

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 SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources with an always up-to-date Smarter Cybersecurity™ solution that never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



Panda Security (PDA) was founded in 1990 and has 61 offices throughout the globe, including headquarters in Florida and in Spain. Available in 23+ languages, Panda solutions are trusted by millions of users across 190+ countries. Panda was the first cybersecurity company to use real-time threat intelligence in the cloud to automatically analyze and classify new malware for more effective protection with lower system impact, however most of their business uses a free antivirus model.

<b>Established</b>	1990
<b>Headquarters</b>	Bilboa, Spain
<b>Revenue</b>	Est. Rev \$100M (2014) <sup>1</sup>
<b>Company Status</b>	Private
<b>No. of Employees</b>	700

Deployment	Webroot <sup>2</sup>	Panda <sup>3</sup>
Agent Deployment Size	<1MB	5.5 MB
Full Installation Time	5 seconds	<10 Minutes
Full Installation Size	2 MB	64-500 MB
Memory Used Initial Scan	13 MB	N/A
Scheduled Scan Time	91 seconds	N/A
Memory Usage - Idle	5.5 MB	9 MB
File Write, Open, Close	19.2 seconds	N/A

**Positioning Webroot SecureAnywhere® Business Endpoint Protection**

Key Differentiators	Supporting Messages
<b>Smallest Endpoint Security Client</b>	Full installation software package is less than 1 MB in size.
	Lowest scanning RAM usage of any endpoint solution.
<b>Fastest Scan Times Easy to Deploy, Configure and Use</b>	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.
<b>Powerful Threat Protection and Remediation</b>	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 Panda Endpoint Security**

Average Position	Supporting Messages
<b>Strengths</b>	Good detection: Panda scores well in independent tests. PCMag malware blocking score is 89% (Webroot is 100%) <sup>4</sup>
	Brand recognition: Well-known in Europe and worldwide because of its free antivirus offering
	Web Protection: Strong malicious URL protection
	'Goodware' execution: Whitelist-only application run permissions

De-Positioning Panda (continued)	
Average Position	Supporting Messages
<b>Vulnerabilities</b>	Anti-Phishing: Phishing defenses are poor, a major vulnerability
	Implementation: Relies on URLs being reachable (easy to block) and client is heavyweight, despite cloud model
	Management: Very limited basic cloud management with little flexibility
	No Auto-remediation or Blacklisting: Relies on known good model, not known good and bad and undetermined
<b>Sales Tactics</b>	Poor Management: Very limited management and no equivalent to GSM
	Inferior Threat Protection: lower efficacy scores than Webroot, no auto-remediation, long scan times (PCMag)
	Demo: Show GSM and our threat functionality and ease of use
	Efficacy: Use MRG Effitas efficacy tests to show problem with detection rates as the only measure of efficacy
	Trial: Offer unlimited 30-day free trial offer or a demo

Features	Webroot	Panda	Notes – How to Win
<b>Deployment &amp; Installation</b>			
Fast installation	Yes	No	PDA – installs fairly rapidly but traditional antivirus heritage shows in disk space for a full installation (500 MB)
Fast Scheduled Scanning	Yes	No	PDA – full scheduled scans are time consuming around 30 minutes ( PCMag)
No-conflict compatibility with other security software	Yes	No	PDA – doesn't coexist with other security products and they need to be removed because of conflict
Best scan speeds, memory use, performance impact	Yes	Partly	PDA – cloud-based, but doesn't perform as well as Webroot
Support for Mac, PC, Server, VMware & Citrix	Yes	No	PDA – supports a wide range of platforms like Webroot
<b>Threat Detection and Remediation</b>			
Global security & threat intelligence network	Yes	Yes	PDA – does not have the depth & breadth of Webroot threat intelligence
Advanced zero-day/unknown malware detection	Yes	Yes	PDA – offers protection, but no remediation
Real-time behavioral threat detection & remediation	Yes	Yes	PDA – uses collective intelligence, but no remediation
Endpoint recovery & malware removal tools	Yes	Partly	PDA – offers some limited tools
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Yes	PDA – scores well in malware tests, but has very poor phishing protection
Strong protection against targeted/low volume malware	Yes	Yes	PDA – collective TI like Webroot, so has strong protection from low volume, targeted attacks
Intelligent outbound application firewall	Yes	Yes	PDA – offers extensive firewall rules & policies
Rollback remediation	Yes	No	PDA – no built-in auto-remediation
<b>Web Browser Security</b>			
Browser protection with web rep scoring	Yes	Yes	PDA – does provide low level protection
Identity/privacy shield	Yes	No	PDA – no Identity/Privacy Shield, solely malware focused
Real-Time Anti-Phishing protection	Yes	No	PDA – very poor phishing protection (PCMag)
Secure Web Gateway service option	Yes	No	PDA – no web service
<b>Management and Reporting</b>			
Cloud-based management console	Yes	Yes	PDA – offers web-based management, but very limited
Auto-updating endpoint agent	Yes	Partly	PDA – still needs signature updates, but automatic updating is available for most platforms
At-a-glance dashboard with advanced reporting/analytics	Yes	Yes	PDA – very basic real-time dashboard
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	Yes	PDA – integrated mobile device security, and superior device controls
System monitoring & application control	Yes	Partly	PDA – offers system monitoring but not application control
Technical tools including system viewers, system control, file submission	Yes	No	PDA – no extensive investigation tools
Monthly billing	Yes	No	PDA – no monthly billing flexibility

Key Findings
Have undergone major upheavals in past few years. Free antivirus is very good (PCMag Editor's Choice), however efficacy is not on par with Webroot
Panda has a collective threat approach, but still relies on a large agent, signature updates and a traditional AV approach to stopping malware.
Panda is only an SMB solution and is too basic for MSPs or SMEs – however they protect Linux and Mobile devices too

Notes and Comments
For SMBs looking for a more advanced solution we should position Webroot as where Panda would like to have been with using cloud threat intelligence.