

# Why VIPRE Over Symantec

FOR INTERNAL USE ONLY





## SUMMARY

Symantec is a very large global company serving primarily very large enterprises, often with 5,000 seats and greater. Symantec has dozens of products that sprawl their product portfolio which is difficult to understand for the average SMB sized business.

Independent testing by AV-Comparatives in 2019 showed VIPRE and Symantec to have identical malware protection rates and no false positives on common business software.

- Malware Protection Rate – 99.7%
- False Alarms on Common Business Software – 0

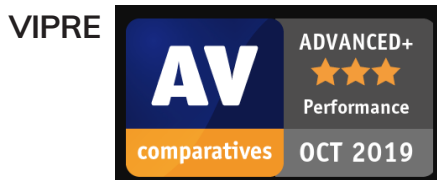
However, **VIPRE's endpoint solution is far easier to set-up, deploy and manage** than Symantec's. According to Tech Writer's Bureau head-to-head comparison, **VIPRE comes out on top in almost every measurable category.**

FEATURE 	ADVANTAGE 	
	VIPRE	Symantec
Initial Setup	✓	—
Quick Start	✓	—
Dashboard Usability	✓	—
Mastering Mobility	✓	—
Protection Efficiency	✓	—
Policy Deployment	✓	—
Deploying Agents to Endpoints	✓	—
Adding New Users or Administrators	—	✓
End User Support	✓	(TIED) ✓

Further, AV-Comparatives showed VIPRE to be a **faster solution** than Symantec with **less impact on resources** measured in the AVC Score and Impact Score respectively.

- AVC Score (higher the better) – VIPRE 88 and Symantec 80
- Impact Score (lower the better) – VIPRE 5.0 and Symantec 12.4

The performance testing leads to awards where **VIPRE received an Advanced Plus 3 star rating** and Symantec received a lesser, Advanced 2 star rating.



## ■ WHY VIPRE OVER SYMANTEC FOR INTERNAL USE ONLY

VIPRE	Symantec
Expertise focused on Small and Medium sized businesses	Focused on the largest of Enterprise Organizations
Endpoint and email security sold through RMM – ConnectWise	Not sold through ConnectWise
Rich mobile interface	Clunky and limited mobile interface
Over 500 competitive uninstallers – including Symantec	No competitor uninstallers
Sleek modern threat dashboards	Less intuitive dashboards
Straight forward product catalog	A confusing product catalog with dozens of products

### Why choose VIPRE?

- **Less complexity:** VIPRE is purpose built for SMBs and the MSPs who serve them. Our engineering and design teams work very hard so our users don't have to. In contrast, Symantec is more difficult to install, configure and maintain.
- **Competitive removal:** VIPRE includes over 500 competitive agent removal uninstallers – including Symantec - at no extra charge. Replacing a competitor's solution is a breeze. Symantec has no similar process in place and the cost and complexity of implementing Symantec is far greater than VIPRE.
- **Resource usage and speed:** VIPRE scores faster in testing and lighter on resources particularly important for SMBs with bandwidth considerations.
- **Price:** VIPRE has been a cost leader for years and has a lower TCO than Symantec. Get the same detection rates and a lower price with VIPRE.

### Objection Handling:

**Objection:** I've heard of Symantec but not VIPRE.

**Response:** VIPRE was established in 1994, 25 years ago in Clearwater, FL where headquarters remains today. VIPRE has always focused on the SMB market rather than huge enterprises. We are known for early innovation including the first commercially available sandbox called CWSandbox as well as ihatespam.

**Objection:** No admin has ever been fired for installing Symantec.

**Response:** That's not entirely true. Today's IT admin is under tremendous pressures to gain efficiencies across their technology stack. VIPRE was purpose built to provide management efficiencies and allow administrators and reseller/MSPs to accomplish more with less tasks and unnecessary complexities.

### VIPRE's Awards and Accolades:

- ChannelPro Best Endpoint Security (Silver) 2019
- AV Test Top Product 2019
- AV Comparatives (Approved Business Security 2019)
- AV Comparatives (Real World Test 2019)
- The Computing Security Awards 2019 – Email Security Solution of the Year (Runner up)
- Stevie Awards for Customer Services 2017, 2018

**FOR MORE INFORMATION** visit [www.VIPRE.com](http://www.VIPRE.com)  
call +1-855-885-5566 or send email to [sales@VIPRE.com](mailto:sales@VIPRE.com).

