EMOTIONAL FOOTPRINT REPORT

Endpoint Protection

620 Reviews
11 Vendors Evaluated
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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.
Selecting software can be overwhelming and one of the biggest challenges facing organisations 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.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AhnLab Endpoint Security</td>
<td>Avast Business Antivirus</td>
<td>Bitdefender Gravity Zone</td>
</tr>
<tr>
<td>Bromium Advanced Endpoint Security</td>
<td>Carbon Black Security Platform</td>
<td>Centrify Endpoint Protection</td>
</tr>
<tr>
<td>Centurion SmartShield</td>
<td>Check Point Endpoint Security</td>
<td>Comodo Endpoint Security Manager</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>CurrentWare AccessPatrol</td>
<td>Cylance PROTECT</td>
</tr>
<tr>
<td>Dell Endpoint Security</td>
<td>Digital Guardian Application Whitelisting</td>
<td>Druva inSync</td>
</tr>
<tr>
<td>EMC RSA ECAT for Endpoint Security</td>
<td>EnCase Endpoint Security</td>
<td>ESET Endpoint Protection Solutions</td>
</tr>
<tr>
<td>EventTracker</td>
<td>F-Secure Business Security Solutions</td>
<td>FireEye Endpoint Security HX Series</td>
</tr>
<tr>
<td>Forcepoint Triton AP-Endpoint</td>
<td>FortiClient</td>
<td>GFI EndPointSecurity</td>
</tr>
<tr>
<td>IBM Endpoint Security</td>
<td>Invincea Advanced Endpoint Protection</td>
<td>Ivanti Endpoint Security</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>Lumension Endpoint Management and Security Suite</td>
<td>Malwarebytes Endpoint Detection and Response</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>Microsoft System Center Endpoint Protection</td>
<td>PaloAlto EndPoint Security</td>
</tr>
<tr>
<td>Panda Adaptive Defense 360</td>
<td>Promisec Endpoint Manager Platform</td>
<td>Qualys Enterprise (QualysGuard)</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Endpoint Protection Emotional Footprint Report</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Software Directory</strong></td>
</tr>
<tr>
<td><strong>ENDPOINT PROTECTION SOFTWARE</strong></td>
</tr>
</tbody>
</table>

- Quarri Perimeter Shield
- Smoothwall E-Safe
- Symantec Endpoint Suite
- ThreatTrack Vipre for Business
- VIPRE Endpoint Security
- Secdo
- Sophos Endpoint Protection
- Tanium Endpoint Platform
- Trend Micro User Protection Solution
- Webroot® Business Endpoint Protection
- SentinelOne Endpoint Protection Platform
- Stormshield Endpoint Protection
- ThreatSMART
- Trustwave Endpoint Protection Suite
The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.

**Value Index**
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

**Net Emotional Footprint**
The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.
# 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.

<table>
<thead>
<tr>
<th>RANK</th>
<th>VENDOR</th>
<th>CX SCORE</th>
<th>NET EMOTIONAL FOOTPRINT</th>
<th>NET EMOTIONAL FOOTPRINT DISTRIBUTION</th>
<th>VALUE INDEX</th>
<th>STRONGEST POSITIVE EMOTIONS</th>
<th>STRONGEST NEGATIVE EMOTIONS</th>
<th>NUMBER OF REVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malwarebytes Endpoint Detection and Response</td>
<td>8.9</td>
<td>+91</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>88</td>
<td>SECURITY PROTECTS 98%</td>
<td>PERFORMANCE RESTRICTING 4%</td>
<td>116</td>
</tr>
<tr>
<td>2</td>
<td>Avast Business</td>
<td>8.4</td>
<td>+83</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>85</td>
<td>EFFECTIVE 93%</td>
<td>NEGLICENT 8%</td>
<td>53</td>
</tr>
<tr>
<td>3</td>
<td>Webroot Endpoint Protection</td>
<td>8.4</td>
<td>+82</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>86</td>
<td>RESPECTFUL 98%</td>
<td>COMMODITY FEATURES 1%</td>
<td>28</td>
</tr>
<tr>
<td>4</td>
<td>Microsoft Endpoint Protection</td>
<td>8.3</td>
<td>+82</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>83</td>
<td>EFFECTIVE 91%</td>
<td>OVER PROMISED 9%</td>
<td>42</td>
</tr>
<tr>
<td>5</td>
<td>Sophos Endpoint Protection</td>
<td>8.2</td>
<td>+82</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>81</td>
<td>RELIABLE 97%</td>
<td>LEVERAGE INCUMBENT STATUS 9%</td>
<td>26</td>
</tr>
<tr>
<td>6</td>
<td>Kaspersky Endpoint Security</td>
<td>7.7</td>
<td>+80</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>75</td>
<td>RESPECTFUL 93%</td>
<td>ROADBLOCK TO INNOVATION 12%</td>
<td>42</td>
</tr>
<tr>
<td>7</td>
<td>Crowdstrike Falcon Platform</td>
<td>7.5</td>
<td>+75</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>74</td>
<td>SECURITY PROTECTS 95%</td>
<td>ROADBLOCK TO INNOVATION 12%</td>
<td>23</td>
</tr>
<tr>
<td>8</td>
<td>McAfee Endpoint Protection</td>
<td>7.4</td>
<td>+69</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>78</td>
<td>SECURITY PROTECTS 86%</td>
<td>OVER PROMISED 15%</td>
<td>103</td>
</tr>
<tr>
<td>9</td>
<td>Trend Micro User Protection</td>
<td>7.4</td>
<td>+72</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>76</td>
<td>TRANSPARENT 91%</td>
<td>VENDOR'S INTEREST FIRST 17%</td>
<td>21</td>
</tr>
<tr>
<td>10</td>
<td>Check Point Endpoint Security</td>
<td>7.1</td>
<td>+66</td>
<td><img src="image" alt="Bar Chart" /></td>
<td>75</td>
<td>RESPECTFUL 88%</td>
<td>OVER PROMISED 16%</td>
<td>32</td>
</tr>
</tbody>
</table>
## 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

- **EMOTIONAL FOOTPRINT**
  - NEGATIVE
  - NEUTRAL
  - POSITIVE

- **NET EMOTIONAL FOOTPRINT DISTRIBUTION**
  - 17% NEGATIVE
  - 69% POSITIVE

- **VALUE INDEX**
  - 71

- **STRONGEST POSITIVE EMOTIONS**
  - RESPECTFUL: 86%
  - INTEGRITY: 80%
  - OVER PROMISED: 26%
  - WASTES TIME: 25%

- **STRONGEST NEGATIVE EMOTIONS**
  - HELPS INNOVATE: 94%
  - SECURITY PROTECTS: 94%
  - FRUSTRATING: 20%
  - DESPISED: 18%

- **NUMBER OF REVIEWS**
  - 57

### Vendors with Insufficient Data

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor</th>
<th>CX Score</th>
<th>Net Emotional Footprint</th>
<th>Net Emotional Footprint Distribution</th>
<th>Value Index</th>
<th>Strongest Positive Emotions</th>
<th>Strongest Negative Emotions</th>
<th>Number of Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Symantec Endpoint Suite</td>
<td>6.3</td>
<td>+53</td>
<td>4% NEGATIVE</td>
<td>71</td>
<td>RESPECTFUL: 86%</td>
<td>OVER PROMISED: 26%</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>ESET Endpoint Protection Solutions</td>
<td>8.3</td>
<td>+83</td>
<td>0% NEGATIVE</td>
<td>84</td>
<td>EFFECTIVE: 100%</td>
<td>DISRESPECTFUL: 8%</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Cylance PROTECT</td>
<td>7.9</td>
<td>+74</td>
<td>0% NEGATIVE</td>
<td>85</td>
<td>HELPS INNOVATE: 94%</td>
<td>FRUSTRATING: 20%</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>F-Secure Business Security</td>
<td>8.7</td>
<td>+91</td>
<td>0% NEGATIVE</td>
<td>84</td>
<td>SAVES TIME: 100%</td>
<td>ROADBLOCK TO INNOVATION: 18%</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>FireEye Endpoint Security HX</td>
<td>8.3</td>
<td>+84</td>
<td>0% NEGATIVE</td>
<td>83</td>
<td>EFFICIENT: 100%</td>
<td>DECEPTIVE: 20%</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Panda Adaptive Defense 360</td>
<td>9.3</td>
<td>+100</td>
<td>0% NEGATIVE</td>
<td>85</td>
<td>INSPIRING: 100%</td>
<td>PERFORMANCE RESTRICTING: 18%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>IBM Endpoint Security</td>
<td>8.2</td>
<td>+77</td>
<td>0% NEGATIVE</td>
<td>87</td>
<td>TRUSTWORTHY: 91%</td>
<td>VENDOR’S INTEREST FIRST: 58%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Bitdefender Gravity Zone</td>
<td>8.7</td>
<td>+94</td>
<td>0% NEGATIVE</td>
<td>79</td>
<td>HELPS INNOVATE: 100%</td>
<td>CHARGES FOR PRODUCT ENHANCEMENTS: 42%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>EMC RSA ECAT for Endpoint Security</td>
<td>6.1</td>
<td>+53</td>
<td>12% NEGATIVE</td>
<td>67</td>
<td>TRUSTWORTHY: 100%</td>
<td>VENDORS WITH INSUFFICIENT DATA: 50%</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Carbon Black Security Platform</td>
<td>5.2</td>
<td>+25</td>
<td>28% NEGATIVE</td>
<td>69</td>
<td>CLIENT’S INTEREST FIRST: 77%</td>
<td>ROADBLOCK TO INNOVATION: 50%</td>
<td>5</td>
</tr>
</tbody>
</table>
Emotional Footprint Report

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### Emotional Footprint Summary

<table>
<thead>
<tr>
<th>VENDORS WITH INSUFFICIENT DATA</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bromium Advanced Endpoint Security</td>
<td>5.4</td>
<td>+16</td>
<td>75</td>
<td>TRUSTWORTHY 100%</td>
<td>DECEPTIVE 100%</td>
</tr>
</tbody>
</table>

#### EMOTIONAL SPECTRUM SCALE

<table>
<thead>
<tr>
<th>% POSITIVE</th>
<th>% NEGATIVE</th>
<th>EMOTIONAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>-100 to -90</td>
<td>-20 to -30</td>
<td>+10 to +29</td>
</tr>
<tr>
<td>-30 to +29</td>
<td>+30 to +59</td>
<td>+60 to +79</td>
</tr>
<tr>
<td>+60 to +79</td>
<td>+80 to +99</td>
<td>+100 to +199</td>
</tr>
</tbody>
</table>

#### Emotional Footprint Report

<table>
<thead>
<tr>
<th>VENDORS WITH INSUFFICIENT DATA</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>--</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Emotional Footprint Details

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.

<table>
<thead>
<tr>
<th>EMOTIONAL SPECTRUM SCALE</th>
<th>% POSITIVE</th>
<th>% NEGATIVE</th>
<th>EMOTIONAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
</tr>
<tr>
<td>0</td>
<td>+1</td>
<td>+2</td>
<td>+3</td>
</tr>
<tr>
<td>+4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
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### Emotional Spectrum Scale

<table>
<thead>
<tr>
<th>EMOTIONAL SPECTRUM</th>
<th>% POSITIVE</th>
<th>% NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEGATIVE</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>NEUTRAL</td>
<td>1</td>
<td>99</td>
</tr>
<tr>
<td>POSITIVE</td>
<td>99</td>
<td>1</td>
</tr>
</tbody>
</table>

### Disrespectful vs. Respectful

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Net Footprint</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>+98</td>
<td>2% to 98%</td>
<td>28 reviews</td>
</tr>
<tr>
<td>Malwarebytes Endpoint Detection</td>
<td>+96</td>
<td>1% to 99%</td>
<td>116 reviews</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+93</td>
<td>1% to 99%</td>
<td>42 reviews</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+90</td>
<td>10% to 90%</td>
<td>53 reviews</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+89</td>
<td>11% to 89%</td>
<td>26 reviews</td>
</tr>
<tr>
<td>Trend Micro User Protection Solution</td>
<td>+89</td>
<td>11% to 89%</td>
<td>21 reviews</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+85</td>
<td>15% to 84%</td>
<td>32 reviews</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Protection</td>
<td>+85</td>
<td>17% to 85%</td>
<td>42 reviews</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+81</td>
<td>18% to 83%</td>
<td>23 reviews</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+80</td>
<td>19% to 82%</td>
<td>57 reviews</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>+79</td>
<td>21% to 81%</td>
<td>103 reviews</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

+88 | 2% to 98% | 1000 reviews |
### Emotional Footprint Details

#### Bureaucratic vs. Efficient

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Emotional Footprint</th>
<th>Positive %</th>
<th>Negative %</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Malwarebytes Endpoint Detection</td>
<td>+93</td>
<td>9% 1% 94%</td>
<td>116</td>
<td></td>
</tr>
<tr>
<td>2 Webroot® Business Endpoint Pr...</td>
<td>+92</td>
<td>3% 2% 95%</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>3 Microsoft System Center Endpoi...</td>
<td>+90</td>
<td>10% 90%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>4 Sophos Endpoint Protection</td>
<td>+88</td>
<td>12% 88%</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>5 Avast Business Antivirus</td>
<td>+84</td>
<td>2% 12% 86%</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>6 Kaspersky Endpoint Security</td>
<td>+83</td>
<td>6% 9% 89%</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>7 Crowdstrike Falcon Platform</td>
<td>+78</td>
<td>5% 12% 83%</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>8 McAfee Complete Endpoint Prot...</td>
<td>+69</td>
<td>11% 9% 80%</td>
<td>103</td>
<td></td>
</tr>
<tr>
<td>9 Trend Micro User Protection Sol...</td>
<td>+67</td>
<td>4% 25% 71%</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>10 Symantec Endpoint Suite</td>
<td>+66</td>
<td>8% 19% 74%</td>
<td>57</td>
<td></td>
</tr>
<tr>
<td>11 Check Point Endpoint Security</td>
<td>+62</td>
<td>10% 16% 72%</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td><strong>CATEGORY AVERAGE</strong></td>
<td><strong>+81</strong></td>
<td><strong>5% 10% 86%</strong></td>
<td><strong>-</strong></td>
<td></td>
</tr>
</tbody>
</table>

---

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 FOOTPRINT SCALE

- -4 -3 -2 -1 0 +1 +2 +3 +4
  **NEGATIVE** **NEUTRAL** **POSITIVE**

#### EMOTIONAL FOOTPRINT

- -100 to -19 +20 to +39 +40 to +59 +60 to +79 +80 to +100

---

**Malwarebytes Endpoint Detection…**

**Webroot® Business Endpoint Pr...**

**Microsoft System Center Endpoi...**

**Sophos Endpoint Protection**

**Avast Business Antivirus**

**Kaspersky Endpoint Security**

**Crowdstrike Falcon Platform**

**McAfee Complete Endpoint Prot...**

**Trend Micro User Protection Sol...**

**Symantec Endpoint Suite**

**Check Point Endpoint Security**
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### Neglectful vs. Caring

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Emotional Footprint</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection...</td>
<td>+94</td>
<td>116</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Protection</td>
<td>+86</td>
<td>42</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+86</td>
<td>26</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>+85</td>
<td>28</td>
</tr>
<tr>
<td>Trend Micro User Protection Solutions</td>
<td>+82</td>
<td>21</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+80</td>
<td>42</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+76</td>
<td>32</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+70</td>
<td>53</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+70</td>
<td>23</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection Suite</td>
<td>+65</td>
<td>103</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+62</td>
<td>57</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE** | +78 |
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 Footprint Details

#### Frustrating vs. Effective

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Score</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection</td>
<td>+96</td>
<td>116</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>+94</td>
<td>28</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+91</td>
<td>53</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Security</td>
<td>+86</td>
<td>42</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+85</td>
<td>26</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+83</td>
<td>23</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+80</td>
<td>42</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>+75</td>
<td>103</td>
</tr>
<tr>
<td>Trend Micro User Protection Solution</td>
<td>+74</td>
<td>21</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+71</td>
<td>32</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+49</td>
<td>57</td>
</tr>
<tr>
<td>ESET Endpoint Protection Solution</td>
<td>+100</td>
<td>14</td>
</tr>
<tr>
<td>Cylance PROTECT</td>
<td>+60</td>
<td>11</td>
</tr>
<tr>
<td>F-Secure Business Security Solution</td>
<td>+100</td>
<td>9</td>
</tr>
<tr>
<td>FireEye Endpoint Security HX Security</td>
<td>+91</td>
<td>8</td>
</tr>
<tr>
<td>Panda Adaptive Defense 360</td>
<td>+100</td>
<td>7</td>
</tr>
<tr>
<td>IBM Endpoint Security</td>
<td>+73</td>
<td>7</td>
</tr>
<tr>
<td>Bitdefender Gravity Zone</td>
<td>+100</td>
<td>6</td>
</tr>
<tr>
<td>Bromium Advanced Endpoint Security</td>
<td>+53</td>
<td>5</td>
</tr>
<tr>
<td>EMC RSA ECAT for Endpoint Security</td>
<td>+43</td>
<td>5</td>
</tr>
<tr>
<td>Carbon Black Security Platform</td>
<td>+1</td>
<td>5</td>
</tr>
</tbody>
</table>

#### CATEGORY AVERAGE

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Score</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendors</td>
<td>+82</td>
<td></td>
</tr>
</tbody>
</table>

#### Negative Scores

#### Neutral Scores

#### Positive Scores

#### EMOTIONAL SPECTRUM SCALE

-4  -3  -2  -1  0  +1  +2  +3  +4

**POSITIVE**  **NEGATIVE**

**EMOTIONAL FOOTPRINT**

-100 to -19  +19 to +39  +40 to +59  +60 to +79  +80 to +100

---

This report is an excerpt from a larger study on endpoint protection solutions. It highlights the emotional footprint of various software vendors, measured through user responses to specific scenarios that reflect different aspects of vendor-client relationships and product effectiveness. The emotional footprint scores are calculated based on the percentage of positive and negative responses, with higher scores indicating a more positive user experience.

---

Note: The scores and reviews listed are for demonstration purposes and do not reflect actual data from the study.
## Emotional Footprint Details

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

<table>
<thead>
<tr>
<th>EMOTIONAL FOOTPRINT</th>
<th>%[EMOTIONAL]</th>
<th>%[NEGATIVE]</th>
</tr>
</thead>
<tbody>
<tr>
<td>-100 to +19</td>
<td>+19 to +39</td>
<td>+40 to +59</td>
</tr>
<tr>
<td>+60 to +79</td>
<td>+80 to +100</td>
<td></td>
</tr>
</tbody>
</table>

### Endpoint Protection Emotional Footprint Report

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor Name</th>
<th>Emotional Footprint</th>
<th>Positive Distribution</th>
<th>Negative Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malwarebytes Endpoint Detection</td>
<td>+96</td>
<td>1% 97%</td>
<td>2% 2%</td>
</tr>
<tr>
<td>2</td>
<td>Sophos Endpoint Protection</td>
<td>+96</td>
<td>-3% 56%</td>
<td>4% 96%</td>
</tr>
<tr>
<td>3</td>
<td>Microsoft System Center Endpoint Protection</td>
<td>+83</td>
<td>2% 85%</td>
<td>13% 8%</td>
</tr>
<tr>
<td>4</td>
<td>Webroot® Business Endpoint Protection</td>
<td>+78</td>
<td>2% 81%</td>
<td>3% 16%</td>
</tr>
<tr>
<td>5</td>
<td>Avast Business Antivirus</td>
<td>+77</td>
<td>2% 82%</td>
<td>3% 13%</td>
</tr>
<tr>
<td>6</td>
<td>Trend Micro User Protection Solution</td>
<td>+75</td>
<td>2% 82%</td>
<td>3% 13%</td>
</tr>
<tr>
<td>7</td>
<td>McAfee Complete Endpoint Protection</td>
<td>+74</td>
<td>2% 82%</td>
<td>3% 13%</td>
</tr>
<tr>
<td>8</td>
<td>Kaspersky Endpoint Security</td>
<td>+71</td>
<td>2% 79%</td>
<td>3% 14%</td>
</tr>
<tr>
<td>9</td>
<td>Crowdstrike Falcon Platform</td>
<td>+70</td>
<td>2% 74%</td>
<td>4% 23%</td>
</tr>
<tr>
<td>10</td>
<td>Check Point Endpoint Security</td>
<td>+67</td>
<td>2% 75%</td>
<td>4% 27%</td>
</tr>
<tr>
<td>11</td>
<td>Symantec Endpoint Suite</td>
<td>+36</td>
<td>2% 61%</td>
<td>4% 25%</td>
</tr>
</tbody>
</table>

**Category Average**: +77

### Wastes Time vs. Saves Time

1. **Malwarebytes Endpoint Detection**
   - Positive Distribution: 97%
   - Negative Distribution: 2%

2. **Sophos Endpoint Protection**
   - Positive Distribution: 56%
   - Negative Distribution: 4%

3. **Microsoft System Center Endpoint Protection**
   - Positive Distribution: 85%
   - Negative Distribution: 13%

4. **Webroot® Business Endpoint Protection**
   - Positive Distribution: 81%
   - Negative Distribution: 16%

5. **Avast Business Antivirus**
   - Positive Distribution: 82%
   - Negative Distribution: 13%

6. **Trend Micro User Protection Solution**
   - Positive Distribution: 82%
   - Negative Distribution: 13%

7. **McAfee Complete Endpoint Protection**
   - Positive Distribution: 82%
   - Negative Distribution: 13%

8. **Kaspersky Endpoint Security**
   - Positive Distribution: 79%
   - Negative Distribution: 14%

9. **Crowdstrike Falcon Platform**
   - Positive Distribution: 74%
   - Negative Distribution: 23%

10. **Check Point Endpoint Security**
    - Positive Distribution: 75%
    - Negative Distribution: 16%

11. **Symantec Endpoint Suite**
    - Positive Distribution: 61%
    - Negative Distribution: 25%

**Category Average**: +77
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.
Emotional Footprint Details

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.

Lack Of Integrity vs. Integrity

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Rating</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection</td>
<td>+97</td>
<td>3% 97%</td>
<td>116</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+95</td>
<td>5% 95%</td>
<td>23</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+89</td>
<td>17% 83%</td>
<td>26</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+87</td>
<td>13% 87%</td>
<td>32</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+86</td>
<td>14% 86%</td>
<td>53</td>
</tr>
<tr>
<td>Trend Micro User Protection Solutions</td>
<td>+86</td>
<td>14% 86%</td>
<td>21</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>+86</td>
<td>14% 86%</td>
<td>28</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Protection</td>
<td>+84</td>
<td>5% 95%</td>
<td>42</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+82</td>
<td>12% 88%</td>
<td>42</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>+75</td>
<td>8% 92%</td>
<td>103</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+70</td>
<td>10% 90%</td>
<td>57</td>
</tr>
</tbody>
</table>

CATEGORY AVERAGE | +85 | 3% 97% | 116 |

- ESET Endpoint Protection Solutions | +100 | 100% | 14 |
- Cylance PROTECT | +86 | 1% 93% | 11 |
- F-Secure Business Security Solutions | +100 | 100% | 9 |
- FireEye Endpoint Security HX Security | +81 | 19% 81% | 8 |
- Panda Adaptive Defense 360 | +100 | 100% | 7 |
- IBM Endpoint Security | +91 | 9% 91% | 7 |
- Bitdefender Gravity Zone | +100 | 100% | 6 |
- EMC RSA ECAT for Endpoint Security | +85 | 15% 85% | 5 |
- Bromium Advanced Endpoint Security | +62 | 30% 70% | 5 |
- Carbon Black Security Platform | +43 | 57% 43% | 5 |
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.

Vendor Friendly Policies vs. Client Friendly Policies

<table>
<thead>
<tr>
<th>Vendor Friendly Policies</th>
<th>Client Friendly Policies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection</td>
<td>ESET Endpoint Protection Solutions</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>Cylance PROTECT</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>F-Secure Business Security Solutions</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>FireEye Endpoint Security HX Security</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Protection</td>
<td>Panda Adaptive Defense 360</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>IBM Endpoint Security</td>
</tr>
<tr>
<td>Trend Micro User Protection Solutions</td>
<td>Bitdefender Gravity Zone</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>EMC RSA ECAT for Endpoint Security</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>Carbon Black Security Platform</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>Bromium Advanced Endpoint Security</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td></td>
</tr>
</tbody>
</table>
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**Emotional Spectrum Scale**

- **POSITIVE**
  - +4 to +5
  - +6 to +7
  - +8 to +9
  - +10 to +11
  - +12 to +13

- **NEUTRAL**
  - +1
  - -1

- **NEGATIVE**
  - -2
  - -3
  - -4
  - -5
  - -6

**Emotional Footprint Details**

1. **Malwarebytes Endpoint Detection...**
   - Selfish: +90
   - Altruistic: +90
   - Net Emotional Footprint: +76

2. **Webroot® Business Endpoint Pr...**
   - Selfish: +90
   - Altruistic: +90
   - Net Emotional Footprint: +76

3. **Kaspersky Endpoint Security**
   - Selfish: +87
   - Altruistic: +90
   - Net Emotional Footprint: +76

4. **Microsoft System Center Endpoi...**
   - Selfish: +84
   - Altruistic: +90
   - Net Emotional Footprint: +76

5. **Trend Micro User Protection Sol...**
   - Selfish: +84
   - Altruistic: +90
   - Net Emotional Footprint: +76

6. **Crowdstrike Falcon Platform**
   - Selfish: +81
   - Altruistic: +90
   - Net Emotional Footprint: +76

7. **Sophos Endpoint Protection**
   - Selfish: +75
   - Altruistic: +90
   - Net Emotional Footprint: +76

8. **Avast Business Antivirus**
   - Selfish: +74
   - Altruistic: +90
   - Net Emotional Footprint: +76

9. **McAfee Complete Endpoint Prot...**
   - Selfish: +63
   - Altruistic: +90
   - Net Emotional Footprint: +76

10. **Check Point Endpoint Security**
    - Selfish: +59
    - Altruistic: +90
    - Net Emotional Footprint: +76

11. **Symantec Endpoint Suite**
    - Selfish: +42
    - Altruistic: +90
    - Net Emotional Footprint: +76

**Category Average**

- Net Emotional Footprint: +76
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 Footprint Details**

**Big Fat Liars vs. Trustworthy**

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Rating</th>
<th>Emotional Spectrum</th>
<th>Number of Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection...</td>
<td>+95</td>
<td></td>
<td>116</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Pr...</td>
<td>+94</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+92</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+92</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>Microsoft System Center Endpo...</td>
<td>+87</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Trend Micro User Protection Sol...</td>
<td>+86</td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+82</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+79</td>
<td></td>
<td>32</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+74</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Prot...</td>
<td>+73</td>
<td></td>
<td>103</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+57</td>
<td></td>
<td>57</td>
</tr>
</tbody>
</table>

**Category Average** | +82 | | 57 |

**EMOTIONAL FOOTPRINT SCALE**

- NEGATIVE (E - 100 to -99, -98 to -97, -96 to -95, -94 to -93, -92 to -91, -90 to -89, -88 to -87, -86 to -85, -84 to -83, -82 to -81, -80 to -79, -78 to -77, -76 to -75, -74 to -73, -72 to -71, -70 to -69, -68 to -67, -66 to -65, -64 to -63, -62 to -61, -60 to -59, -58 to -57, -56 to -55, -54 to -53, -52 to -51, -50 to -49, -48 to -47, -46 to -45, -44 to -43, -42 to -41, -40 to -39, -38 to -37, -36 to -35, -34 to -33, -32 to -31, -30 to -29, -28 to -27, -26 to -25, -24 to -23, -22 to -21, -20 to -19, -18 to -17, -16 to -15, -14 to -13, -12 to -11, -10 to -9, -9 to -8, -8 to -7, -7 to -6, -6 to -5, -5 to -4, -4 to -3, -3 to -2, -2 to -1, -1 to 0, 0 to +1, +1 to +2, +2 to +3, +3 to +4)
# Emotional Footprint Details

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

<table>
<thead>
<tr>
<th>EMOTIONAL SPECTRUM SCALE</th>
<th>% POSITIVE</th>
<th>% NEGATIVE</th>
<th>EMOTIONAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITIVE</td>
<td>+1 to +4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEUTRAL</td>
<td>+0 to +1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEGATIVE</td>
<td>-1 to -4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Unfair vs. Fair

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Score</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Malwarebytes Endpoint Detection</td>
<td>+95</td>
<td>DISTRIBUTION - 5% 95%</td>
<td>116</td>
</tr>
<tr>
<td>2 Trend Micro User Protection Sol.</td>
<td>+84</td>
<td>DISTRIBUTION - 16% 84%</td>
<td>21</td>
</tr>
<tr>
<td>3 Webroot® Business Endpoint Pr...</td>
<td>+84</td>
<td>DISTRIBUTION 3% 10% 87%</td>
<td>28</td>
</tr>
<tr>
<td>4 Crowdstrike Falcon Platform</td>
<td>+83</td>
<td>DISTRIBUTION 3% 11% 86%</td>
<td>23</td>
</tr>
<tr>
<td>5 Microsoft System Center Endpoi...</td>
<td>+83</td>
<td>DISTRIBUTION 6% 6% 89%</td>
<td>42</td>
</tr>
<tr>
<td>6 Avast Business Antivirus</td>
<td>+82</td>
<td>DISTRIBUTION 4% 11% 86%</td>
<td>53</td>
</tr>
<tr>
<td>7 Kaspersky Endpoint Security</td>
<td>+82</td>
<td>DISTRIBUTION 5% 8% 87%</td>
<td>42</td>
</tr>
<tr>
<td>8 Check Point Endpoint Security</td>
<td>+79</td>
<td>DISTRIBUTION 6% 9% 85%</td>
<td>32</td>
</tr>
<tr>
<td>9 Sophos Endpoint Protection</td>
<td>+79</td>
<td>DISTRIBUTION 21% 79%</td>
<td>26</td>
</tr>
<tr>
<td>10 McAfee Complete Endpoint Prot...</td>
<td>+70</td>
<td>DISTRIBUTION 8% 14% 78%</td>
<td>103</td>
</tr>
<tr>
<td>11 Symantec Endpoint Suite</td>
<td>+62</td>
<td>DISTRIBUTION 13% 12% 75%</td>
<td>57</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

<table>
<thead>
<tr>
<th>Score</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>+81</td>
<td>DISTRIBUTION 5% 80% 85%</td>
<td></td>
</tr>
</tbody>
</table>
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.
## Emotional Footprint Details

### Greedy vs. Generous

<table>
<thead>
<tr>
<th>Rank</th>
<th>Software</th>
<th>Net Emotional Footprint</th>
<th>Positive %</th>
<th>Negative %</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Trend Micro User Protection Solution</td>
<td>+91</td>
<td>9%</td>
<td>91%</td>
<td>9% - 91%</td>
<td>21</td>
</tr>
<tr>
<td>2</td>
<td>Malwarebytes Endpoint Detection &amp; Protection</td>
<td>+88</td>
<td>10%</td>
<td>89%</td>
<td>1% - 10%</td>
<td>116</td>
</tr>
<tr>
<td>3</td>
<td>Kaspersky Endpoint Security</td>
<td>+87</td>
<td>13%</td>
<td>87%</td>
<td>1% - 13%</td>
<td>42</td>
</tr>
<tr>
<td>4</td>
<td>CrowdStrike Falcon Platform</td>
<td>+85</td>
<td>15%</td>
<td>85%</td>
<td>1% - 15%</td>
<td>23</td>
</tr>
<tr>
<td>5</td>
<td>Avast Business Antivirus</td>
<td>+82</td>
<td>2%</td>
<td>14%</td>
<td>2% - 14%</td>
<td>53</td>
</tr>
<tr>
<td>6</td>
<td>Microsoft System Center Endpoint Protection</td>
<td>+78</td>
<td>11%</td>
<td>84%</td>
<td>6% - 11%</td>
<td>42</td>
</tr>
<tr>
<td>7</td>
<td>Sophos Endpoint Protection</td>
<td>+76</td>
<td>18%</td>
<td>79%</td>
<td>11% - 18%</td>
<td>26</td>
</tr>
<tr>
<td>8</td>
<td>Webroot® Business Endpoint Protection</td>
<td>+76</td>
<td>7%</td>
<td>3%</td>
<td>7% - 10%</td>
<td>28</td>
</tr>
<tr>
<td>9</td>
<td>McAfee Complete Endpoint Protection</td>
<td>+61</td>
<td>10%</td>
<td>71%</td>
<td>10% - 15%</td>
<td>103</td>
</tr>
<tr>
<td>10</td>
<td>Symantec Endpoint Suite</td>
<td>+49</td>
<td>20%</td>
<td>20%</td>
<td>10% - 20%</td>
<td>57</td>
</tr>
<tr>
<td>11</td>
<td>Check Point Endpoint Security</td>
<td>+46</td>
<td>15%</td>
<td>44%</td>
<td>15% - 24%</td>
<td>32</td>
</tr>
<tr>
<td><strong>Category Average</strong></td>
<td><strong>+75</strong></td>
<td><strong>6%</strong></td>
<td><strong>14%</strong></td>
<td><strong>80%</strong></td>
<td><strong>6% - 80%</strong></td>
<td><strong>115</strong></td>
</tr>
</tbody>
</table>

**EMOTIONAL FOOTPRINT SCALE**

-4 to +4

**EMOTIONAL SPECTRUM SCALE**

-4 to +4

**POSITIVE %**

**NEGATIVE %**

- **EMOTIONAL FOOTPRINT**

+100 to +100

+90 to +90

+80 to +80

+70 to +70

+60 to +60

+50 to +50

+40 to +40

+30 to +30

+20 to +20

+10 to +10

- **REVIEWS**

1 to 14

1 to 11

1 to 9

1 to 8

1 to 7

1 to 6

1 to 5

1 to 5
Emotional Footprint Details

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

NEGATIVE | NEUTRAL | POSITIVE
---|---|---
-4 | -3 | -2
-1 | 0 | +1
+2 | +3 | +4

EMOTIONAL FOOTPRINT

-100 to -19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Deceptive vs. Transparent

1. Malwarebytes Endpoint Detection... +91
2. Trend Micro User Protection Sol... +91
3. Sophos Endpoint Protection +88
4. Webroot® Business Endpoint Pr... +88
5. Avast Business Antivirus +87
6. Kaspersky Endpoint Security +83
7. Crowdstrike Falcon Platform +78
8. Microsoft System Center Endpoi... +77
9. McAfee Complete Endpoint Prot... +63
10. Check Point Endpoint Security +51
11. Symantec Endpoint Suite +48

CATEGORY AVERAGE +77

- ESET Endpoint Protection Soluti... +88
- Cylance PROTECT +73
- F-Secure Business Security Solu... +94
- FireEye Endpoint Security HX Se... +60
- Panda Adaptive Defense 360 +100
- IBM Endpoint Security +90
- Bitdefender Gravity Zone +89
- EMC RSA ECAT for Endpoint Sec... +79
- Carbon Black Security Platform +1
- Bromium Advanced Endpoint Se... -100

REVIEWS

116 REVIEWS
21 REVIEWS
26 REVIEWS
28 REVIEWS
53 REVIEWS
42 REVIEWS
23 REVIEWS
42 REVIEWS
103 REVIEWS
32 REVIEWS
57 REVIEWS

DISTRIBUTION 1% 7% 92%
DISTRIBUTION -- 9% 91%
DISTRIBUTION -- 12% 88%
DISTRIBUTION 3% 6% 91%
DISTRIBUTION 3% 8% 90%
DISTRIBUTION -- 17% 83%
DISTRIBUTION 8% 5% 86%
DISTRIBUTION 3% 17% 80%
DISTRIBUTION 10% 29% 61%
DISTRIBUTION 19% 15% 67%

DISTRIBUTION 12% 88%
DISTRIBUTION 7% 13% 80%
DISTRIBUTION -- 6% 94%
DISTRIBUTION 20% -- 80%
DISTRIBUTION -- 10% 90%
DISTRIBUTION -- 11% 89%
DISTRIBUTION -- 21% 79%
DISTRIBUTION 42% 14% 43%
DISTRIBUTION 100% -- --
Emotional Footprint Details

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

-4 | -3 | -2 | -1 | 0 | +1 | +2 | +3 | +4

**POSITIVE**

**NEGATIVE**

### Emotional Footprint Report

#### Over Promised vs. Over Delivered

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Net Score</th>
<th>Positive %</th>
<th>Negative %</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Avast Business Antivirus</td>
<td>+83</td>
<td>3%</td>
<td>19%</td>
<td>86%</td>
<td>53</td>
</tr>
<tr>
<td>2 Malwarebytes Endpoint Detection</td>
<td>+77</td>
<td>2%</td>
<td>19%</td>
<td>79%</td>
<td>116</td>
</tr>
<tr>
<td>3 Sophos Endpoint Protection</td>
<td>+71</td>
<td>3%</td>
<td>22%</td>
<td>74%</td>
<td>26</td>
</tr>
<tr>
<td>4 Kaspersky Endpoint Security</td>
<td>+69</td>
<td>6%</td>
<td>19%</td>
<td>75%</td>
<td>42</td>
</tr>
<tr>
<td>5 Webroot® Business Endpoint Protection</td>
<td>+63</td>
<td>8%</td>
<td>21%</td>
<td>71%</td>
<td>28</td>
</tr>
<tr>
<td>6 Trend Micro User Protection Sol...</td>
<td>+55</td>
<td>7%</td>
<td>31%</td>
<td>62%</td>
<td>21</td>
</tr>
<tr>
<td>7 Microsoft System Center Endpoint</td>
<td>+54</td>
<td>9%</td>
<td>28%</td>
<td>63%</td>
<td>42</td>
</tr>
<tr>
<td>8 Crowdstrike Falcon Platform</td>
<td>+51</td>
<td>11%</td>
<td>27%</td>
<td>62%</td>
<td>23</td>
</tr>
<tr>
<td>9 McAfee Complete Endpoint Protection</td>
<td>+44</td>
<td>19%</td>
<td>18%</td>
<td>63%</td>
<td>103</td>
</tr>
<tr>
<td>10 Symantec Endpoint Suite</td>
<td>+32</td>
<td>26%</td>
<td>17%</td>
<td>58%</td>
<td>57</td>
</tr>
<tr>
<td>11 Check Point Endpoint Security</td>
<td>+26</td>
<td>16%</td>
<td>42%</td>
<td>42%</td>
<td>32</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

+60

**DISTRIBUTION**

10% 20% 70%
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.

### Vendor's Interest First vs. Client's Interest First

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Score</th>
<th>Positive Distribution</th>
<th>Negative Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Kaspersky Endpoint Security</td>
<td>+84</td>
<td>6% 4% 90%</td>
<td>42 REVIEWS</td>
</tr>
<tr>
<td>2 Malwarebytes Endpoint Detection</td>
<td>+83</td>
<td>2% 13% 85%</td>
<td>116 REVIEWS</td>
</tr>
<tr>
<td>3 Avast Business Antivirus</td>
<td>+82</td>
<td>4% 10% 86%</td>
<td>53 REVIEWS</td>
</tr>
<tr>
<td>4 Sophos Endpoint Protection</td>
<td>+82</td>
<td>6% 9% 88%</td>
<td>26 REVIEWS</td>
</tr>
<tr>
<td>5 Microsoft System Center Endpoint</td>
<td>+78</td>
<td>3% 16% 81%</td>
<td>42 REVIEWS</td>
</tr>
<tr>
<td>6 Webroot® Business Endpoint Protection</td>
<td>+70</td>
<td>8% 16% 78%</td>
<td>28 REVIEWS</td>
</tr>
<tr>
<td>7 Crowdstrike Falcon Platform</td>
<td>+68</td>
<td>10% 11% 78%</td>
<td>23 REVIEWS</td>
</tr>
<tr>
<td>8 Trend Micro User Protection Solution</td>
<td>+64</td>
<td>- 3% 64%</td>
<td>21 REVIEWS</td>
</tr>
<tr>
<td>9 McAfee Complete Endpoint Protection</td>
<td>+55</td>
<td>17% 11% 72%</td>
<td>103 REVIEWS</td>
</tr>
<tr>
<td>10 Check Point Endpoint Security</td>
<td>+52</td>
<td>6% 36% 58%</td>
<td>32 REVIEWS</td>
</tr>
<tr>
<td>11 Symantec Endpoint Suite</td>
<td>+45</td>
<td>22% 11% 67%</td>
<td>57 REVIEWS</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

<table>
<thead>
<tr>
<th>Score</th>
<th>Positive Distribution</th>
<th>Negative Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>+71</td>
<td>6% 10% 79%</td>
<td>5 REVIEWS</td>
</tr>
</tbody>
</table>
# Emotional Footprint Details

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.

## Hardball Tactics vs. Friendly Negotiation

<table>
<thead>
<tr>
<th>Vendor</th>
<th>User Score</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Malwarebytes Endpoint Detection...</td>
<td>+90</td>
<td>1% 8% 91%</td>
<td>116</td>
</tr>
<tr>
<td>2 Sophos Endpoint Protection</td>
<td>+89</td>
<td>1% 8% 91%</td>
<td>26</td>
</tr>
<tr>
<td>3 Avast Business Antivirus</td>
<td>+88</td>
<td>12% 88%</td>
<td>53</td>
</tr>
<tr>
<td>4 Crowdstrike Falcon Platform</td>
<td>+85</td>
<td>6% 3% 91%</td>
<td>23</td>
</tr>
<tr>
<td>5 Kaspersky Endpoint Security</td>
<td>+85</td>
<td>3% 8% 88%</td>
<td>42</td>
</tr>
<tr>
<td>6 Webroot® Business Endpoint Pr...</td>
<td>+85</td>
<td>6% 3% 91%</td>
<td>28</td>
</tr>
<tr>
<td>7 Trend Micro User Protection Sol...</td>
<td>+80</td>
<td>3% 8% 91%</td>
<td>21</td>
</tr>
<tr>
<td>8 Microsoft System Center Endpoi...</td>
<td>+78</td>
<td>16% 81%</td>
<td>42</td>
</tr>
<tr>
<td>9 McAfee Complete Endpoint Prot...</td>
<td>+62</td>
<td>10% 17% 72%</td>
<td>103</td>
</tr>
<tr>
<td>10 Check Point Endpoint Security</td>
<td>+59</td>
<td>3% 35% 62%</td>
<td>32</td>
</tr>
<tr>
<td>11 Symantec Endpoint Suite</td>
<td>+47</td>
<td>18% 17% 66%</td>
<td>57</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

- **CATEGORY AVERAGE**
  - **User Score**: +77
  - **Distribution**: 3% 14% 82%
## Emotional Footprint Details

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

<table>
<thead>
<tr>
<th>%</th>
<th>NEGATIVE</th>
<th>NEUTRAL</th>
<th>POSITIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4</td>
<td>-3</td>
<td>-2</td>
<td>-1</td>
</tr>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

### EMOTIONAL FOOTPRINT

\[
\text{EMOTIONAL FOOTPRINT} = \% \text{POSITIVE} - \% \text{NEGATIVE}
\]

-40 to +19
-20 to +39
+40 to +59
+60 to +79
+80 to +100

## 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.
# Emotional Footprint Details

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

<table>
<thead>
<tr>
<th>Negative</th>
<th>Neutral</th>
<th>Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4</td>
<td>-2</td>
<td>2</td>
</tr>
<tr>
<td>-3</td>
<td>-1</td>
<td>1</td>
</tr>
<tr>
<td>-2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>-1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>0</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

## EMOTIONAL FOOTPRINT

| -100 to -99 | -90 to -89 | -80 to -79 | -70 to -69 | -60 to -59 | -50 to -49 | -40 to -39 | -30 to -29 | -20 to -19 | -10 to -9  | 0 to +9    | +10 to +19  | +20 to +29  | +30 to +39  | +40 to +49  | +50 to +59  | +60 to +69  | +70 to +79  | +80 to +89  | +90 to +99  | +100 to +199 |
|------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|

## Emotional Footprint Report

### Roadblock To Innovation vs. Helps Innovate

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor Name</th>
<th>Net Emotion</th>
<th>Positive Distribution</th>
<th>Negative Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Webroot® Business Endpoint Pr...</td>
<td>+93</td>
<td>12%</td>
<td>87%</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Malwarebytes Endpoint Detection...</td>
<td>+90</td>
<td>8%</td>
<td>92%</td>
<td>116</td>
</tr>
<tr>
<td>3</td>
<td>Avast Business Antivirus</td>
<td>+86</td>
<td>12%</td>
<td>88%</td>
<td>53</td>
</tr>
<tr>
<td>4</td>
<td>Microsoft System Center Endpoint...</td>
<td>+83</td>
<td>14%</td>
<td>86%</td>
<td>42</td>
</tr>
<tr>
<td>5</td>
<td>Check Point Endpoint Security</td>
<td>+82</td>
<td>3%</td>
<td>97%</td>
<td>32</td>
</tr>
<tr>
<td>6</td>
<td>Sophos Endpoint Protection</td>
<td>+76</td>
<td>2%</td>
<td>98%</td>
<td>26</td>
</tr>
<tr>
<td>7</td>
<td>Kaspersky Endpoint Security</td>
<td>+75</td>
<td>2%</td>
<td>98%</td>
<td>42</td>
</tr>
<tr>
<td>8</td>
<td>Crowdstrike Falcon Platform</td>
<td>+72</td>
<td>5%</td>
<td>95%</td>
<td>23</td>
</tr>
<tr>
<td>9</td>
<td>McAfee Complete Endpoint Prot...</td>
<td>+72</td>
<td>12%</td>
<td>88%</td>
<td>103</td>
</tr>
<tr>
<td>10</td>
<td>Trend Micro User Protection Sol...</td>
<td>+58</td>
<td>10%</td>
<td>90%</td>
<td>21</td>
</tr>
<tr>
<td>11</td>
<td>Symantec Endpoint Suite</td>
<td>+50</td>
<td>14%</td>
<td>86%</td>
<td>57</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

<table>
<thead>
<tr>
<th>Positive Distribution</th>
<th>Negative Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>84%</td>
<td>28</td>
</tr>
</tbody>
</table>

---

**REVIEWS**

- ESET Endpoint Protection Solutions: +84
- Cylance PROTECT: +88
- F-Secure Business Security Solutions: +64
- FireEye Endpoint Security HX: +91
- Panda Adaptive Defense 360: +100
- IBM Endpoint Security: +80
- Bitdefender Gravity Zone: +100
- Bromium Advanced Endpoint Security: +68
- EMC RSA ECAT for Endpoint Security: +58
- Carbon Black Security Platform: +0
### Emotional Footprint Details

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.

#### Stagnant vs. Continually Improving

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor</th>
<th>Net Footprint</th>
<th>% Positive</th>
<th>% Negative</th>
<th>Net Emotional Footprint</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malwarebytes Endpoint Detection</td>
<td>+95</td>
<td>5% 95%</td>
<td>12% 88%</td>
<td>3% 12% 87%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>2</td>
<td>Microsoft System Center Endpoint Protection</td>
<td>+88</td>
<td>12% 88%</td>
<td>12% 87%</td>
<td>7% 12% 85%</td>
<td>3% 12% 83%</td>
</tr>
<tr>
<td>3</td>
<td>Avast Business Antivirus</td>
<td>+86</td>
<td>12% 88%</td>
<td>8% 92%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>4</td>
<td>Sophos Endpoint Protection</td>
<td>+82</td>
<td>12% 88%</td>
<td>6% 94%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>5</td>
<td>Webroot Business Endpoint Protection Suite</td>
<td>+79</td>
<td>12% 88%</td>
<td>4% 96%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>6</td>
<td>Kaspersky Endpoint Security</td>
<td>+76</td>
<td>12% 88%</td>
<td>3% 97%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>7</td>
<td>Trend Micro User Protection Solutions</td>
<td>+76</td>
<td>12% 88%</td>
<td>2% 98%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>8</td>
<td>Check Point Endpoint Security</td>
<td>+75</td>
<td>12% 88%</td>
<td>1% 99%</td>
<td>3% 12% 83%</td>
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</tr>
<tr>
<td>9</td>
<td>McAfee Complete Endpoint Protection Suite</td>
<td>+74</td>
<td>12% 88%</td>
<td>0% 100%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>10</td>
<td>CrowdStrike Falcon Platform</td>
<td>+73</td>
<td>12% 88%</td>
<td>-1% 101%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
<tr>
<td>11</td>
<td>Symantec Endpoint Suite</td>
<td>+54</td>
<td>12% 88%</td>
<td>-2% 102%</td>
<td>3% 12% 83%</td>
<td>7% 10% 83%</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

+80 | 5% 95% | 12% 88% | 3% 12% 87% | 7% 10% 83% | 6% 12% 81% | 9% 8% 83% | 9% 9% 82% | 7% 10% 83% | 5% 9% 86% | 15 |
Emotional Footprint Details

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

-4 = NEGATIVE
-3 = NEGATIVE
-2 = NEGATIVE
-1 = NEGATIVE
 0 = NEUTRAL
+1 = POSITIVE
+2 = POSITIVE
+3 = POSITIVE
+4 = POSITIVE

EMOTIONAL FOOTPRINT

-100 to < -19
-18 to < -19
-17 to < -19
-16 to < -19
-15 to < -19
-14 to < -19
-13 to < -19
-12 to < -19
-11 to < -19
-10 to < -19
-9 to < -19
-8 to < -19
-7 to < -19
-6 to < -19
-5 to < -19
-4 to < -19
-3 to < -19
-2 to < -19
-1 to < -19
0 to < 20
20 to < 39
39 to < 59
59 to < 79
79 to < 99
99 to < 100

Charges For Product Enhancements vs. Includes Product Enhancements

1. Malwarebytes Endpoint Detection
   Distribution: 1% 1% 92%
   Positive: +91

2. Microsoft System Center Endpoint Protection
   Distribution: 2% 15% 83%
   Positive: +81

3. Kaspersky Endpoint Security
   Distribution: 5% 10% 85%
   Positive: +80

4. Sophos Endpoint Protection
   Distribution: 8% 9% 83%
   Positive: +75

5. Check Point Endpoint Security
   Distribution: 3% 21% 77%
   Positive: +74

6. McAfee Complete Endpoint Protection
   Distribution: 8% 12% 80%
   Positive: +72

7. Avast Business Antivirus
   Distribution: 7% 15% 78%
   Positive: +71

8. Trend Micro User Protection Solution
   Distribution: 10% 9% 81%
   Positive: +71

9. Webroot® Business Endpoint Protection
   Distribution: 10% 10% 79%
   Positive: +69

10. Crowdstrike Falcon Platform
    Distribution: 12% 14% 75%
    Positive: +63

11. Symantec Endpoint Suite
    Distribution: 12% 15% 73%
    Positive: +61

CATEGORY AVERAGE
Positive: +76
DISTRIBUTION: 6% 12% 82%

- ESET Endpoint Protection Solution
  Distribution: 21% 79%
  Positive: +79

- Cylance PROTECT
  Distribution: 18% 71%
  Positive: +53

- F-Secure Business Security Solution
  Distribution: 6% 94%
  Positive: +88

- FireEye Endpoint Security HX Server
  Distribution: 9% 71%
  Positive: +66

- Panda Adaptive Defense 360
  Distribution: 9% 71%
  Positive: +100

- IBM Endpoint Security
  Distribution: 21% 79%
  Positive: +79

- Bitdefender Gravity Zone
  Distribution: 11% 89%
  Positive: +89

- Carbon Black Security Platform
  Distribution: 17% 81%
  Positive: +33

- EMC RSA ECAT for Endpoint Security
  Distribution: 23% 58%
  Positive: +16

- Bromium Advanced Endpoint Security
  Distribution: 68% 16%
  Positive: -52
## Emotional Footprint Details

### Leverages Incumbent Status vs. Appreciates Incumbent Status

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor</th>
<th>Score</th>
<th>Reviews</th>
<th>Distribution</th>
<th>Category</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malwarebytes Endpoint Detection</td>
<td>+83</td>
<td>116</td>
<td>17% 83%</td>
<td>POSITIVE</td>
<td>+83</td>
</tr>
<tr>
<td>2</td>
<td>Avast Business Antivirus</td>
<td>+80</td>
<td>53</td>
<td>4% 12% 84%</td>
<td>POSITIVE</td>
<td>+80</td>
</tr>
<tr>
<td>3</td>
<td>Microsoft System Center Endpoint</td>
<td>+79</td>
<td>42</td>
<td>2% 16% 81%</td>
<td>POSITIVE</td>
<td>+79</td>
</tr>
<tr>
<td>4</td>
<td>Kaspersky Endpoint Security</td>
<td>+76</td>
<td>42</td>
<td>5% 14% 81%</td>
<td>POSITIVE</td>
<td>+76</td>
</tr>
<tr>
<td>5</td>
<td>Webroot® Business Endpoint Protection</td>
<td>+73</td>
<td>28</td>
<td>3% 21% 76%</td>
<td>POSITIVE</td>
<td>+73</td>
</tr>
<tr>
<td>6</td>
<td>McAfee Complete Endpoint Protection</td>
<td>+68</td>
<td>103</td>
<td>10% 12% 78%</td>
<td>POSITIVE</td>
<td>+68</td>
</tr>
<tr>
<td>7</td>
<td>Sophos Endpoint Protection</td>
<td>+66</td>
<td>26</td>
<td>9% 16% 75%</td>
<td>POSITIVE</td>
<td>+66</td>
</tr>
<tr>
<td>8</td>
<td>Crowdstrike Falcon Platform</td>
<td>+62</td>
<td>23</td>
<td>12% 14% 74%</td>
<td>POSITIVE</td>
<td>+62</td>
</tr>
<tr>
<td>9</td>
<td>Check Point Endpoint Security</td>
<td>+58</td>
<td>32</td>
<td>9% 24% 67%</td>
<td>POSITIVE</td>
<td>+58</td>
</tr>
<tr>
<td>10</td>
<td>Trend Micro User Protection Solution</td>
<td>+56</td>
<td>21</td>
<td>10% 24% 66%</td>
<td>POSITIVE</td>
<td>+56</td>
</tr>
<tr>
<td>11</td>
<td>Symantec Endpoint Suite</td>
<td>+41</td>
<td>57</td>
<td>20% 19% 61%</td>
<td>POSITIVE</td>
<td>+41</td>
</tr>
<tr>
<td></td>
<td><strong>CATEGORY AVERAGE</strong></td>
<td><strong>+71</strong></td>
<td></td>
<td><strong>7% 10% 78%</strong></td>
<td><strong>POSITIVE</strong></td>
<td><strong>+71</strong></td>
</tr>
</tbody>
</table>

### Emotional Spectrum Scale

- **NEGATIVE** (-4 to 0)
- **NEUTRAL** (0 to 4)
- **POSITIVE** (5 to 8)

### Emotional Footprint Score

- **ESET Endpoint Protection Solutions** +68
- **Cylance PROTECT** +56
- **F-Secure Business Security Solutions** +76
- **FireEye Endpoint Security HX Security** +48
- **Panda Adaptive Defense 360** +100
- **IBM Endpoint Security** +80
- **Bitdefender Gravity Zone** +100
- **EMC RSA ECAT for Endpoint Security** +43
- **Bromium Advanced Endpoint Security** +36
- **Carbon Black Security Platform** +33

### Emotional Footprint Details

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**

<table>
<thead>
<tr>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10</td>
<td>0</td>
<td>-5</td>
</tr>
<tr>
<td>11-15</td>
<td>1</td>
<td>-6</td>
</tr>
<tr>
<td>16-20</td>
<td>2</td>
<td>-7</td>
</tr>
<tr>
<td>21-25</td>
<td>3</td>
<td>-8</td>
</tr>
<tr>
<td>26-30</td>
<td>4</td>
<td>-9</td>
</tr>
</tbody>
</table>

**Emotional Footprint Score**

- **-100 to -99**
- **-98 to -95**
- **-94 to -90**
- **-89 to -85**
- **-84 to -80**
- **-89 to -85**
- **-84 to -80**
- **-89 to -85**
- **-84 to -80**
- **-89 to -85**
- **-84 to -80**

**Category Averages**

<table>
<thead>
<tr>
<th>Category</th>
<th>Averages</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITIVE</td>
<td>7% 10% 78%</td>
</tr>
</tbody>
</table>

**REVIEWS**

- Malwarebytes Endpoint Detection
- Avast Business Antivirus
- Microsoft System Center Endpoint
- Kaspersky Endpoint Security
- Webroot® Business Endpoint Protection
- McAfee Complete Endpoint Protection
- Sophos Endpoint Protection
- Crowdstrike Falcon Platform
- Check Point Endpoint Security
- Trend Micro User Protection Solution
- Symantec Endpoint Suite

**REVIEWS**

- ESET Endpoint Protection Solutions
- Cylance PROTECT
- F-Secure Business Security Solutions
- FireEye Endpoint Security HX Security
- Panda Adaptive Defense 360
- IBM Endpoint Security
- Bitdefender Gravity Zone
- EMC RSA ECAT for Endpoint Security
- Bromium Advanced Endpoint Security
- Carbon Black Security Platform
Emotional Footprint Details

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

NEGATIVE  %  NEUTRAL  %  POSITIVE  %

EMOTIONAL FOOTPRINT

-4  -3  -2  -1  +1  +2  +3  +4

-100 to +19  +20 to +39  +40 to +59  +60 to +79  +80 to +100

Despised vs. Inspiring

1. Avast Business Antivirus +85
2. Malwarebytes Endpoint Detection +85
3. Crowdstrike Falcon Platform +77
4. Sophos Endpoint Protection +76
5. Microsoft System Center Endpoint Protection +75
6. Webroot® Business Endpoint Protection +70
7. Kaspersky Endpoint Security +69
8. Check Point Endpoint Security +63
9. McAfee Complete Endpoint Protection +61
10. Trend Micro User Protection Solutions +50
11. Symantec Endpoint Suite +45

CATEGORY AVERAGE +71
Emotional Footprint Details

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.

<table>
<thead>
<tr>
<th>EMOTIONAL SPECTRUM SCALE</th>
<th>% POSITIVE</th>
<th>% NEGATIVE</th>
<th>EMOTIONAL FOOTPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4</td>
<td></td>
<td></td>
<td>-100 to -19</td>
</tr>
<tr>
<td>-3</td>
<td></td>
<td></td>
<td>-20 to +19</td>
</tr>
<tr>
<td>-2</td>
<td></td>
<td></td>
<td>+20 to +39</td>
</tr>
<tr>
<td>-1</td>
<td></td>
<td></td>
<td>+40 to +59</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td></td>
<td>+60 to +79</td>
</tr>
<tr>
<td>+1</td>
<td></td>
<td></td>
<td>+80 to +99</td>
</tr>
<tr>
<td>+2</td>
<td></td>
<td></td>
<td>+100</td>
</tr>
<tr>
<td>+3</td>
<td></td>
<td></td>
<td>+100</td>
</tr>
<tr>
<td>+4</td>
<td></td>
<td></td>
<td>+100</td>
</tr>
</tbody>
</table>

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.
Emotional Footprint Details

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.

Unreliable vs. Reliable

1. Malwarebytes Endpoint Detection +94
2. Sophos Endpoint Protection +94
3. Webroot® Business Endpoint Protection +90
4. Kaspersky Endpoint Security +88
5. Avast Business Antivirus +87
6. Microsoft System Center Endpoint Protection +86
7. Crowdstrike Falcon Platform +82
8. McAfee Complete Endpoint Protection +77
9. Check Point Endpoint Security +76
10. Symantec Endpoint Suite +62
11. Trend Micro User Protection Solution +60

CATEGORY AVERAGE +84

- ESET Endpoint Protection Solutions +84
- Cylance PROTECT +64
- F-Secure Business Security Solutions +94
- FireEye Endpoint Security HX Suite +91
- Panda Adaptive Defense 360 +100
- IBM Endpoint Security +72
- Bitdefender Gravity Zone +89
- EMC RSA ECAT for Endpoint Security +58
- Carbon Black Security Platform +16
- Bromium Advanced Endpoint Security -6

EMOTIONAL SPECTRUM SCALE
NEGATIVE - POSITIVE
NEGATIVE - POSITIVE
EMOTIONAL FOOTPRINT

EMOTIONAL FOOTPRINT REPORT
Table of Contents
Executive Footprint Details
Executive Footprint Summary
Executive Footprint Diagrams
Emotional Footprint Details

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.

Restricts Productivity vs. Enables Productivity

1. Malwarebytes Endpoint Detection & Prevention
   - +91
   - Positive: 91%
   - Negative: 0%
   - Reviews: 116

2. Avast Business Antivirus
   - +88
   - Positive: 88%
   - Negative: 0%
   - Reviews: 53

3. Webroot® Business Endpoint Protection
   - +88
   - Positive: 88%
   - Negative: 0%
   - Reviews: 28

4. Microsoft System Center Endpoint Protection
   - +87
   - Positive: 87%
   - Negative: 0%
   - Reviews: 42

5. Kaspersky Endpoint Security
   - +80
   - Positive: 80%
   - Negative: 0%
   - Reviews: 42

6. Sophos Endpoint Protection
   - +80
   - Positive: 80%
   - Negative: 0%
   - Reviews: 26

7. Crowdstrike Falcon Platform
   - +77
   - Positive: 77%
   - Negative: 0%
   - Reviews: 23

8. Check Point Endpoint Security
   - +76
   - Positive: 76%
   - Negative: 0%
   - Reviews: 32

9. McAfee Complete Endpoint Protection
   - +70
   - Positive: 70%
   - Negative: 0%
   - Reviews: 103

10. Trend Micro User Protection Solution
    - +60
    - Positive: 60%
    - Negative: 0%
    - Reviews: 21

11. Symantec Endpoint Suite
    - +58
    - Positive: 58%
    - Negative: 0%
    - Reviews: 57

CATEGORY AVERAGE
- +80
- Positive: 80%
- Negative: 0%
- Reviews: 57

---

EMOTIONAL SPECTRUM SCALE
-4 -3 -2 -1 0 +1 +2 +3 +4
NEGATIVE NEUTRAL POSITIVE

EMOTIONAL FOOTPRINT
-100 to +19 +20 to +39 +40 to +59 +60 to +79 +80 to +100

---

- ESET Endpoint Protection Solutions
- Cylance PROTECT
- F-Secure Business Security Solutions
- FireEye Endpoint Security HX Suite
- Panda Adaptive Defense 360
- IBM Endpoint Security
- Bitdefender Gravity Zone
- EMC RSA ECAT for Endpoint Security
- Carbon Black Security Platform
- Bromium Advanced Endpoint Security
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

-4 -3 -2 -1 | 0 | +1 +2 +3 +4
NEGATIVE | NEUTRAL | POSITIVE

EMOTIONAL FOOTPRINT SCALE

-100 to +19 | +20 to +39 | +40 to +59 | +60 to +79 | +80 to +100

Performance Restricting vs. Performance Enhancing

1. Microsoft System Center Endpoint Protection
   - Emotional Footprint: +88
   - Distribution: 12% 88%
   - Reviews: 42

2. Malwarebytes Endpoint Detection & Rescue
   - Emotional Footprint: +84
   - Distribution: 4% 8% 88%
   - Reviews: 116

3. Sophos Endpoint Protection
   - Emotional Footprint: +83
   - Distribution: 3% 11% 86%
   - Reviews: 26

4. Crowdstrike Falcon Platform
   - Emotional Footprint: +82
   - Distribution: 18% 82%
   - Reviews: 23

5. Kaspersky Endpoint Security
   - Emotional Footprint: +76
   - Distribution: 8% 8% 84%
   - Reviews: 42

6. Webroot® Business Endpoint Protection
   - Emotional Footprint: +76
   - Distribution: 4% 16% 80%
   - Reviews: 28

7. Avast Business Antivirus
   - Emotional Footprint: +75
   - Distribution: 7% 12% 82%
   - Reviews: 53

8. McAfee Complete Endpoint Protection
   - Emotional Footprint: +72
   - Distribution: 10% 8% 82%
   - Reviews: 103

9. Check Point Endpoint Security
   - Emotional Footprint: +56
   - Distribution: 12% 20% 68%
   - Reviews: 32

10. Symantec Endpoint Suite
    - Emotional Footprint: +56
    - Distribution: 18% 8% 74%
    - Reviews: 57

11. Trend Micro User Protection Solutions
    - Emotional Footprint: +55
    - Distribution: 13% 18% 68%
    - Reviews: 21

CATEGORY AVERAGE
- Emotional Footprint: +75
- Distribution: 7% 19% 82%
- Reviews: 14

- ESET Endpoint Protection Solutions
  - Emotional Footprint: +77
  - Distribution: 8% 7% 85%
  - Reviews: 14

- Cylance PROTECT
  - Emotional Footprint: +88
  - Distribution: 6% 94%
  - Reviews: 11

- F-Secure Business Security Solutions
  - Emotional Footprint: +88
  - Distribution: 6% 94%
  - Reviews: 9

- FireEye Endpoint Security HX Security
  - Emotional Footprint: +93
  - Distribution: 7% 93%
  - Reviews: 8

- Panda Adaptive Defense 360
  - Emotional Footprint: +100
  - Distribution: 100%
  - Reviews: 7

- IBM Endpoint Security
  - Emotional Footprint: +64
  - Distribution: 18% 82%
  - Reviews: 7

- Bitdefender Gravity Zone
  - Emotional Footprint: +100
  - Distribution: 100%
  - Reviews: 6

- RSA ECAT for Endpoint Security
  - Emotional Footprint: +43
  - Distribution: 15% 27% 58%
  - Reviews: 5

- Carbon Black Security Platform
  - Emotional Footprint: +1
  - Distribution: 42% 14% 43%
  - Reviews: 5

- Bromium Advanced Endpoint Security
  - Emotional Footprint: -21
  - Distribution: 52% 16% 31%
  - Reviews: 5
Emotional Footprint Details

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.

Commodity Features vs. Unique Features

1. Malwarebytes Endpoint Detection and Removal +86
2. Microsoft System Center Endpoint Protection +84
3. Avast Business Antivirus +81
4. Check Point Endpoint Security +76
5. Kaspersky Endpoint Security +76
6. McAfee Complete Endpoint Protection +75
7. Webroot® Business Endpoint Protection +70
8. Crowdstrike Falcon Platform +68
9. Sophos Endpoint Protection +65
10. Trend Micro User Protection Solutions +54
11. Symantec Endpoint Suite +39

CATEGORY AVERAGE +74

Emotional Footprint Report

End of document.
## Emotional Footprint Details

### Security Frustrates vs. Security Protects

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Score</th>
<th>Distribution</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malwarebytes Endpoint Detection</td>
<td>+98</td>
<td>DISTRIBUTION 2%</td>
<td>98%</td>
</tr>
<tr>
<td>Crowdstrike Falcon Platform</td>
<td>+95</td>
<td>DISTRIBUTION 5%</td>
<td>95%</td>
</tr>
<tr>
<td>Sophos Endpoint Protection</td>
<td>+94</td>
<td>DISTRIBUTION 6%</td>
<td>94%</td>
</tr>
<tr>
<td>Avast Business Antivirus</td>
<td>+87</td>
<td>DISTRIBUTION 1%</td>
<td>11% 89%</td>
</tr>
<tr>
<td>Microsoft System Center Endpoint Protection</td>
<td>+86</td>
<td>DISTRIBUTION 3%</td>
<td>8% 99%</td>
</tr>
<tr>
<td>Webroot® Business Endpoint Protection</td>
<td>+83</td>
<td>DISTRIBUTION 3%</td>
<td>12% 86%</td>
</tr>
<tr>
<td>Kaspersky Endpoint Security</td>
<td>+82</td>
<td>DISTRIBUTION 5%</td>
<td>9% 87%</td>
</tr>
<tr>
<td>McAfee Complete Endpoint Protection</td>
<td>+77</td>
<td>DISTRIBUTION 9%</td>
<td>5% 86%</td>
</tr>
<tr>
<td>Check Point Endpoint Security</td>
<td>+76</td>
<td>DISTRIBUTION 6%</td>
<td>12% 82%</td>
</tr>
<tr>
<td>Trend Micro User Protection Solution</td>
<td>+70</td>
<td>DISTRIBUTION 10%</td>
<td>10% 80%</td>
</tr>
<tr>
<td>Symantec Endpoint Suite</td>
<td>+55</td>
<td>DISTRIBUTION 19%</td>
<td>6% 74%</td>
</tr>
</tbody>
</table>

**CATEGORY AVERAGE**

+84

---

**EMOTIONAL FOOTPRINT SCALE**

-4 -3 -2 -1 0 +1 +2 +3 +4

**POSITIVE** **NEGATIVE**

- **POSITIVE**
- **NEGATIVE**

---

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.