Why VIPRE Over Webroot?

Summary

Webroot is a strong competitor with a fairly simple software-as-a-service model that is compelling to the same customers we target. Webroot promises advanced analytics by leveraging a fully cloud-hosted malware detection service. The endpoint agent is very small and supposedly lightweight. Virtually all malware detection and analytics happens in the cloud using "cloud-based collective threat intelligence." Webroot is particularly attractive to SMBs because they don't force them to purchase expensive and hard-to-maintain servers to run the AV console. This is reflected in our direct, partner and RMM sales.

Comparison Chart	VIPRE	Webroot
AV-Comparatives Score (Feb-Jun)	99.6%/1FP	NA
Automatic removal of other AV solutions	✓	✕
Patch management	✓	✕
Device management	✓	✕

Webroot has business and home products like us, but really only one edition on the business side and three on the consumer side. They also have a portfolio of additional products including a web gateway, mobile offerings, and various packages of the threat intelligence they collect from their endpoints.

Why Do We Win?

Price: Our per-device cost is 50% less than Webroot's published MSRP (above 250 seats), and we have more features specifically designed for SMBs.

Proven Performance: VIPRE has 100% protection with zero false-positives. Webroot is not included in any reputable independent AV testing agency's product set. Customers should see this as suspicious.

Patch Management: VIPRE has 3rd party patch management which automates the deployment of today's most popular software. Webroot has none.

Device Control and Encryption: VIPRE allows for advanced control over 3rd party peripherals and can encrypt sensitive data copied to external drives and USB keys. Webroot has a minimal feature they call "device control" that is difficult to configure.

Competitive removal: VIPRE's C.A.R.T. solution automates removal of previously-installed endpoint solutions to make deployment faster, easier, and cheaper. Webroot deployment includes a lengthy process to remove whatever AV solution is already in place.

Local discovery and agent deployment: Our on-premise solution's console can scan the local network to discover unprotected endpoints and then agents can be automatically deployed. Webroot's have to be manually installed.

Objection Handling

Objection: Webroot has a simpler cloud offering that is easier to deploy.

Response 1: Putting the console in the cloud means no automatic local endpoint discovery and agent deployment, no 3rd party patch management, no encryption and device control.

Response 2: VIPRE will be rolling out a fresh new cloud-based service in 2017.

Objection 2: Webroot reduces customer expenses in server hardware by eliminating console hardware and the effort that goes into deploying and maintaining the server.

Response: VIPRE is ½ the cost of Webroot and known for ease of use and management. A full VIPRE install takes less than 8 minutes.

Objection 3: Webroot has cloud-based/Big Data/Machine Learning/malware detection that protects me from all the "unknown" threats.

Response: VIPRE does too: Advanced Active Protection detects zero-day malware by leveraging massive Big Data machine learning analysis of existing known malware to detect malicious process behavior. In fact, VIPRE has been training its Artificial Intelligence engines on hundreds of millions of malware samples for more than a decade. That's longer than Webroot has even been a company.

Objection 4: Webroot supports VMWare and Citrix as well as Hyper-V; VIPRE only has Hyper-V support.

Response: VIPRE can still protect your virtualized hosts individually and deployment is easy. The rationale for deploying a hypervisor-based solution is typically to reduce redundant resource cost but this impact is only realized when you hit about 500 VM guests, well beyond the size of our typical customer. Do you have more than 500 guest VMs?

Tough Questions

"Why doesn't Webroot participate in AV Comparatives testing? It would be great to see how they really stack up in a real-world test."

"One of the great things about VIPRE is that you are protected, even when you are off-line. How would Webroot protect you if you're on a long airplane ride?"

"Webroot has acquired a bunch of other companies in the last few years, but doesn't seem to have done much of their own development. How well integrated are these other products?"