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 SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources with an always up-to-date Smarter Cybersecurity™ solution that never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.

✓ Symantec

Symantec is the largest maker of security software for computers in the world. Its Norton family of antivirus products was launched in 1991. The Symantec Security Response organization is one of the foremost antivirus and computer security research groups in the industry. 63% of revenue is derived from Enterprise sales. Rev by Geo: AMER 54%, EMEA 28%, APJ-18%.

Established	1982
Headquarters	Mountain View, CA, USA
Revenue	FY14 $6.67B
Company Status	Public, SYMC (NASDAQ)
No. of Employees	175M+

Deployment	Webroot	Symantec
Agent Deployment Size	<1MB	400+ MB
Full Installation Time	5 seconds	~13 minutes
Full Installation Size	2 MB	1212 MB
Memory Used Initial Scan	13 MB	288 MB
Scheduled Scan Time	91 seconds	118 seconds
Memory Usage - Idle	5.5 MB	95.2 MB
File Write, Open, Close	19.2 seconds	26.9 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.
	Auto-updating software generates minimal network traffic – typically <250KB per day, per endpoint.
Powerful Threat Protection and Remediation	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 Symantec Endpoint Security

Average Position	Supporting Messages
Strengths	Brand/Market Coverage: SYM claims 175M+ users in 200+ countries, all using Sym's Global Intelligence Network
	Efficacy Testing: Top of all Endpoint Security with 98.87% malware (AV Test.org April 2011)
	Performance: New Insight reduces scan times by 70%
	Supports: Windows, Mac, Linux, Virtual Machines

De-Positioning Symantec Endpoint Security (continued)

Average Position	Supporting Messages
Vulnerabilities	Complex Protection, Poor Integration, easier for hackers to compromise one element, then the whole suite. Gartner comments on their poor integration of endpoint solutions
	Even with Sonar and Insight, still relies on signatures and needs lots of hard disk space and local PC processing.
	Even with 70% improvements in scan times they are still processor and time intensive, impacting user productivity
	Weaker protection against unknowns
Sales Tactics	Use the fact that we happily run alongside existing endpoint security to demonstrate install and initial scan times
	Show web portal and ease of management/reporting, plus integration with mobile
	Show via portal the threats that others have recently missed
	Unlimited Trial: Offer instant free 30-day trial to run alongside existing antivirus so our capabilities shine through. Symantec states it will affect the operation of competitive solutions

Features	Webroot	Symantec	Notes — How to Win
Deployment & Intallation			
Fast installation	Yes	No	SYM – Typically 5 minutes for basic install before updates, can easily be 20+ minutes
Fast scheduled scanning	Yes	No	SYM – Typically takes longer than Webroot
No-conflict compatibility with all software	Yes	No	SYM – Older endpoint security must be removed. With Webroot, no removal needed
Minimal system resource usage - Memory, CPU & Disk	Yes	No	SYM – Fast compared to most traditional EP but still very slow compared to Webroot
Support for Mac, PC, Server, VMware & Citrix	Yes	No	SYM – Win OS, Mac OS, Linux OS, and VMWare vShield EP
Threat Detection and Remediation			
Global security & threat intelligence network	Yes	Yes	SYM – Global Intelligence Network, similar to Webroot BrightCloud Threat Intelligence Platform
Advanced zero-day/unknown malware detectio	Yes	Yes	SYM – SONAR 3 only a partial solution, needs Power Eraser to clean
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Yes	SYM – Offer similar protection coverage
Advanced file pattern & behavior recognition technology	Yes	Yes	SYM – Accomplished through Insight tool, reputation-based security
Adjustable heuristics for Age, Popularity, Uniqueness	Yes	Partly	SYM – Via SONAR 3, but not adjustable beyond exceptions
Intelligent cloud-based outbound firewall	Yes	Partly	SYM – Offer a propriety firewall, no real application control
Comprehensive range of System Protection shields	Yes	No	SYM – Standard set of shields
Automatic journaling of unknown processes	Yes	No	SYM – No journaling
Automatic malware remediation & removal	Yes	Partly	SYM – No rollback remediation
Comprehensive application override controls	Yes	No	SYM – Standard set of exceptions-based controls
Dwell Time	Yes	No	SYM – No dwell time is not measured or reported
Web Browser Security			
Browser vulnerability protection	Yes	Yes	SYM – Offers browser vulnerability protection
Identity Shield, sensitive data safe-mode	Yes	No	SYM – No Identity Shield for sensitive internet transactions
Real-Time Anti-Phishing protection	Yes	Partly	SYM – Only with Symantec Cloud Hosted Security
Secure Web Gateway service option	Yes	No	SYM – Only offers endpoint through server management console
Management and Reporting			
Cloud-based management console	Yes	No	SYM – Needs a separate on-premise management server
Advanced management reporting & analytics	Yes	No	SYM – Includes Altiris IT Analytics
Zero client/agent definition file updates	Yes	No	SYM – Needs to upgrade as a task with resultant network traffic
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	Partly	SYM – Only with 100+ seat version, and not scope of Webroot
System Cleaner & System Analyzer performance tools	Yes	Partly	SYM – Analysis via Altiris IT Analytics
System viewer, control and file submission tools	Yes	Partly	SYM – File submission into Global Intelligence Network
Full range of remote endpoint Agent Commands	Yes	No	SYM – Standard set of agent commands

Key Conventional Solution Findings

Market leader in paid antivirus space, brand very well known. Had performance problems, now better

Cloud-based Partner Management console for MSPs

No rollback remediation

Does not run alongside other security products

Still a traditional antivirus with heavy footprint and high scan times

Biggest weakness per Gartner is INTEGRATION of capabilities

Notes and Comments

New! Web-based or on-premise management.

SYM promotes the need for layered protection since signature-based security doesn't work.

45-day money-back guarantee

They state, "99% of Fortune 500 companies are Symantec customers."

Cost of Symantec online is 17% higher than Webroot SecureAnywhere Business Endpoint Protection