

Why VIPRE Over McAfee?

Summary

McAfee is the 800-lb gorilla in the AV world; they have a large chunk of the market behind only Symantec. They've been around a long time.

The McAfee portfolio includes home offerings all the way up to enterprise offerings with all kinds of security and management solutions. On the enterprise side, they are perhaps best known for their endpoint management via ePolicy Orchestrator, which includes AV as one component but is itself an entire ecosystem. On the SMB side, however, they really focus on the AV piece with their Endpoint Protection products; they appear to cover only Windows and Mac (no Mobile or Linux). They also do not provide patch management.

Why Do We Win?

Price: Our per-seat MSRP cost is several **times** less than McAfee's comparable offerings.

Simplicity: McAfee has seemingly dozens of offerings and complex tiered pricing.

Test Results: AV-Comparatives gave them a 97.9% with false positive of 57 (compared to 99.6% / 1FPs for us)

Hard to Trial: Testing the software is very difficult. Trial downloads page is hidden from the main site, signup has hidden prerequisites (seat count), installation is really hard.

Too Many Requirements: McAfee requires a separate SQL Server Express install (complex), .NET 3.5 (old, vulnerable), disabling UAC (key Windows security feature)

COMPARISON CHART

	VIPRE	McAfee
Protection Score*	99.6%	97.9%
False Positive Score*	1	57
Automatic removal of other AV solutions		
Patch management		
Device management		

* Independently verified by AV-Comparatives

Objection Handling

Objection: McAfee's suite is more comprehensive and covers more than just AV.

Response: For most customers, that additional complexity isn't needed; VIPRE protects you where it matters.

Objection: McAfee is a really well-known brand; I've never heard of VIPRE.

Response: VIPRE has been in business for over a decade and we're well-known in the SMB market where McAfee does not pay attention.

Tough Questions

"McAfee's technology is very antiquated, as you can see from their test results."

"McAfee installation requires installing outdated software and disabling some Microsoft security protocols which actually creates more vulnerabilities."

"The average installation time for the management console alone is almost an hour, not including configuration. VIPRE takes less than a minute, and less than 10 even if you are deploying a server!"