWorld's belief that constant innovation in our products and services will result in a satisfied customer base.

MicroWorld's eScan Internet Security Suite (eScan ISS) is a comprehensive antivirus and content security solution that defends computers or systems from viruses, spyware, adware, malware, keyloggers, hackers, spammers, phishing, etc