



ENJOY SAFER TECHNOLOGY®

HOW ESET PROTECTS YOU FROM TODAY'S ADVANCED MALWARE THREATS



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According to AV-TEST, an independent IT security organization that tracks the global distribution of malware, there were more than 140 million brand-new variants created in 2014. This represents a 75% increase over the previous year, and an eightfold increase since 2011.

With a staggering 390,000 new malicious threats being created every day, how are you currently protecting your servers and networks? The latest threats are not only far more numerous, but also more persistent, virulent and sophisticated than ever. “Zero-day” attacks launch on the same day a vulnerability within your system becomes known—and before antivirus signatures are available to detect them. Phishing schemes trick your users into infecting their own computers. Botnets do everything from steal passwords, to use your computer and network to spread malicious software to others. Do you know if your security product can identify and prevent modern malware with absolute certainty?

A woman with glasses and a man are looking at a computer screen in a dimly lit office. The woman is pointing at the screen. The screen displays a technical diagram or map. A large blue speech bubble is overlaid on the image, containing the text '390,000 new malicious threats being created every day'.

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Advanced technologies that work faster, harder and smarter

To substantially reduce your system's vulnerability to advanced threats, it is imperative to implement effective security solutions that act quickly, offer proactive detection, and reduce the demands on your existing IT resources. While traditional detection approaches can leave you vulnerable to an attack for days, ESET solutions respond instantly to the evolving threatscape, and employ unique technologies and multi-layered defenses to protect your systems like never before.

Through comprehensive layered protection, ESET's antivirus and antimalware security solutions can dramatically reduce the opportunities for any type of attack.

Heuristic-based detection

Conventional virus detection depends on the ability to identify characteristics that are unique to each individual virus. However, today's malware developers have learned that by slightly altering the signature characteristics of their virus code, they may be able to avoid detection. Defense can no longer rely on "after-the-fact" updates. With thousands of new malware variations created each day, security solutions must employ

their own built-in intelligence to determine if a given file is malware and quickly remediate.

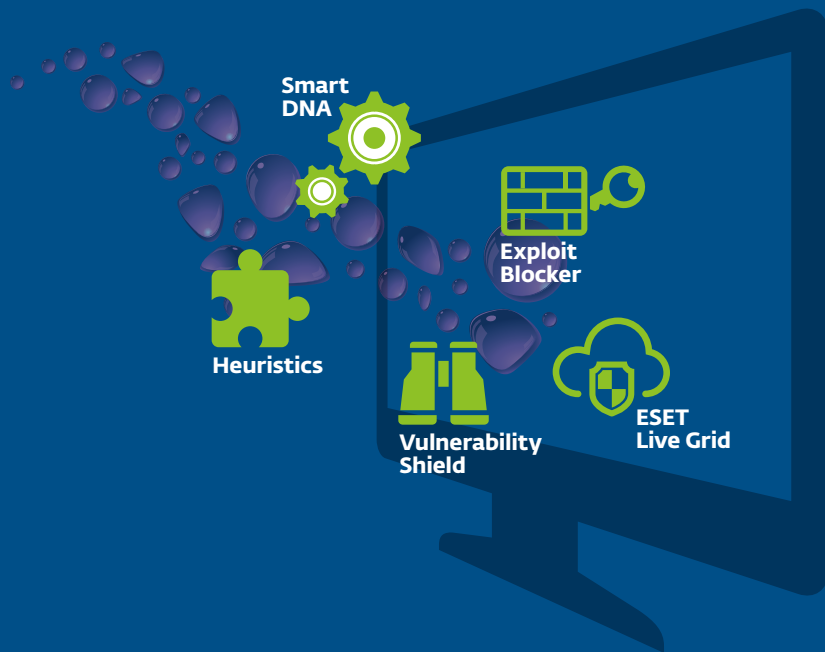
The ThreatSense® anti-threat engine that powers all ESET products applies a multilayered approach. It combines signature-based strategies with various heuristic methods, to catch ever-mutating and increasingly sophisticated malware.

NOD32® detection technology goes far beyond the simple pattern-matching employed by traditional antivirus products. Smart DNA signatures detect malware spawned from the same code, so each signature can detect literally thousands of malware variants.

Passive heuristics look for patterns, routines, and program calls that indicate suspicious behavior, to determine whether a given executable has the potential to become some sort of malware.

Active heuristics create a virtual computer within the scanning engine. This emulation technique allows the suspicious code to execute in a protected manner, and detects malicious intent while blocking an actual infection.

Advanced Memory Scanner protects against threats that encrypt their contents to evade detection. It monitors suspicious processes, and scans them after they've decrypted their payloads and reside in memory.



Exploit Blocker fortifies applications that are commonly exploited by examining their processes, looking for suspicious activities and blocking them immediately.

Vulnerability Shield protects at the network level by detecting malicious behaviors that take advantage of vulnerabilities in network protocols.

Live Grid—Cloud-based reputation system

In the same way that the Internet allows newly introduced threats to propagate at lightning speed, the Internet can be applied to defend against them and react quickly to emerging threats.

Live Grid® is an unparalleled proprietary cloud-based, global tracking system that quickly identifies and reports newly discovered viruses and malware, creating an instantaneous view of emerging threats around the world. This early warning system limits the amount of time a piece of malware can remain unknown.

ESET scanners all over the world identify prospective threats and send them to a cloud-based repository. ESET engineers examine the code and add it to the ESET malware database if it is indeed malicious. This data becomes part of a vast reputation system—a whitelist/blacklist of

malicious and known-clean files and Internet sites, sourced from millions of ESET scans worldwide. All ESET users benefit from a rapidly updated anti-malware and antivirus solution that can keep up with new threats before they can proliferate.

ESET applies the same cloud-based reputation strategy to deliver other sophisticated protections:

Antiphishing accesses a cloud-based database of infected websites that have been known to plant malware. The ESET security software on each endpoint watches for attempts to access these sites and blocks access.

Botnet Protection applies an extra layer of defense against the most advanced threats. These forms of deeply encrypted malware lie dormant, then come to life as part of a “botnet” of infected machines. This protection inspects network traffic for known malicious patterns, checks them against a blacklist of Internet sites known to harbor botnet command-and-control servers, and blocks the communication.

Proven protection against viruses ‘In the Wild’

One of the distinguishing elements of ESET solutions is the ability to actively identify malware in-the-wild, rather than simply react to viruses and malware after discovery. ESET’s proactive detection technology builds upon advanced heuristic detection methods for a greater level of protection that is faster and more impactful than conventional “discover, document and update” approaches.

In fact, ESET leads the industry in proactive defense and resistance to zero-day attacks. As Virus Bulletin reports below, ESET has never missed an in-the-wild virus in testing.

Get real-time protection that keeps up with today’s threats

The speed of security threats continues to increase each and every moment. Smart organizations looking to combat virus and malware must move just as quickly. To build a solution capable of keeping you protected, ESET combines ThreatSense LiveGrid, and other security technologies into comprehensive endpoint security solutions. Combined with comprehensive remote management capabilities, these safeguard you from today’s threats more effectively and with less demand on your IT resources than any other solution on the market.

For over 25 years, ESET® has been developing industry-leading security software for businesses and consumers worldwide. With security solutions ranging from endpoint and mobile defense to encryption and two-factor authentication, ESET's high-performing, easy-to-use products give users and businesses the peace of mind to enjoy the full potential of their technology. ESET unobtrusively protects and monitors 24/7, updating defenses in real time to keep users safe and businesses running uninterrupted. For more information, visit www.eset.com.



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