

Why VIPRE Over Trend Micro?

Summary

Trend Micro ranks third in the AV market and has been a player for a long time. Their solutions include classic antivirus but their Deep Security solution adds host-based firewall, HIPS, integrity monitoring, and even log scanning, and does this for hybrid on-prem and cloud environments. Their OfficeScan product talks a lot about machine learning techniques and exploit detection and gets into the “Advanced Threat” realm to some extent.

COMPARISON CHART		
	VIPRE	Trend Micro
False Positive Score*	1	81
Automatic virus removal	✓	✗
Patch management	✓	✗
Granular Device Control**	✓	✗

* Independently verified by AV-Comparatives

** Trend has Device Control, but its capabilities are very limited

Why Do We Win?

Price: Even with a 3-year deal, our cost per-seat is still dramatically lower.

Cumbersome Install: The console’s installer is over 850mb (1.4gb extracted), requires Apache Web Server for hosting, and takes over 30m to complete.

False Positives: Trend Micro is consistently plagued by false positives on AV-Comparative Tests (see chart).

Hard to use: Console is locally installed but uses a poorly-designed web-based UI; we hear customer complaints all the time.

Resource Intensive: Many customers report severe system slowdowns and inability to do their work when Trend is operating.

No Patch Management: Trend does not provide a patch management solution.

Objection Handling

Objection: Trend Micro Worry-Free offers plugin-style content filtering for end users browsing the web.

Response: VIPRE blocks malicious web content in the form of domains and URLs at the network level before the content is interpreted: this is faster and more secure

Objection: Trend Micro offers “Outbreak Defense” to keep us safe during a large malware campaign.

Response 1: This feature allows Trend to remotely change your settings, but does not provide much benefit beyond what normal signature updates and automatic quarantining do.

Response 2: Trend’s reputation for generating false positives means that if you give them this level of access to your infrastructure, you are very likely to have service interruptions via blocked content.

Objection: Trend Micro can protect our users utilizing email through Outlook 365.

Response 1: VIPRE Advanced Security provides Outlook server-based protection and we will be rolling out Outlook 365 protection soon. In the meantime, ThreatSecure Email provides an even higher level of protection than Trend because it includes a sandbox.

Response 2: Even without dedicated email security, all email including attachments and embedded links will still be scanned on the endpoint.

Tough Questions

“How much time do you plan on devoting to investigating false positives?”

“How much of a machine’s system resources are you willing to dedicate to your security solution?”

“Do you have a solution for keeping your 3rd party applications up-to-date?”