

## WEBROOT SecureAnywhere® Business Endpoint Protection

Webroot SecureAnywhere® Business Endpoint Protection is an innovative, next-generation solution for preventing malware infections. Its unique, real-time, cloud-driven collective security intelligence is powered by the Webroot BrightCloud® Threat Intelligence Platform and is superbly effective at countering unknown malware. SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources with an always up-to-date Smarter Cybersecurity™ solution that never slows users down and reduces operational overhead to almost zero.



ESET claim to lead antivirus in proactive threat detection. They have made gains in the US in small and midsize businesses. ESET has mobile security for Android, Windows, and Symbian, with anti-spam filtering for SMS, firewall and anti-theft features too. Ranked 6th in endpoint security leaders by IDC (8/2014) - dropped from 4th.

<b>Established</b>	1992
<b>Headquarters</b>	Bratislava, Slovakia EU
<b>Revenue</b>	FY10 ~€80M (US\$104M)
<b>Company Status</b>	Private
<b>No. of Employees</b>	950 worldwide
<b>No. of Endpoint Customers</b>	> 100M

Deployment	Webroot	ESET
Agent Deployment Size	< 1MB	unknown
Full Installation Time	5 seconds	5 minutes
Full Installation Size	2 MB	1122 MB
Memory Used Initial Scan	13 MB	159 MB
Scheduled Scan Time	91 seconds	28 minutes
Memory Usage - Idle	5.5 MB	152.1 MB
File Write, Open, Close	19.2 seconds	73 seconds

Positioning Webroot SecureAnywhere® Business Endpoint Protection	
Key Differentiators	Supporting Messages
Smallest Endpoint Security Client	Full installation software package is less than 1 MB in size.
	Lowest scanning RAM usage of any endpoint solution.
Fastest Scan Times Easy to Deploy, Configure and Use	Ultra-fast scan times, typically < 2 minutes. Doesn't slow user endpoints down or impede user productivity.
	Very fast and easy to deploy, typically ~2-3 minutes, including initial scan. Deployment Tool, MSI, Group Policy options
	No-conflict agent, compatible with existing antivirus software, no need to uninstall old software to trial or install Endpoint Protection.
	Easy-to-use cloud management console, no hardware/software required.
Powerful Threat Protection and Remediation	Auto-updating software generates minimal network traffic – typically < 250KB per day, per endpoint.
	Real-time threat detection leverages behavior, file reputation, monitored execution, and BrightCloud platform to stop unknown threats.
	Complete system journaling provides ability to roll back systems to pre-infected state – saving time/cost of reimaging.
	Intelligent outbound firewall that uses BrightCloud intelligence to improve on user decisions and minimize interruptions
	Offline protection: local disk, USB, CD and DVD devices.

De-Positioning ESET Endpoint Security	
Average Position	Supporting Messages
Strengths	Efficacy Test Results: Consistently score highly in AV-Comparatives and Virus Bulletin tests against all other antivirus vendors.
	Performance: Formerly lightest, fastest, smallest performer in antivirus space, attracting server endpoint use and only c. 4 MB network traffic/day.
	Unknown Malware: ESET ThreatSense.Net®, emulation, and real-time threat monitoring all help reduce unknown malware risks. Scans incoming email for malware.
	Web control content filtering—140 categories.
	Endpoint Security includes: Antivirus, Device Control, Web Filtering, Firewall, Anti-spam & Remote management. Endpoint Antivirus has limited feature set.

De-Positioning ESET (continued)	
Average Position	Supporting Messages
Vulnerabilities	Traditional: Still needs large daily definition and signature updates many times daily.
	Mobile is Android only, basic MDM capability.
	Limited Functionality: no Identity/Privacy Shield, no Agent Commands, no in-depth Application Controls, no Vulnerability detection, no System Cleaner, no Audit Mode, no remote wiping of devices.
	Agent size, disk space used, scheduled scan times, memory usage. Requires uninstall of other security before installing ESET—no layering.
Sales Tactics	We are lighter, faster, smaller: All around ease of deployment and use of endpoint resources is far, far superior to that of ESET, who used to be the best.
	More Complete Protection: Application controls, white/black listing, device control, plus web and mobile.
	Efficacy/Features: First ever to score 100% in PCMag malware tests.
	Unlimited Trial: Offer instant free 30-day trial to run alongside existing antivirus so our capabilities shine through.

Features	Webroot	ESET	Notes – How to Win
Deployment & Installation			
Fast installation	Yes	No	ET – Takes 5 minutes, Webroot takes 5 seconds.
Fast scheduled scanning	Yes	No	ET – 28 minutes for scheduled scans.
No-conflict compatibility with all software	Yes	No	ET – Removal is needed before installing other antivirus software.
Minimal system resource usage - Memory, CPU & Disk	Yes	No	ET – Lightweight compared to other signature-based solutions, still heavier than Webroot.
Support for Mac, PC, Server, VMware & Citrix	Yes	No	ET – Supports Windows Endpoints and Servers, no other support.
Threat Detection and Remediation			
Global security & threat intelligence network	Yes	Yes	ET – Yes, ESET ThreatSense.Net®
Advanced zero-day/unknown malware detection	Yes	Yes	ET – Detects lots of malware, although no unique unknown detection and only block/allow.
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Yes	ET – Scores well in tests against known malware. Optional cloud-powered scanning.
Advanced file pattern & behavior recognition technology	Yes	Partly	ET – Advanced memory scanner monitors behavior and scans malicious processes when open in memory.
Adjustable heuristics for Age, Popularity, Uniqueness	Yes	No	ET – Has only command line enable/disable.
Intelligent cloud-based outbound firewall	Yes	Partly	ET – Endpoint Protection offers this standard Antivirus does not.
Comprehensive range of System Protection shields	Yes	No	ET – Basic set of system shields
Automatic journaling of unknown processes	Yes	No	ET – Offers NO rollback remediation, only CD rescue disk.
Automatic malware remediation & removal	Yes	Partly	ET – Uses traditional quarantine and delete strategy but does not remediate.
Comprehensive application override controls	Yes	Partly	ET – Not comprehensive, available through firewall settings
Dwell Time	Yes	No	ET – ET does not measure or report Dwell Time.
Web Browser Security			
Browser vulnerability protection	Yes	Yes	ET – Offers only http and https malware filtering.
Identity Shield, sensitive data safe-mode	Yes	Partly	ET – Does NOT offer Identity Shield. New Vulnerability Shield detects types of attacks and vulnerabilities.
Real-Time Anti-Phishing protection	Yes	Yes	ET – Offers offline protection, but daily signature/definition updates still needed.
Secure Web Gateway service option	Yes	Partly	ET – Does not offer a Web Security, but does offer web filtering from endpoint.
Management and Reporting			
Cloud-based management console	Yes	No	ET – Offers remote network administration via a web-based management console, runs on Linux servers.
Advanced management reporting & analytics	Yes	No	ET – Requires full un/reinstall.
Zero client/agent definition file updates	Yes	No	ET – Requires client updates
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	Yes	ET – Can also block usage of media.
System Cleaner & System Analyzer performance tools	Yes	Yes	ET – SysRescue feature to clean system
System viewer, control and file submission tools	Yes	Partly	ET – Offers SysInspector for system monitoring, but no controls only part visibility.
Full range of remote endpoint Agent Commands	Yes	No	ET – Do not provide Agent Commands, only command line

## Key Findings

A popular alternative to traditional antivirus vendors because of scanning times and overall performance compared to the likes of McAfee, Trend Micro, Kaspersky and Symantec.

Have grown rapidly and have built that on offering 30-day free trials, competitive prices, and aggressive discounting to existing customers to retain business.

Generally high scoring in antivirus reviews/tests, making it regularly appear on prospects' consideration lists.

## Notes and Comments

ESET offers email filtering. Screens inbox for spam, phishing attacks, and unsolicited email, includes white/blacklisting.