

Software Ate the World

It happened – now what?

kaspersky

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Developer Based Security in 2025

- *“In short, software is eating the world,”* Marc Andreessen wrote in 2011.
- A decade later, and it has become clear: **Software Ate the World**.
- With software everywhere, ensuring its development is **secure by design** is the future.
- This used to mean that developers needed to take responsibility for better code.
- However, ‘Shifting Left’ has been overly simplified, becoming all about code checking.
- It needs to incorporate a much broader set of shared techniques and tools, as today’s **tech trends are increasing complexity**.



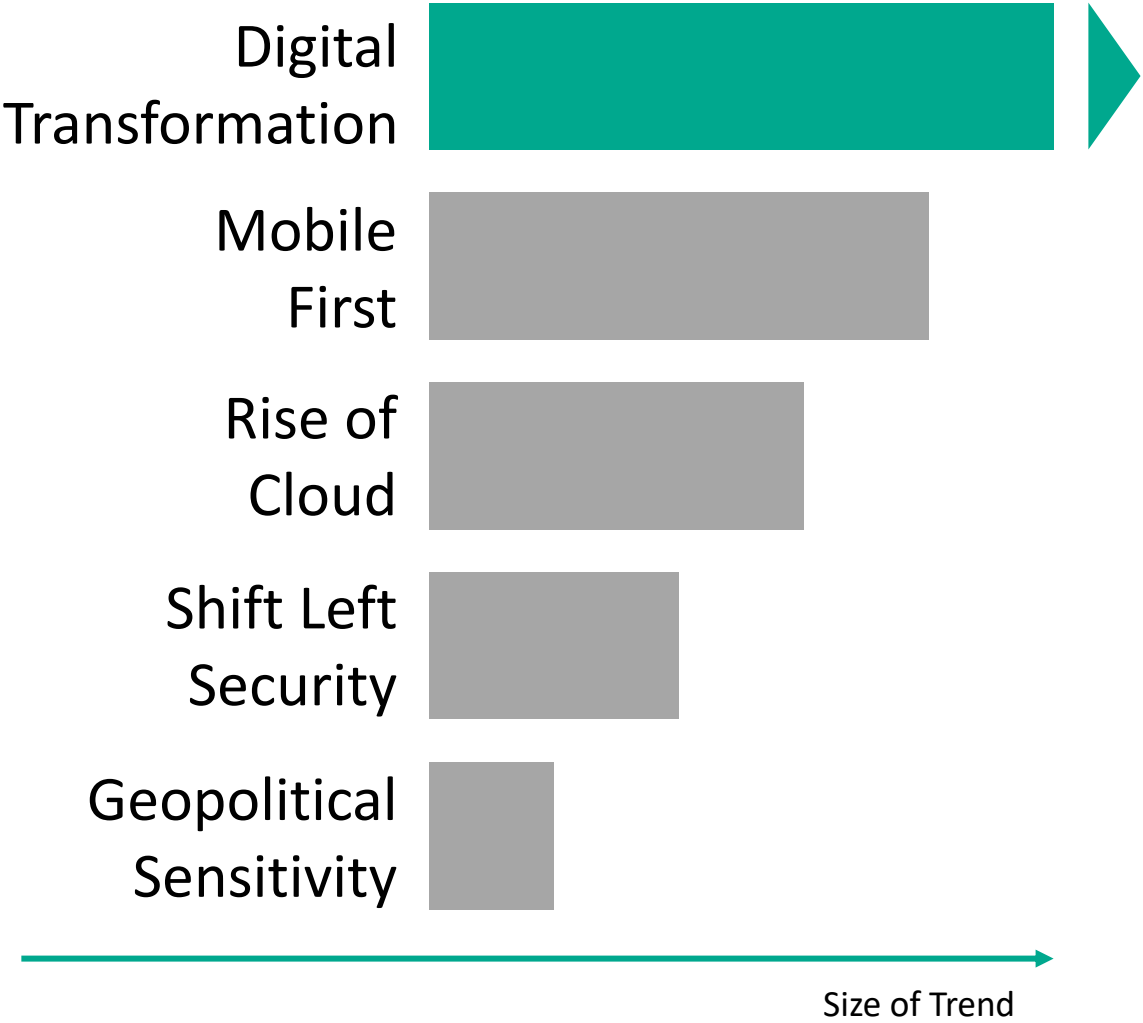
Major Technology Trends

Re-shaping the Threat Landscape



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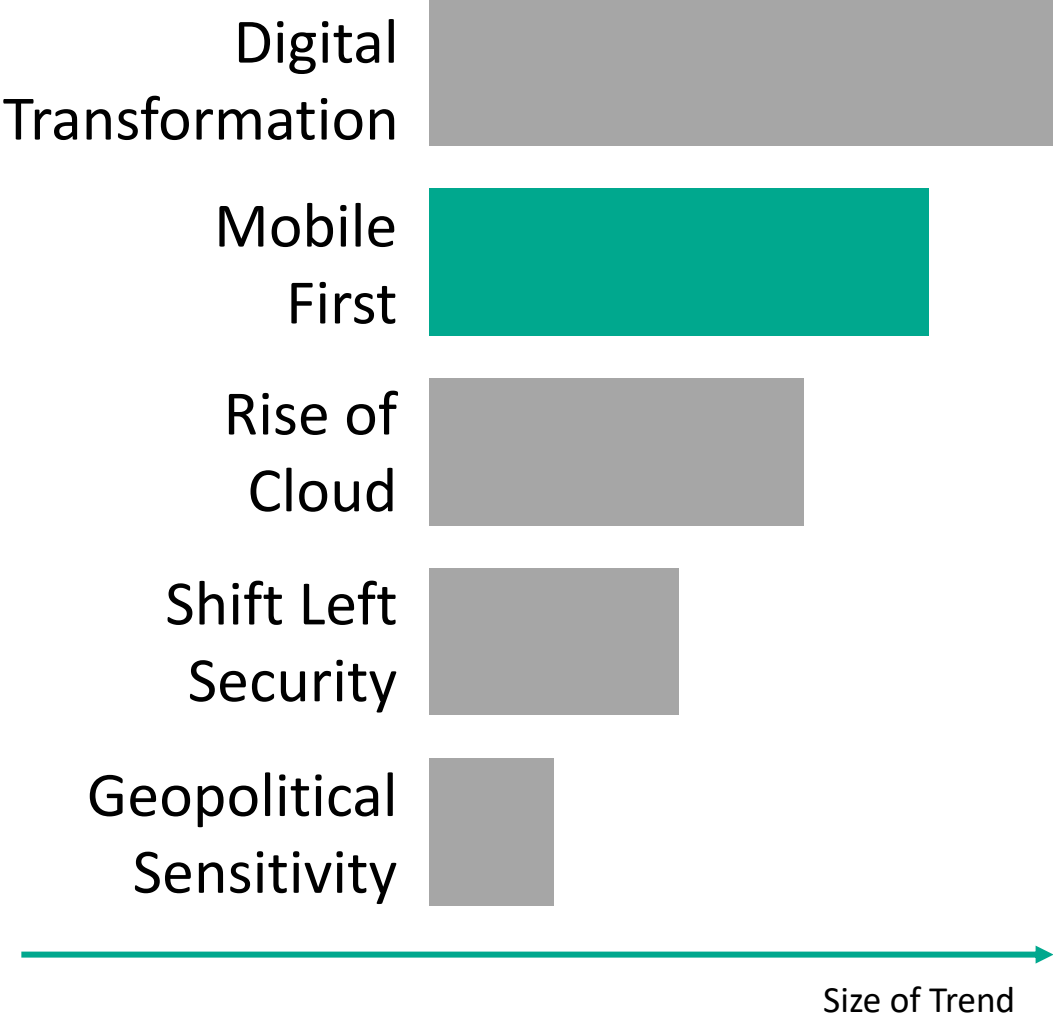


Threat Statistics

- 40% YoY increase in targeted attacks in APAC during 2023 (Kaspersky)
- 71% of South-East Asian companies experienced ransomware attacks (Singapore CERT, 2024)
- Every 11 seconds a cyberattack occurs in APAC, at twice the global average (Taiwan Cert, 2024)
- 80% of malware faced by Enterprise is caused by infected files

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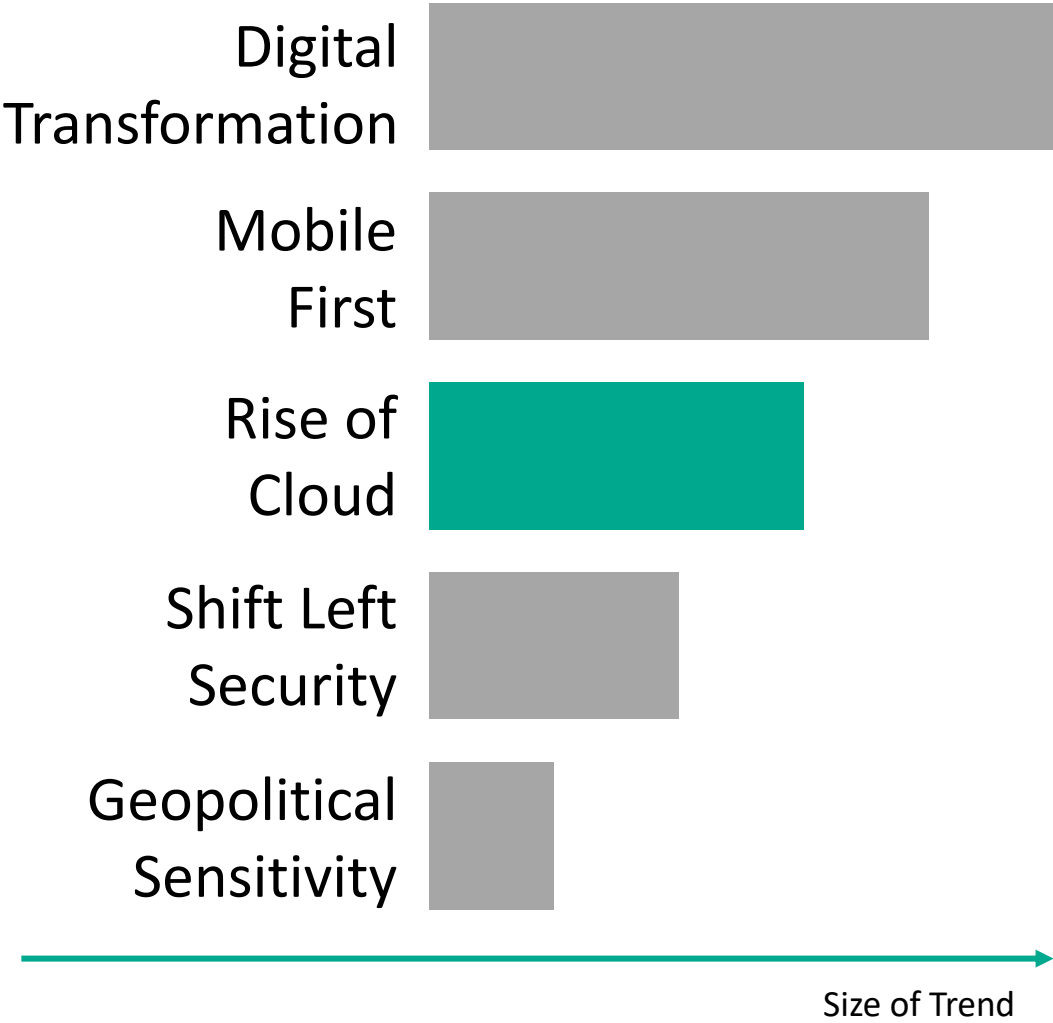


Threat Statistics

- 6.8 billion smartphone globally in 2024.
- Almost all enterprises rely on mobile apps for business
- 60% of Phishing attacks target mobile devices (SMS, Email, fake Apps). #1 issue for banks and fintech in Asia (trojans (Mamont, Xenomorph), NFCGate, etc.)

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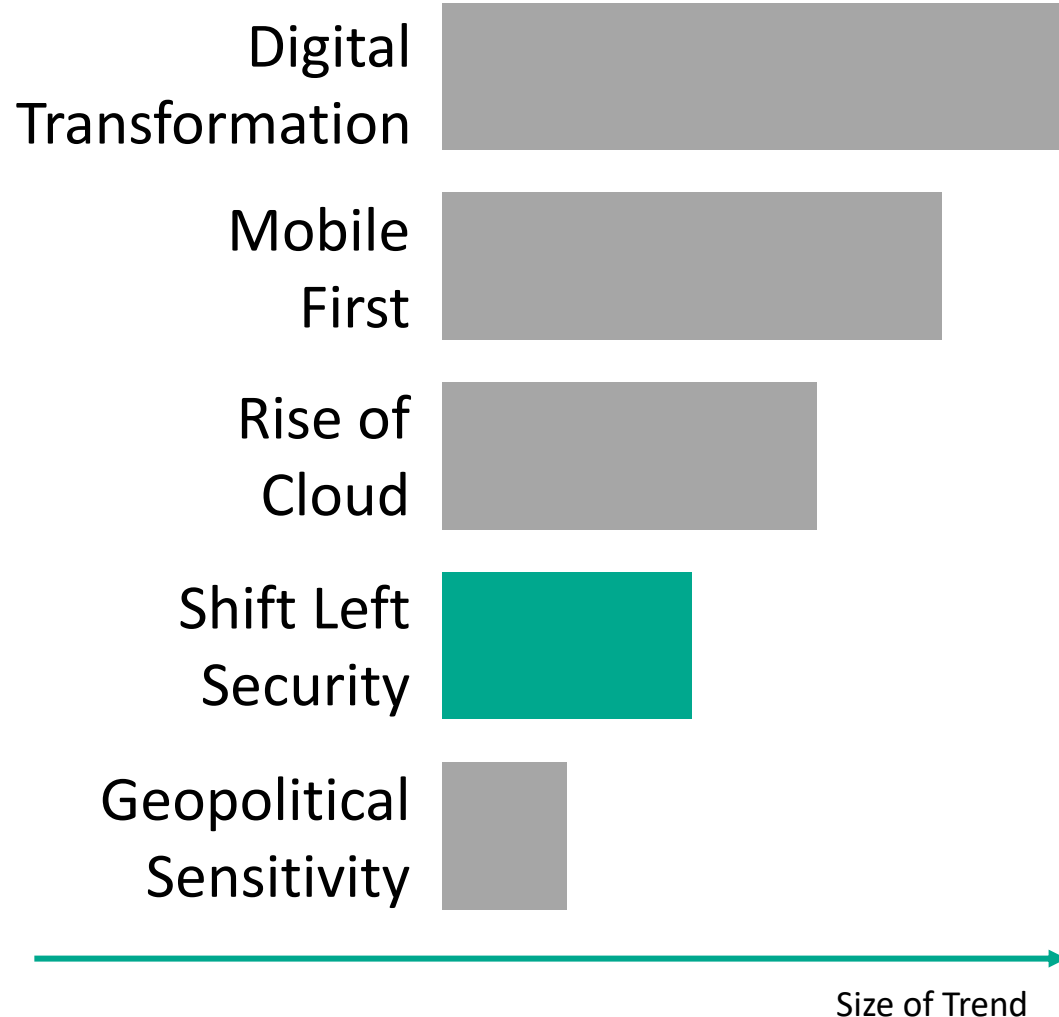


Threat Statistics

- ▶ 84% of APAC companies use hybrid clouds (Flexterra, 2024)
- 45% of breaches involve cloud assets (IBM x-force), \$4.5M average cost of a cloud data breach
- 52% of successful cloud attacks in Asia are due to misconfiguration.

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Threat Statistics

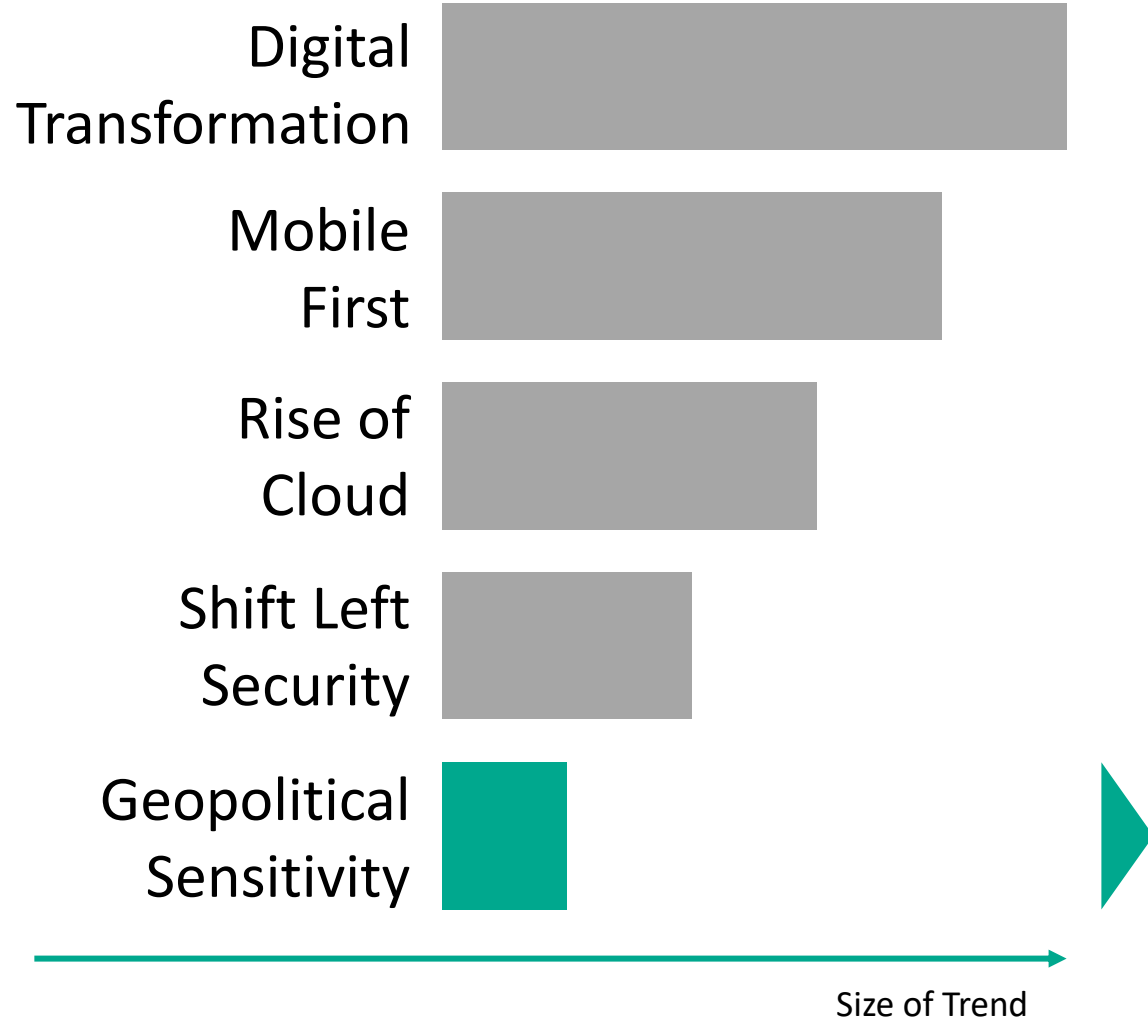
Pushing security at the time of development is not new but has been **too focused on the code inspection.**

► Bringing **operational security** tools into the development lifecycle brings new ways of **Shifting Left.**

74% developers have chosen a vulnerable open-source package before. (Gitlab)

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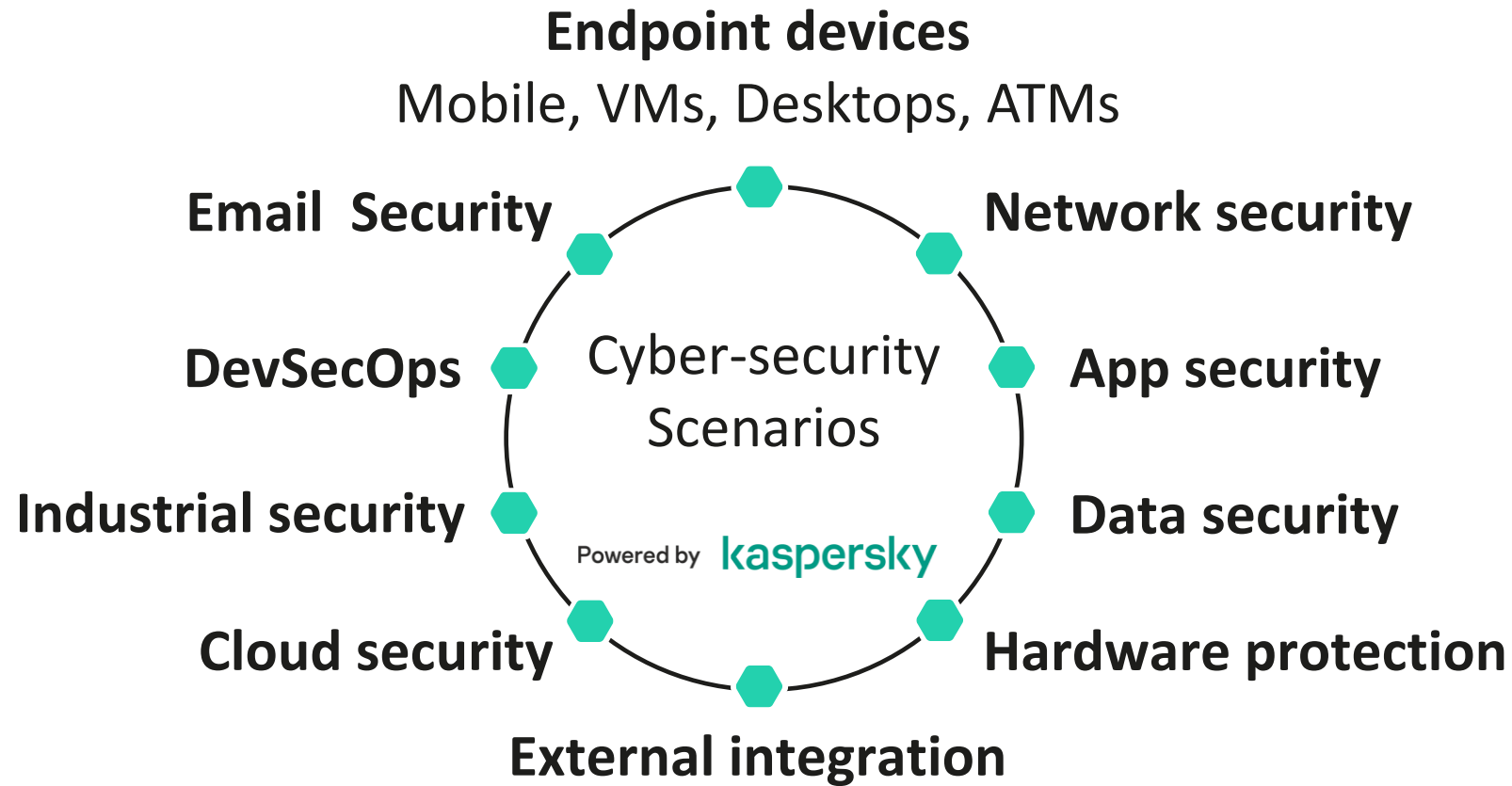
Threat Statistics

Threat intelligence is derived from installed endpoints at customer locations.

Most vendors lack insight in the areas where malicious content is being tried first.

99% is the average score Kaspersky received on catching new malware globally.

How Does Kaspersky Address These Threats



1 Customers as Developers

2 Networking Vendors

3 Desktop Vendors

4 Cloud Providers

5 Mobile App Vendors

6 MSSP and Integrators

Digital Transformation: Questions You Should Be Asking Network Security

Do you have apps you use internally?

Do you develop them yourselves?



Are any of them controlling industrial servers?

Are you digitizing documentation and/or have web apps uploading or serving files?



Malware as a file, an embedded element, or a link in a file is one of the **most common ways to infect an organization**.

Kaspersky has security products for developers leveraging our industry leading detection to **check files in motion** through applications or storage solutions which bypass traditional desktop detection technologies such as EPP/EDR.

Mobile First: Questions You Should Be Asking About Mobile Device Security

Do you have a mobile application as the front line of your business?

Are you getting complaints from users about fraud or scams?



Would you like to make sure your application only runs on phones that are not jailbroken or rooted?



Kaspersky Mobile Security SDK is designed for both iOS & Android.

Device level security is the only way to ensure application security.

Most attacks are not on the mobile application but are **targeting the device** or the service the app's back end runs on.

Kaspersky is the only vendor with **solutions for both sides**

Cloud Everything: Questions You Should Be Asking About Cloud Usage and Storage

Are you running applications or storage in the cloud?

Are you using AWS S3 storage?



Are you aware of how many cloud assets you are using across all providers?



Kaspersky has a suite of tools designed to work **natively in the cloud** and ensure security of both the **environment** the apps are running in as well as the **building** of those apps.

Kaspersky Scan Engine comes as a **docker image** with native connectors for **AWS S3 storage** as well as many other solutions.

Shift Left Security: Questions You Should Be Asking About Beyond Code Review

Do you build your own apps?

Are you concerned about your developers' digital supply chain being compromised?



Would it save time if your developers could make more secure choices?

Is scanning your final builds a step you take today?



Kaspersky offers a suite of developer solutions that helps with throughout the **entire development process**, from open source package selection through final builds scanning.

Geopolitics: Questions You Should Be Asking About how to Cover Diverse Threats

Are you using threat intel from different geolocated entities?

Are you worried your current vendors are redundant and do not bring unique detections?



Kaspersky has sensors and collection techniques in countries **all over the world** and substantially **different locations** than most US/Western vendors.

World Wide Partners and Customers Developing with Us

Don't Take My Word for It—Check out these Real Use Cases



Huawei Technology

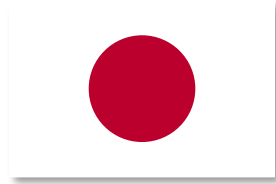
Country: China

Trend: Mobile First

Shenzhen Tencent
Computer System Co.

Country: China

Trend: Digital
Transformation

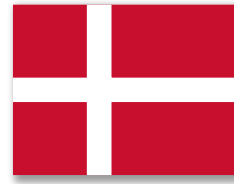


Internet Initiative

Japan Inc.

Country: Japan

Trend:
Cloud Everything



Northguard

Country: Denmark

Trend: Geopolitical



Allot

Communications

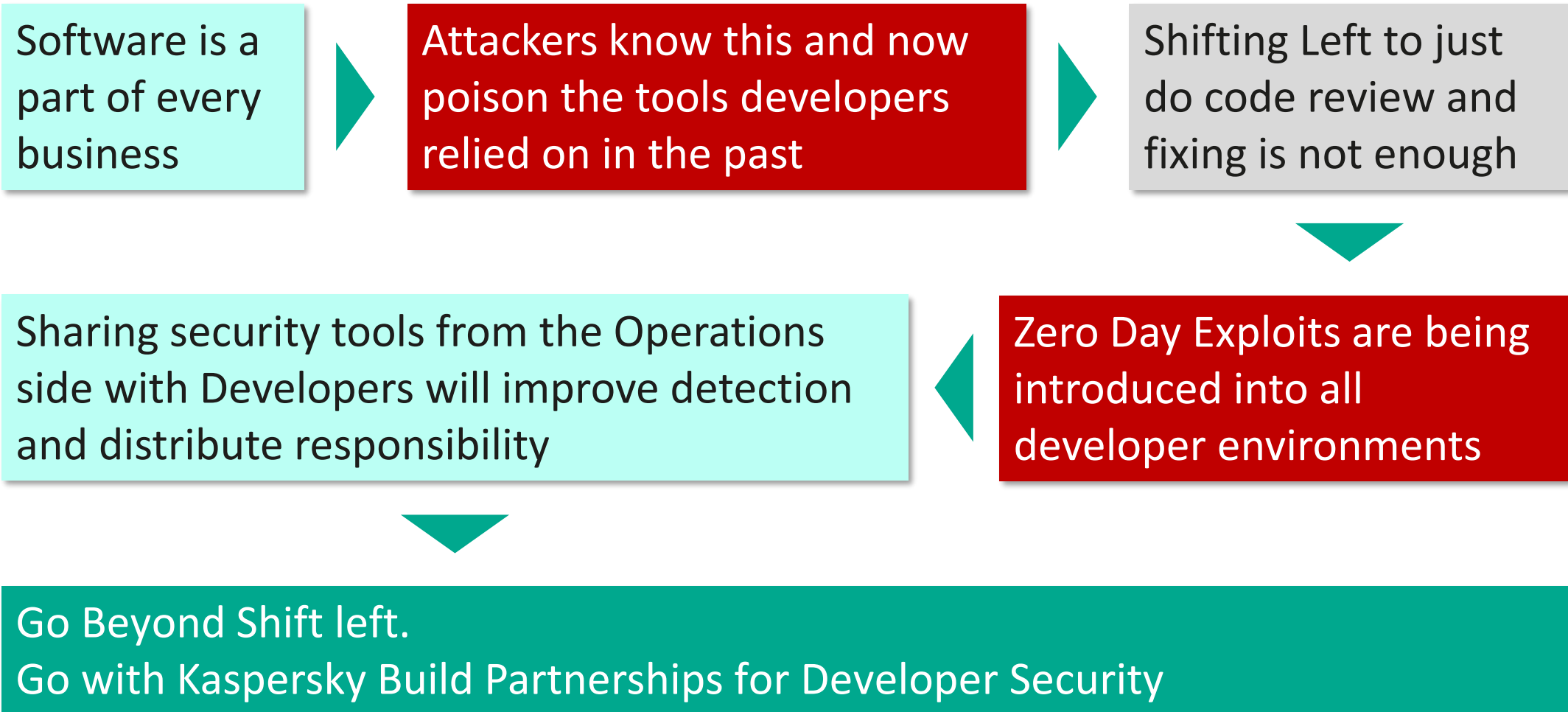
Country: Israel

Trend: Digital
Transformation

In Summary: Developer Security is More than Code Reviews

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Sharing the Responsibility across more areas but improving the tools and technology involved can help move 'Shift Left' Into The Future



Strategic Technology Partnership with Kaspersky

What we are offering and who we are looking for:

- OEMs
- Cloud platforms
- Threat Intelligence / Cybersecurity
- Industrial protection
- FinTech/EdTech/InsurTech and GovTech service providers and developers

Let's meet at our booth!



Jeremy Carlson
Global Account Manager
Kaspersky

Our Premier Global Partners:



Thank you!

Kaspersky Technology Alliances

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