Why VIPRE Over Kaspersky?

Summary

Kaspersky is in the news frequently because their labs are very active and they are doing extensive malware research. As a Russia-based company, however, concerns about privacy risks are severe enough for U.S. government officials to proclaim that they will no longer buy it.

Kaspersky has a comprehensive solution with four editions, starting with the most basic, Select – standard AV with some device and application control but no mobile support. The next level up is Advanced, which adds some system management and encryption, and then Total Security, which adds protection on mail servers, network gateways, and collaboration platforms. Note that Kaspersky also has a Cloud offering that's roughly aligned with Select minus the application control, but they indicate that the on-prem solutions provide more granular control over policy. Interestingly, their Cloud offering is significantly more expensive than Select despite having fewer features.

Kaspersky gets high ratings for effectiveness. At AV-Comparatives, they are on par with VIPRE in detection but have one additional false positive.

COMPARISON CHART		
	VIPRE	Kaspersky
Protection Score*	99.6%	99.8%
False Positive Score*	0	1
Automatic removal of other AV solutions	✓	✕
Simple, easy to use console	✓	✕
US-based development and support	✓	✕

* Independently verified by **AV-Comparatives**

Why Do We Win?

Price: Our per-seat cost is significantly less than Kaspersky's cost for all but the most basic option, Select.

US-based development and technical support: Kaspersky comes from Russia, and concerns about the privacy risk this entails are severe enough that the federal government will no longer buy it. Customers should be aware of the risk of working with a company that the Russian government could take data from without any warrant or legal protections.

Manual updates are very difficult for air-gapped networks, whereas VIPRE Server makes this very easy (Viewray).

Complexity: Kaspersky has four editions with confusing and overlapping features, plus their e-mail, network, and collaboration options are only included in their (very expensive) top level edition. We provide these features as add-ons with attractive discounts.

Competitive removal: The cost of a Kaspersky deployment will include a lengthy process to remove whatever AV solution is already in place; our C.A.R.T. solution automates this to make deployment faster, easier, and cheaper.

Objection Handling

Objection: Kaspersky is very popular, well-known, and has a large research team doing (and publishing) basic threat research

> **Response 1:** VIPRE has been around for 20+ years and is focused on the SMB market, not big-name enterprise customers. We build features that SMBs need, not big customers.

Objection: Kaspersky has good Windows, Mac, Linux, and Mobile agents plus they have e-mail, network, and collaboration protection.

> **Response 1:** We have all of these save Linux support; Email and Network Security are add-ons within our suite.

> **Response 2:** Kaspersky's non-AV solutions seem pretty weak: network inspection for example seems to rely on a proxy and only covers HTTP, HTTPS, FTP, POP3, and SMTP, and does no sandboxing.

> **Response 3:** We do not have Linux support but SMBs rarely use Linux, and the number of threats that target Linux is still small.

Tough Questions

"Are you worried about a foreign government being able to look at any data collected by your AV product without a warrant?

"When you call support, do you want to talk to a U.S. citizen?"

"Have you tried Kaspersky's console? We've heard the learning curve is very steep."

"Have you considered the costs of removing any existing AV solutions? We do that automatically."

"If you buy their Cloud option now, can you easily move to an on-premise option later (or vice versa) if you want more control?"