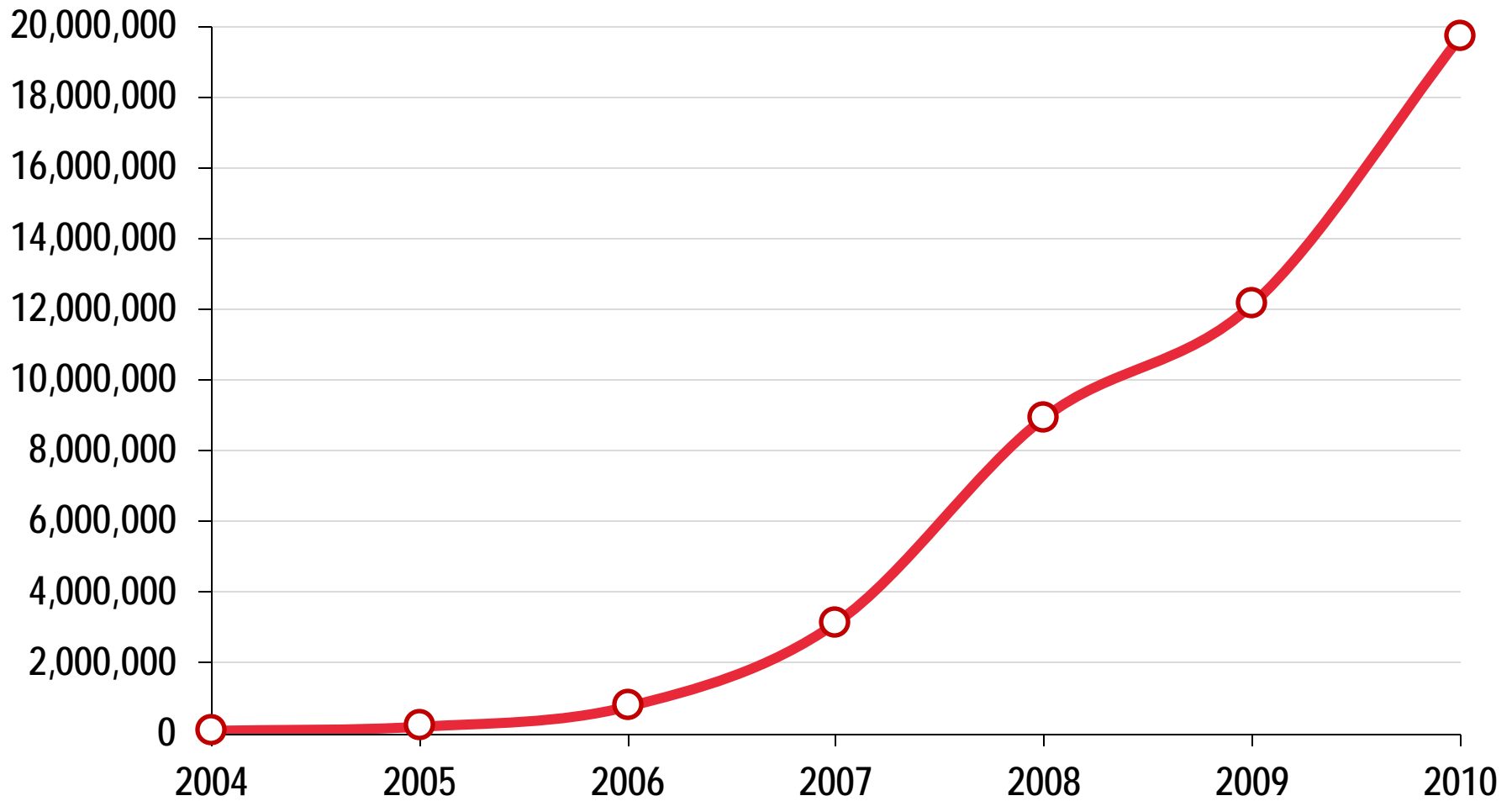




# Cloud Security VS Cybercrime Economy: The Kaspersky Vision

Eugene Kaspersky  
Co-founder & CEO, Kaspersky Lab

# The Digital World is Under Attack



Number of new malicious programs found by Kaspersky Lab every year

# Why is it happening?

## It's profitable

- More online services that are easy to prey on
- High demand for criminal services (spam, botnets)

## Easy to do

- It's simple – technically speaking
- No physical contact with victims

## Low risk business

- International crime vs. national legislation
- Difficult to trace anonymous international professionals

## Main types of malware businesses

### There are many different malware businesses:

- **Common:** banking, ransom, botnets, etc.
- **Targeted attacks** – Aurora, Stuxnet, Night Dragon
- **Exclusive:** Sumitomo £229m In., NYSE Trojan attacks
- **Mobile attacks:** Spyware, SMS-Trojans, Backdoors

**Some criminal businesses are born –**  
ATM malware, mobile attacks

**Some criminal businesses vanish**  
Dial-up, online game malware



# Examples of malware businesses

## Special of Specials

80   Paladin  Kael'thas (PVP) 

Healer
17094
16699

 5907605  3943 [View Gear](#)

Save €102.00  
€170.89  
**€68.89**  
[Buy Now](#)

Level 80 Female Human paladin. Health: 17094, Mana: 16699, Bonus Healing: 1644, Armor: 12136 as Holy/Protection spec. Blacksmithing 444, Mining 450. epic mount, flying mount and more.

## Special of Specials

80   Druid  Conseil des Ombres (RP-PVP) 

Healer
18397
5436

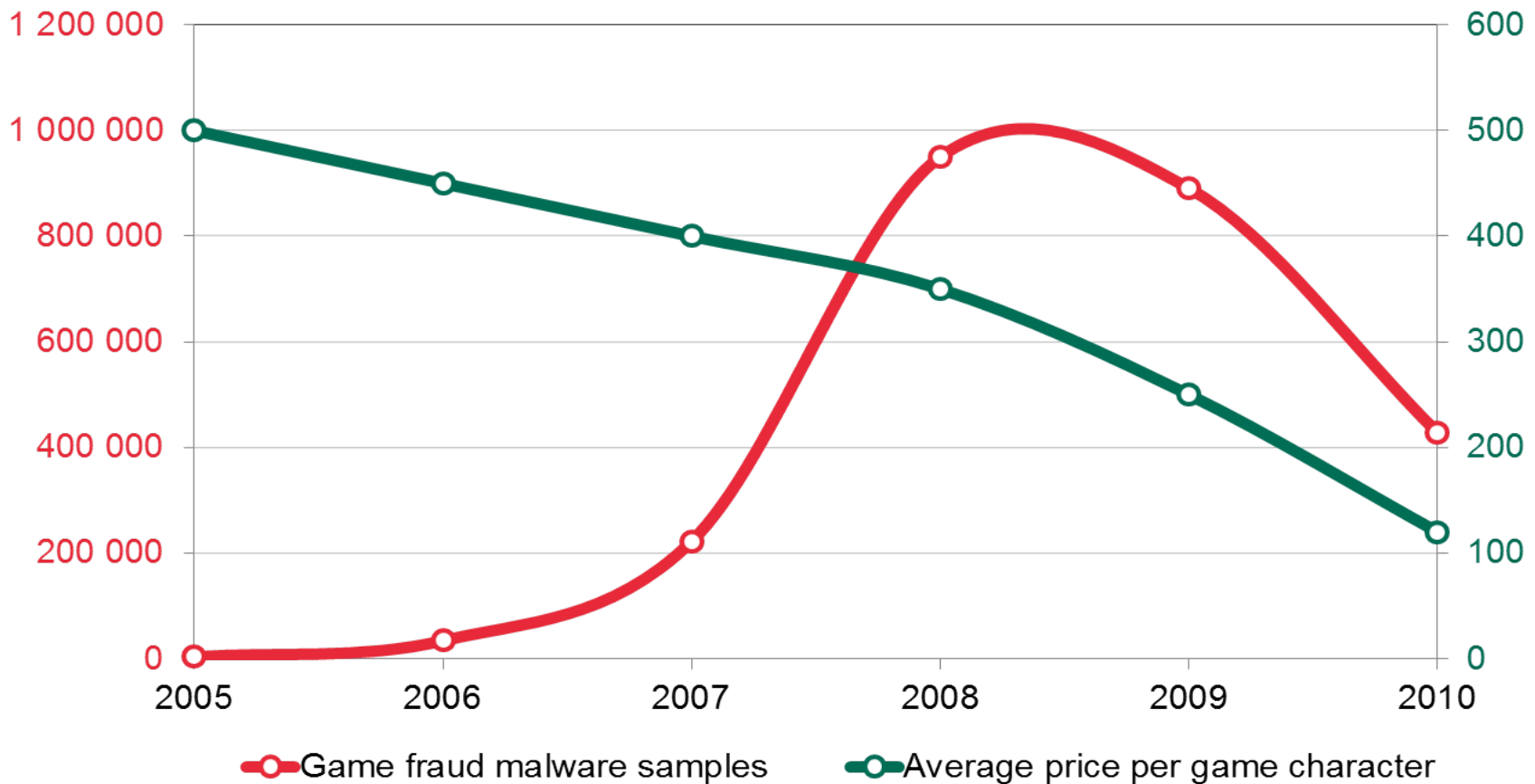
 1815027  4093 [View Gear](#)

Save €102.00  
€170.89  
**€68.89**  
[Buy Now](#)

Level 80 Male Tauren Druid, Health: 18397, Mana: 5436, Power: 3184, Crit Chance: 20.23% as Feral Combat/Restoration spec, Enchanting 434, Jewelcrafting 438, epic mount, epic flying mount and more.

## Examples of malware businesses

But today it goes down due to the inflation on the black market of online game characters and artifacts



# Money makes the crime go round

**ERGO –**

**The main motivation for  
cybercrime growth is its  
economical profitability**

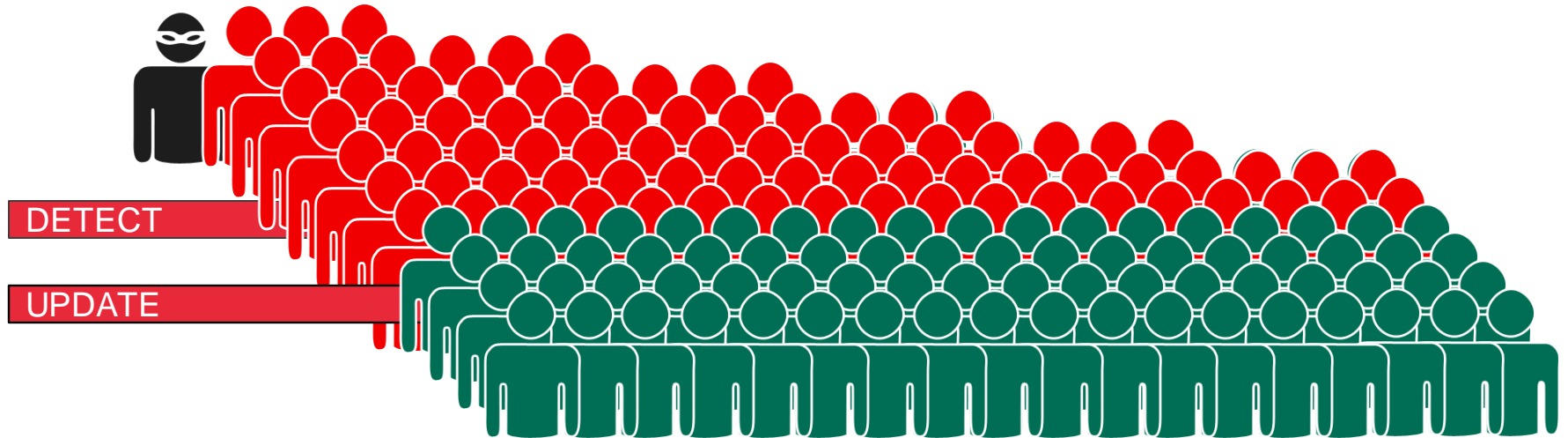
**Profit decline decreases  
malware of that type**



# A standard malware business scenario

## Malware lifetime

- Development and placement (usually on Web)
- Distribution (spam, Web-site infection)
- Injection and infection
- AV products updated
- the end

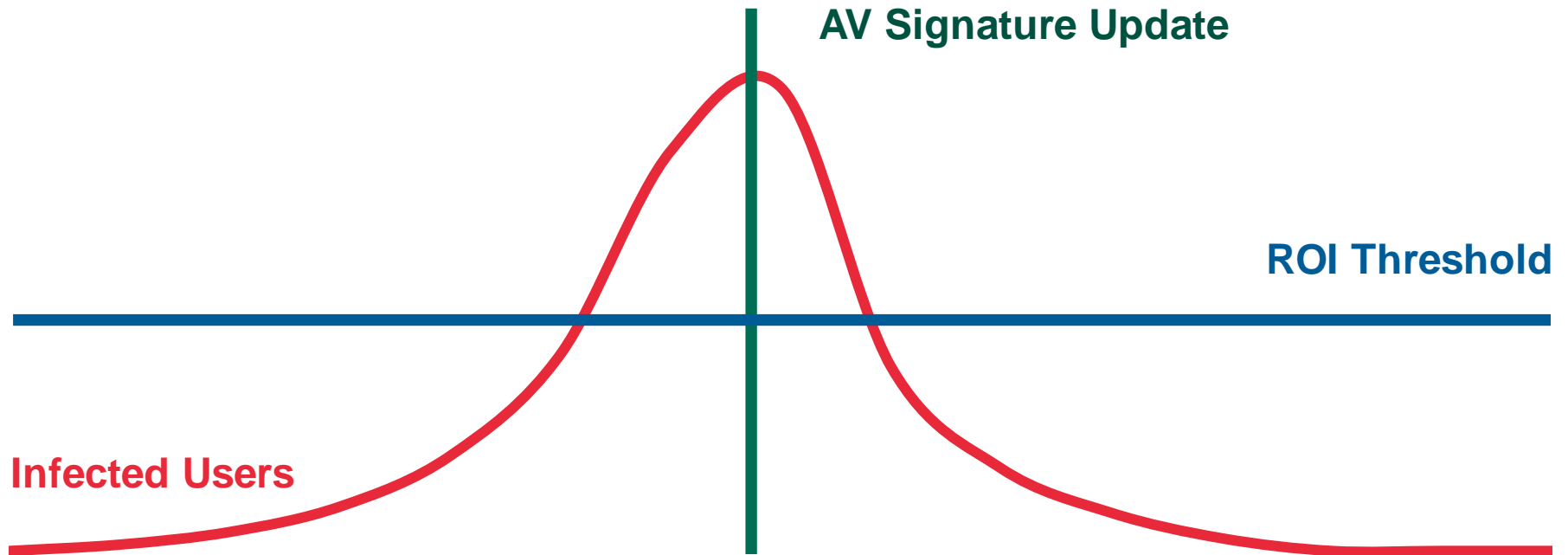




# A standard malware business scenario

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## Is there anything that can stop it?



# The Principle of Cloud Security

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computers in

**Instead of making a lot of cash,  
cybercriminals earn much less, or  
ever lose money**

# “Cloud” security becomes new industrial standard

- **KLoud Security Network (Kaspersky)**
- **Quorum (Symantec)**
- **Global Threat Intelligence (McAfee)**
- **Smart Protection Network (Trend Micro)**
- **Others are joining the team.**



## Silver bullet?

### Ways to bypass the “cloud”:

- **Non-executable malware**
  - **Server-side polymorphic malware**
  - **File infectors**
  - **New behavior**
- 

- **Simple malware is blocked by KCloud Security in a few minutes**
- **The rest is tackled by traditional AV Technologies**

# Happy End!

# Thank You

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