

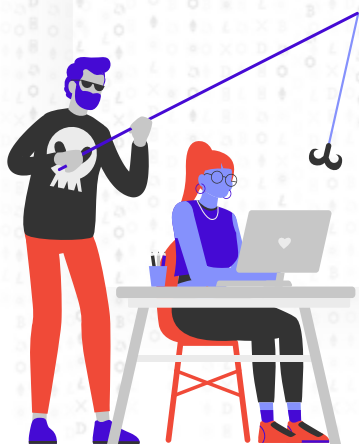
# How Kaspersky Shifted In-Person Cybersecurity Training to On-Demand Virtual Workshops With CloudShare

## Introduction

Kaspersky is a global leader in cybersecurity solutions and services, offering protection against all cyber threats for businesses of all shapes and sizes. As a cybersecurity company, Kaspersky devotes a large number of resources and time to training customer teams on how to handle cybersecurity threats. Traditionally, these trainings were delivered in-person—Kaspersky’s experts would deliver two to five days of in-person training for new and existing customers. This model worked for enterprise customers who could afford it, but it limited Kaspersky’s training capabilities and left its trainers stretched thin.

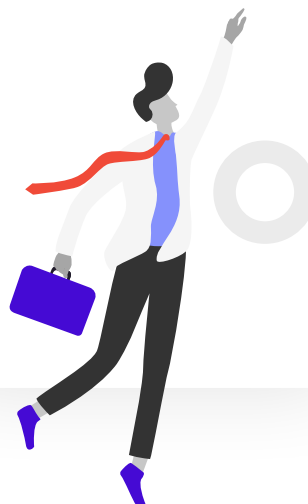
### The Challenge

The continued COVID-19 threat made on-site training infeasible in the short-term, and the model was difficult to scale in the long-term. Kaspersky needed a way to make cybersecurity training both scalable for their trainers and accessible for their learners.



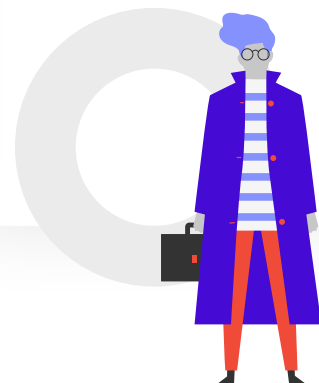
### The Solution

Kaspersky decided to take its cybersecurity online, designing courses that could be taken by individuals or entire enterprise teams. To build the virtual environments that would allow for hands-on training in threat analysis and reverse engineering, the company turned to CloudShare.



### The Results

With CloudShare’s platform, Kaspersky has built multiple cybersecurity training courses in a matter of months. Its Targeted Malware Reverse Engineering course, for example, offers 100 hours of virtual lab time along with 50 hours of guided video. Kaspersky plans to release three more courses this year.



# The Challenge

## Hands-on training is critical in the cybersecurity space

“Cybersecurity is all about education,” Kaspersky’s Head of Xtraining, Yuliya Shlychkova, told us. “You need to continuously update your knowledge and your skills.” That’s why training has always been an integral piece of the services Kaspersky offers. But the training couldn’t be theoretical—according to Yuliya, learners need to be able to practice what they learn, getting hands-on with a real example in a virtual environment.

Traditionally, Kaspersky’s trainers would deliver these experiences on-site. But in 2020, it became clear that the approach would be unsustainable in the long run.

## With time, it became clear that Kaspersky’s cybersecurity experts needed an alternative for delivering training:

### 1. In-person training for enterprise clients was not scalable.

Kaspersky was able to deliver on-site training for enterprise customers that could afford it, but the company was unable to maximize its expertise in the cybersecurity space. Without on-demand and self-guided training modules, Kaspersky was unable to make its materials (let alone its hands-on virtual labs) available to the individuals and smaller teams that would benefit from the company’s vast experience in threat analysis, reverse engineering, decryption and more.

### 2. COVID-19 made it impossible to continue the program the same way.

With flights canceled and in-person gatherings on hold, Kaspersky couldn’t continue to rely on its cybersecurity experts traveling around the globe to hold on-site customer training sessions. Static materials (such as videos and written documents) wouldn’t be enough, since cybersecurity learners need hands-on experience in a virtual environment to fully grasp the subject at hand.

### 3. Relying on in-person expert training made flexibility difficult.

Kaspersky wanted a way to build flexibility into its training programs: on-demand material for some, virtual instructor-led training for others, and in-person workshops as they see the need for a particularly deep dive. By relying entirely on a traveling team of expert trainers, this flexibility was lacking from the program.



# The Solution

**The good news was Kaspersky already had all the industry expertise they needed to build online training courses. The bad news was they had no way to deliver it effectively.**

“I suggested that we take the knowledge we already have to create online, on-demand training for both B2B customers and individuals who can pay from their own pocket,” Yuliya said.

Yuliya knew they couldn't rely on a traditional Learning Management System alone; it may be able to host videos and lessons, but the hands-on element was the most critical piece of the whole program. “We needed to provide access to a closed virtual lab, where learners can work with instruments and samples in order to learn,” Yuliya said.

She talked to one of her peers about Kaspersky's internal cybersecurity training, asking them which platforms could help the Xtraining team achieve their goals. He pointed to CloudShare after previously taking a demo. She found that solution in CloudShare.



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***I'm not a technical client - so I brought my experts to talk with CloudShare's experts. I appreciated this level of comfort. Choosing the best infrastructure for the commercial project I'm responsible for was stressful—and I was really supported in the process. All my questions were answered, and the support team is amazing.***

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# The Results

Yuliya knew Kaspersky's experts needed a way to conduct training virtually and enable hands-on practice for learners. Does she feel this objective was met?

"Yes," she said simply. "The feedback from learners is that they love the amount of time we give them within a virtual environment. We didn't receive any support tickets from our side, so we knew everything was working well."

Kaspersky's Targeted Malware Reverse Engineering course, for example, offers a self-guided learning experience with 50 videos, PDF downloads, and 100 hours of virtual lab time for hands-on learning. Yuliya and her team built the course with CloudShare, creating a virtual environment to practice decryption, reversing, dynamic analysis with virtualization solutions and debuggers, and more. "The Targeted Malware Reverse Engineering course drastically improved my reversing capabilities and contributed to a solid malware-analysis base," wrote one learner in a review.



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***With the variety of samples and techniques covered, I feel prepared for future malware.***”

Because this kind of reverse engineering can take hours or days, learners needed to be able to pick up where they left off. "With CloudShare's virtual environment, you can resume the process anytime you want," Yuliya shared. On the Kaspersky side, CloudShare's templates (built within a partnership with Microsoft) made setting up a compliant training environment much easier for the team.

"We're exploring all the ways we can use CloudShare to support both our learners and our expert trainers."

Using CloudShare doesn't limit Kaspersky to virtual training, either. For example, Yuliya and her team are planning an in-person, two-day Instructor Bootcamp in June. With the help of CloudShare's Professional Services team, they are creating several virtual machines within a single environment to support the training.

## Conclusion:

### Create Scalable, Flexible Cybersecurity Training With CloudShare

With CloudShare's help, Kaspersky evolved its training capabilities to accommodate learners all over the world, no matter the size of their company. Between documenting their expertise in video form and offering a virtual environment for practice, the cybersecurity company can now scale its training program no matter what threats the world throws at the team.

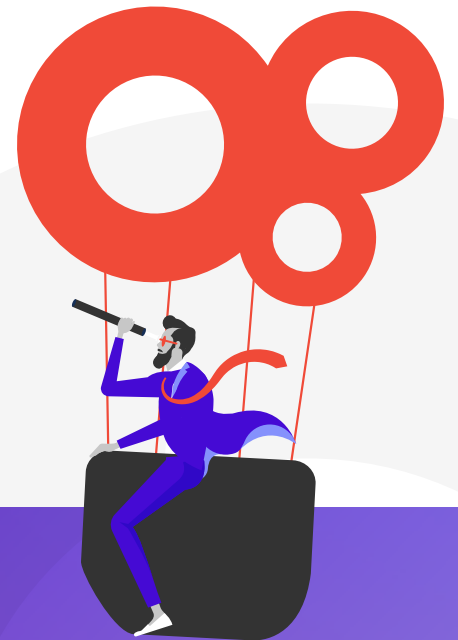
Find out about Kaspersky's [Online Cybersecurity Training](#).

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***Using CloudShare also built flexibility into the future of the training program, Yuliya told us. “Our contract is very future-proof,” she said. “I’m working on three different trainings on three different topics with its own set of templates—CloudShare can handle all of these. I can configure CloudShare to work on whatever new training content I need.***

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# About Us



## What is CloudShare?

CloudShare is a leading software experience platform that helps software companies increase customer acquisition and retention by creating highly engaging hands-on virtual POCs, demos, and training environments in minutes.

Our virtual experiences are easily replicated in the cloud and purpose-built to generate user engagement that ultimately impacts key business metrics such as repeat purchase rates, lower support costs, higher win rates, faster sales cycle, and more.

We are proud to serve leading global software companies such as Palo Alto Networks, RSA, Motorola, Atlassian, SAI Global, ForgeRock, Dell, Salesforce, and many more.

To learn more about how CloudShare's advanced hands-on software training solutions can benefit your business, visit [cloudshare.com](https://cloudshare.com)

\* Supporting:   Azure  Google Cloud Platform

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