

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.



Intel acquired McAfee in February 2011. McAfee offers an extensive IT Security portfolio, covering everything from antivirus to firewalls, across devices from servers to mobile. In September 2009, McAfee acquired MX Logic to offer email and web SaaS (Cloud) security options. The web offering is now called McAfee SaaS Web Protection.

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|-------------------------------------|--------------------------|
| Established | 1987 |
| Headquarters | San Clara, CA, USA |
| Revenue | unknown |
| Company Status | Subsidiary (Intel -INTC) |
| No. of Employees | 7000+ worldwide |
| No. of IT Security Customers | ~45,000+, 5M+ users |

| Deployment | Webroot | McAfee |
|--------------------|-----------------------------|----------------------------------|
| Availability | 99.99% Uptime | 99.9% uptime (9hrs/yr. downtime) |
| Antimalware | 100% Known Malware | Unknown |
| Antispyware | 100% Known Spyware | Unknown |
| Web Latency | Milliseconds | 90% in <90 seconds |
| Policy Propagation | 99.9% Updates within 5 mins | Within seconds |

| 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 McAfee | |
|-----------------------|--|
| Average Position | Supporting Messages |
| Strengths | Brand Presence & Market Share: Largest SMB & Channel customer base. 3,000+ SaaS web customers, 150K+ users, 1,800+ partners. Competitive pricing |
| | Web Protection: Strong service with brand support and reputation of McAfee Labs™ and threat intelligence behind it |
| | Integrated SaaS Platform: Integrated email, archiving, web & mobile solutions, single admin console. Partner and end user self-provisioning |

| De-Positioning McAfee (continued) | |
|-----------------------------------|--|
| Average Position | Supporting Messages |
| Vulnerabilities | Support & SLAs: Customer support is weak, resellers must offer front line, weak customer support SLAs |
| | Malware Prevention: McAfee antivirus scores poorly in testing, high infection rates & resulting poor customer satisfaction |
| | Size vs. Dedication to Customers: Too large to give individual customers attention & care they deserve |
| Sales Tactics | Focused Web Security Vendor: Webroot isn't trying to (up)sell hybrid or expensive appliances |
| | Superior Anti-phishing: Webroot Real-Time Anti-Phishing is more accurate, McAfee offers limited protection |
| | Threat Protection & Performance: Webroot offers multi-layered web threat protection, signature & non-signature engines, anonymous proxy control, split tunneling |
| | Trial: Offer free trial to let our capabilities shine through |

| Features | Webroot | McAfee | Notes – How to Win |
|--|---------|---------|---|
| Roaming User Support | | | |
| Roaming User Authentication without Server/Key Mgmt | Yes | No | MC – Requires PAC script change to browser |
| Automatic Hotspot Mgmt | Yes | Yes | MC – McAfee Client Proxy similar to Webroot DWP |
| Roaming User Config via Mgmt Console | Yes | Yes | MC – Available |
| PAC Files Mgmt and Storage within Service | Yes | Yes | MC – Available |
| Threat Detection | | | |
| Antimalware Protection (Viruses, Trojans, Spyware, etc.) | Yes | Yes | MC – Uses own gateway antivirus, but not very effective |
| Real-Time Anti-Phishing | Yes | No | MC – Historical phishing data, ineffective due to short lifespan of phishing sites (avg. <11 hours) |
| Proprietary Detection for Malicious JavaScript, XSS & Shellcode | Yes | No | MC – No additional protection outside web and file reputation filters |
| Scan Ahead & Safe Search Protection | Yes | Yes | MC – Both available |
| Threat Protection Included in Pricing | Yes | Unknown | |
| Botnet Detection & Zombie Alerting | Yes | No | MC – No botnet or zombie detection or alerting |
| HTTPS/SSL Decryption & Scanning | Yes | Yes | MC – Available |
| Web Filtering | | | |
| Reputation & High Categorization Web Filter | Yes | Partly | MC – Offers ~60M classified categories, Webroot over 410M |
| Split Tunneling Bypass Option | Yes | No | MC – No split tunneling |
| Coaching Option for Web Filtering | Yes | No | MC – No coaching |
| Granular URL Filtering Categories | 83+ | 100 | MC – Less accurate than Webroot BrightCloud Threat Intelligence |
| File Type & Streaming Media Control | Yes | Yes | MC – Available |
| Social Media/Web 2.0 Post Blocking | Partly | Yes | MC – Available |
| Management | | | |
| Transparent User Auth. for Citrix & Terminal Server Users | Yes | No | MC – Not available |
| Independent User Alerts, Admin Alerts & Blocking Options | Yes | Yes | MC – Blocking only, no inform options |
| Policy Groups Configuration in UI | Yes | Yes | MC – Available |
| Granular Role-Based Admin Controls (Group, Policy & Feature Specific) | Yes | Yes | MC – Available |
| Reporting/Logging/Alerting | | | |
| Detailed Logging Capabilities | Yes | No | MC – Reflects typical MC user size, <50 seats |
| Flexible Scheduled Reporting/Charts | Yes | Partly | MC – Available, but no log reporting or advanced distribution |
| Configured Chart Saving for Repeat Viewing | Yes | Partly | MC – Available, but very limited |
| Customized End User Notifications for Malware, Filtering, Quotas, Alerts | Yes | No | MC – Available, but only standard violation and block alerting |

| Key Points |
|---|
| 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 |

| 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. PUA), 790K+ new files daily |