Middle East promote IT security

kaspersky BRING ON THE FUTURE

Abu Dhabi Racing

Automotive

- ADR was established in 2012
- Headquartered in UAE

The United Arab Emirates (UAE) can now justifiably claim to be one of the most important motorsport venues in the world.

When Lewis Hamilton won his second F1 World Championship at the final Grand Prix of the 2014 season, he took the chequered flag at the spectacular, state-of-the-art Yas Marina Circuit in Abu Dhabi.

For the Government of the UAE, motorsport plays a key role in its efforts to further promote business partnerships and opportunities, and to build the global profile of the Gulf Co-operation Council (GCC) region as a whole. It is also working hard to develop the next generation of UAE-based motorsport drivers and support teams, through businesses such as Abu Dhabi Racing (ADR), established in 2012 and already a serious competitor in the FIA World Rally Championships and the legendary Le Mans 24 hour endurance race.

Challenge

For businesses like Abu Dhabi Racing and for the Government of the UAE, the drive for economic growth and development of a technology-enabled, knowledge-based society comes hand-in-hand with the need for sophisticated IT security systems and risk management provisions.

Recent statistics show that cyber-attacks and malware infections on computers and mobile devices used by organisations in the Middle East significantly increased in 2014. In particular, attempts to steal users' banking credentials have doubled in 2014 compared to the previous year.

Leading the response to these threats in the UAE is Injazat Data Systems, an industry-recognised regional market leader for IT, data centre and managed service solutions. Injazat is owned by Mubadala, the wholly-owned investment vehicle of the Government of Abu Dhabi and maintains several local and global public and private partnerships to deliver safe and secure IT services to government organisations and businesses in the region.

Says Ibrahim Mohamed Lari, Chief Executive Officer, Injazat Data Systems: "Cyber security is a critical concern in the UAE and across the GCC, where governments are intensifying efforts to nurture knowledge-based societies. Threats continue to multiply and evolve, so we need to adopt the best measures and to ensure safe and reliable IT services for our customers."

"With its proven global leadership in cyber security, Kaspersky Lab will be a vital ally in helping us deliver security solutions and resilient services, raise public awareness on cyber threats, and effectively defend our own organisations against intrusions and attacks."

Ibrahim Mohamed Lari,
Chief Executive Officer,
Injazat Data Systems

Secure
Kaspersky Lab products neutralised more than 59.2 million cyber-attacks and malware infections during a 3 month period

Faster
Raise public awareness on cyber threats

Control
Centralised control of IT security solutions across the region

The Kaspersky Lab solution

In November 2014 two partnership announcements underlined the UAE's commitment to motorsport and making IT systems in the region more secure. Firstly Abu Dhabi Racing extended an existing sponsorship agreement with Kaspersky Lab, to continue efforts to develop motorsport talent in the UAE and to promote IT security in the Middle East.

This move also reflects Kaspersky Lab's growing presence in the global motorsport arena, with its distinctive branding appearing on the famous red Ferrari F1 cars for the last four seasons.

Strategic partnership at the heart of the solution

Then Injazat Data Systems confirmed a strategic partnership agreement with Kaspersky Lab to develop high-quality IT security solutions for Injazat's government and business customers in the region, powered by Kaspersky Lab's world class security technologies and expertise.

Ibrahim Mohamed Lari commented: "Our agreement with Kaspersky signifies a major step forward. With its proven global leadership in cyber security, Kaspersky will be a vital ally in helping us deliver security solutions and resilient services, raise public awareness on cyber threats, and effectively defend our own organisations against intrusions and attacks."

Since the agreement with Kaspersky Lab, during a three month period Kaspersky Lab products were responsible for neutralising more than 59.2 million cyber-attacks and malware infections on computers and mobile devices.

6

cars competing in regional FIA events

30

strong support team of engineers

Shared expertise and joint activities

Under the terms of the agreement, facilitated by leading sponsorship agency Media and Sport Management, Injazat and Kaspersky Lab will share expertise in various cyber security domains and jointly pursue business opportunities in the UAE and other parts of the GCC. Joint activities will include:

- Professional training on cyber security forensics and malware binary reverse engineering
- Educational initiatives to raise cyber safety awareness among employees and remote and on-site malware incident response handling
- Security intelligence including malware statistics, epidemic alerts, and global malware tracking
- Security assessments including pen-testing and IT security audits
- Provision of services to regional customers based on Kaspersky Security Network data
- Website security.

Initial work in 2015 will include developing a training programme schedule for 2015, deploying Kaspersky Lab products at Injazat's premises, and introducing an interaction protocol to respond to malware incidents that will eventually form part of customer services.

MOST TESTED* MOST AWARDED* KASPERSKY PROTECTION

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