GAIN ACCESS

Capture

Gain Access by asking the following questions:

Q: Would you value the convenience of having a single endpoint agent?
A: SEP delivers 5 layers of protection in one single agent for better resource efficiency and better protection. McAfee requires multiple agents to deliver the same level of protection as SEP.
Q: Do you need to minimize performance impact?
A: McAfee's multiple agents create redundancy and added memory consumption. PassMark Software tests show SEP outperforms McAfee.
Q: To what extent do third-party performance and protection tests influence your decision?
A: Third-party tests conducted by Dennis Technology Labs and AV-Comparatives demonstrate SEP 12.1's superior performance and protection results.

HANDLING COMPETITOR CLAIMS

C: McAfee ePO offers unrivaled centralized management
A: ePO is powerful, but at the cost of complexity. Smaller organizations will likely find it to be too complex for their resources and requirements.

C: McAfee ePO includes robust built-in reporting
A: While SEP 12.1 lacks the customization and granularity of ePO, we offer IT Analytics (ITA) free, providing capabilities closely aligned with ePO reporting capabilities.

SUCCESSFUL MEETING

Criteria

Highlight Symantec Strengths

- ✓ SEP 12.1 combines 5 layers of protection into a single agent to block today's most advanced threats
- ✓ SEP includes AV, firewall, IPS plus Insight reputation and SONAR behavioral technologies which leverage Symantec's Global Intelligence Network
- ✓ SEP features one management console with support for remote management and more granular policy control

ATTACK TACTICS

- o Refer to third-party tests that demonstrate SEP's superior protection and performance results
- o Stress SEP offers 5 layers of protection in 1 agent for more effective protection
- o Emphasize how a single agent approach requires less IT overhead and is easier to deploy and manage
- o Draw attention to McAfee ePO's drawbacks – complex for smaller organizations, inability to integrate security life cycle tools into consistent workflow and reporting structure

SHARED VISION

Convince

- ✓ Intelligent security that stops advanced threats
- ✓ 5 layers of protection in a single client
- ✓ Granular policy control
- ✓ Faster performance and reduced scan time
- ✓ Single management console for PC, Macs, Linux and VMs
- ✓ Leader in Gartner EPP MQ for past 12 years

McAfee

SOLUTION COMPARISON

Complete, integrated solution	🔴
Detecting/protecting against malware	🟡
Third-party protection test ratings	🟡
Company Reputation	🟢
Gartner Magic Quadrant Leader	🟢
Market Share	🟡

Symantec SEP vs. Sophos

GAIN ACCESS

Capture

Gain Access by asking the following questions:

Q: Would you value a solution backed by the world's largest global intelligence network?
A: Symantec has a greater foothold in the endpoint security market. Our Global Intelligence Network collects and analyzes data from over 200 million endpoints, providing valuable intelligence that feeds into SEP 12.1.

Q: Would you value an endpoint protection solution that can scale as your firm grows?
A: Sophos offers ease-of-use and simple integration, but the management console is a liability in enterprises needing more granular control & reporting. SEP 12.1 enables large enterprises to tailor their endpoint protection solution to meet their individual needs.

SUCCESSFUL MEETING

Criteria

Highlight Symantec Strengths

- SEP 12.1 includes advanced protection technologies such as Insight and SONAR
- Insight goes beyond Sophos Live Protection by allowing administrators to take action regardless of whether a file is known or unknown. Unlike Insight, Live Protection can only take action on known files.
- SEP 12.1 features support for remote management and more granular policy control
- SEP 12.1 has demonstrated superior protection and performance results in third-party tests
- SEP 12.1 has maintained its leadership position in the endpoint security market for over 10 years

SHARED VISION

Convince

- ✓ Intelligent security that stops advanced threats
- ✓ 5 layers of protection in a single client
- ✓ Granular policy control
- ✓ Faster performance and reduced scan time
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SOPHOS

HANDLING COMPETITOR CLAIMS

C: Multiple products fully incorporated into Sophos' endpoint protection offering
A: While Sophos provides several additional features such as Encryption, Data Loss Prevention, Mobile Control, Whitelisting, and Vulnerability Patch Testing in a single agent and management console, Gartner says these features are basic. Symantec's standalone Encryption, Data Loss Prevention, and Mobile Device Management products are best-of-breed and have the full functionality needed by enterprise customers.

ATTACK TACTICS

- o Sell the value of SEP 12.1's advanced protection tech. & granular policy controls
- o Focus on third-party reviews re: Symantec's superior protection and performance results
- o Draw attention to the limitations enterprise customers will face when using Sophos
- o Features Sophos has integrated into its endpoint protection offering are basic
- o Symantec's agented client matches the performance of an agentless client while providing superior protection

SOLUTION COMPARISON

Assign reputation score for action	🔴
Total Accuracy Rating	🟡
Malware remediation tools, customizable management	🟡
Superior protection capabilities	🟡
Customer traction	🟢
Physical and virtual	🟢

GAIN ACCESS

Capture

Gain Access by asking the following questions:

Q: Are you looking for an enterprise-class endpoint protection solution?
A: Gartner says some features in Kaspersky's endpoint protection solution are not mature for large enterprises. Symantec offers an enterprise endpoint security and management product
Q: Would you value a solution backed by the world's largest global intelligence network?
A: Symantec 's Global Intelligence Network collects and analyzes data from 200M+ endpoints, providing valuable intelligence.

HANDLING COMPETITOR CLAIMS

C: Kaspersky has demonstrated strong results in third-party protection and performance tests and is now better than Symantec.
A: SEP holds its position as the market leader according to IDC, Gartner, and Forrester, and has sustained its protection and performance results over a longer time period in third-party tests.

C: Kaspersky has fully integrated client management tools.
A: Their vulnerability analysis and patch management tools are still maturing and are not replacements for enterprise solutions. Some customers say their internally developed features need longer beta testing before GA.

SUCCESSFUL MEETING

Criteria

Highlight Symantec Strengths

- SEP 12.1 includes advanced protection technologies such as Insight and SONAR
- While Kaspersky has similar technologies, Symantec's size enables us to collect and analyze data from a much larger pool of endpoints, increasing our ability to accurately identify malicious files.
- SEP 12.1 features support for remote management & more granular policy control
- SEP 12.1 has consistently received top ratings in third-party protection tests while Kaspersky's high scores are a more recent occurrence
- SEP 12.1 has maintained its leadership position in the endpoint security market for over 10 years

ATTACK TACTICS

- o Refer to third-party tests that demonstrate SEP 12.1 's ability to consistently receive top marks for protection and performance
- o Stress that SEP 12.1 is a best-of-breed endpoint protection product that meets the needs of large enterprises
- o Draw attention to Kaspersky's less mature product offering – Good enough for SMBs, but may miss the mark for enterprise customers

SHARED VISION

Convince

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KASPERSKY lab

SOLUTION COMPARISON

Mature security solution	🟡
Vulnerability and patch management	🟡
Firewall and application control rules	🔴
Strong channel incentives	🟢
Gartner Magic Quadrant gains	🟢
High protection scores, AAA rating	🟢

Symantec SEP vs. Trend Micro

Symantec.

GAIN ACCESS

Capture

Gain Access by asking the following questions:

Q: Do you value the simplicity of deploying a fully featured endpoint protection solution in a single purchase and installation?

A: Trend Micro OfficeScan is based on a plug-in architecture that allows features to be added to the core antivirus functionality. While this has increased flexibility & customization, it requires IT teams to go through additional purchase & install cycles when new capabilities are desired. SEP 12.1 offers a comprehensive solution right out-of-the-box. SEP 12.1 has consistently outperformed Trend Micro in protection tests conducted by Dennis Technology Labs.

HANDLING COMPETITOR CLAIMS

C: Trend Micro has added new capabilities to its management console and is now better than Symantec

A: While new capabilities have been added to Trend Micro's management console, some still require their native consoles to be deployed

C: Trend Micro's close relationship with VMware has strengthened its agentless antivirus product

A: Despite having an agentless antivirus product, Trend Micro still recommends OfficeScan on top of Deep Security to account for potential vulnerabilities that may occur during the upgrade process as scanning cannot occur simultaneously.

SUCCESSFUL MEETING

Criteria

Highlight Symantec Strengths

- SEP 12.1 offers a comprehensive solution right out-of-the-box
- SEP 12.1 has demonstrated superior protection & performance results in third-party tests
- Symantec offers Data Center Security (DCS) to compete with Trend Micro Deep Security, its agentless server security product. DCS uses the same antivirus engine as SEP 12.1, which received top protection scores

ATTACK TACTICS

- Trend Micro requires customers to purchase and install additional plug-ins when they want new capabilities while many of these same features are built into SEP 12.1
- Third-party tests conducted by Dennis Technology Labs, PassMark Software, and AV-Comparatives show SEP 12.1's superior protection and performance results
- Trend Micro recommends OfficeScan with Deep Security to account for vulnerabilities that occur during routine upgrades.

SHARED VISION

Convince

- ✓ Intelligent security that stops advanced threats
- ✓ 5 layers of protection in a single client
- ✓ Granular policy control
- ✓ Faster performance and reduced scan time
- ✓ Leader in Gartner EPP MQ for past 12 years

TREND MICRO™

SOLUTION COMPARISON

Complete endpoint security suite	🟡
App control, patch management	🟡
Device control functionality	🔴
Data center and virtualization	🟢
VMware relationships	🟢
Asian market penetration	🟢