

WEBROOT
SecureAnywhere® Web Security Service

The Webroot SecureAnywhere® Web Security Service offers website access and content filtering controls, as well as advanced protection against web-based malware for both on and off-network users. As a 100% cloud-based service, there is no management hardware or software to maintain, resulting in a lower Total Cost of Ownership (TCO) than on-premise or hybrid secure web gateway solutions. Backed by the Webroot BrightCloud® Threat Intelligence Platform, the service delivers leading-edge industry components (licensed by 35+ vendors) including URL filtering, IP reputation, real-time anti-phishing, and zombie/botnet detection. This intelligent secure web gateway solution replaces on-premise alternatives and delivers powerful security, improved user productivity, and regulatory compliance to protect every users' online experience.



Symantec acquired MessageLabs, a hosted security provider, in 2008. Now called Symantec Security.cloud, they provide a range of security services to protect, control, encrypt, and archive across email, web, and IM. They focus on email and web, but the web service is weaker. Symantec has now split off security business, so expect improvement.

Established	1982
Headquarters	Mountain View, CA, USA
Revenue	\$6.67B
Company Status	Public, SYMC (NASDAQ)
No. of Employees	20,000+
No. of SaaS Customers	35,000+

Deployment	Webroot	Symantec
Availability	99.99% Uptime	100% Uptime
Antimalware	100% Known Malware	100% Known Malware
Antispyware	100% Known Spyware	100% Known Spyware
Web Latency	Milliseconds	Within 100 Milliseconds
Policy Propagation	99.9% Updates within 5 mins	None, as hosted service, slow

Positioning the Webroot SecureAnywhere® Web Security Service	
Key Differentiators	Supporting Messages
Desktop Web Proxy (DWP)	Easily deployed, lightweight, tamperproof agent, ensures transparent user authentication + automatic acct creation
	Seamless roaming user support, even over Wi-Fi hotspots
	Fully configurable through the mgmt console. Configure sites to bypass, PAC files, gateway caching proxies, etc.
	Persistent cookie alternative for non-managed devices
Ease of Deployment, Configuration & Use	Preconfigured multi-choice policies and group settings to help configure user accounts quickly and easily
	Intuitive policy interface without complex policy interactions
	Optimized performance with split tunneling, global load balancing, auto compression, and option to strip ads/pictures
Threat Protection	Cloud sandbox with antimalware and antispyware protection
	Signature-less heuristic protection for JavaScript, Shellcode, XSS, and phishing attacks
	Detects anonymous proxies and applies appropriate policies, even for obfuscated URLs. No service bypass, DWP locking
	Real-Time Anti-Phishing uncovers phishing sites 3-5 days before the other solutions, counters no. 1 web threat

De-Positioning Symantec	
Average Position	Supporting Messages
Strengths	SMB Market Success: claims 35,000+ customers and 8M+ end users in 99 countries, maintains 14 global datacenters.
	User Authentication: LDAP/NTLM authentication for on-site users, but may require on-site server software
	Integrated Hosted Platform: Offers private & public IM security + their Smart Connect ISA server support provides easy deployment when caching proxies are already in use

De-Positioning Symantec (continued)	
Average Position	Supporting Messages
Vulnerabilities	User Controls: May require on-site Client Site Proxy installation, needs manual config for roaming users without Smart Connect
	Complex Policies: Rule-based policies are complex and easy to misconfigure, confirmed by user manual
	Limited Reporting: Report availability is limited, not configurable, doesn't offer enough detail
	Options: Data Protection and Roaming Support are additional cost options
Sales Tactics	Roaming User Support: Webroot supports multiple authentication for on and off-network users, and our roaming user support is both superior AND doesn't cost extra
	End User Mgmt: SYM is slow to update policies, and has no proxy bypass detection, no user quota support, no customized notifications, weak roaming user enforcement
	Content Controls: Data Protection is a cost option
	Additional Costs: SYM can get very expensive very quickly with all the additional cost options
	Unlimited Trial: Offer free trial to let our capabilities shine through.

Features	Webroot	Symantec	Notes – How to Win
Roaming User Support			
Roaming User Authentication without Server/Key Mgmt	Yes	Partly	SYM – Smart Connect is a cost option. Webroot offers simpler roaming support, and also free
Automatic Hotspot Mgmt	Yes	Yes	SYM – See above
Roaming User Config via Mgmt Console	Yes	Yes	SYM – Service bypass & gateway proxies are configurable
PAC Files Mgmt and Storage within Service	Yes	No	SYM – Doesn't support this. Webroot deploys faster and easier.
Threat Detection			
Antimalware Protection (Viruses, Trojans, Spyware, etc.)	Yes	Yes	SYM – Antispyware is separate, not part of core tech
Real-Time Anti-Phishing	Yes	No	SYM – No offer real-time anti-phishing protection
Proprietary Detection for Malicious JavaScript, XSS & Shellcode	Yes	Yes	SYM – Offers Skeptic engine, uses multiple antivirus & proprietary protection
Scan Ahead & Safe Search Protection	Yes	No	SYM – No Scan Ahead or Safe Search options
Threat Protection Included in Pricing	Yes	Partly	SYM – Charges extra for web data protection
Botnet Detection & Zombie Alerting	Yes	No	SYM – No Zombie or Botnet detection
HTTPS/SSL Decryption & Scanning	Yes	Partly	SYM – Offers policy over HTTPS but unclear if HTTPS malware scanning is available
Web Filtering			
Reputation & High Categorization Web Filter	Yes	No	SYM – Only basic coverage, no real-time IP reputation
Split Tunneling Bypass Option	Yes	No	SYM – No split tunneling for remote users
Coaching Option for Web Filtering	Yes	Yes	SYM – Does provide coaching
Granular URL Filtering Categories	83+	80+	SYM – URL categorization is much less sophisticated
File Type & Streaming Media Control	Yes	Yes	SYM – Provides media type policy controls AS COST OPTION
Social Media/Web 2.0 Post Blocking	Partly	Yes	SYM – Provides application controls AS COST OPTION
Management			
Transparent User Auth. for Citrix & Terminal Server Users	Yes	No	SYM – No Citrix support
Independent User Alerts, Admin Alerts & Blocking Options	Yes	Yes	SYM – Does offer blocking
Policy Groups Configuration in UI	Yes	Yes	SYM – Available via mgmt console
Granular Role-Based Admin Controls (Group, Policy & Feature Specific)	Yes	Yes	SYM – Available via mgmt console
Reporting/Logging/Alerting			
Detailed Logging Capabilities	Yes	No	SYM – None, but Webroot provides 15 params and live log views
Flexible Scheduled Reporting/Charts	Yes	Yes	SYM – Mainly offers audit reports, basic compared to Webroot
Configured Chart Saving for Repeat Viewing	Yes	No	SYM – No saved charts
Customized End User Notifications for Malware, Filtering, Quotas, Alerts	Yes	Yes	SYM – Provides notifications to reduce help desk calls/confusion

Key Points
Webroot is consistently chosen over Symantec by customers who compare the two services in trial
Over 3,500 customers globally have used the SecureAnywhere Web Security Service
Webroot is a member of Internet Watch Foundation and is US CIPA compliant
Webroot is West Coast Labs, ICSA, VB100 certified and SAS70 audited
Customers who've moved from Symantec include: Press Association, RCUK, Microgen, Future Publishing, Alpha Airports, Sesame Group, The UNITE Group, Enotria Winecellar, Forbes Solicitors, MCL, ODC – Prontaprint /Kallikwik

BrightCloud Stats
27B+ Classified URLs, 600M Classified Domains, 9B+ File Behavior Records, 4B+ IP Addresses, 37M+ Connected sensors
4.7M URLs classified daily, 25K new malicious URLs daily, 237K+ daily phishing checks, 6K+ new phishing sites daily, 5.2B file lookups daily, 120K+ new malware items (inc. PUAs), 790K+ new files daily