



Leader

SUMMER

2020

Malwarebytes

G2 mid-market endpoint protection suites report

Summer 2020



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Why you should read this report

Thinking about investing in endpoint protection and want to get a real sense of how different solutions perform when put to the test? G2, the world's leading business software review platform, has the information you need. Its *Mid-Market Grid® report for endpoint protection suites | Summer 2020*, abridged here in collaboration with Malwarebytes, is designed to help businesses with 51–1,000 employees make the best choices when buying endpoint protection suites. Let's dive into the findings.

Endpoint protection suites definition

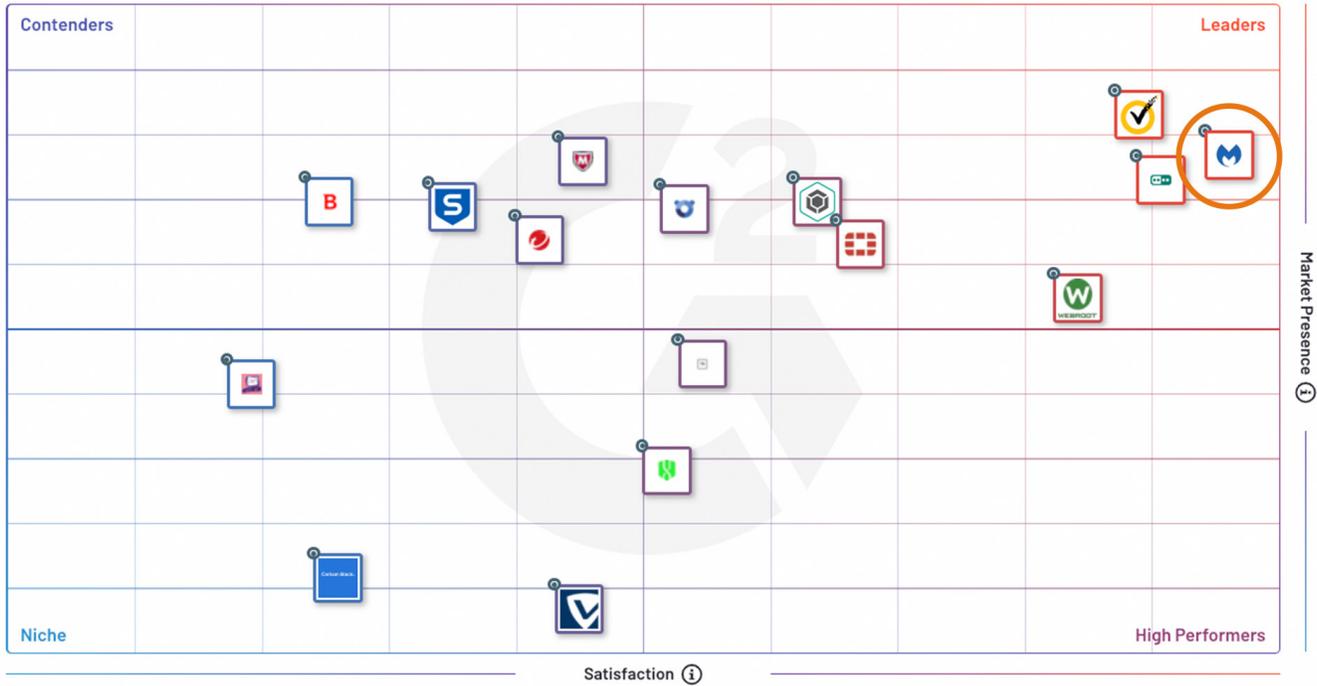
Endpoint protection suites combine a number of endpoint security and management capabilities to deliver an all-in-one solution for securing endpoint devices. These tools facilitate endpoint management through remote control, monitoring, and inventory management. Endpoint protection suites also provide some level of endpoint detection and remediation to identify and remove causes of web-based threats. Lastly, they offer antivirus capabilities to prevent malicious software from infecting endpoint devices. Companies often choose these tools because of their all-encompassing nature and to centralize control and maintain consistency of security operations related to endpoint devices.

While these tools possess the capabilities of other endpoint security solutions, they also accomplish much more. By combining at least three key components of endpoint security, these tools are excellent choices for companies hoping to consolidate security solutions.

To qualify for inclusion in the Endpoint Protection Suites category, a product must:

- Facilitate control over disparate endpoints
- Provide endpoint malware and antivirus protection
- Facilitate the detection and remediation of web-based threats

Mid-Market Grid[®] report



Mid-Market Endpoint Protection Suites Grid[®] scoring description

Products shown on the Mid-Market Grid[®] for Endpoint Protection Suites have received a minimum of 10 reviews/ratings in data gathered by June 2, 2020. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid[®]:



Contenders: Contenders have relatively low customer satisfaction scores and high market presence compared to the rest of the category.



Leaders: Products in the Leader quadrant are rated highly by G2 users and have substantial market presence scores. **This is where you'll find Malwarebytes.**



Niche: Niche products have relatively low satisfaction scores and low market presence compared to the rest of the category.



High performers: High performers have high customer satisfaction scores and low market presence compared to the rest of the category.

Malwarebytes spotlight



Malwarebytes for Business



4.6 out of 5 stars (518 reviews)



HQ location
Santa Clara, CA



Year founded
2008



Employees
780



Company website
malwarebytes.com

Malwarebytes is the cybersecurity company that millions worldwide trust. Malwarebytes proactively protects organizations and their employees against advanced malicious threats, including ransomware, that traditional antivirus tools and other endpoint protection products miss. Driven from the cloud through a single pane of glass, Malwarebytes solutions provide flexible management and speed for organizations of all sizes.

Malwarebytes for Business has been named a “Leader” based on receiving a high customer satisfaction score and having a large market presence. Malwarebytes received the highest satisfaction score among products in Endpoint Protection Suites. 99% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Malwarebytes at a rate of 93%. Malwarebytes is also in the Antivirus and Endpoint Management categories.

User adoption



80%

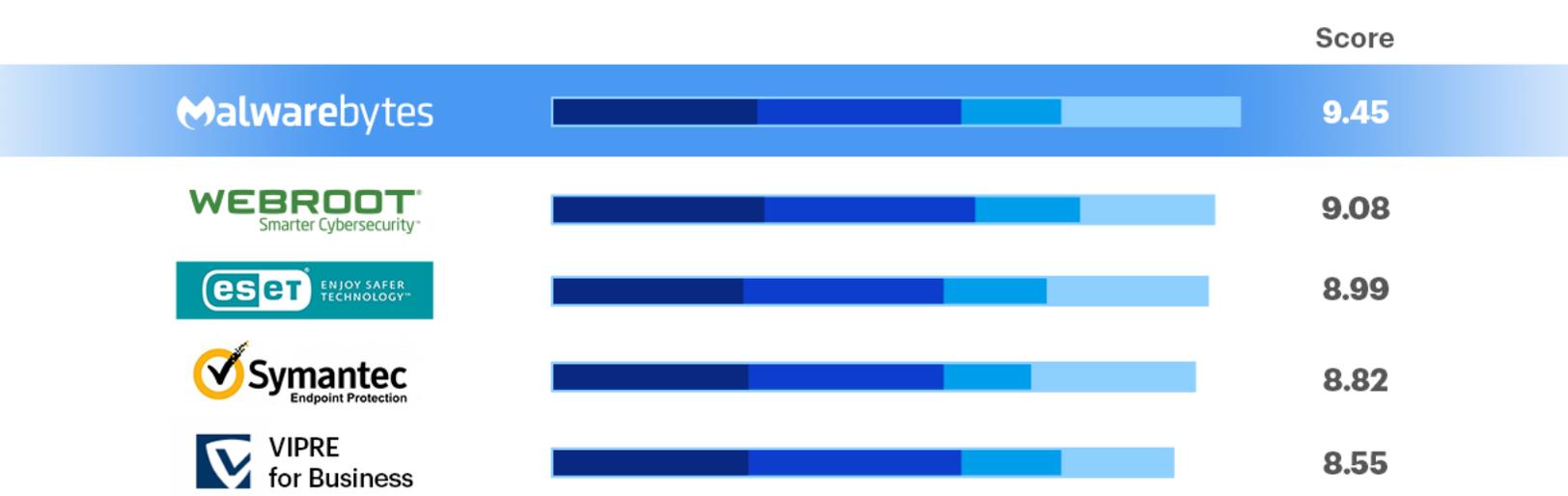
Industry average

82%

Malwarebytes

90%

Mid-market implementation index and profile



Malwarebytes ranks number one in user satisfaction for its implementability.

Implementation index description

A product's implementation score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of implementation-related review questions. Software buyers can compare products in the Endpoint Protection Suites category according to their implementation scores to streamline the buying process and quickly identify the most easily implemented products based on the experiences of their peers. For vendors, media, investors, and analysts, the index provides benchmarks for product comparison and market trend analysis.

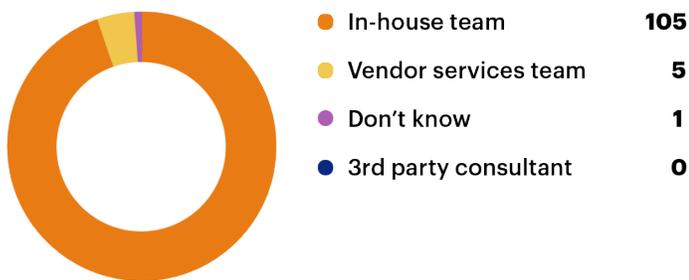
Badges are awarded to products for: Most Implementable (highest implementation score), Highest User Adoption (highest overall user adoption score), Fastest Implementation (shortest go-live time), and Easiest Setup (highest ease of setup score).



Malwarebytes was awarded the Most Implementable badge, earning the highest implementation score. Here's a closer look at how it ranks across all the implementation factors.

Implementation profile

Implementation method



Implementation score



Implementation data



Average months to go live



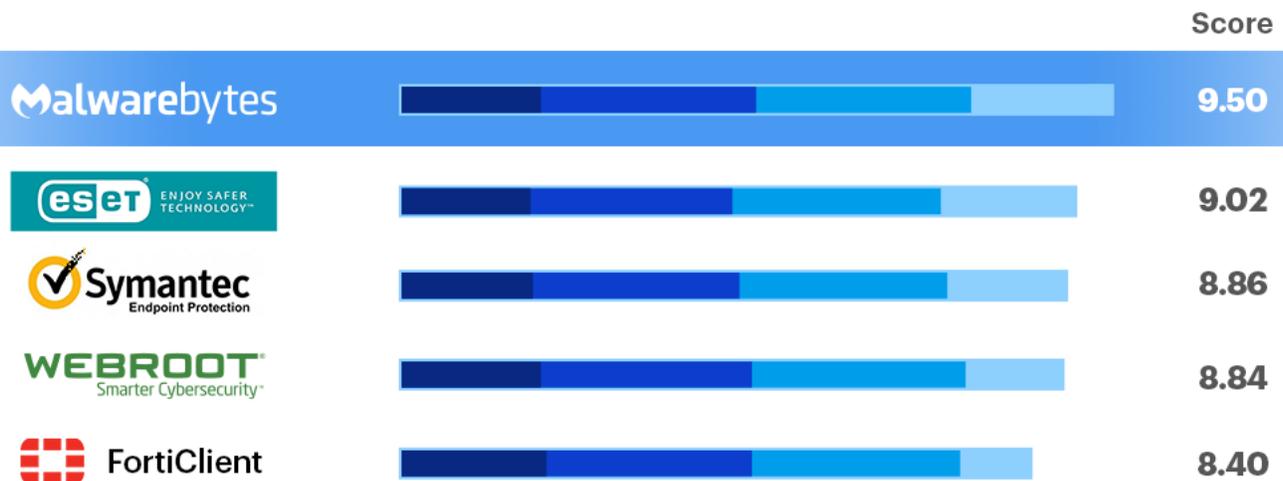
“Malwarebytes has the edge you need.”

“[What I like best about Malwarebytes:] effective detection of threats and ease of deployment and administration.... I had used the software in the past and recommended [it] at my new place of employment to finally stomp out pesky malware, which was prevalent [in] over 100 devices and servers, and finally things are going smoothly. Investment well worth it!”

—Matthew F., senior network administrator

Mid-market usability index and profile

● Ease of admin ● Ease of use ● Meets requirements ● Other factors



When it comes to usability,
Malwarebytes outranks the competition.

Usability index description

A product's usability score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of use-related review questions. Software buyers can compare products in the Endpoint Protection Suites category according to their usability scores to streamline the buying process and quickly identify the most usable products based on the experiences of their peers. For vendors, media, investors, and analysts, the index provides benchmarks for product comparison and market trend analysis.

Badges are awarded to products for: Best Usability (highest overall usability score), Easiest to Use (highest ease of use rating), Easiest Admin (highest ease of admin score), and Best Meets Requirements (highest meets requirements score).



Malwarebytes earned the highest scores for overall usability, ease of use, and meeting requirements. Here's a closer look.

Usability profile

Top industries represented

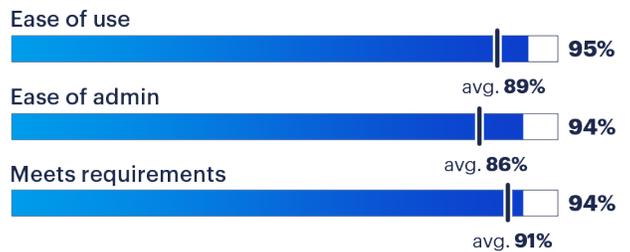


- Education management 15
- Information technology and services 11
- Non-profit organization management 8
- Construction 7
- Higher education 7

Usability score



Usability data



Average user adoption



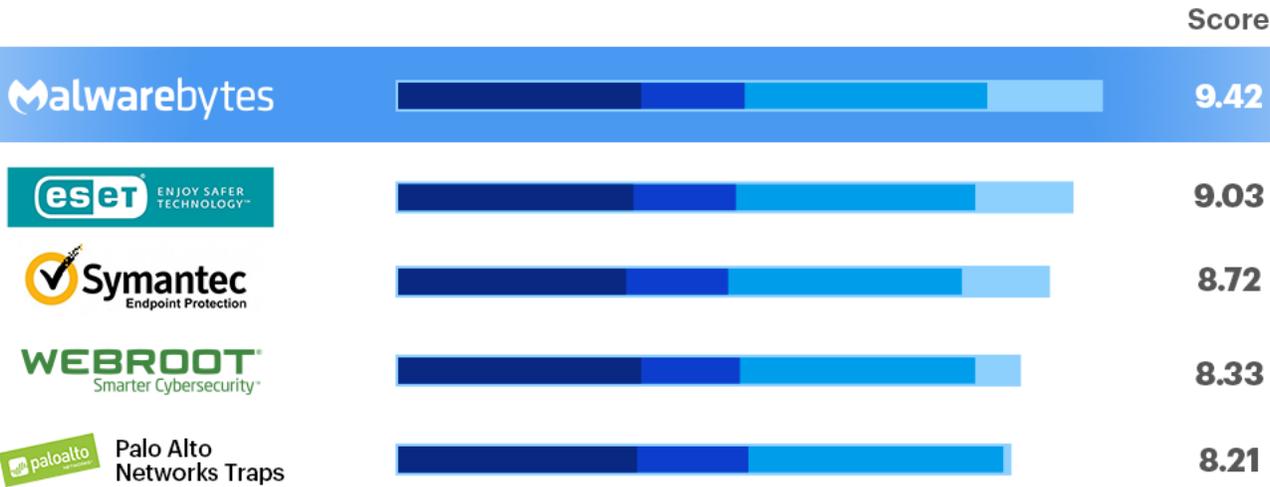
“Simple yet powerful.”

“[What I like best is] the ease of deployment throughout the organization. Whether it’s on-prem or not, Malwarebytes makes it simple to deploy.”

—John K., IT manager

Mid-market relationship index and profile

● Ease of business ● Likely to recommend ● Quality of support ● Other factors



Malwarebytes earns top marks with users for its relationships, garnering the highest relationship score.

Relationship index description

A product’s relationship score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of relationship-related review questions. Software buyers can compare products in the Endpoint Protection Suites category according to their relationship scores to streamline the buying process and quickly identify the products that provide the best relationship with software vendors based on the experiences of their peers. For vendors, media, investors, and analysts, the index provides benchmarks for product comparison and market trend analysis.

Badges are awarded to products for: Best Relationship (highest overall relationship score), Highest Quality of Support (highest overall quality of support score), and Easiest Doing Business With (highest ease of doing business with score).



Malwarebytes has been awarded the Easiest To Do Business With and Best Relationship badges. It also once again beats the industry average across all factors.

Relationship profile

Top industries represented



- Education management 15
- Information technology and services 11
- Non-profit organization management 8
- Construction 7
- Higher education 7

Relationship score



Relationship data

Likelihood to recommend



Ease of business

Ease of doing business with



Support

Quality of support



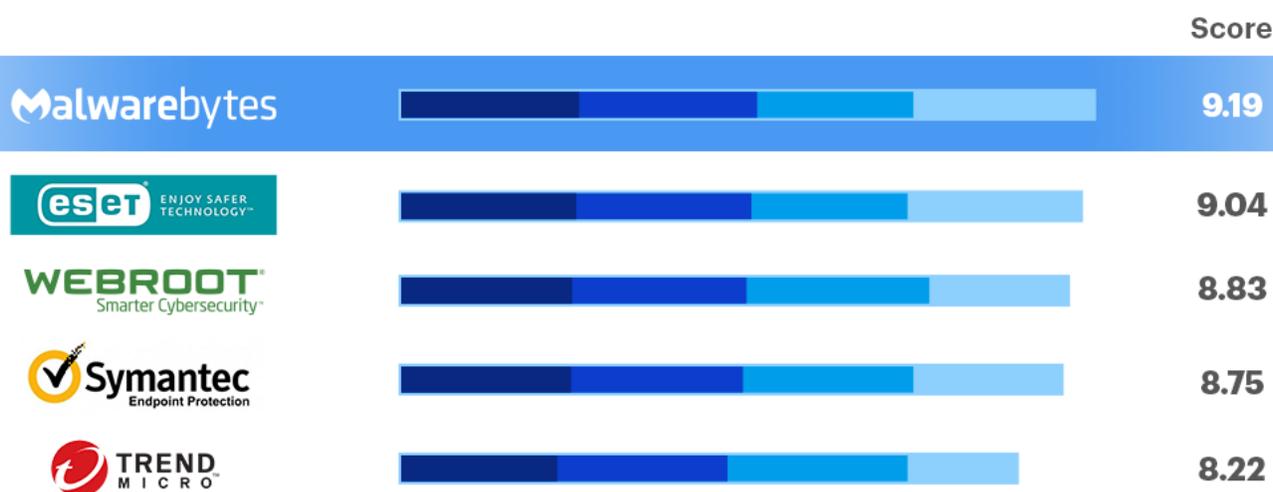
“Malwarebytes is an amazing software and everyone should be using it.”

“Malwarebytes is quick and easy to install, requires little to no setup, and does what it is supposed to do without all the overhead and problems we have had from competitors like Norton and others.... Support has been great, the price is great, the software appears to do what it needs to do. I am struggling to even come up with anything that I can honestly say that I dislike about Malwarebytes.”

—Mauro B., head of information technology

Mid-market results index and profile

● Likely to recommend ● Meets requirements ● Estimated ROI ● Other factors



Malwarebytes delivers the best results compared to the competition.

Results index description

A product's results score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings for a number of results-related review questions. Software buyers can compare products in the Endpoint Protection Suites category according to their results scores to streamline the buying process and quickly identify the products that produce the best results based on the experiences of their peers. For vendors, media, investors, and analysts, the index provides benchmarks for product comparison and market trend analysis.

Badges are awarded to products for: Best Results (highest overall results score), Best Estimated ROI (based on a combination of estimated time to ROI and time to go live), and Users Most Likely to Recommend (highest likelihood to recommend score).



With Malwarebytes getting the highest overall results score, it may come as no surprise that it also has the highest likelihood of being recommended by its users. Here are the details.

Results profile

Top industries represented



- Education management **15**
- Information technology and services **11**
- Non-profit organization management **8**
- Construction **7**
- Higher education **7**

Results score



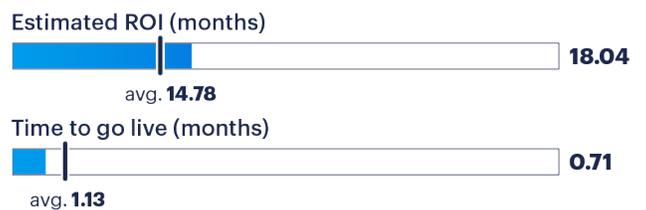
Results data



Average user adoption



ROI factors



“Malwarebytes is the leader in malware security.”

“[What I like best is] the ease of use and how well it removes and protects you from unwanted software, malware, [and] ransomware.... If you are on the fence about your choice, I would take the free evaluation and give it a spin on 5–10 users. You will see a huge advantage compared to other softwares in the same field.”

—Keir B., business owner

Top 4 endpoint protection suites head-to-head

Implementation score Usability score Relationship score Results score Satisfaction score

	8.99	9.02	9.03	9.04	91
	9.45	9.50	9.42	9.19	97
	8.82	8.86	8.72	8.75	89
	9.08	8.84	8.33	8.83	84

Malwarebytes outshines the competition across the board in implementation, usability, relationship, results, and satisfaction.

Ensure that your organization is safe and secure with Malwarebytes for Business.

Contact us to learn more about how Malwarebytes secures without sacrificing endpoint performance, taking you from infection to recovery in seconds:

malwarebytes.com/business/contact-us/



blog.malwarebytes.com



corporate-sales@malwarebytes.com



1.800.520.2796

Malwarebytes is a cybersecurity company that millions worldwide trust. Malwarebytes proactively protects people and businesses against malicious threats, including ransomware, that traditional antivirus solutions miss. The company's flagship product uses signature-less technologies to detect and stop a cyberattack before damage occurs. Learn more at www.malwarebytes.com.

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