

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 SecureAnywhere Business Endpoint Protection replaces outdated, less effective, reactive antivirus that needs constant updates and hogs system resources, with an always up-to-date Smarter Cybersecurity™ solution that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



Trend Micro introduced PC-cillin for consumers in 1990. In the enterprise sector in the late 90s, their InterScan Viruswall gateway antivirus was clear market leader. Recent consumer products include Titanium Internet Security, and Worry-Free™ traditional software and hosted SaaS services for small enterprises. For mid-size (100+ seats), they offer OfficeScan and Smart Protection Suites. They are the 3rd largest endpoint protection vendor worldwide.

Established	1988
Headquarters	Tokyo, Japan
Revenue	FY15 ¥124,317 M
Company Status	Public TYO: 4704; TSE 4704
No. of Employees	5,200+
No. of Endpoint Customers	10M+

Deployment	Webroot	Trend Micro
Agent Deployment Size	< 1MB	Unknown
Full Installation Time	5 seconds	183 Seconds
Full Installation Size	2 MB	599 MB
Memory Used Initial Scan	13 MB	107 MB
Scheduled Scan Time	91 seconds	~5.5 minutes
Memory Usage - Idle	5.5 MB	60.6 MB
File Write, Open, Close	19.2 seconds	7.6 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.
Powerful Threat Protection and Remediation	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 Trend Micro Worry-Free™ Business Security Advanced	
Average Position	Supporting Messages
Strengths	Global Brand Coverage: Trend Micro is a global brand with strong marketing presences in the global consumer and enterprise markets.
	Portfolio: TMOS has a wide range of offerings and in addition to antivirus, covers Web, Email, DLP, Encryption, Mobile security and more. Strategic Partnerships with Cisco and thought leadership on IT security issues.
	Threat Intelligence: TMOS have advanced cloud threat intelligence with TrendLabs and Trend Micro™ Smart Protection Network™

De-Positioning Trend Micro Worry-Free™ Business Security Advanced (continued)

Average Position	Supporting Messages
Vulnerabilities	Malware Efficacy: Independent testing and reviews do not rank TM as highly as Webroot. Use MRG Testing of Trend vs. Webroot (Jan 2016).
	Product & Customer Satisfaction: Trend Micro scored under the average for both Product and Relationship† satisfaction – 59% (avg. is 61%).
	Cost of Ownership: TMOS has a high cost of ownership compared with other vendors (due to reimaging, updates, etc.)
	MSP Rating: TMOS 3.1, Webroot 4.6 by Spiceworks#
Sales Tactics	Compatibility: Use the fact that we happily run alongside existing endpoint security to fully demonstrate install and initial scan times.
	Portal/Reporting/Web Integration: Show web portal and ease of management and reporting, plus integration with mobile, user licensing.
	Efficacy/Performance: Use MRG and PassMark performance results.
	No Conflict Trial: Offer free 30-day trial to run alongside existing antivirus so our capabilities shine through. Silent Audit mode to show how Webroot catches what TMOS has missed.

Features	Webroot	TM	Notes – How to Win
Deployment & Installation			
Fast installation	Yes	Partly	TMOS – 3 minutes compared to SecureAnywhere Business Endpoint Protection 5 seconds
Fast scheduled scanning	Yes	No	TMOS – Nearly 6 minutes compared to Webroot ~ 91 seconds
No-conflict compatibility with all software	Yes	No	TMOS – Old security must be removed before installing TMOS, while Webroot can run alongside
Minimal system resource usage - Memory, CPU & Disk	Yes	No	TMOS – Heavy resource usage during scans (25%) compared to Webroot (10%)
Support for Mac, PC, Server, VMware & Citrix	Yes	Yes	TMOS – No Citrix support, but good range. Needs multiple modules
Threat Detection and Remediation			
Global security & threat intelligence network	Yes	Yes	TMOS – Trend Micro™ Smart Protection Network™
Advanced zero-day/unknown malware detection	Yes	Yes	TMOS – Have high detection rates of zero-hour malware
Protection against viruses, Trojans, worms, spyware & rootkits	Yes	Yes	TMOS – Struggles in this area of detection, particularly browser protection and hidden rootkits
Advanced file pattern & behavior recognition technology	Yes	Partly	TMOS – Some pattern matching and behavior monitoring
Adjustable heuristics for Age, Popularity, Uniqueness	Yes	Partly	TMOS – Struggles in this area of detection
Intelligent cloud-based outbound firewall	Yes	Yes	TMOS – Standard feature, though definition of 'intelligent' is unclear
Comprehensive range of System Protection shields	Yes	No	TMOS – Limited set of shields, no Identity and Privacy protection
Automatic journaling of unknown processes	Yes	No	TMOS – Standard quarantine and removal strategy
Automatic malware remediation & removal	Yes	No	TMOS – No built-in rollback or automatic remediation
Comprehensive application override controls	Yes	Yes	TMOS – Does offer application whitelisting but not blacklisting
Dwell Time	Yes	No	TMOS – No dwell time visibility. Dwell time is not measured or reported
Web Browser Security			
Browser vulnerability protection	Yes	Partly	TMOS – Claims to offer this, but results are terrible (refer to MRG Effitas report)
Identity Shield, sensitive data safe-mode	Yes	No	TMOS – No Identity Shield mode for sensitive internet browsing transactions
Real-Time Anti-Phishing protection	Yes	No	TMOS – Standard phishing protection, but not real-time service or intelligence
Secure Web Gateway service option	Yes	Partly	TMOS – Offers simplified URL filtering but not reputation filtering as Webroot does
Management and Reporting			
Cloud-based management console	Yes	No	TMOS – Needs on-premises server(s).
Advanced management reporting & analytics	Yes	Yes	TMOS – Much improved in Trend Micro Control Manager™
Zero client/agent definition file updates	Yes	No	TMOS – Offers real-time updating & ideally server to reduce network bandwidth requirements
Device policies for Network, Disk, USB, CD/DVD Usage	Yes	Yes	TMOS – Standard feature
System Cleaner & System Analyzer performance tools	Yes	Partly	TMOS – Separate cost option
System viewer, control and file submission tools	Yes	Yes	TMOS – Via Trend Micro Control Manager™

Key Findings

Trend Micro have developed OfficeScan for 100+ seat organizations as comprehensive endpoint security offering
Basic agent is same for Trend Micro Worry-Free as for OfficeScan
Very poor protection of the browser and phishing protection (MRG)
Very good but not as good as Webroot self-protection (MRG)
Good detection rates but not as good as Webroot overall (MRG)
No rollback remediation
No Identity/Privacy Shield

Notes and Sources

OfficeScan is part of Smart Protection Suites, offering, Mobile, DLP, Mac, VDI, Encryption, Discovery endpoint sensor, Application Control, and Trend Micro Control Manager.
Trend Micro has a close relationship with VMware.
*PassMark Software, "Webroot SecureAnywhere® Business Endpoint Protection vs. Seven Competitors", (August 2015)
† https://experiencematters.wordpress.com/category/net-promoter/
https://community.spiceworks.com/pages/webroot
MRG Effitas Webroot SecureAnywhere Business Endpoint Protection Versus Trend Micro Security Agent Comparative Analysis (Jan 2016)