



The power to do more

# BYTES

# Kaspersky's the limit

## An interview with Maxim Mitrokhin, Kaspersky Director of Operations, Asia Pacific region on the eve of Kaspersky's global launch of the 2015 edition

How big of an honour is it when one of the largest anti-virus software developers in the world decides to launch their latest anti-virus software in your country? Well, depends on how visible the country is on the global map. Kaspersky chose Bangladesh as the first country to launch the 2015 edition of their world-famous and fiercely dependable anti-virus software, and on the occasion called a Meet the Press event. Chief guest was the Asia-Pacific regional director of operations, Maxim Mitrokhin. Bytes caught up with him and Prabeer Sarker, CEO of OfficExtracts, the authorized distributor of Kaspersky Anti-Virus in Bangladesh, for a quick chat.

**Kaspersky has been in operation in Bangladesh for quite some time now. How important is Bangladesh in Kaspersky's global plans?**  
Maxim: "It's not always about the numbers. There are several countries where the numbers are bigger in terms of sales and customers, but in Bangladesh's case, it's about the love and acceptance we have from our customers, and it's about the size of our share in the market."

**In terms of the products on sale, is Kaspersky currently targeting any specific customer base?**  
Maxim: "Generally we have two

customer groups: B-to-C and B-to-B. B-to-C is Business to Consumers (home users, individuals, etc.), which is where we have focused till now and one where we already have the larger portion of the market. The other group, B-to-B, or Business to Businesses, is a group we are expanding into currently, so we are looking into the prospects of engaging businesses, banks, and corporations with our products. But it's not the case that they are two different segments, we treat both customer groups as running parallel.

**In terms of product development, does Kaspersky have any plans of opening up an R&D division in Bangladesh?**  
Maxim: "At the time being, no. Our main R&D operations is mainly based out of Russia, and a lot of the work being done is overseen by Eugene Kaspersky right now, so we don't see the need for expanding our R&D operations to other countries right now. Maybe in the future, if the need arises."

**Since Bangladesh is a large market for Kaspersky and the problems of a language barrier does exist, are there any plans to launch a translated version of Kaspersky Anti-Virus software here?**  
Prabeer: "China has local language versions of Kaspersky products, so it

is nothing new. It would not actually be impossible to launch a Bengali translated version of Kaspersky Anti-Virus in Bangladesh, since Bengali is now included in the Unicode. But right now, we are not seeing any such activities. The possibilities are there, I will be fighting for it, because in Bengali we can get rid of the language barrier fully. Maybe small steps towards it can be taken, such as converting the Kaspersky logo into Bengali."  
Maxim: "One point that should be made here, our software runs in the background. Once you install it, it is designed to be forgotten about, till a threat is detected. So that limits the user interaction with the software, so anyone can use the software even if their language skills are not proficient enough. But, like Prabeer said, if there is demand for a translated version of the software, we will look into it."

**If we look at the case of Bangladesh, where the majority of the computer users are using pirated software right down to their operating systems, it is a bit odd to see that they are quite eager to buy original anti-virus software at almost whatever the cost. Do you think it's an issue, that these customers are potentially buying Kaspersky products to safeguard their PCs against illegal torrent**



**downloads and the viruses that come along with pirated downloads?**  
Prabeer: "If I have a licensed gun and I use it to rob a bank, it is actually not the gun licensor or gun manufacturer's fault, to see it in that way. Ethics has a major role to play.

Piracy is a major issue in Bangladesh, second ranked in the world in terms of pirated software usage with almost 91% piracy rate. As far as anti-piracy laws are concerned, we are a hundred percent in favour of the push to make original software mainstream, because our software works alongside

regular updates of the operating system. The vulnerability of the PCs come from the pirated versions of the OS, so it is in our interest as well as the customers' interests that original software be used.

SHAHER REAZ

## SITES MUST SEE

### Shopping gets easy with Bajaree.com

Shopping of groceries and daily essentials in Dhaka is really a gruesome chore. The long hours of traffic, wandering in the mud and puddles, haggling over price etc are just not worth your time, right? That is why Bajaree.com is here.

choice of products to the shopping cart, select your location and voila... delivery is at your doorstep. Pay the cash and get your products. As simple as that! In addition to that your delivery fee gets waived for any order above Tk. 1,000/-. You can also call up the Bajaree helpline to place your order on the go. The great

Another great feature about Bajaree is the product suggestion & search which helps you find your desired product. Bajaree so far has a huge selection of local and foreign products and have partnered with reputed companies such as J-Mart, Golden Harvest, Hawks Mart, I Am Real, Bengal Meat, German Butcher and a range of local wholesale partners. Bajaree's quality control team also ensures that all the organic/perishable products are formalin free and of premium quality.

For corporate houses, Bajaree offers a unique feature: discounted rate with prequalified credit system. This enables your employees to shop on-credit and paid at the end of the month.  
Bajaree also has a great refund policy: you get what you want, you pay for what you want. Any product that you don't like can be refunded at the time of delivery. So from now on: Let Bajaree worry about your kitchen and household while you enjoy everything else in life!

SHAHRIAR RAHMAN

can be dubbed as your very own 'Online Supermarket'. From local groceries to foreign dairy products, from household goods to international kitchen supplies-everything can be bought from Bajaree. Using this site is really easy too; thanks to the sleek and intuitive user interface. All you need to do is: add your

thing about the delivery system of Bajaree is you will be getting same day delivery for any order placed before 6PM. Also you can select your preferred delivery slot between 10AM to 10PM every day. Currently Bajaree covers all the residential areas of Dhaka. For first time users: Bajaree gives 10% discount on your total due.



Access 2 Information (A2I), a department under the Prime Minister's Office (PMO) has recently launched a website that's going to be the home of all government issued forms. www.forms.gov.bd - in its beta stage; is a well designed and well arranged website. All the files/forms can be found here in an arranged manner according to the ministries and departments. Currently 81 departments of various ministries have 449 forms in total. If it feels like that you are a little bit lost then no need to worry; the site developers have put a search option so that you can find any file/form from the stack easily.

## TECH FLASH

## JUST IN

### ASUS J1800I-C Built-in Intel Celeron Processor Motherboard



Asus has launched a new motherboard that comes equipped with Intel's latest Bay Trail processor. The new Asus J1800I-C is a mini ITX motherboard with a passively-cooled (soldered on) Intel Celeron J1800I processor. This revolutionary 22nm ultra low voltage SoC (System On a Chip) combines superb processing power and advanced

HD graphics support in one small, energy efficient design. Despite minimal power requirements, it still has the processing power to display the latest DirectX® 11 HD graphics. It features support for dual independent displays with resolutions up to 2500x1600, and also has integrated USB 3.0 support. In addition, the motherboard is having gigabit Ethernet, HDMI, D-Sub, and 6-channel HD audio and the board is driven by AMI UEFI BIOS.

Price: Tk. 6,200/-

### PROLiNK PCR1001 Foto Onyx

The PROLiNK PCR1001 Foto Onyx is a pocket-sized remote that allows you to take photos from your mobile phone at a distance via a simple click of a button. Despite its portability, this wearable gadget is designed with the latest Bluetooth v4.0 technology that allows you to shoot pictures from up to 30 meters away. Better yet, the Foto Onyx has the ability to pair with up to 8 devices and snap photos for all connected devices at the same time.

Price: Tk. 1,200/- plus One Year Warranty.



### ASUS K551LN Metal-styled powerful Ultrabook with optical drive

Whether you are using it for work or for fun, ASUS K551LN is an ideal machine for both productive computing and entertainment. Stylish and durable design is combined with 1.6 GHz 4th Generation Intel Core i5 processor, built-in Nvidia Geforce 2 GB graphics, 15.6-inch display, 8 GB RAM, 1 TB hard drive, DVD writer, HD webcam, wireless LAN, Bluetooth 4.0, USB 3.0 ports, HDMI port etc. Enjoy cinematic audio experience thanks to the use of SonicMaster and ASUS Audio Wizard.

Price: Tk. 58,500/-



## Team360 wins BASIS EC election

Bangladesh Association of Software and Information Services (BASIS) recently held an election for the Executive Council for the 2014-2016 terms. The election was held at the BASIS auditorium on the 5th floor of the BDBL building. Voting started from 10am till 5pm and the results were soon revealed after the time for voting ended.



TEAM360, with their tagline 'Together We Can' won the election. The team members of the winning TEAM360 are, CEO Systech Digital Ltd. M Rashidul Hasan (156 votes), Managing Director, Technob Web Solution (Pvt) Ltd. Shah Imraul

Kaesh (144 votes), Advanced ERP (BD) Ltd. Md. Mostafizur Rahaman Sohel (143), CEO e-soft Ariful Hasan Opu (142 votes), CEO Akhoni.com Ltd. Shameem Ahsan (137 votes), Chief Operations Officer Samira Zuberi Himika (132 votes), Suny Md. Ashraf Khan (128 votes), CEO, Team Creative Russell T. Ahmed (125 votes), and Managing Director, Best Bond Ltd. Uttam Kumar Paul was uncontested.

## TECH BITS

Banglalink partners with Opera Mini



NASA gives the go-ahead to a rocket designed for deep space exploration



Scientists create most efficient artificial photosynthesis yet



The dream lives on: Football star Neymar, on a online post-injury video



Xiaomi sells 50,000 MiPad tablets in under four minutes

