Vendor Landscape: Endpoint Anti-Malware

Endpoint protection grows up to become a fully-fledged security suite unto itself.
Introduction

Endpoint Anti-Malware is the must-have security technology; all products are not created equally and decisions should not be made flippantly.

This Research Is Designed For:

✓ Enterprises seeking to select an endpoint Anti-Malware solution for comprehensive protection of multi-platform endpoints.

✓ Enterprises that have established their endpoint Anti-Malware strategy independently and simply need guidance in evaluating available products.

This Research Will Help You:

✓ Understand the capabilities that are available in a modern endpoint Anti-Malware solution.

✓ Evaluate endpoint Anti-Malware vendors and products for your enterprise needs.

✓ Determine which products are most appropriate for particular use cases and scenarios.
Executive Summary

Info-Tech evaluated seven competitors in the Endpoint Anti-Malware market, including the following notable performers:

**Champions:**
- **Sophos**, with its balance of strong product and vendor capabilities at a solid mid-pack price point, leads with an Endpoint Anti-Malware solution that can deliver benefits to any organization.
- **Trend Micro** maintains laser-sharp focus, delivering the strongest reputation-based abilities, but at a price perilously close to the highest in class.

**Value Award:**
- **Kaspersky**'s combination of stable and committed vendor, well-rounded product, and near rock-bottom pricing earns the company the Best Overall Value Award.

**Innovation Award:**
- **Sophos** posted the highest score for product capabilities, and was the only vendor to achieve at least partial marks in every advanced feature category.

### Info-Tech Insight

1. **Virus volumes becoming almost unmanageable:**
   At least by traditional measures. Reputation scanning offers the hope of a rebalancing of the protection/performance scale and is becoming ubiquitous.

2. **Endpoints need protecting against more than just malware:**
   Endpoints have become a primary battlefront in the modern security war; every step must be taken to protect them. Complete suites offer unparalleled ease of management.

3. **Cheap and cheerful may no longer be appropriate:**
   Cut price solutions tend to be lowest on feature/functionality. When enterprise protection is at stake, it’s likely you can’t afford to cut corners and spend less.
Market Overview

How it got here

• The first in-the-wild viruses were released in the 1980s; it was the back-to-back hits of *Melissa* and *Love Bug* at the turn of the millennium that made malware a topic of broad concern. Since those humble beginnings, malware counts have grown exponentially with millions of variants now present and billions likely soon to exist. Threat complexity has also increased first with polymorphic viruses and more recently Advanced Persistent Threats (APTs).

• To combat these threats, the first commercial anti-virus scanners were released in the early 90’s. Over time, these early tools have gained an inordinate number of competitors. Tools themselves have added capability after capability as the malware writers evolve their craft and push the bounds of what viruses, worms, and other malware can do.

Where it’s going

• Reputation scanning, first introduced less than three years ago as a true market differentiator threatens to become ubiquitous; vendors scramble to add the functionality to upcoming releases in an effort to address exponential malware growth rates. No acquisition should be made without this consideration.

• The new frontier is Application Control, the ability to actively restrict execution of weakly secured Web apps; few play in this space and breadth of databases is the key factor.

• As more devices go remote, the threat landscape increases significantly; off-network devices lose the benefit of network-based protection. Comprehensive endpoint protection packages offer impressive security, streamlined management, and single product purchase cost savings. The more abilities, the stronger the security.

As the market evolves, capabilities that were once cutting-edge become default, and new functionality becomes differentiating. Host Firewall has become a Table Stakes capability and should no longer be used to differentiate solutions. Instead, focus on Reputation Scanning and Application Control to get the best fit for your requirements.
Endpoint Anti-Malware Vendor selection / knock-out criteria: Market share, mind share, and platform coverage

• The threat that is malware continues to evolve at a breakneck pace, as does the sheer volume of different malware threats that exist. To keep up with the onslaught, Anti-Malware vendors must continue to innovate and bring new products with capabilities to the field; simple signature based scanners are no longer close to sufficient.

• For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among small to mid-sized enterprises.

Included in the Vendor Landscape:

• **ESET.** Long heralded as one of the lightest, fastest, and cheapest solutions on the market.

• **Kaspersky.** The Russia-based provider that has quietly grown to be the fourth biggest player in the space.

• **McAfee.** Acquisition by Intel has done nothing to adjust the focus of the world’s number two vendor.

• **Sophos.** A two-time Info-Tech Champion and the vendor of one of the most capable suites available.

• **Symantec.** The world’s biggest security solutions provider keeps innovating to maintain market share.

• **Total Defense.** CA’s security unit, recently divested to be an independent player in a hotly contested market.

• **Trend Micro.** The pioneer of reputation-based scanning, broadly seen as the future of malware protection.
## Endpoint Anti-Malware Criteria & Weighting Factors

### Product Evaluation

<table>
<thead>
<tr>
<th>Features</th>
<th>The solution provides basic and advanced feature/functionality.</th>
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</thead>
<tbody>
<tr>
<td>Affordability</td>
<td>The five year TCO of the solution is economical.</td>
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<tr>
<td>Usability</td>
<td>The solution’s dashboard and reporting tools are intuitive and easy to use.</td>
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<tr>
<td>Architecture</td>
<td>The delivery method of the solution aligns with what is expected within the space.</td>
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</tbody>
</table>

### Vendor Evaluation

| Viability | Vendor is profitable, knowledgeable, and will be around for the long-term. |
| Strategy | Vendor is committed to the space and has a future product and portfolio roadmap. |
| Reach | Vendor offers global coverage and is able to sell and provide post-sales support. |
| Channel | Vendor channel strategy is appropriate and the channels themselves are strong. |
Champions receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

Market Pillars are established players with very strong vendor credentials, but with more average product scores.

Innovators have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

Emerging players are newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.

For an explanation of how the Info-Tech Vendor Landscape is created, please see Vendor Evaluation Methodology in the appendix.
Balance individual strengths to find the best fit for your enterprise

<table>
<thead>
<tr>
<th>Product</th>
<th>Overall</th>
<th>Features</th>
<th>Usability</th>
<th>Price</th>
<th>Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESET</td>
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<tr>
<td>Kaspersky</td>
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<td>McAfee</td>
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<tr>
<td>Sophos</td>
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<td>Symantec</td>
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<td>Total Defense</td>
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<tr>
<td>Trend Micro</td>
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<thead>
<tr>
<th>Vendor</th>
<th>Overall</th>
<th>Viability</th>
<th>Strategy</th>
<th>Reach</th>
<th>Channel</th>
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<tbody>
<tr>
<td>Info-Tech Research Group</td>
<td>8</td>
<td></td>
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</tbody>
</table>

For an explanation of how the Info-Tech ‘Harvey Balls’ are calculated, please see [Vendor Evaluation Methodology](#) in the appendix.
What is a Value Score?

The Value Score indexes each vendor’s product offering and business strength relative to their price point. It does not indicate vendor ranking.

Vendors that score high offer more bang-for-the-buck (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

On a relative basis, Kaspersky maintained the highest Info-Tech Value Score™ of the vendor group. Vendors were indexed against Kaspersky’s performance to provide a complete, relative view of their product offerings.

For an explanation of how the Info-Tech Value Index is calculated please see Value Index Ranking Methodology in the appendix.
For an explanation of how normalized pricing is determined, please see Product Pricing Scenario & Methodology in the appendix.
Table Stakes represent the minimum standard; without these, a product doesn’t even get reviewed

<table>
<thead>
<tr>
<th>The Table Stakes</th>
<th>What Does This Mean?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feature</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>Signature and Heuristic Scanning</td>
<td>Black-listing, white-listing, and pattern matching abilities; the essence of AV</td>
</tr>
<tr>
<td>Anti-Spyware</td>
<td>Recognition, restriction, and removal of information gathering software</td>
</tr>
<tr>
<td>Host Firewall</td>
<td>Rules-based control of the traffic, and actions, allowed at the endpoint</td>
</tr>
<tr>
<td>Multi-Platform Coverage</td>
<td>Threats to Mac and Linux platforms are growing, so protection must be consistent</td>
</tr>
</tbody>
</table>

If Table Stakes are all you need from your Anti-Malware solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.
Advanced Features are the market differentiators that make or break a product

<table>
<thead>
<tr>
<th>Scoring Methodology</th>
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</table>

Info-Tech scored each vendor’s features offering as a summation of their individual scores across the listed advanced features. Vendors were given 1 point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

<table>
<thead>
<tr>
<th>Advanced Features</th>
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<table>
<thead>
<tr>
<th>Feature</th>
<th>What We Looked For</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation-Based Scanning</td>
<td>Supplement to traditional scanning that acts based on the assessed reputation of a file</td>
</tr>
<tr>
<td>Host Intrusion Prevention</td>
<td>Ability to actively recognize and respond to inappropriate inbound traffic</td>
</tr>
<tr>
<td>Device Control</td>
<td>Restrictions on the removable media devices that can be attached to endpoints</td>
</tr>
<tr>
<td>Application Control</td>
<td>Regulation of the applications (local and Web-based) that can run on the device</td>
</tr>
<tr>
<td>URL Filtering / Web Control</td>
<td>Blocking of Web traffic that may be harmful, offensive, or legally inappropriate</td>
</tr>
<tr>
<td>Data Leakage Protection</td>
<td>Filtering of outbound traffic to prevent the distribution of sensitive information</td>
</tr>
<tr>
<td>Network Access Control</td>
<td>Security stance assessment, quarantining, and remediation to prevent malware spread</td>
</tr>
<tr>
<td>Endpoint Encryption</td>
<td>Encryption (file, folder, or disk based) of sensitive data stored on endpoints</td>
</tr>
</tbody>
</table>
Each vendor offers a different feature set; concentrate on what your organization needs.

<table>
<thead>
<tr>
<th></th>
<th>Reputation Scanning</th>
<th>Host IPS</th>
<th>Device Control</th>
<th>Application Control</th>
<th>URL Filtering</th>
<th>DLP</th>
<th>NAC</th>
<th>Endpoint Encryption</th>
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<tbody>
<tr>
<td>ESET</td>
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<tr>
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<td>Total Defense</td>
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<td><img src="red-circle" alt="Feature Absent" /></td>
<td><img src="yellow-circle" alt="Feature Present" /></td>
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Legend:
- ![Feature Present](green-circle) = Feature fully present
- ![Feature Partial](yellow-circle) = Feature partially present / pending
- ![Feature Absent](red-circle) = Feature absent
Sophos; the most complete product, and a compelling price

**Champion**
- **Product:** Endpoint Security & Data Protection
- **Employees:** 1,200+
- **Headquarters:** Abingdon, UK
- **Website:** Sophos.com
- **Founded:** 1985
- **Presence:** Privately Held

**Overview**
- Though not one of the largest players in this evaluation, Sophos offers market-leading solutions and continues to grow its product lines through careful and strategic acquisition.

**Strengths**
- The greatest feature-functionality of any endpoint protection product on the market today means truly comprehensive protection from a single integrated product.
- Stable company that has established solid market presence and continues to grow its base of ability through acquisition of vendors with complimentary product lines.

**Challenges**
- Reputation scanning network that is not yet as well developed as those of market leaders; smaller market share means this network is likely to always be smaller as well.
- Recent acquisition of Astaro moves the company into network security for the first time ever; potential for loss of strategic focus exists.

**Info-Tech Recommends:**
Sophos offers an outstanding product that offers the broadest capabilities at a mid-pack price; no reason exists for it to not be considered as an alternative in every short-list situation.
Trend Micro; the strongest reputation filtering abilities

**Champion**

- **Product:** Enterprise Security for Endpoints
- **Employees:** 4,334
- **Headquarters:** Tokyo, Japan
- **Website:** US.TrendMicro.com
- **Founded:** 1988
- **Presence:** NIKKEI: 4704
  - FY10 Revenue: $1.0B

**Overview**

- The third largest Anti-Malware provider in the world, and the originator of reputation-based scanning, Trend Micro is a true endpoint protection innovator.

**Strengths**

- Market-leading reputation-based scanning capabilities, and one of only two providers evaluated to offer at least some capability in every feature category.
- Products offer unique “Virtual Patch” capability to get the protection of a patch, without actually applying it; allows enterprises to offer protection while testing compatibility.

**Challenges**

- Being one of the higher priced solutions included in this evaluation offsets some of the high marks earned by solid capabilities.
- Trend’s cloud-based protection, while easy-to-use, is not as feature rich as its on-premise solutions.

**Info-Tech Recommends:**

Trend’s head start in reputation scanning means it deserves consideration in all evaluations as its capabilities continue to lead in this essential area.

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**3 year TCO between $100,000 and $250,000**
**Kaspersky; tremendous pricing, expanding capabilities**

**Innovator**
- **Product:** Business Space Security
- **Employees:** 2,500+
- **Headquarters:** Moscow, Russia
- **Website:** Kaspersky.com
- **Founded:** 1997
- **Presence:** Privately Held

**Overview**
- A dedicated provider that has a strong (and growing) business market presence in Europe and strong consumer market world-wide.

**Strengths**
- The lowest priced solution included in this comparison and a product that costs less than half the cost of the solutions from “the big three.”
- Kaspersky’s administration console is a completely free download, yet is powerful enough to scale to multi-thousand endpoint deployments.

**Challenges**
- Though the product has strong device control capabilities, it is lacking application and data (inbound Web content and outbound DLP) control capabilities.
- The majority of the company’s business is from consumer space, and much enterprise business comes through partner agreements. Enterprise focus needs strengthening.

**Info-Tech Recommends:**
With absolute rock-bottom pricing, Kaspersky’s solution is a “must evaluate” option for the cost conscious enterprise, though the smaller feature set may limit appeal for the truly paranoid.
**McAfee:** no-cost encryption not necessarily enough to offset higher initial price

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### Market Pillar

<table>
<thead>
<tr>
<th>Product</th>
<th>Endpoint Protection – Advanced Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>6,378</td>
</tr>
<tr>
<td>Headquarters</td>
<td>San Clara, CA</td>
</tr>
<tr>
<td>Website</td>
<td>McAfee.com</td>
</tr>
<tr>
<td>Founded</td>
<td>1987</td>
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<tr>
<td>Presence</td>
<td>NASDAQ: INTC FY10 Revenue: $2.1B</td>
</tr>
</tbody>
</table>

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### Overview

- Now a wholly-owned division of Intel, McAfee is the world's largest dedicated security solutions provider, and the second largest Anti-Malware vendor in the world.

### Strengths

- ePolicy Orchestrator (ePO), McAfee’s holistic management platform is a true market differentiator allowing for seamless management of the entire McAfee stack via a single console.
- One of only two products to natively include endpoint encryption rather than as an extra-cost add-on makes the solution a strong choice for off-network endpoints.

### Challenges

- It’s solution is generally feature-rich, but McAfee is the only one of the “big three” to not have application control abilities.
- Though less expensive than its chief rivals, still one of the costliest solutions, at twice that of the lowest price solutions.
- Concerns over the impact of the Intel acquisition lessening, but still not yet completely alleviated.

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**Info-Tech Recommends:**

The integration of Endpoint Protection management into ePO makes its acquisition a no-brainer for broader McAfee shops, and brand reputation makes it a worthy option for all others.
Symantec: market leading capability, highest overall price

**Market Pillar**

<table>
<thead>
<tr>
<th>Product</th>
<th>Endpoint Protection</th>
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</thead>
<tbody>
<tr>
<td>Employees</td>
<td>17,500</td>
</tr>
<tr>
<td>Headquarters</td>
<td>Mountain View, CA</td>
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<tr>
<td>Website</td>
<td>Symantec.com</td>
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<tr>
<td>Founded</td>
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<tr>
<td>Presence</td>
<td>NASDAQ: SYMC</td>
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<tr>
<td>FY10 Revenue</td>
<td>$6B</td>
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3 year TCO between $100,000 and $250,000

**Overview**

- Symantec has maintained its position as the world’s largest security and Anti-Malware vendor, even as it expanded its offerings into storage and systems management markets.

**Strengths**

- Though only recently released to enterprise clients, Symantec’s Insight offers top-notch reputation scanning, supplementing with SONAR, which applies the cloud-based concept of reputation scanning to heuristic analysis.
- The largest and most stable vendor in this evaluation; with broad partner networks, comprehensive support programs.

**Challenges**

- List pricing for SEP the highest of all evaluated products; favorable discounting may make this more palatable, but starting higher likely means ending higher as well.
- At some point, the constant expansion has to begin to distract Symantec from its core focus; that time isn’t yet, but four years between SEP updates indicates it may be coming.

**Info-Tech Recommends:**

At a lower price-point, SEP 12 would be a Champion; nonetheless, the abilities of the product and the strengths of the company mean that it must be evaluated by all but the most cost-averse.
Total Defense; a promising solution once full platform coverage is available

**Emerging Player**

- **Product:** Endpoint
- **Employees:** NA
- **Headquarters:** Islandia, NY
- **Website:** TotalDefense.com
- **Founded:** 2011
- **Presence:** Privately Held

**Overview**

- The most recent dedicated entrant to the market, Total Defense is the spin-off of CA's Integrated Security Business Unit and is now solely focused on endpoint Anti-Malware.

**Strengths**

- One of only two evaluated solutions to offer comprehensive device and application control giving it capabilities few can match, for now.
- Extremely attractive, intuitive, and powerful management console that is ideal for enterprise administrators of all ability levels.

**Challenges**

- Though as a CA division the product gained traction with enterprise customers, as a stand-alone company with little name recognition acquiring new clients may be much harder.
- Platform coverage currently trails the market; r8.1 version addresses Win/Mac/Linux, but newer r12 Win only until next year, while mobile device protection is still a work in progress.

**Info-Tech Recommends:**

When multi-platform coverage is brought on-line, Total Defense has enough going for it in terms of product capability, mid-pack pricing, and strategic focus that it deserves a look.

3 year TCO between $100,000 and $150,000

Info-Tech Research Group
ESET; enticing price and performance, but limited feature set

**Emerging Player**

- **Product:** Smart Security / NOD32
- **Employees:** 700
- **Headquarters:** Bratislava, Slovakia
- **Website:** ESET.com
- **Founded:** 1992
- **Presence:** Privately Held

**Overview**

- ESET is a smaller player but is one of the few to be solely focused on the Anti-Malware space. European-based, it nonetheless maintains a significant US presence.

**Strengths**

- One of the lowest list prices available for a product that is universally regarded as fast, light, efficient, and effective.
- Rip and Replace Service one of most effective solutions for the removal/replacement of incumbent Anti-Malware tools; drastically speeds time to deployment.

**Challenges**

- Though the company’s focus is on low-price, high performance anti-malware, the available feature-set is the smallest of all evaluated vendors and Mac/Linux protection even weaker (no host firewall available).
- A David amongst Goliaths in this review and in the market place in general.

**Info-Tech Recommends:**

Small/Medium businesses looking for bare-bones, low cost protection will find a lot to like. Those that are larger, or have more complex protection requirements, will have to look elsewhere.

3 year TCO between $50,000 and $100,000
Identify leading candidates with the **Endpoint Anti-Malware Vendor Shortlist Tool**

The Info-Tech **Endpoint Anti-Malware Vendor Shortlist Tool** is designed to generate a customized shortlist of vendors based on your key priorities.

This tool offers the ability to modify:

- Top-level weighting of product vs. vendor criteria
- Individual product criteria weightings:
  - Features
  - Usability
  - Affordability
  - Architecture
- Individual vendor criteria weightings:
  - Viability
  - Strategy
  - Reach
  - Channel

![Custom Vendor Landscape™ and Vendor Shortlist](image-url)
Protecting endpoints that host sensitive data needs a special blend of abilities.

Inherent encryption, coupled with built-in DLP ensures safety of data, even when endpoints are off-network.

1. Protection of Devices Hosting Sensitive Data
   - **Exemplary Performers**
     - Sophos
     - Symantec
     - Trend Micro

2. Feature/Price Balance
   - **Viable Performers**
     - McAfee
     - Kaspersky

3. Complete Protection
   - **Adequate Performers**
     - Eset
     - Total Defense
Price/performance blend key factor to most SMBs

Product “bang-for-the-buck” comes from evaluating features and price, leaving all other factors aside.

1. Sensitive Data
   - Exemplary Performers
     - Sophos
     - Kaspersky
     - Eset

2. Balance Between Cost And Capability
   - Viable Performers
     - Total Defense
     - Trend Micro

3. Complete Protection
   - Adequate Performers
     - McAfee
     - Symantec
When nothing but the best will do – the pinnacle of ability

Top-end capability a measure of functionality and usability; leveraging the one always requires the other.

1 Sensitive Data

Exemplary Performers

2 Feature/Price Balance

Viable Performers

3 The Most Capable Product, Money No Object

Adequate Performers

Info-Tech Research Group
Appendix

1. Vendor Evaluation Methodology
2. Value Index Ranking Methodology
3. Product Pricing Scenario & Methodology
1. Vendor Evaluation Methodology

Info-Tech Research Group’s Vendor Landscape market evaluations are a part of a larger program of vendor evaluations, which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

From the domain experience of our analysts, as well as through consultation with our clients, a vendor/product shortlist is established. Product briefings are requested from each of these vendors, asking for information on the company, products, technology, customers, partners, sales models and pricing.

Our analysts then score each vendor and product across a variety of categories, on a scale of 0-10 points. The raw scores for each vendor are then normalized to the other vendors’ scores to provide a sufficient degree of separation for a meaningful comparison. These scores are then weighted according to weighting factors that our analysts believe represent the weight that an average client should apply to each criteria. The weighted scores are then averaged for each of two high level categories: vendor score and product score. A plot of these two resulting scores is generated to place vendors in one of four categories: Champion, Innovator, Market Pillar, and Emerging Player.

For a more granular category by category comparison, analysts convert the individual scores (absolute, non-normalized) for each vendor/product in each evaluated category to a scale of zero to four whereby exceptional performance receives a score of four and poor performance receives a score of zero. These scores are represented with “Harvey Balls”, ranging from an open circle for a score of zero to a filled in circle for a score of four. Harvey Ball scores are indicative of absolute performance by category but are not an exact correlation to overall performance.

Individual scorecards are then sent to the vendors for factual review, and to ensure no information is under embargo. We will make corrections where factual errors exist (e.g. pricing, features, technical specifications). We will consider suggestions concerning benefits, functional quality, value, etc; however, these suggestions must be validated by feedback from our customers. We do not accept changes that are not corroborated by actual client experience or wording changes that are purely part of a vendor’s market messaging or positioning. Any resulting changes to final scores are then made as needed, before publishing the results to Info-Tech clients.

Vendor Landscapes are refreshed every 12 to 24 months, depending on the dynamics of each individual market.
2. Value Index Ranking Methodology

Info-Tech Research Group’s Value Index is part of a larger program of vendor evaluations, which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

The Value Index is an indexed ranking of value per dollar as determined by the raw scores given to each vendor by analysts. To perform the calculation, Affordability is removed from the Product score and the entire Product category is reweighted to represent the same proportions. The Product and Vendor scores are then summed, and multiplied by the Affordability raw score to come up with Value Score. Vendors are then indexed to the highest performing vendor by dividing their score into that of the highest scorer, resulting in an indexed ranking with a top score of 100 assigned to the leading vendor.

The Value Index calculation is then repeated on the raw score of each category against Affordability, creating a series of indexes for Features, Usability, Viability, Strategy and Support, with each being indexed against the highest score in that category. The results for each vendor are displayed in tandem with the average score in each category to provide an idea of over and under performance.

The Value Index, where applicable, is refreshed every 12 to 24 months, depending upon the dynamics of each individual market.
3. Product Pricing Scenario & Methodology

Info-Tech Research Group provided each vendor with a common pricing scenario to enable normalized scoring of Affordability, calculation of Value Index rankings, and identification of the appropriate solution pricing tier as displayed on each vendor scorecard.

Vendors were asked to provide list costs for endpoint Anti-Malware software licensing to address the needs of a reference organization described in the pricing scenario.

Additional consulting, deployment, and training services were explicitly out of scope of the pricing request, as was the cost of enhanced support options beyond the minimum required to provide 24/7 protection, though vendors were encouraged to highlight any such items included with the base product acquisition. The annual software/hardware maintenance rate was also requested, along with clarity on whether or not the first year of maintenance was included in the quoted license costs, allowing a three-year total acquisition cost to be calculated for each vendor’s solution. This three-year total acquisition cost is the basis of the solution pricing tier indicated for each vendor.

Finally, the vendors’ three-year total acquisition costs were normalized to produce the Affordability raw scores and calculate Value Index ratings for each solution.

Key elements of the common pricing scenario provided to endpoint Anti-Malware vendors included:

- A three-site organization with 2200 employees and 1900 endpoints located at a US head office facility, a second US satellite office, and a European satellite office. IT functions, including 3 dedicated IT security professionals, are located primarily at the US head office, with a small proportion of IT staff and systems located at the European site, which also acts as a DR facility.

- The firm is interested in providing comprehensive Anti-Malware protection for its Windows, Linux, and Mac endpoints only (gateway and groupware Anti-Malware are addressed by other in place solutions). It is seeking a solution that can be centrally managed across all platforms via a single location and single management console (where possible).

- The firm does not currently make use of endpoint encryption, data leakage protection, or network access control technologies. These capabilities are desired and if available as components of an integrated solution will be implemented; packages from a vendor that offer a greater degree of comprehensiveness will be given preference over packages that offer a lesser degree of comprehensiveness.