

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 SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources with an always up-to-date Smarter Cybersecurity™ solution that never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



AVG Technologies (formerly Grisoft) is a Czech company formed in 1991 by Jan Gritzbach and Tomáš Hofer with offices in Europe and the USA. It specialized in computer security software. Business security included AVG CloudCare; AVG Anti-Virus Business Edition; AVG Internet Security Business Edition – security suite plus File Server; E-mail Server and Linux Server Editions. AVG was acquired by Avast (both Czech companies) and taken Private. They now operate as a single company and both product lines continue, but there is uncertainty for the future of AVG.

Established	Acquired 2016 by Avast
Headquarters	Prague, Czech Republic
Revenue	Private
Company Status	Private
No. of Employees	650+
No. of Endpoint Customers	25.7% of Windows Avast/AVG, only 0.63% business (OPSWAT)

Deployment	Webroot*	AVG Business Edition†
Agent Deployment Size	< 1MB	253MB
Full Installation Time	5 seconds	152 seconds
Full Installation Size	2 MB	476.5MB
Memory Used Initial Scan	13 MB	494.3MB
Scheduled Scan Time	91 seconds	10.6 seconds
Memory Usage - Idle	5.5 MB	243.9MB
File Write, Open, Close	19.2 seconds	N/A

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.
	Uses less than 3MB of installation disk space (compared to 70MB+ used by competitors.)
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 generating 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 intelligence 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 AVG Internet Security Business Edition	
Average Position	Supporting Messages
Strengths	Market Coverage: huge consumer market share, mainly free, but well-known brand as either AVG or Avast and used globally.
	Efficacy: both AVG and Avast perform reasonably well, but not above average expectations.
	File Server and Email Server options: AVG offers a wide range of security application solutions, including anti-spam
	Supports: Windows, Mac, Linux, Virtual Machines

De-Positioning AVG Internet Security Business Edition (continued)

Average Position	Supporting Messages
Vulnerabilities	Features/Cost: options add up quickly and even the full product is basic compared to Webroot
	Resources: Uses a lot of resources at Idle. And, as is typical for hybrid signature/signatureless solutions, there is still reliance on local signatures updates.
	Platform Support: Limited support of Mac OS is a major issue as is the ability to support Virtual environments. Android supported but iOS is very limited
Sales Tactics	Remote Manageability: Webroot doesn't need hardware/infrastructure, totally cloud-based, and offers full remote management, plus RMM/PSA integrations with Atera, Autotask, Continuum, ConnectWise, Kaseya, Ninja, etc.
	Low Operational Costs: no definition updates, auto-remediation minimizes reimaging, very low cost of ownership and great on-device performance.
	Unlimited Trial: Offer instant free 30-day trial to run alongside existing antivirus so our capabilities shine through

Features	Webroot	AVG	Notes – How to Win
Deployment & Installation			
Fast installation	Yes	Partly	AVG – Installs in 2.5 minutes, but then needs updates that make this much longer than Webroot
Fast scheduled scanning	Yes	Yes	AVG – Their scheduled scan is fast but uses more resources than Webroot
No-conflict compatibility with all software	Yes	No	AVG – Will conflict with other security, which must be removed. Webroot doesn't require removal
Minimal system resource usage - Memory, CPU & Disk	Yes	No	AVG – System idle and disk space used are all significantly greater than Webroot
Support for Mac, PC, Server, VMware & Citrix	Yes	Partly	AVG – Win OS, but no Mac support and no VMWare or Citrix support
Threat Detection and Remediation			
Global security & threat intelligence network	Yes	Partly	AVG – Not as broad or rich in data from as the Webroot Threat Intelligence Platform
Advanced zero-day/unknown malware detection	Yes	Partly	AVG – Solid detection, but criticized recently for signatureless options being less effective
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Yes	AVG – Offers similar protection coverage to Webroot
Advanced file pattern & behavior recognition technology	Yes	Partly	AVG – Does not highlight this capability, could be part of poor signatureless options
Adjustable heuristics for Age, Popularity, Uniqueness	Yes	No	AVG – No heuristic settings
Intelligent cloud-based outbound firewall	Yes	Yes	AVG – Does offer a firewall
Comprehensive range of System Protection shields	Yes	Partly	AVG – Offers some shields as part of solution, but not as many or effective as Webroot
Automatic journaling of unknown processes	Yes	No	AVG – No journaling or continuous monitoring of unknown files
Automatic malware remediation & removal	Yes	No	AVG – No rollback remediation
Comprehensive application override controls	Yes	No	AVG – Does not offer application black or whitelisting functionality
Dwell Time	Yes	No	AVG – Dwell time is not measured or reported
Web Browser Security			
Browser vulnerability protection	Yes	Partly	AVG – Offers online protection, but solely a malicious URL-based system, ie. less effective
Identity Shield, sensitive data safe-mode	Yes	No	AVG – No Identity Shield for sensitive internet transactions
Real-Time Anti-Phishing protection	Yes	No	AVG – Uses crowdsourced lists and is constantly criticized for poor anti-phishing defenses
Secure Web Gateway service option	Yes	No	AVG – Only offers endpoint security
Management and Reporting			
Cloud-based management console	Yes	No	AVG – Requires extensive on-site server deployments, but does offer remote cloud management
Advanced management reporting & analytics	Yes	Partly	AVG – Needs the Managed Workplace 10 RMM to offer this degree of reporting and analytics
Zero client/agent definition file updates	Yes	No	AVG – Still needs regular updates
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	No	AVG – Does not offer good device control
System Cleaner & System Analyzer performance tools	Yes	No	AVG – Does not offer these features in its business solutions
System viewer, control and file submission tools	Yes	Partly	AVG – Needs the Managed Workplace 10 RMM to do any of this
Full range of remote endpoint Agent Commands	Yes	No	AVG - Managed Workplace 10 RMM might offer some of this

Key Findings

Market leader in consumer with Avast ownership
Miniscule business share according to OPSWAT at 0.63%
MSP SMB offering had a very troubled history in 2015 and Avast's focus on consumer does not bode well
Customer telephone support is generally poor and limited
AVG's own RMM Managed Workplace/MSP/SMB offering is not gaining any traction in Channel
SEP 14 is extremely complex and difficult to manage

Notes and Comments

AVG is a very small player in the SMB sector and even smaller in the MSP space.
Webroot offers better overall efficacy and is better on a cost-for-cost basis, both in purchase and running costs.
GSM integrations with other RMM/PSA tools offer much more than Managed Workplace