

## Kaspersky Lab integrates asknet's student verification process in its online shop

**Karlsruhe, November 17, 2015** – Kaspersky Lab introduces, with the integration of asknet Verify, a reliable and fast verification process to prove a student's eligibility for receiving a promotional discount. The IT security expert benefits from the system's capability to verify the eligibility already during the online purchase process. Promotional campaigns and product offers for students can thereby be executed cost-effectively, securely and without any risk of malpractice.

The asknet Verify solution enables Kaspersky Lab to verify more than three million students at universities and colleges in Germany, Austria and Switzerland. The connection of additional countries to the online verification process will take place soon. The manual verification is already available for all countries. One of the main advantages of asknet's solution is its easy and effortless integration with standard and customized online shop solutions.

"asknet's expertise and technology allows us to create a seamless verification process for our student discount program", says Michael Neumeyer, Head of Online Sales and Operations DACH bei Kaspersky Lab.

### About Kaspersky Lab

Kaspersky Lab is one of the world's fastest-growing cybersecurity companies and the largest that is privately-owned. The company is ranked among the world's top four vendors of security solutions for endpoint users (IDC, 2014). Since 1997 Kaspersky Lab has been an innovator in cybersecurity and provides effective digital security solutions and threat intelligence for large enterprises, SMBs and consumers. Kaspersky Lab is an international company, operating in almost 200 countries and territories across the globe, providing protection for over 400 million users worldwide.

Learn more at [www.kaspersky.com](http://www.kaspersky.com).

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### About asknet AG:

asknet, a pioneer in the development of global e-commerce solutions, offers extensive expertise and individual shop solutions to ensure worldwide electronic distribution of products of all kinds 24/7 in

more than 190 countries. Customers benefit in selling digital and physical goods from both the possibility of handling a variety of international payment and logistics processes as well as the extensive experience of the company in the development and operation of successful e-commerce platforms.

Founded in 1995 as a spin-off of the Karlsruhe Institute of Technology (KIT) the company is also a partner of around 80 percent of German universities and research institutions. Here asknet offers as a large account reseller for manufacturers such as Adobe and Microsoft a comprehensive range of software licenses and services related to the procurement and distribution of software. In addition, asknet distributes via the established internet platform "studyhouse.de" a wide range of software to students. In 2014 the company generated transaction revenues of more than 100 million euros. For more information, visit [www.asknet.com](http://www.asknet.com).

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