


WEBROOT®

	WEBROOT®	AVAST! for Free	AVG	eset	Kaspersky	Mcafee	Microsoft Forefront	PANDA	SOPHOS	Symantec	TREND MICRO
											
Deployment and Performance											
Super fast installation	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Fast Scanning	✓	✗	✗	✗	✗	✗	✗	✓	✗	✗	✗
Compatibility with other software	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Low PC Performance Impact	✓	✗	PARTLY	✗	✗	✗	✗	✗	✗	✗	✗
Windows PC; MS Server; VMware & Citrix Support	✓	✓	✓	✗	✓	✓	✓	PARTLY	✓	✓	✓
Threat Detection and Remediation											
Global Threat Detection Network	✓	PARTLY	PARTLY	✓	✓	✓	✓	✓	✓	✓	✓
Advanced Zero-Day Malware Detection	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Real-Time Detection and Remediation	✓	PARTLY	PARTLY	✓	✗	✗	✗	✓	✓	✗	✓
Endpoint Malware Removal Erase Tools	✓	PARTLY	✓	Option	✓	✗	✗	PARTLY	PARTLY	✓	✓
Effective Multi-Type Malware Protection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	PARTLY
Targeted, Low Volume Malware Protection	✓	✓	✓	Option	✓	✗	✗	✓	PARTLY	PARTLY	✗
Inbound and Outbound Desktop Firewall	✓	✓	✓	✓	✓	✓	PARTLY	✓	✓	✓	✓
Roll-back Remediation	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Zero day protection (Web & Email Real-World Test)	✓	✗	✓	PARTLY	✗	✗	✓	✗	✗	✓	✗
Web Browsing Security											
Browser Protection	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓	✓
User Identity Shield Mode	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Support for Roaming and Mobile Users†	✓	✓	✗	✓	✓	✓	✗	PARTLY	✓	✓	✓
Global Web Security Service Option†	✓	✗	✓	✗	✓	✓	✗	PARTLY	✓	✓	✓
Management and Reporting											
Cloud Based Management Portal	✓	✓	✗	✗	✗	PARTLY	✗	✓	PARTLY	✗	✗
Zero Updating	✓	✓	PARTLY	✗	✗	✗	✗	✓	✗	✗	✗
Advanced Management Reporting And Analytics	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓
Device Controls - Network; Disk; USB; CD/DVD Usage	✓	✓	PARTLY	PARTLY	✓	✓	✗	✓	✓	PARTLY	✓
System Monitoring And Application Controls	✓	✗	✓	✗	✓	✓	✗	✗	✓	✗	✗
Technical Tools Including System Viewers	✓	✗	✓	PARTLY	PARTLY	✓	✗	✗	✗	✗	✗
Comprehensive 'Agent Commands'	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

Webroot® SecureAnywhere™ Business - Endpoint Protection
 Revolutionary 'Cloud' Security.
 Ultimate Performance. Minimal Management

KEY ADVANTAGES

- Downloads and installs fast – saving time & \$€€
- Immediately effective
- Cloud-based Management Console – no on-premise hardware or software
- Uses fewer PC resources (CPU, RAM, and Disk)
- Easier to defend against malware (harder to kill)
- Highly effective against low volume malware
- Zero client updating - always up-to-date security
- High visibility of endpoints
- Built-in rollback remediation – avoids re-imaging
- Application black and whitelisting
- Pro-active OpenWebroot Support

FAST FACTS

- Ultra-light client - <750KB
- Instant installation - typically < 6* seconds
- Ultra-fast scan times – typically 30 to 90 seconds
- Uses <4MB* of disk space
- Effective against known AND unknown threats
- Increased PC performance, even on old machines
- No conflicts with other applications
- Integrated management endpoint; web; mobile
- Minimal Administration management overheads

Notes: The content provided here is subject to change given the continual improvements vendors make to their product/services. Please use as a guide and indicator to the current competitive situation and note that these comparisons are made against specific vendor solutions that offer comparable capabilities.

*PassMark Software Tests January 2013.

WEBROOT®

WHY WE WIN			
Vendor	Why People Have Bought It	Why We Will Win Against Them	Anything Extra?
Avast	Worldwide leader in AV with 17.5% market share (OPSWAT). Scored highly in AVTest results in widespread virus, newer and new malware (100, 98, 94). Scored 94 and 96 on zero-day (Real-World) AVTest 2013	Really useful functionality is not available unless upgraded to premium versions. - Slow scan times - Has not moved to cloud-based solution	The company cancelled IPO plans in July, 2012 citing unfavorable market conditions.
AVG	Consistently scores highly in AV Comparatives and Virus Bulletin tests against other AV vendors. Scored 15.5 in AV-Test results	Numerous modules inside and outside its suites to match functionality of other AV vendors - Still needs large daily definition and signature updates - No sandbox or secure browser feature - Does not include advanced DLP tools - Not appropriate for organizations that have strict compliance requirements	Supports Windows PC's, Servers, Virtual Servers, Exchange, email server and remote workstations
ESET	Consistently score highly in AV Comparatives and Virus Bulletin tests against all other AV vendors. Were lightest, fastest, smallest performer in AV space, attracting server endpoint use and only c.4MB network traffic/day. ESET ThreatSense.Net®, emulation and real-time threat monitoring all help reduce unknown malware risks.	ESET policy setting is complex and UI is very old-fashioned and difficult to navigate - Still needs large daily definition and signature updates - No intuitive web management console for remote control of all users - No Firewall, no Identity/Privacy Shield - No agent commands, no in-depth application controls - No system cleaner, no audit mode, no rollback remediation	Popular alternative to traditional AV vendors because of scanning times and overall performance compared to McAfee, Trend Micro, Kaspersky and Symantec. Has grown rapidly and has built market share on 30-day trials. Competitively priced and aggressively discounted to existing business to retain it. Generally high scoring in AV Reviews and Tests, regularly on prospects 'consideration' list. Does not support mobile.
Kaspersky	KL is a global brand with strong marketing presences in 200 countries in both consumer and enterprise markets. Kaspersky offers a highly focused range of endpoint protection and is favored by our target audience too. They also have strong strategic partnerships with many other security vendors for AV. Consistently perform well in independent anti-malware tests and regularly is a top 3 performer.	Kaspersky is very resource intensive - Slows down PC performance and user productivity - Has limited remediation - Resistance to Russian ownership in US market - Hackers heavily test against circumventing KL	Kaspersky is the 'geek', 'technical' AV favorite, and consistently a top 3 but that flexibility and scope comes with a price - PERFORMANCE. Its a real resource hog and even with the latest CPUs its noticeable.
McAfee	Very much the pre-install player at the moment with software pre-loaded onto a wide range of manufacturers' kit. So good old inertia selling. From an enterprise perspective the ePolicy Orchestrator management console makes it sticky.	McAfee solution is not a true SaaS End Point offering - Traditional endpoint coupled with admin console in the cloud - Definition based AV, Long scan times - Limited control of end point software from console - Does not run alongside other security products - No rollback remediation	McAfee efficacy is appalling given their early history as Dr. Solomon's and being a founder in this area. They were in the bottom 4 (out of 22 vendors tested) for protection on XP or Window 7 systems.
Microsoft Forefront	Product offered separately but qualifies for deep "significant" discount through MS client access license suites. MS also hosts Malware Protection Center. Broad support for MS Server products, networks, Exchange and Windows clients. Huge install base because of Windows/Server penetration	Difficult installation that requires many prerequisites (i.e. SP) and hot fixes. - Relies in signature updates - No recovery nor rollback - Even with 70% improvements in scan times they are still processor and time intensive impacting user productivity. - Less protection versus Webroot's superior interception methods coupled with WIN intelligence as proven by AV-Test and PassMark tests	MS System Center 2012 (formerly Forefront) is an integrated management platform for MS servers, clients and cloud environments. MS touts System Center as the only platform to offer comprehensive management of apps, services, hypervisors, etc in a single package.
Panda	Panda is a fast growing alternative AV and it performs very well in comparative tests. Only focus is AV and they were the first mover into Cloud Antivirus offering.	Panda has large delays in file startups (up to 90%) - Panda solution not a true SaaS End Point offering - Traditional endpoint with "some" cloud lookup - Definition based AV	Offer free downloads of all their products plus a totally free AV version
Sophos	Just behind Webroot in US market AV share, but focus mainly enterprise, not consumer. Bundling portfolio AV; mobile; web; email; encryption; Network Access Control as Sophos EndUser Protection with single Management Console.	Middle ranking AV protection with no standout performance in any one area. - Traditional endpoint - Definition based AV - Long scan times	New pricing for 2013 - User NOT per device, seat or endpoint licensing. Sophos strategy is to provide complete data and threat protection, regardless of device type, user location, or network boundaries and deliver next generation set of endpoint and network security solutions to better meet growing customer needs.
Symantec	Market leader in paid AV space, Norton brand very well known. Did have performance problems (like Kaspersky now) but have completely re-vamped their product lines over past 3 years to now offer one of the most effective AV and Security Suite solution sets.	Symantec has no centralized, web based management portal. - No rollback remediation - Does not run alongside other security products - Still a traditional AV with heavy footprint and high scan times	Sonar and Insight leverage Symantec's very significant threat intelligence.
Trend Micro	Significant player in global AV market and top ten vendor in USA. InterScan Viruswall was defacto gateway AV in late 90's. Large range of software and hosted services and well known brand, Consumer Titanium extensively promoted.	Full Scan times easily 20+ minutes. - URL Filtering/Reporting is extremely weak - Data is kept for only 30 days. 13 generic canned reports cannot be customized - Filtering policy does not apply to searched images - No rollback remediation or Identity/Privacy shield - Poor visibility and control of endpoints - Resource hog especially of memory and disk space	Heavily investing in 'cloud' AV. Trend Micro Smart Protection Network™ cloud-based security infrastructure stops threats in cyberspace (or "the cloud") by monitoring the Internet around-the-clock, worldwide, gathering and analyzing threat data, blocking viruses and other malware BEFORE they reach the PC.