

EMOTIONAL FOOTPRINT REPORT

Endpoint Protection

Avast Business Security Solutions
Check Point Endpoint Security
Kaspersky Endpoint Security

Malwarebytes Endpoint Protection
McAfee Complete Endpoint Protection
Microsoft System Center Endpoint Protection

Sophos Endpoint Protection
Symantec Endpoint Suite
Trend Micro User Protection Solution

Webroot Endpoint Protection Solutions

408
Reviews

10
Vendors Evaluated

Table of Contents

Emotional Footprint Summary 5

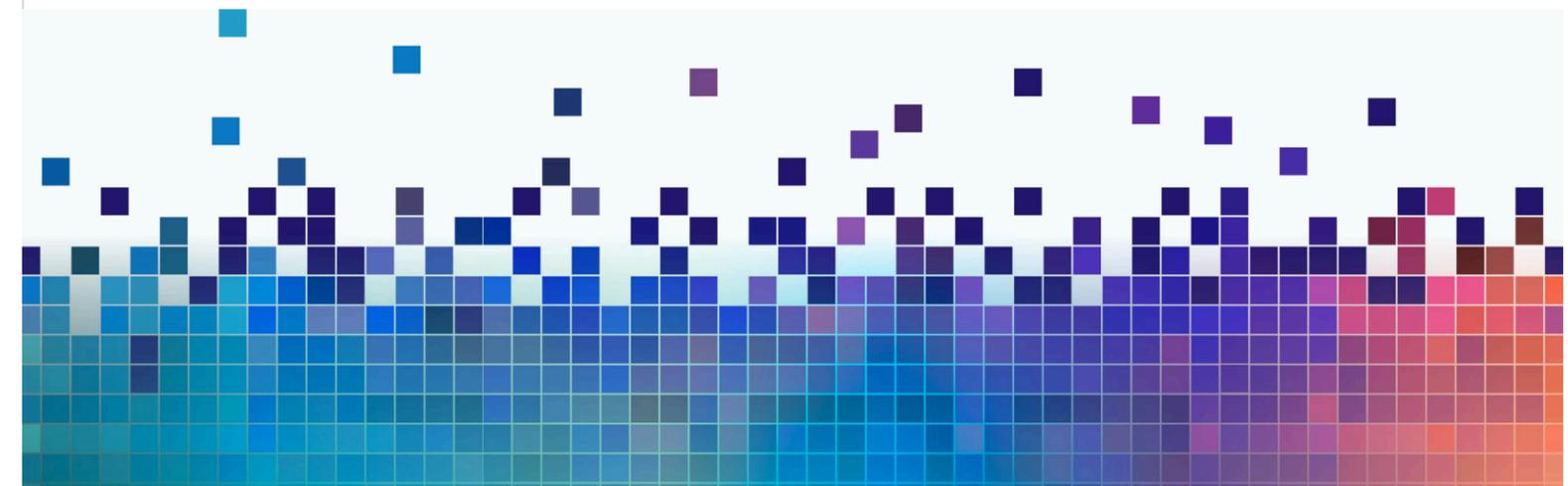
Emotional Footprint..... 6

How to Use the Report

Info-Tech’s Category Reports provide a comprehensive evaluation of popular products in the Endpoint Protection market. This buyer’s guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech’s Product Scorecard.



Software Directory

ENDPOINT PROTECTION SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

Endpoint Protection Software

 **AhnLab Endpoint Security**

 **Avast Business Security Solutions**

 **Bitdefender Gravity Zone**

 **Bromium Advanced Endpoint Security**

 **Carbon Black Security Platform**

 **Centrify Endpoint Protection**

 **Centurion SmartShield**

 **Check Point Endpoint Security**

 **Comodo Endpoint Security Manager**

 **CrowdStrike Falcon Platform**

 **CurrentWare AccessPatrol**

 **Cylance PROTECT**

 **Dell Endpoint Security**

 **Digital Guardian Application Whitelisting**

 **Druva inSync**

 **EMC RSA ECAT for Endpoint Security**

 **EnCase Endpoint Security**

 **ESET Endpoint Protection Solutions**

 **EventTracker**

 **FireEye Endpoint Security HX Series**

 **Forcepoint Triton AP-Endpoint**

 **FortiClient**

 **F-Secure Business Security Solutions**

 **GFI EndPointSecurity**

 **IBM Endpoint Security**

 **Invincea Advanced Endpoint Protection**

 **Ivanti Endpoint Security**

 **Kaspersky Endpoint Security**

 **Lumension Endpoint Management and Security Suite**

 **Malwarebytes Endpoint Protection**

 **McAfee Complete Endpoint Protection**

 **Microsoft System Center Endpoint Protection**

 **PaloAlto EndPoint Security**

 **Panda Adaptive Defense 360**

 **Promisec Endpoint Manager Platform**

 **Qualys Enterprise (QualysGuard)**

Software Directory

ENDPOINT PROTECTION SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

Endpoint Protection Software

- Quarri Perimeter Shield
- Secdo
- SentinelOne Endpoint Protection Platform
- Smoothwall E-Safe
- Sophos Endpoint Protection
- Stormshield Endpoint Protection
- Symantec Endpoint Suite
- Tanium Endpoint Platform
- ThreatSMART
- ThreatTrack Vipre for Business
- Trend Micro User Protection Solution
- Trustwave Endpoint Protection Suite
- VIPRE Endpoint Security
- Webroot Endpoint Protection Solutions



Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



RANK	VENDOR	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS
1	Malwarebytes Endpoint	+85 😊	3% NEGATIVE 88% POSITIVE	SECURITY PROTECTS 97% INTEGRITY 96% GENEROUS 96%	NEGLECTFUL 10% VENDOR FRIENDLY POLICIES 8% SELFISH 8%
2	Kaspersky Endpoint Security	+84 😊	3% NEGATIVE 87% POSITIVE	RELIABLE 100% EFFICIENT 96% FRIENDLY NEGOTIATION 96%	STAGNANT 8% DESPISED 8% BIG FAT LIARS 4%
3	Microsoft Endpoint Protection	+83 😊	3% NEGATIVE 86% POSITIVE	CARING 95% EFFICIENT 92% RESPECTFUL 92%	OVER PROMISED 6% LACK OF INTEGRITY 6% DESPISED 6%
4	Sophos Endpoint Protection	+68 😊	4% NEGATIVE 72% POSITIVE	RELIABLE 94% TRUSTWORTHY 93% SAVES TIME 93%	LEVERAGES INCUMBENT STATUS 19% VENDOR'S INTEREST FIRST 15% CHARGES FOR PRODUCT ENHANCEMENTS 13%
4	Trend Micro User Protection	+68 😊	7% NEGATIVE 75% POSITIVE	RESPECTFUL 89% GENEROUS 87% TRANSPARENT 87%	RESTRICTS PRODUCTIVITY 21% ROADBLOCK TO INNOVATION 16% UNRELIABLE 15%
4	Webroot Endpoint Protection	+68 😊	7% NEGATIVE 75% POSITIVE	ALTRUISTIC 91% TRUSTWORTHY 91% RELIABLE 91%	GREEDY 20% CHARGES FOR PRODUCT ENHANCEMENTS 18% OVER PROMISED 10%
7	McAfee Endpoint Protection	+64 😊	11% NEGATIVE 75% POSITIVE	SECURITY PROTECTS 83% RESPECTFUL 83% SAVES TIME 82%	OVER PROMISED 23% VENDOR'S INTEREST FIRST 19% LEVERAGES INCUMBENT STATUS 14%
8	Check Point Endpoint Security	+63 😊	7% NEGATIVE 70% POSITIVE	RESPECTFUL 87% INTEGRITY 86% FAIR 83%	GREEDY 19% OVER PROMISED 19% PERFORMANCE RESTRICTING 14%
9	Avast Business Security Solutions	+55 😐	12% NEGATIVE 67% POSITIVE	ENABLES PRODUCTIVITY 80% RESPECTFUL 80% CONTINUALLY IMPROVING 80%	LEVERAGES INCUMBENT STATUS 30% PERFORMANCE RESTRICTING 22% DESPISED 20%
10	Symantec Endpoint Suite	+44 😐	20% NEGATIVE 64% POSITIVE	RESPECTFUL 82% INTEGRITY 77% FAIR 71%	OVER PROMISED 31% WASTES TIME 29% VENDOR'S INTEREST FIRST 27%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



CATEGORY

Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.

Service Experience Disrespectful vs. Respectful

1	Kaspersky Endpoint Security	+93	DISTRIBUTION -- 7% 93%
2	Webroot Endpoint Protection Solutions	+91	DISTRIBUTION -- 9% 91%
3	Trend Micro User Protection Solution	+89	DISTRIBUTION -- 11% 89%
4	Microsoft System Center Endpoint Prote...	+87	DISTRIBUTION 5% 3% 92%
5	Malwarebytes Endpoint Protection	+87	DISTRIBUTION 3% 7% 90%
6	Check Point Endpoint Security	+84	DISTRIBUTION 3% 10% 87%
7	Sophos Endpoint Protection	+81	DISTRIBUTION -- 19% 81%
8	Avast Business Security Solutions	+80	DISTRIBUTION -- 20% 80%
9	McAfee Complete Endpoint Protection	+78	DISTRIBUTION 5% 12% 83%
10	Symantec Endpoint Suite	+76	DISTRIBUTION 6% 12% 82%
CATEGORY AVERAGE		+83 	DISTRIBUTION 4% 10% 86%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Service Experience Bureaucratic vs. Efficient

1	Kaspersky Endpoint Security	+96	DISTRIBUTION -- 4% 96%
2	Microsoft System Center Endpoint Prote...	+92	DISTRIBUTION -- 8% 92%
3	Malwarebytes Endpoint Protection	+83	DISTRIBUTION 7% 3% 90%
4	Sophos Endpoint Protection	+81	DISTRIBUTION -- 19% 81%
5	Webroot Endpoint Protection Solutions	+73	DISTRIBUTION 9% 9% 82%
6	McAfee Complete Endpoint Protection	+67	DISTRIBUTION 11% 11% 78%
7	Trend Micro User Protection Solution	+63	DISTRIBUTION 5% 26% 68%
8	Check Point Endpoint Security	+60	DISTRIBUTION 10% 20% 70%
9	Symantec Endpoint Suite	+59	DISTRIBUTION 10% 22% 69%
10	Avast Business Security Solutions	+50	DISTRIBUTION 10% 30% 60%
CATEGORY AVERAGE		+72	DISTRIBUTION 7% 14% 79%

Service Experience Neglectful vs. Caring

1	Microsoft System Center Endpoint Prote...	+92	DISTRIBUTION 3% 3% 95%
2	Kaspersky Endpoint Security	+85	DISTRIBUTION -- 15% 85%
3	Trend Micro User Protection Solution	+79	DISTRIBUTION -- 21% 79%
4	Malwarebytes Endpoint Protection	+76	DISTRIBUTION 10% 3% 86%
5	Sophos Endpoint Protection	+75	DISTRIBUTION -- 25% 75%
6	Check Point Endpoint Security	+74	DISTRIBUTION 3% 20% 77%
7	McAfee Complete Endpoint Protection	+61	DISTRIBUTION 10% 19% 71%
8	Symantec Endpoint Suite	+59	DISTRIBUTION 12% 18% 71%
9	Webroot Endpoint Protection Solutions	+55	DISTRIBUTION 9% 27% 64%
10	Avast Business Security Solutions	+50	DISTRIBUTION 20% 10% 70%
CATEGORY AVERAGE		+70	DISTRIBUTION 7% 16% 77%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Service Experience Frustrating vs. Effective

1	Kaspersky Endpoint Security	+89 😄	DISTRIBUTION -- 11% 89%
2	Malwarebytes Endpoint Protection	+86 😄	DISTRIBUTION 7% -- 93%
3	Microsoft System Center Endpoint Prote...	+84 😄	DISTRIBUTION 5% 5% 89%
4	Webroot Endpoint Protection Solutions	+82 😄	DISTRIBUTION 9% -- 91%
5	Sophos Endpoint Protection	+75 😊	DISTRIBUTION -- 25% 75%
6	McAfee Complete Endpoint Protection	+73 😊	DISTRIBUTION 8% 11% 81%
7	Trend Micro User Protection Solution	+68 😊	DISTRIBUTION 11% 11% 79%
8	Check Point Endpoint Security	+66 😊	DISTRIBUTION 7% 20% 73%
9	Avast Business Security Solutions	+60 😊	DISTRIBUTION 10% 20% 70%
10	Symantec Endpoint Suite	+41 😐	DISTRIBUTION 22% 16% 63%
CATEGORY AVERAGE		+71 😊	DISTRIBUTION 9% 12% 80%

Service Experience Wastes Time vs. Saves Time

1	Sophos Endpoint Protection	+93 😄	DISTRIBUTION -- 7% 93%
2	Malwarebytes Endpoint Protection	+83 😄	DISTRIBUTION 7% 3% 90%
3	Microsoft System Center Endpoint Prote...	+81 😄	DISTRIBUTION 3% 14% 84%
4	Kaspersky Endpoint Security	+77 😊	DISTRIBUTION 4% 15% 81%
5	McAfee Complete Endpoint Protection	+74 😊	DISTRIBUTION 8% 10% 82%
6	Trend Micro User Protection Solution	+74 😊	DISTRIBUTION 5% 16% 79%
7	Check Point Endpoint Security	+63 😊	DISTRIBUTION 10% 17% 73%
8	Webroot Endpoint Protection Solutions	+55 😐	DISTRIBUTION 9% 27% 64%
9	Avast Business Security Solutions	+40 😐	DISTRIBUTION 20% 20% 60%
10	Symantec Endpoint Suite	+24 😞	DISTRIBUTION 29% 18% 53%
CATEGORY AVERAGE		+66 😊	DISTRIBUTION 11% 13% 76%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

Conflict Resolution Lack Of Integrity vs. Integrity

1	Malwarebytes Endpoint Protection	+96	 DISTRIBUTION -- 4% 96%
2	Kaspersky Endpoint Security	+88	 DISTRIBUTION -- 12% 88%
3	Check Point Endpoint Security	+86	 DISTRIBUTION -- 14% 86%
4	Microsoft System Center Endpoint Prote...	+85	 DISTRIBUTION 6% 3% 91%
5	Trend Micro User Protection Solution	+81	 DISTRIBUTION -- 19% 81%
6	Sophos Endpoint Protection	+80	 DISTRIBUTION -- 20% 80%
7	Webroot Endpoint Protection Solutions	+73	 DISTRIBUTION 9% 9% 82%
8	McAfee Complete Endpoint Protection	+72	 DISTRIBUTION 9% 10% 81%
9	Avast Business Security Solutions	+70	 DISTRIBUTION -- 30% 70%
10	Symantec Endpoint Suite	+66	 DISTRIBUTION 11% 13% 77%
CATEGORY AVERAGE		+79	 DISTRIBUTION 5% 11% 84%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Conflict Resolution Vendor Friendly Policies vs. Client Friendly Policies

1	Kaspersky Endpoint Security	+88 😄	DISTRIBUTION -- 12% 88%
2	Microsoft System Center Endpoint Prote...	+86 😄	DISTRIBUTION 3% 9% 89%
3	Malwarebytes Endpoint Protection	+84 😄	DISTRIBUTION 8% -- 92%
4	Trend Micro User Protection Solution	+75 😊	DISTRIBUTION -- 25% 75%
5	Sophos Endpoint Protection	+71 😊	DISTRIBUTION -- 29% 71%
6	McAfee Complete Endpoint Protection	+68 😊	DISTRIBUTION 8% 16% 76%
7	Webroot Endpoint Protection Solutions	+64 😊	DISTRIBUTION 9% 18% 73%
8	Avast Business Security Solutions	+60 😊	DISTRIBUTION 10% 20% 70%
9	Check Point Endpoint Security	+59 😐	DISTRIBUTION 7% 28% 66%
10	Symantec Endpoint Suite	+50 😐	DISTRIBUTION 15% 21% 65%
CATEGORY AVERAGE		+70 😊	DISTRIBUTION 7% 17% 77%

Conflict Resolution Selfish vs. Altruistic

1	Kaspersky Endpoint Security	+92 😄	DISTRIBUTION -- 8% 92%
2	Microsoft System Center Endpoint Prote...	+86 😄	DISTRIBUTION -- 14% 86%
3	Webroot Endpoint Protection Solutions	+82 😄	DISTRIBUTION 9% -- 91%
4	Trend Micro User Protection Solution	+81 😄	DISTRIBUTION -- 19% 81%
5	Malwarebytes Endpoint Protection	+80 😄	DISTRIBUTION 8% 4% 88%
6	McAfee Complete Endpoint Protection	+60 😊	DISTRIBUTION 9% 23% 69%
7	Avast Business Security Solutions	+56 😐	DISTRIBUTION 11% 22% 67%
8	Check Point Endpoint Security	+55 😐	DISTRIBUTION 7% 31% 62%
9	Sophos Endpoint Protection	+50 😐	DISTRIBUTION 7% 36% 57%
10	Symantec Endpoint Suite	+30 😞	DISTRIBUTION 23% 23% 53%
CATEGORY AVERAGE		+64 😊	DISTRIBUTION 9% 19% 72%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Conflict Resolution Big Fat Liars vs. Trustworthy

1	Sophos Endpoint Protection	+93	
2	Malwarebytes Endpoint Protection	+92	
3	Microsoft System Center Endpoint Protection	+88	
4	Webroot Endpoint Protection Solutions	+82	
5	Trend Micro User Protection Solution	+81	
6	Kaspersky Endpoint Security	+80	
7	Check Point Endpoint Security	+76	
8	McAfee Complete Endpoint Protection	+70	
9	Avast Business Security Solutions	+70	
10	Symantec Endpoint Suite	+50	
CATEGORY AVERAGE		+75 	

Conflict Resolution Unfair vs. Fair

1	Malwarebytes Endpoint Protection	+92	
2	Microsoft System Center Endpoint Protection	+88	
3	Kaspersky Endpoint Security	+84	
4	Trend Micro User Protection Solution	+82	
5	Check Point Endpoint Security	+76	
6	Webroot Endpoint Protection Solutions	+73	
7	McAfee Complete Endpoint Protection	+67	
8	Sophos Endpoint Protection	+60	
9	Avast Business Security Solutions	+60	
10	Symantec Endpoint Suite	+56	
CATEGORY AVERAGE		+73 	

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



CATEGORY

Negotiation and Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

Negotiation and Contract Greedy vs. Generous

1	Malwarebytes Endpoint Protection	+96 😄	DISTRIBUTION -- 4% 96%
2	Kaspersky Endpoint Security	+88 😄	DISTRIBUTION -- 12% 88%
3	Trend Micro User Protection Solution	+87 😄	DISTRIBUTION -- 13% 87%
4	Microsoft System Center Endpoint Prote...	+82 😄	DISTRIBUTION 3% 12% 85%
5	Avast Business Security Solutions	+60 😊	DISTRIBUTION -- 40% 60%
6	McAfee Complete Endpoint Protection	+58 😐	DISTRIBUTION 10% 22% 68%
7	Sophos Endpoint Protection	+50 😐	DISTRIBUTION 7% 36% 57%
8	Symantec Endpoint Suite	+40 😐	DISTRIBUTION 24% 11% 64%
9	Check Point Endpoint Security	+37 😞	DISTRIBUTION 19% 26% 56%
10	Webroot Endpoint Protection Solutions	+30 😞	DISTRIBUTION 20% 30% 50%
CATEGORY AVERAGE		+62 😊	DISTRIBUTION 10% 18% 72%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Negotiation and Contract Deceptive vs. Transparent

1	Malwarebytes Endpoint Protection	+92	 DISTRIBUTION -- 8% 92%
2	Trend Micro User Protection Solution	+87	 DISTRIBUTION -- 13% 87%
3	Kaspersky Endpoint Security	+84	 DISTRIBUTION -- 16% 84%
4	Microsoft System Center Endpoint Prote...	+79	 DISTRIBUTION 3% 15% 82%
5	Sophos Endpoint Protection	+79	 DISTRIBUTION -- 21% 79%
6	McAfee Complete Endpoint Protection	+61	 DISTRIBUTION 10% 19% 71%
7	Webroot Endpoint Protection Solutions	+60	 DISTRIBUTION 10% 20% 70%
8	Avast Business Security Solutions	+50	 DISTRIBUTION 20% 10% 70%
9	Check Point Endpoint Security	+45	 DISTRIBUTION 11% 33% 56%
10	Symantec Endpoint Suite	+42	 DISTRIBUTION 22% 13% 64%
CATEGORY AVERAGE		+65	 DISTRIBUTION 9% 17% 74%

Negotiation and Contract Over Promised vs. Under Promised

1	Malwarebytes Endpoint Protection	+76	 DISTRIBUTION 4% 16% 80%
2	Kaspersky Endpoint Security	+68	 DISTRIBUTION 4% 24% 72%
3	Microsoft System Center Endpoint Prote...	+56	 DISTRIBUTION 6% 32% 62%
4	Trend Micro User Protection Solution	+53	 DISTRIBUTION 7% 33% 60%
5	Sophos Endpoint Protection	+50	 DISTRIBUTION 7% 36% 57%
6	Avast Business Security Solutions	+40	 DISTRIBUTION 20% 20% 60%
7	McAfee Complete Endpoint Protection	+36	 DISTRIBUTION 23% 18% 59%
8	Webroot Endpoint Protection Solutions	+30	 DISTRIBUTION 10% 50% 40%
9	Symantec Endpoint Suite	+20	 DISTRIBUTION 31% 18% 51%
10	Check Point Endpoint Security	+14	 DISTRIBUTION 19% 48% 33%
CATEGORY AVERAGE		+42	 DISTRIBUTION 16% 26% 58%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Negotiation and Contract Vendor's Interest First vs. Client's Interest First

1	Malwarebytes Endpoint Protection	+84	 DISTRIBUTION 4% 8% 88%
2	Kaspersky Endpoint Security	+84	 DISTRIBUTION 4% 8% 88%
3	Microsoft System Center Endpoint Protection	+82	 DISTRIBUTION -- 18% 82%
4	Trend Micro User Protection Solution	+63	 DISTRIBUTION -- 38% 63%
5	Sophos Endpoint Protection	+62	 DISTRIBUTION 15% 8% 77%
6	Webroot Endpoint Protection Solutions	+60	 DISTRIBUTION 10% 20% 70%
7	Avast Business Security Solutions	+50	 DISTRIBUTION 10% 30% 60%
8	McAfee Complete Endpoint Protection	+49	 DISTRIBUTION 19% 13% 68%
9	Check Point Endpoint Security	+45	 DISTRIBUTION 7% 41% 52%
10	Symantec Endpoint Suite	+33	 DISTRIBUTION 27% 13% 60%
CATEGORY AVERAGE		+58	 DISTRIBUTION 12% 17% 70%

Negotiation and Contract Hardball Tactics vs. Friendly Negotiation

1	Kaspersky Endpoint Security	+96	 DISTRIBUTION -- 4% 96%
2	Malwarebytes Endpoint Protection	+92	 DISTRIBUTION -- 8% 92%
3	Microsoft System Center Endpoint Protection	+82	 DISTRIBUTION -- 18% 82%
4	Sophos Endpoint Protection	+77	 DISTRIBUTION -- 23% 77%
5	Trend Micro User Protection Solution	+75	 DISTRIBUTION -- 25% 75%
6	Avast Business Security Solutions	+70	 DISTRIBUTION -- 30% 70%
7	Webroot Endpoint Protection Solutions	+70	 DISTRIBUTION -- 30% 70%
8	McAfee Complete Endpoint Protection	+59	 DISTRIBUTION 12% 18% 71%
9	Check Point Endpoint Security	+52	 DISTRIBUTION 4% 41% 56%
10	Symantec Endpoint Suite	+36	 DISTRIBUTION 22% 20% 58%
CATEGORY AVERAGE		+66	 DISTRIBUTION 7% 20% 73%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

Strategy and Innovation Roadblock To Innovation vs. Helps Innovate

1	Webroot Endpoint Protection Solutions	+91	DISTRIBUTION -- 9% 91%
2	Kaspersky Endpoint Security	+88	DISTRIBUTION 4% 4% 92%
3	Malwarebytes Endpoint Protection	+82	DISTRIBUTION 4% 11% 86%
4	Microsoft System Center Endpoint Prote...	+80	DISTRIBUTION 3% 14% 83%
5	Check Point Endpoint Security	+80	DISTRIBUTION 3% 14% 83%
6	Avast Business Security Solutions	+70	DISTRIBUTION 10% 10% 80%
7	McAfee Complete Endpoint Protection	+66	DISTRIBUTION 10% 14% 76%
8	Trend Micro User Protection Solution	+58	DISTRIBUTION 16% 11% 74%
9	Sophos Endpoint Protection	+56	DISTRIBUTION -- 44% 56%
10	Symantec Endpoint Suite	+39	DISTRIBUTION 24% 14% 63%
CATEGORY AVERAGE		+68	DISTRIBUTION 9% 14% 77%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Strategy and Innovation Stagnant vs. Continually Improving

1	Malwarebytes Endpoint Protection	+93 😄	DISTRIBUTION -- 7% 93%
2	Microsoft System Center Endpoint Prote...	+89 😄	DISTRIBUTION -- 11% 89%
3	Kaspersky Endpoint Security	+77 😊	DISTRIBUTION 8% 8% 85%
4	Webroot Endpoint Protection Solutions	+73 😊	DISTRIBUTION -- 27% 73%
5	Trend Micro User Protection Solution	+73 😊	DISTRIBUTION 11% 5% 84%
6	Check Point Endpoint Security	+72 😊	DISTRIBUTION 7% 14% 79%
7	Avast Business Security Solutions	+70 😊	DISTRIBUTION 10% 10% 80%
8	McAfee Complete Endpoint Protection	+64 😊	DISTRIBUTION 12% 12% 76%
9	Sophos Endpoint Protection	+63 😊	DISTRIBUTION 6% 25% 69%
10	Symantec Endpoint Suite	+43 😐	DISTRIBUTION 22% 14% 65%
CATEGORY AVERAGE		+69 😊	DISTRIBUTION 9% 12% 78%

Strategy and Innovation Charges For Product Enhancements vs. Includes Product Enhancements

1	Malwarebytes Endpoint Protection	+86 😄	DISTRIBUTION -- 14% 86%
2	Microsoft System Center Endpoint Prote...	+80 😄	DISTRIBUTION 3% 14% 83%
3	Kaspersky Endpoint Security	+77 😊	DISTRIBUTION 4% 15% 81%
4	Check Point Endpoint Security	+69 😊	DISTRIBUTION 3% 24% 72%
5	Trend Micro User Protection Solution	+68 😊	DISTRIBUTION 11% 11% 79%
6	McAfee Complete Endpoint Protection	+65 😊	DISTRIBUTION 11% 13% 76%
7	Sophos Endpoint Protection	+56 😐	DISTRIBUTION 13% 19% 69%
8	Webroot Endpoint Protection Solutions	+55 😐	DISTRIBUTION 18% 9% 73%
9	Symantec Endpoint Suite	+53 😐	DISTRIBUTION 14% 20% 67%
10	Avast Business Security Solutions	+50 😐	DISTRIBUTION 10% 30% 60%
CATEGORY AVERAGE		+67 😊	DISTRIBUTION 8% 16% 75%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT



Strategy and Innovation Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Microsoft System Center Endpoint Protection	+78 😊	DISTRIBUTION 3% 17% 81%
2	Kaspersky Endpoint Security	+77 😊	DISTRIBUTION 4% 15% 81%
3	Malwarebytes Endpoint Protection	+71 😊	DISTRIBUTION -- 29% 71%
4	McAfee Complete Endpoint Protection	+59 😐	DISTRIBUTION 14% 12% 73%
5	Webroot Endpoint Protection Solutions	+55 😐	DISTRIBUTION 9% 27% 64%
6	Trend Micro User Protection Solution	+52 😐	DISTRIBUTION 11% 26% 63%
7	Check Point Endpoint Security	+52 😐	DISTRIBUTION 10% 28% 62%
8	Sophos Endpoint Protection	+31 😞	DISTRIBUTION 19% 31% 50%
9	Avast Business Security Solutions	+30 😞	DISTRIBUTION 30% 10% 60%
10	Symantec Endpoint Suite	+28 😞	DISTRIBUTION 26% 20% 54%
CATEGORY AVERAGE		+55 😐	DISTRIBUTION 13% 19% 68%

Strategy and Innovation Despised vs. Inspiring

1	Microsoft System Center Endpoint Protection	+72 😊	DISTRIBUTION 6% 17% 78%
2	Kaspersky Endpoint Security	+69 😊	DISTRIBUTION 8% 15% 77%
3	Malwarebytes Endpoint Protection	+67 😊	DISTRIBUTION 4% 25% 71%
4	Webroot Endpoint Protection Solutions	+64 😊	DISTRIBUTION -- 36% 64%
5	Check Point Endpoint Security	+59 😐	DISTRIBUTION 3% 34% 62%
6	McAfee Complete Endpoint Protection	+53 😐	DISTRIBUTION 14% 18% 67%
7	Sophos Endpoint Protection	+50 😐	DISTRIBUTION 13% 25% 63%
8	Trend Micro User Protection Solution	+47 😐	DISTRIBUTION 11% 32% 58%
9	Avast Business Security Solutions	+40 😐	DISTRIBUTION 20% 20% 60%
10	Symantec Endpoint Suite	+34 😞	DISTRIBUTION 25% 16% 59%
CATEGORY AVERAGE		+55 😐	DISTRIBUTION 12% 21% 67%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.

Product Impact Unreliable vs. Reliable

1	Kaspersky Endpoint Security	+100	DISTRIBUTION -- 100%
2	Webroot Endpoint Protection Solutions	+91	DISTRIBUTION -- 9% 91%
3	Microsoft System Center Endpoint Prote...	+89	DISTRIBUTION -- 11% 89%
4	Sophos Endpoint Protection	+88	DISTRIBUTION 6% -- 94%
5	Malwarebytes Endpoint Protection	+83	DISTRIBUTION 7% 3% 90%
6	Check Point Endpoint Security	+73	DISTRIBUTION 3% 21% 76%
7	McAfee Complete Endpoint Protection	+71	DISTRIBUTION 10% 10% 81%
8	Trend Micro User Protection Solution	+55	DISTRIBUTION 15% 15% 70%
9	Symantec Endpoint Suite	+53	DISTRIBUTION 16% 16% 69%
10	Avast Business Security Solutions	+50	DISTRIBUTION 20% 10% 70%
CATEGORY AVERAGE		+74	DISTRIBUTION 8% 10% 82%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Product Impact

Restricts Productivity vs. Enables Productivity

1	Microsoft System Center Endpoint Protection	+86	DISTRIBUTION 3% 8% 89%
2	Malwarebytes Endpoint Protection	+84	DISTRIBUTION 3% 10% 87%
3	Kaspersky Endpoint Security	+84	DISTRIBUTION 4% 8% 88%
4	Check Point Endpoint Security	+73	DISTRIBUTION 3% 21% 76%
5	Webroot Endpoint Protection Solutions	+73	DISTRIBUTION -27% 73%
6	Avast Business Security Solutions	+70	DISTRIBUTION 10% 10% 80%
7	Sophos Endpoint Protection	+63	DISTRIBUTION 6% 25% 69%
8	McAfee Complete Endpoint Protection	+63	DISTRIBUTION 13% 11% 76%
9	Trend Micro User Protection Solution	+53	DISTRIBUTION 21% 5% 74%
10	Symantec Endpoint Suite	+45	DISTRIBUTION 24% 8% 69%
CATEGORY AVERAGE		+67	DISTRIBUTION 11% 12% 78%

Product Impact

Performance Restricting vs. Performance Enhancing

1	Malwarebytes Endpoint Protection	+93	DISTRIBUTION -7% 93%
2	Microsoft System Center Endpoint Protection	+89	DISTRIBUTION -11% 89%
3	Kaspersky Endpoint Security	+81	DISTRIBUTION 4% 12% 85%
4	Sophos Endpoint Protection	+70	DISTRIBUTION 6% 18% 76%
5	McAfee Complete Endpoint Protection	+66	DISTRIBUTION 12% 10% 78%
6	Webroot Endpoint Protection Solutions	+64	DISTRIBUTION 9% 18% 73%
7	Trend Micro User Protection Solution	+50	DISTRIBUTION 15% 20% 65%
8	Check Point Endpoint Security	+48	DISTRIBUTION 14% 24% 62%
9	Symantec Endpoint Suite	+43	DISTRIBUTION 24% 10% 67%
10	Avast Business Security Solutions	+34	DISTRIBUTION 22% 22% 56%
CATEGORY AVERAGE		+66	DISTRIBUTION 11% 13% 76%

Emotional Footprint

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Product Impact Commodity Features vs. Unique Features

1	Kaspersky Endpoint Security	+88 😄	DISTRIBUTION 4% 4% 92%
2	Microsoft System Center Endpoint Prote...	+84 😄	DISTRIBUTION -- 16% 84%
3	Malwarebytes Endpoint Protection	+80 😄	DISTRIBUTION 3% 13% 83%
4	Check Point Endpoint Security	+72 😊	DISTRIBUTION -- 28% 72%
5	McAfee Complete Endpoint Protection	+66 😊	DISTRIBUTION 12% 10% 78%
6	Webroot Endpoint Protection Solutions	+64 😊	DISTRIBUTION 9% 18% 73%
7	Trend Micro User Protection Solution	+50 😐	DISTRIBUTION 15% 20% 65%
8	Sophos Endpoint Protection	+41 😐	DISTRIBUTION 12% 35% 53%
9	Avast Business Security Solutions	+30 😞	DISTRIBUTION 20% 30% 50%
10	Symantec Endpoint Suite	+27 😞	DISTRIBUTION 24% 25% 51%
CATEGORY AVERAGE		+62 😊	DISTRIBUTION 10% 17% 72%

Product Impact Security Frustrates vs. Security Protects

1	Malwarebytes Endpoint Protection	+97 😄	DISTRIBUTION -- 3% 97%
2	Sophos Endpoint Protection	+88 😄	DISTRIBUTION -- 12% 88%
3	Microsoft System Center Endpoint Prote...	+86 😄	DISTRIBUTION 3% 8% 89%
4	Webroot Endpoint Protection Solutions	+82 😄	DISTRIBUTION 9% -- 91%
5	Kaspersky Endpoint Security	+81 😄	DISTRIBUTION 4% 12% 85%
6	Check Point Endpoint Security	+72 😊	DISTRIBUTION 7% 14% 79%
7	McAfee Complete Endpoint Protection	+71 😊	DISTRIBUTION 12% 5% 83%
8	Trend Micro User Protection Solution	+65 😊	DISTRIBUTION 10% 15% 75%
9	Avast Business Security Solutions	+60 😊	DISTRIBUTION 10% 20% 70%
10	Symantec Endpoint Suite	+42 😐	DISTRIBUTION 25% 8% 67%
CATEGORY AVERAGE		+72 😊	DISTRIBUTION 10% 8% 82%