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 SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources with an always up-to-date Smarter Cybersecurity™ solution that never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

VIPRE ANTIVIRUS

Started in 1994 as Sunbelt Software Inc., Vipre antivirus launched in 2008. They were acquired by GFI Software in 2010. In March 2013, GFI announced plans to spin off a security business unit, ThreatTrack™, which began operations as an independent company. They offer antivirus, internet, and mobile security with Business Antivirus and Premium.

Established	1994
Headquarters	Clearwater, FL, USA
Revenue	Unknown
Company Status	Private
No. of Employees	300+
No. of Endpoint Customers	10M+

Deployment	Webroot	Vipre
Agent Deployment Size	<1MB	unknown
Full Installation Time	5 seconds	unknown
Full Installation Size	2 MB	unknown
Memory Used Initial Scan	13 MB	unknown
Scheduled Scan Time	91 seconds	unknown
Memory Usage - Idle	5.5 MB	unknown
File Write, Open, Close	19.2 seconds	unknown

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 Vipre

Average Position	Supporting Messages
Strengths	Consistent mgmt for Windows and Mac clients, as well as email scanning. MDM (light) integrated in same console
	PC application patch management, limited to 40 common Windows apps
	"ThreatTrack and Webroot both Trail Blazers in Radicati Market Quadrant Gartner Magic Quadrant: ThreatTrack is Niche Player, Webroot is Visionary"
	Offers fully integrated security management for Windows Server Hyper-V, available as an add-on. Agentless antivirus for Windows Service

De-Positioning Vipre (continued)

Average Position	Supporting Messages
Vulnerabilities	No automatic remediation, high TCO
	No web-based mgmt console, complicated for SMB market, limited enterprise capabilities and endpoint security features
	MDM capability limited to device locate, scream, lock. Antimalware for Android
	No application control and no device control solution
Sales Tactics	SecureAnywhere Business Endpoint Protection is lighter in system resource usage during scans and when idle.
	Far more comprehensive protection via Identity & Privacy Shield, app white/black listing, agent commands, System Cleaner, etc.
	Webroot offers individual and collective protection of all endpoints, doesn't require daily definition updates.
	Unlimited Trial: Offer instant free 30-day trial to run alongside existing antivirus so our advanced capabilities shine through.

Features	Webroot	Vipre	Notes – How to Win
Deployment & Intallation			
Fast installation	Yes	No	VB – Exact time unknown, Vipre rarely participates in competitive testing
Fast scheduled scanning	Yes	No	VB – Exact numbers unknown, but admin guide recommends scanning at times that won't affect productivity
No-conflict compatibility with all software	Yes	No	VB – Requires other endpoint security to be removed
Minimal system resource usage - Memory, CPU & Disk	Yes	No	VB – Needs more disk space and memory than Webroot
Support for Mac, PC, Server, VMware & Citrix	Yes	Yes	VB – Win OS, Mac OS, limited Virtual Machine capability, Android and iOS
Threat Detection and Remediation			
Global security & threat intelligence network	Yes	Yes	VB – ThreatTrack Security Labs
Advanced zero-day/unknown malware detectio	Yes	Yes	VB – 96.9% Real world AV-C (9/2013); 91% AV-Test XP (4/2013)
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Partly	VB – Below average scores – Gartner MQ comment
Advanced file pattern & behavior recognition technology	Yes	Partly	VB – Uses Active Protection™ Heuristics
Adjustable heuristics for Age, Popularity, Uniqueness	Yes	Partly	VB – No real-time monitoring but does use Active Protection™ Heuristics & other tools
Intelligent cloud-based outbound firewall	Yes	Partly	VB – Firewall in Premium version only
Comprehensive range of System Protection shields	Yes	No	VB – None
Automatic journaling of unknown processes	Yes	No	VB – None
Automatic malware remediation & removal	Yes	No	VB – No rollback remediation
Comprehensive application override controls	Yes	No	VB – ThreatTrack Security Labs
Dwell Time	Yes	No	VB – Does not measure or report Dwell Time
Web Browser Security			
Browser vulnerability protection	Yes	Partly	VB – Only offers malicious website blocking, 600K URLs, Premium only
Identity Shield, sensitive data safe-mode	Yes	No	VB – None, and anti-Phishing limited to blocking known phishing sites
Real-Time Anti-Phishing protection	Yes	Yes	VB – Removes phishing links from emails (+ see above)
Secure Web Gateway service option	Yes	No	VB – No additional secure web gateway protection
Management and Reporting			
Cloud-based management console	Yes	No	VB – Not cloud-based, but endpoint and mobile mgmt in single console
Advanced management reporting & analytics	Yes	Partly	VB – Limited reporting and analytics
Zero client/agent definition file updates	Yes	No	VB – Traditional antivirus
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	No	VB – Scans USBs and drives, but no other policy device controls
System Cleaner & System Analyzer performance tools	Yes	Partly	VB – Has Patch Management, limited system monitoring, no application controls
System viewer, control and file submission tools	Yes	No	VB – No system controls
Full range of remote endpoint Agent Commands	Yes	No	VB – No Agent Command functionality

Key Findings

Claim lightweight and fast scans, but not compared to Webroot
Includes Email Protection, antivirus and anti-phishing
Mediocre antivirus protection test results, relies on signature/definition updates
24/7 Support adds 20% to license cost
Very basic product reflected in price
High TCO due to poor remediation and poor performance

Notes and Comments

No Agent Commands, remote endpoint mgmt or application controls (white/black listing only)
No System Analyzer or System Cleaner, no Identity/Privacy Shield or protected applications
No integrated proactive Support, and support is cost option
No automatic roll-back remediation. No real-time anti-phishing defenses
No support for Virtual environments or Citrix servers