February 2020

INFO~TECH
RESEARCH GROUP

EMOTIONAL FOOTPRINT REPORT

Endpoint Protection

620
Reviews

11
Vendors Evaluated

Table of Contents

Emotional Footprint Diamond 5

Emotional Footprint Summary 6

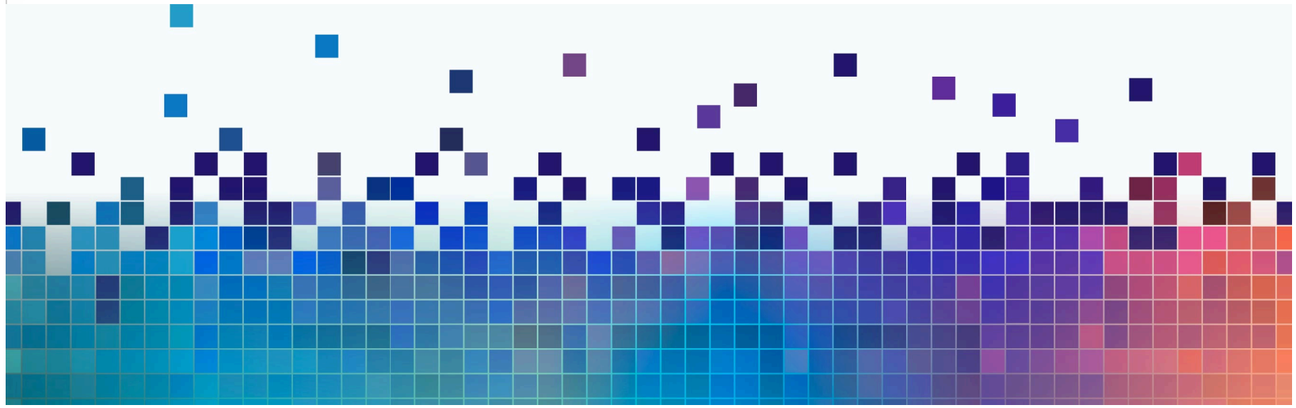
Emotional Footprint Details 9

How to Use the Report

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

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

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



Software Directory

ENDPOINT PROTECTION SOFTWARE

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

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

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

SOFTWARE REVIEWS

Emotional Footprint Diamond

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.

ENDPOINT PROTECTION

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

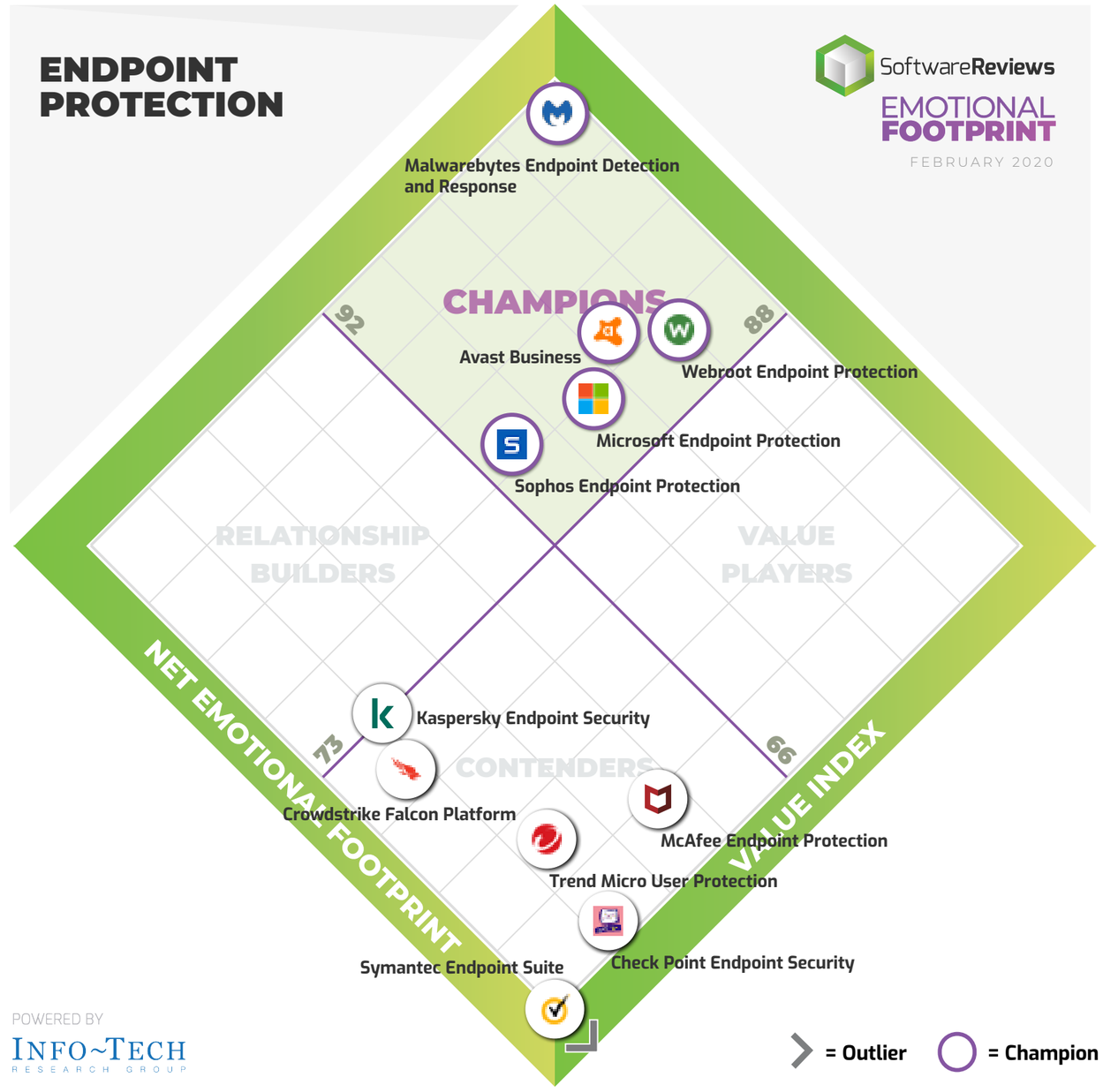
Value Index

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.

EMOTIONAL SPECTRUM SCALE

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

NEGATIVE NEUTRAL POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS				STRONGEST NEGATIVE EMOTIONS				NUMBER OF REVIEWS
	Malwarebytes Endpoint Detection and Response	8.9	+91	1% NEGATIVE / 92% POSITIVE	88	SECURITY PROTECTS	98%	RESPECTFUL	97%	PERFORMANCE RESTRICTING	4%	RESTRICTS PRODUCTIVITY	3%	116
	Avast Business	8.4	+83	3% NEGATIVE / 86% POSITIVE	85	EFFECTIVE	93%	ENABLES PRODUCTIVITY	91%	NEGLECTFUL	8%	CHARGES FOR PRODUCT ENHANCEMENTS	7%	53
	Webroot Endpoint Protection	8.4	+82	4% NEGATIVE / 86% POSITIVE	86	RESPECTFUL	98%	EFFECTIVE	97%	COMMODITY FEATURES	11%	CHARGES FOR PRODUCT ENHANCEMENTS	10%	28
	Microsoft Endpoint Protection	8.3	+82	3% NEGATIVE / 85% POSITIVE	83	EFFECTIVE	91%	EFFICIENT	90%	OVER PROMISED	9%	GREEDY	6%	42
	Sophos Endpoint Protection	8.2	+82	2% NEGATIVE / 85% POSITIVE	81	RELIABLE	97%	SAVES TIME	96%	LEVERAGES INCUMBENT STATUS	9%	CHARGES FOR PRODUCT ENHANCEMENTS	8%	26
6	Kaspersky Endpoint Security	7.7	+80	6% NEGATIVE / 85% POSITIVE	75	RESPECTFUL	93%	RELIABLE	91%	ROADBLOCK TO INNOVATION	12%	COMMODITY FEATURES	11%	42
7	Crowdstrike Falcon Platform	7.5	+75	6% NEGATIVE / 82% POSITIVE	74	SECURITY PROTECTS	95%	INTEGRITY	95%	ROADBLOCK TO INNOVATION	12%	LEVERAGES INCUMBENT STATUS	12%	23
8	McAfee Endpoint Protection	7.4	+69	9% NEGATIVE / 78% POSITIVE	78	SECURITY PROTECTS	86%	RELIABLE	85%	OVER PROMISED	19%	VENDOR'S INTEREST FIRST	17%	103
9	Trend Micro User Protection	7.4	+72	7% NEGATIVE / 78% POSITIVE	76	TRANSPARENT	91%	GENEROUS	91%	RESTRICTS PRODUCTIVITY	18%	ROADBLOCK TO INNOVATION	16%	21
10	Check Point Endpoint Security	7.1	+66	6% NEGATIVE / 73% POSITIVE	75	RESPECTFUL	88%	INTEGRITY	87%	OVER PROMISED	16%	GREEDY	15%	32

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

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

NEGATIVE — NEUTRAL — POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS		STRONGEST NEGATIVE EMOTIONS		NUMBER OF REVIEWS
11	Symantec Endpoint Suite	6.3	+53	17% NEGATIVE / 69% POSITIVE	71	RESPECTFUL	86%	INTEGRITY	80%	57
VENDORS WITH INSUFFICIENT DATA										
--	ESET Endpoint Protection Solutions	8.3	+83	3% NEGATIVE / 86% POSITIVE	84	EFFECTIVE	100%	CARING	100%	14
--	Cylance PROTECT	7.9	+74	9% NEGATIVE / 83% POSITIVE	85	HELPS INNOVATE	94%	SECURITY PROTECTS	94%	11
--	F-Secure Business Security	8.7	+91	3% NEGATIVE / 93% POSITIVE	84	SAVES TIME	100%	RESPECTFUL	100%	9
--	FireEye Endpoint Security HX	8.3	+84	2% NEGATIVE / 85% POSITIVE	83	EFFICIENT	100%	CARING	100%	8
--	Panda Adaptive Defense 360	9.3	+100	-- NEGATIVE / 100% POSITIVE	85	INSPIRING	100%	INCLUDES PRODUCT ENHANCEMENTS	100%	7
--	IBM Endpoint Security	8.2	+77	5% NEGATIVE / 83% POSITIVE	87	TRUSTWORTHY	91%	INTEGRITY	91%	7
--	Bitdefender Gravity Zone	8.7	+94	-- NEGATIVE / 94% POSITIVE	79	HELPS INNOVATE	100%	CONTINUALLY IMPROVING	100%	6
--	EMC RSA ECAT for Endpoint Security	6.1	+53	12% NEGATIVE / 63% POSITIVE	67	TRUSTWORTHY	100%	CONTINUALLY IMPROVING	85%	5
--	Carbon Black Security Platform	5.2	+25	25% NEGATIVE / 50% POSITIVE	69	CLIENT'S INTEREST FIRST	71%	SAVES TIME	58%	5

VENDOR	STRONGEST POSITIVE EMOTIONS		STRONGEST NEGATIVE EMOTIONS	
ESET Endpoint Protection Solutions	EFFECTIVE	100%	DISRESPECTFUL	8%
	CARING	100%	BIG FAT LIARS	8%
Cylance PROTECT	HELPS INNOVATE	94%	FRUSTRATING	20%
	SECURITY PROTECTS	94%	DESPISED	18%
F-Secure Business Security	SAVES TIME	100%	ROADBLOCK TO INNOVATION	18%
	RESPECTFUL	100%	STAGNANT	18%
FireEye Endpoint Security HX	EFFICIENT	100%	DECEPTIVE	20%
	CARING	100%	DESPISED	17%
Panda Adaptive Defense 360	INSPIRING	100%		
	INCLUDES PRODUCT ENHANCEMENTS	100%		
IBM Endpoint Security	TRUSTWORTHY	91%	BUREAUCRATIC	18%
	INTEGRITY	91%	PERFORMANCE RESTRICTING	18%
Bitdefender Gravity Zone	HELPS INNOVATE	100%		
	CONTINUALLY IMPROVING	100%		
EMC RSA ECAT for Endpoint Security	TRUSTWORTHY	100%	VENDOR'S INTEREST FIRST	58%
	CONTINUALLY IMPROVING	85%	CHARGES FOR PRODUCT ENHANCEMENTS	42%
Carbon Black Security Platform	CLIENT'S INTEREST FIRST	71%	DESPISED	50%
	SAVES TIME	58%	ROADBLOCK TO INNOVATION	50%

Emotional Footprint Summary

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

VENDORS WITH INSUFFICIENT DATA										
--	Bromium Advanced Endpoint Security	5.4	+16	32% NEGATIVE / 45% POSITIVE	75	TRUSTWORTHY 100%	GENEROUS 100%	DECEPTIVE 100%	OVER PROMISED 100%	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

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

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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

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

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Disrespectful vs. Respectful

1	Webroot® Business Endpoint Pr...	+98	DISTRIBUTION -- 2% 98%	28 REVIEWS
2	Malwarebytes Endpoint Detectio...	+96	DISTRIBUTION 1% 2% 97%	116 REVIEWS
3	Kaspersky Endpoint Security	+93	DISTRIBUTION -- 7% 93%	42 REVIEWS
4	Avast Business Antivirus	+90	DISTRIBUTION -- 10% 90%	53 REVIEWS
5	Sophos Endpoint Protection	+89	DISTRIBUTION -- 11% 89%	26 REVIEWS
6	Trend Micro User Protection Sol...	+89	DISTRIBUTION -- 11% 89%	21 REVIEWS
7	Check Point Endpoint Security	+85	DISTRIBUTION 3% 9% 88%	32 REVIEWS
8	Microsoft System Center Endpoi...	+85	DISTRIBUTION 5% 5% 90%	42 REVIEWS
9	Crowdstrike Falcon Platform	+81	DISTRIBUTION 5% 9% 86%	23 REVIEWS
10	Symantec Endpoint Suite	+80	DISTRIBUTION 6% 9% 86%	57 REVIEWS
11	McAfee Complete Endpoint Prot...	+79	DISTRIBUTION 5% 11% 84%	103 REVIEWS
CATEGORY AVERAGE		+88	DISTRIBUTION 2% 7% 90%	

-	ESET Endpoint Protection Soluti...	+76	DISTRIBUTION 8% 8% 84%	14 REVIEWS
-	Cylance PROTECT	+71	DISTRIBUTION 11% 6% 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+91	DISTRIBUTION -- 9% 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+81	DISTRIBUTION -- 19% 81%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+73	DISTRIBUTION -- 27% 73%	5 REVIEWS
-	Carbon Black Security Platform	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+12	DISTRIBUTION 20% 48% 32%	5 REVIEWS

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

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Bureaucratic vs. Efficient

1	Malwarebytes Endpoint Detection...	+93	DISTRIBUTION 1% 5% 94%	116 REVIEWS
2	Webroot® Business Endpoint Pr...	+92	DISTRIBUTION 3% 2% 95%	28 REVIEWS
3	Microsoft System Center Endpoi...	+90	DISTRIBUTION -- 10% 90%	42 REVIEWS
4	Sophos Endpoint Protection	+88	DISTRIBUTION -- 12% 88%	26 REVIEWS
5	Avast Business Antivirus	+84	DISTRIBUTION 2% 12% 86%	53 REVIEWS
6	Kaspersky Endpoint Security	+83	DISTRIBUTION 6% 5% 89%	42 REVIEWS
7	Crowdstrike Falcon Platform	+78	DISTRIBUTION 5% 12% 83%	23 REVIEWS
8	McAfee Complete Endpoint Prot...	+69	DISTRIBUTION 11% 9% 80%	103 REVIEWS
9	Trend Micro User Protection Sol...	+67	DISTRIBUTION 4% 25% 71%	21 REVIEWS
10	Symantec Endpoint Suite	+66	DISTRIBUTION 8% 19% 74%	57 REVIEWS
11	Check Point Endpoint Security	+62	DISTRIBUTION 10% 18% 72%	32 REVIEWS
CATEGORY AVERAGE		+81	DISTRIBUTION 5% 10% 86%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION 8% -- 92%	14 REVIEWS
-	Cylance PROTECT	+62	DISTRIBUTION 11% 16% 73%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+100	DISTRIBUTION -- -- 100%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+64	DISTRIBUTION 18% -- 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+31	DISTRIBUTION 27% 15% 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+18	DISTRIBUTION 29% 24% 47%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE

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

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Neglectful vs. Caring

1	Malwarebytes Endpoint Detection...	+94	DISTRIBUTION 2% 2% 96%	116 REVIEWS
2	Microsoft System Center Endpoi...	+86	DISTRIBUTION 6% 2% 92%	42 REVIEWS
3	Sophos Endpoint Protection	+86	DISTRIBUTION -- 14% 86%	26 REVIEWS
4	Webroot® Business Endpoint Pr...	+85	DISTRIBUTION 3% 9% 88%	28 REVIEWS
5	Trend Micro User Protection Sol...	+82	DISTRIBUTION -- 18% 82%	21 REVIEWS
6	Kaspersky Endpoint Security	+80	DISTRIBUTION 6% 8% 86%	42 REVIEWS
7	Check Point Endpoint Security	+76	DISTRIBUTION 3% 18% 79%	32 REVIEWS
8	Avast Business Antivirus	+70	DISTRIBUTION 8% 15% 78%	53 REVIEWS
9	Crowdstrike Falcon Platform	+70	DISTRIBUTION 10% 10% 80%	23 REVIEWS
10	McAfee Complete Endpoint Prot...	+65	DISTRIBUTION 8% 18% 73%	103 REVIEWS
11	Symantec Endpoint Suite	+62	DISTRIBUTION 11% 16% 73%	57 REVIEWS
CATEGORY AVERAGE		+78	DISTRIBUTION 6% 11% 84%	

-	ESET Endpoint Protection Soluti...	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
-	Cylance PROTECT	+70	DISTRIBUTION -- 30% 70%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+100	DISTRIBUTION -- -- 100%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+82	DISTRIBUTION -- 18% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+42	DISTRIBUTION 29% -- 71%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+31	DISTRIBUTION 27% 15% 58%	5 REVIEWS

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EMOTIONAL SPECTRUM SCALE

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

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Frustrating vs. Effective

1	Malwarebytes Endpoint Detection...	+96	DISTRIBUTION 1% 2% 97%	116 REVIEWS
2	Webroot® Business Endpoint Pr...	+94	DISTRIBUTION 3% -- 97%	28 REVIEWS
3	Avast Business Antivirus	+91	DISTRIBUTION 2% 5% 93%	53 REVIEWS
4	Microsoft System Center Endpoi...	+86	DISTRIBUTION 5% 4% 91%	42 REVIEWS
5	Sophos Endpoint Protection	+85	DISTRIBUTION -- 15% 85%	26 REVIEWS
6	Crowdstrike Falcon Platform	+83	DISTRIBUTION 5% 7% 88%	23 REVIEWS
7	Kaspersky Endpoint Security	+80	DISTRIBUTION 6% 8% 86%	42 REVIEWS
8	McAfee Complete Endpoint Prot...	+75	DISTRIBUTION 8% 9% 83%	103 REVIEWS
9	Trend Micro User Protection Sol...	+74	DISTRIBUTION 8% 11% 82%	21 REVIEWS
10	Check Point Endpoint Security	+71	DISTRIBUTION 6% 17% 77%	32 REVIEWS
11	Symantec Endpoint Suite	+49	DISTRIBUTION 18% 15% 67%	57 REVIEWS
CATEGORY AVERAGE		+82	DISTRIBUTION 5% 7% 88%	

-	ESET Endpoint Protection Soluti...	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
-	Cylance PROTECT	+60	DISTRIBUTION 20% -- 80%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+91	DISTRIBUTION -- 9% 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+73	DISTRIBUTION 9% 9% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+53	DISTRIBUTION -- 47% 53%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION 15% 27% 58%	5 REVIEWS
-	Carbon Black Security Platform	+1	DISTRIBUTION 42% 14% 43%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

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Wastes Time vs. Saves Time

1	Malwarebytes Endpoint Detection...	+96	DISTRIBUTION 1% 2% 97%	116 REVIEWS
2	Sophos Endpoint Protection	+96	DISTRIBUTION -- 4% 96%	26 REVIEWS
3	Microsoft System Center Endpoi...	+83	DISTRIBUTION 2% 13% 85%	42 REVIEWS
4	Webroot® Business Endpoint Pr...	+78	DISTRIBUTION 3% 16% 81%	28 REVIEWS
5	Avast Business Antivirus	+77	DISTRIBUTION 5% 13% 82%	53 REVIEWS
6	Trend Micro User Protection Sol...	+75	DISTRIBUTION 7% 11% 82%	21 REVIEWS
7	McAfee Complete Endpoint Prot...	+74	DISTRIBUTION 8% 10% 82%	103 REVIEWS
8	Kaspersky Endpoint Security	+71	DISTRIBUTION 8% 14% 79%	42 REVIEWS
9	Crowdstrike Falcon Platform	+70	DISTRIBUTION 4% 21% 74%	23 REVIEWS
10	Check Point Endpoint Security	+67	DISTRIBUTION 8% 16% 75%	32 REVIEWS
11	Symantec Endpoint Suite	+36	DISTRIBUTION 25% 14% 61%	57 REVIEWS
	CATEGORY AVERAGE	+77	DISTRIBUTION 6% 10% 84%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION -- 16% 84%	14 REVIEWS
-	Cylance PROTECT	+76	DISTRIBUTION 6% 11% 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+82	DISTRIBUTION 9% -- 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+73	DISTRIBUTION 9% 9% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+53	DISTRIBUTION -- 47% 53%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION 15% 27% 58%	5 REVIEWS
-	Carbon Black Security Platform	+30	DISTRIBUTION 28% 14% 58%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

CATEGORY

Conflict Resolution

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

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Lack Of Integrity vs. Integrity

1	Malwarebytes Endpoint Detectio...	+97	DISTRIBUTION -- 3% 97%	116 REVIEWS
2	Crowdstrike Falcon Platform	+95	DISTRIBUTION -- 5% 95%	23 REVIEWS
3	Sophos Endpoint Protection	+89	DISTRIBUTION -- 11% 89%	26 REVIEWS
4	Check Point Endpoint Security	+87	DISTRIBUTION -- 13% 87%	32 REVIEWS
5	Avast Business Antivirus	+86	DISTRIBUTION -- 14% 86%	53 REVIEWS
6	Trend Micro User Protection Sol...	+86	DISTRIBUTION -- 14% 86%	21 REVIEWS
7	Webroot® Business Endpoint Pr...	+86	DISTRIBUTION 3% 8% 89%	28 REVIEWS
8	Microsoft System Center Endpoi...	+84	DISTRIBUTION 5% 6% 89%	42 REVIEWS
9	Kaspersky Endpoint Security	+82	DISTRIBUTION 3% 12% 85%	42 REVIEWS
10	McAfee Complete Endpoint Prot...	+75	DISTRIBUTION 8% 9% 83%	103 REVIEWS
11	Symantec Endpoint Suite	+70	DISTRIBUTION 10% 10% 80%	57 REVIEWS
CATEGORY AVERAGE		+85	DISTRIBUTION 3% 8% 88%	

-	ESET Endpoint Protection Soluti...	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
-	Cylance PROTECT	+86	DISTRIBUTION 7% -- 93%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+81	DISTRIBUTION -- 19% 81%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+91	DISTRIBUTION -- 9% 91%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+85	DISTRIBUTION -- 15% 85%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+62	DISTRIBUTION -- 38% 62%	5 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Vendor Friendly Policies vs. Client Friendly Policies

1	Malwarebytes Endpoint Detection...	+93	DISTRIBUTION 2% 3% 95%	116 REVIEWS
2	Crowdstrike Falcon Platform	+90	DISTRIBUTION -- 10% 90%	23 REVIEWS
3	Webroot® Business Endpoint Pr...	+88	DISTRIBUTION 3% 6% 91%	28 REVIEWS
4	Avast Business Antivirus	+84	DISTRIBUTION 4% 9% 88%	53 REVIEWS
5	Microsoft System Center Endpoi...	+84	DISTRIBUTION 3% 10% 87%	42 REVIEWS
6	Sophos Endpoint Protection	+84	DISTRIBUTION -- 16% 84%	26 REVIEWS
7	Trend Micro User Protection Sol...	+80	DISTRIBUTION -- 20% 80%	21 REVIEWS
8	Kaspersky Endpoint Security	+75	DISTRIBUTION 6% 13% 81%	42 REVIEWS
9	McAfee Complete Endpoint Prot...	+68	DISTRIBUTION 7% 17% 75%	103 REVIEWS
10	Check Point Endpoint Security	+61	DISTRIBUTION 7% 25% 68%	32 REVIEWS
11	Symantec Endpoint Suite	+58	DISTRIBUTION 12% 17% 70%	57 REVIEWS
CATEGORY AVERAGE		+80	DISTRIBUTION 4% 11% 84%	

-	ESET Endpoint Protection Soluti...	+92	DISTRIBUTION -- 8% 92%	14 REVIEWS
-	Cylance PROTECT	+93	DISTRIBUTION -- 7% 93%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+81	DISTRIBUTION -- 19% 81%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+73	DISTRIBUTION 9% 9% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+66	DISTRIBUTION -- 34% 66%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+24	DISTRIBUTION 38% -- 62%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Selfish vs. Altruistic

1	Malwarebytes Endpoint Detection...	+90	DISTRIBUTION 2% 6% 92%	116 REVIEWS
2	Webroot® Business Endpoint Pr...	+90	DISTRIBUTION 3% 4% 93%	28 REVIEWS
3	Kaspersky Endpoint Security	+87	DISTRIBUTION 3% 7% 90%	42 REVIEWS
4	Microsoft System Center Endpoi...	+84	DISTRIBUTION -- 16% 84%	42 REVIEWS
5	Trend Micro User Protection Sol...	+84	DISTRIBUTION -- 16% 84%	21 REVIEWS
6	Crowdstrike Falcon Platform	+81	DISTRIBUTION -- 19% 81%	23 REVIEWS
7	Sophos Endpoint Protection	+75	DISTRIBUTION 3% 19% 78%	26 REVIEWS
8	Avast Business Antivirus	+74	DISTRIBUTION 6% 15% 80%	53 REVIEWS
9	McAfee Complete Endpoint Prot...	+63	DISTRIBUTION 8% 21% 71%	103 REVIEWS
10	Check Point Endpoint Security	+59	DISTRIBUTION 6% 28% 65%	32 REVIEWS
11	Symantec Endpoint Suite	+42	DISTRIBUTION 19% 19% 61%	57 REVIEWS
	CATEGORY AVERAGE	+76	DISTRIBUTION 5% 14% 81%	

-	ESET Endpoint Protection Soluti...	+65	DISTRIBUTION 8% 18% 73%	14 REVIEWS
-	Cylance PROTECT	+71	DISTRIBUTION -- 29% 71%	11 REVIEWS
-	F-Secure Business Security Solu...	+88	DISTRIBUTION -- 13% 88%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+81	DISTRIBUTION -- 19% 81%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+82	DISTRIBUTION -- 18% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-7	DISTRIBUTION 38% 31% 31%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Big Fat Liars vs. Trustworthy

1	Malwarebytes Endpoint Detection...	+95	DISTRIBUTION -- 5% 95%	116 REVIEWS
2	Webroot® Business Endpoint Pr...	+94	DISTRIBUTION 3% -- 97%	28 REVIEWS
3	Crowdstrike Falcon Platform	+92	DISTRIBUTION -- 8% 92%	23 REVIEWS
4	Sophos Endpoint Protection	+92	DISTRIBUTION -- 8% 92%	26 REVIEWS
5	Microsoft System Center Endpoi...	+87	DISTRIBUTION 2% 9% 89%	42 REVIEWS
6	Trend Micro User Protection Sol...	+86	DISTRIBUTION -- 14% 86%	21 REVIEWS
7	Avast Business Antivirus	+82	DISTRIBUTION 4% 10% 86%	53 REVIEWS
8	Check Point Endpoint Security	+79	DISTRIBUTION 6% 9% 85%	32 REVIEWS
9	Kaspersky Endpoint Security	+74	DISTRIBUTION 8% 10% 82%	42 REVIEWS
10	McAfee Complete Endpoint Prot...	+73	DISTRIBUTION 7% 13% 80%	103 REVIEWS
11	Symantec Endpoint Suite	+57	DISTRIBUTION 13% 18% 70%	57 REVIEWS
CATEGORY AVERAGE		+82	DISTRIBUTION 4% 9% 87%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION 8% -- 92%	14 REVIEWS
-	Cylance PROTECT	+86	DISTRIBUTION 7% -- 93%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+54	DISTRIBUTION -- 46% 54%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+91	DISTRIBUTION -- 9% 91%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+100	DISTRIBUTION -- -- 100%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+100	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Carbon Black Security Platform	+44	DISTRIBUTION 14% 28% 58%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Unfair vs. Fair

1	Malwarebytes Endpoint Detection...	+95	DISTRIBUTION -- 5% 95%	116 REVIEWS
2	Trend Micro User Protection Sol...	+84	DISTRIBUTION -- 16% 84%	21 REVIEWS
3	Webroot® Business Endpoint Pr...	+84	DISTRIBUTION 3% 10% 87%	28 REVIEWS
4	Crowdstrike Falcon Platform	+83	DISTRIBUTION 3% 11% 86%	23 REVIEWS
5	Microsoft System Center Endpoi...	+83	DISTRIBUTION 6% 6% 89%	42 REVIEWS
6	Avast Business Antivirus	+82	DISTRIBUTION 4% 11% 86%	53 REVIEWS
7	Kaspersky Endpoint Security	+82	DISTRIBUTION 5% 8% 87%	42 REVIEWS
8	Check Point Endpoint Security	+79	DISTRIBUTION 6% 9% 85%	32 REVIEWS
9	Sophos Endpoint Protection	+79	DISTRIBUTION -- 21% 79%	26 REVIEWS
10	McAfee Complete Endpoint Prot...	+70	DISTRIBUTION 8% 14% 78%	103 REVIEWS
11	Symantec Endpoint Suite	+62	DISTRIBUTION 13% 12% 75%	57 REVIEWS
CATEGORY AVERAGE		+81	DISTRIBUTION 5% 10% 85%	

-	ESET Endpoint Protection Soluti...	+100	DISTRIBUTION -- -- 100%	14 REVIEWS
-	Cylance PROTECT	+93	DISTRIBUTION -- 7% 93%	11 REVIEWS
-	F-Secure Business Security Solu...	+100	DISTRIBUTION -- -- 100%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+64	DISTRIBUTION -- 36% 64%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+82	DISTRIBUTION -- 18% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+73	DISTRIBUTION -- 27% 73%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+62	DISTRIBUTION -- 38% 62%	5 REVIEWS
-	Carbon Black Security Platform	+44	DISTRIBUTION 14% 28% 58%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

CATEGORY

Negotiation and Contract

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

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Greedy vs. Generous

1	Trend Micro User Protection Sol...	+91	DISTRIBUTION -- 9% 91%	21 REVIEWS
2	Malwarebytes Endpoint Detection...	+88	DISTRIBUTION 1% 10% 89%	116 REVIEWS
3	Kaspersky Endpoint Security	+87	DISTRIBUTION -- 13% 87%	42 REVIEWS
4	Crowdstrike Falcon Platform	+85	DISTRIBUTION -- 15% 85%	23 REVIEWS
5	Avast Business Antivirus	+82	DISTRIBUTION 2% 14% 84%	53 REVIEWS
6	Microsoft System Center Endpoi...	+78	DISTRIBUTION 6% 11% 84%	42 REVIEWS
7	Sophos Endpoint Protection	+76	DISTRIBUTION 3% 18% 79%	26 REVIEWS
8	Webroot® Business Endpoint Pr...	+76	DISTRIBUTION 7% 10% 83%	28 REVIEWS
9	McAfee Complete Endpoint Prot...	+61	DISTRIBUTION 10% 19% 71%	103 REVIEWS
10	Symantec Endpoint Suite	+49	DISTRIBUTION 20% 10% 69%	57 REVIEWS
11	Check Point Endpoint Security	+46	DISTRIBUTION 15% 24% 61%	32 REVIEWS
CATEGORY AVERAGE		+75	DISTRIBUTION 6% 14% 80%	

-	ESET Endpoint Protection Soluti...	+95	DISTRIBUTION -- 5% 95%	14 REVIEWS
-	Cylance PROTECT	+66	DISTRIBUTION 7% 20% 73%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+80	DISTRIBUTION -- 20% 80%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+90	DISTRIBUTION -- 10% 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+100	DISTRIBUTION -- -- 100%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION 21% -- 79%	5 REVIEWS
-	Carbon Black Security Platform	+15	DISTRIBUTION 28% 29% 43%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = 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	DISTRIBUTION 1% 7% 92%	116 REVIEWS
2	Trend Micro User Protection Sol...	+91	DISTRIBUTION -- 9% 91%	21 REVIEWS
3	Sophos Endpoint Protection	+88	DISTRIBUTION -- 12% 88%	26 REVIEWS
4	Webroot® Business Endpoint Pr...	+88	DISTRIBUTION 3% 6% 91%	28 REVIEWS
5	Avast Business Antivirus	+87	DISTRIBUTION 3% 8% 90%	53 REVIEWS
6	Kaspersky Endpoint Security	+83	DISTRIBUTION -- 17% 83%	42 REVIEWS
7	Crowdstrike Falcon Platform	+78	DISTRIBUTION 8% 5% 86%	23 REVIEWS
8	Microsoft System Center Endpoi...	+77	DISTRIBUTION 3% 17% 80%	42 REVIEWS
9	McAfee Complete Endpoint Prot...	+63	DISTRIBUTION 9% 18% 72%	103 REVIEWS
10	Check Point Endpoint Security	+51	DISTRIBUTION 10% 29% 61%	32 REVIEWS
11	Symantec Endpoint Suite	+48	DISTRIBUTION 19% 15% 67%	57 REVIEWS
	CATEGORY AVERAGE	+77	DISTRIBUTION 5% 12% 82%	

-	ESET Endpoint Protection Soluti...	+88	DISTRIBUTION -- 12% 88%	14 REVIEWS
-	Cylance PROTECT	+73	DISTRIBUTION 7% 13% 80%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+60	DISTRIBUTION 20% -- 80%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+90	DISTRIBUTION -- 10% 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+79	DISTRIBUTION -- 21% 79%	5 REVIEWS
-	Carbon Black Security Platform	+1	DISTRIBUTION 42% 14% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-100	DISTRIBUTION 100% -- --	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Over Promised vs. Over Delivered

1	Avast Business Antivirus	+83	DISTRIBUTION 3% 11% 86%	53 REVIEWS
2	Malwarebytes Endpoint Detection...	+77	DISTRIBUTION 2% 19% 79%	116 REVIEWS
3	Sophos Endpoint Protection	+71	DISTRIBUTION 3% 22% 74%	26 REVIEWS
4	Kaspersky Endpoint Security	+69	DISTRIBUTION 6% 19% 75%	42 REVIEWS
5	Webroot® Business Endpoint Pr...	+63	DISTRIBUTION 8% 21% 71%	28 REVIEWS
6	Trend Micro User Protection Sol...	+55	DISTRIBUTION 7% 31% 62%	21 REVIEWS
7	Microsoft System Center Endpoi...	+54	DISTRIBUTION 9% 28% 63%	42 REVIEWS
8	Crowdstrike Falcon Platform	+51	DISTRIBUTION 11% 27% 62%	23 REVIEWS
9	McAfee Complete Endpoint Prot...	+44	DISTRIBUTION 19% 18% 63%	103 REVIEWS
10	Symantec Endpoint Suite	+32	DISTRIBUTION 26% 17% 58%	57 REVIEWS
11	Check Point Endpoint Security	+26	DISTRIBUTION 16% 42% 42%	32 REVIEWS
CATEGORY AVERAGE		+60	DISTRIBUTION 10% 20% 70%	

-	ESET Endpoint Protection Soluti...	+79	DISTRIBUTION -- 21% 79%	14 REVIEWS
-	Cylance PROTECT	+64	DISTRIBUTION 8% 20% 72%	11 REVIEWS
-	F-Secure Business Security Solu...	+88	DISTRIBUTION 6% -- 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+79	DISTRIBUTION -- 21% 79%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+79	DISTRIBUTION -- 21% 79%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+21	DISTRIBUTION 21% 37% 42%	5 REVIEWS
-	Carbon Black Security Platform	-27	DISTRIBUTION 42% 42% 15%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-100	DISTRIBUTION 100% -- --	5 REVIEWS

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	+1	+2	+3	+4

NEGATIVE — NEUTRAL — POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

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

1	Kaspersky Endpoint Security	+84	DISTRIBUTION 6% 4% 90%	42 REVIEWS
2	Malwarebytes Endpoint Detection...	+83	DISTRIBUTION 2% 13% 85%	116 REVIEWS
3	Avast Business Antivirus	+82	DISTRIBUTION 4% 10% 86%	53 REVIEWS
4	Sophos Endpoint Protection	+82	DISTRIBUTION 6% 5% 88%	26 REVIEWS
5	Microsoft System Center Endpoi...	+78	DISTRIBUTION 3% 16% 81%	42 REVIEWS
6	Webroot® Business Endpoint Pr...	+70	DISTRIBUTION 8% 15% 78%	28 REVIEWS
7	Crowdstrike Falcon Platform	+68	DISTRIBUTION 10% 11% 78%	23 REVIEWS
8	Trend Micro User Protection Sol...	+64	DISTRIBUTION -- 36% 64%	21 REVIEWS
9	McAfee Complete Endpoint Prot...	+55	DISTRIBUTION 17% 11% 72%	103 REVIEWS
10	Check Point Endpoint Security	+52	DISTRIBUTION 6% 36% 58%	32 REVIEWS
11	Symantec Endpoint Suite	+45	DISTRIBUTION 22% 11% 67%	57 REVIEWS
CATEGORY AVERAGE		+71	DISTRIBUTION 8% 13% 79%	

-	ESET Endpoint Protection Soluti...	+92	DISTRIBUTION -- 8% 92%	14 REVIEWS
-	Cylance PROTECT	+84	DISTRIBUTION 8% -- 92%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+89	DISTRIBUTION -- 11% 89%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+90	DISTRIBUTION -- 10% 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+100	DISTRIBUTION -- -- 100%	5 REVIEWS
-	Carbon Black Security Platform	+71	DISTRIBUTION -- 29% 71%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	-16	DISTRIBUTION 58% -- 42%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Hardball Tactics vs. Friendly Negotiation

1	Malwarebytes Endpoint Detection...	+90	DISTRIBUTION 1% 8% 91%	116 REVIEWS
2	Sophos Endpoint Protection	+89	DISTRIBUTION -- 11% 89%	26 REVIEWS
3	Avast Business Antivirus	+88	DISTRIBUTION -- 12% 88%	53 REVIEWS
4	Crowdstrike Falcon Platform	+85	DISTRIBUTION 6% 3% 91%	23 REVIEWS
5	Kaspersky Endpoint Security	+85	DISTRIBUTION 3% 8% 88%	42 REVIEWS
6	Webroot® Business Endpoint Pr...	+85	DISTRIBUTION -- 15% 85%	28 REVIEWS
7	Trend Micro User Protection Sol...	+80	DISTRIBUTION -- 20% 80%	21 REVIEWS
8	Microsoft System Center Endpoi...	+78	DISTRIBUTION 3% 16% 81%	42 REVIEWS
9	McAfee Complete Endpoint Prot...	+62	DISTRIBUTION 10% 17% 72%	103 REVIEWS
10	Check Point Endpoint Security	+59	DISTRIBUTION 3% 35% 62%	32 REVIEWS
11	Symantec Endpoint Suite	+47	DISTRIBUTION 18% 17% 65%	57 REVIEWS
	CATEGORY AVERAGE	+77	DISTRIBUTION 5% 14% 82%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION -- 16% 84%	14 REVIEWS
-	Cylance PROTECT	+92	DISTRIBUTION -- 8% 92%	11 REVIEWS
-	F-Secure Business Security Solu...	+82	DISTRIBUTION -- 18% 82%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+89	DISTRIBUTION -- 11% 89%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+79	DISTRIBUTION -- 21% 79%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+79	DISTRIBUTION -- 21% 79%	5 REVIEWS
-	Carbon Black Security Platform	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-100	DISTRIBUTION 100% -- --	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

-100 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

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Roadblock To Innovation vs. Helps Innovate

1	Webroot® Business Endpoint Pr...	+93	DISTRIBUTION -- 7% 93%	28 REVIEWS
2	Malwarebytes Endpoint Detection...	+90	DISTRIBUTION 1% 8% 91%	116 REVIEWS
3	Avast Business Antivirus	+86	DISTRIBUTION 1% 12% 87%	53 REVIEWS
4	Microsoft System Center Endpoi...	+83	DISTRIBUTION 1% 14% 84%	42 REVIEWS
5	Check Point Endpoint Security	+82	DISTRIBUTION 3% 12% 85%	32 REVIEWS
6	Sophos Endpoint Protection	+76	DISTRIBUTION -- 24% 76%	26 REVIEWS
7	Kaspersky Endpoint Security	+75	DISTRIBUTION 12% 2% 87%	42 REVIEWS
8	Crowdstrike Falcon Platform	+72	DISTRIBUTION 12% 5% 84%	23 REVIEWS
9	McAfee Complete Endpoint Prot...	+72	DISTRIBUTION 8% 12% 80%	103 REVIEWS
10	Trend Micro User Protection Sol...	+58	DISTRIBUTION 16% 10% 74%	21 REVIEWS
11	Symantec Endpoint Suite	+50	DISTRIBUTION 18% 14% 68%	57 REVIEWS
	CATEGORY AVERAGE	+78	DISTRIBUTION 6% 10% 84%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION -- 16% 84%	14 REVIEWS
-	Cylance PROTECT	+88	DISTRIBUTION 6% -- 94%	11 REVIEWS
-	F-Secure Business Security Solu...	+64	DISTRIBUTION 18% -- 82%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+91	DISTRIBUTION -- 9% 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+80	DISTRIBUTION 10% -- 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	Bromium Advanced Endpoint Se...	+68	DISTRIBUTION -- 32% 68%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Carbon Black Security Platform	+0	DISTRIBUTION 50% -- 50%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Stagnant vs. Continually Improving

1	Malwarebytes Endpoint Detection...	+95	DISTRIBUTION -- 5% 95%	116 REVIEWS
2	Microsoft System Center Endpoi...	+88	DISTRIBUTION -- 12% 88%	42 REVIEWS
3	Avast Business Antivirus	+86	DISTRIBUTION 1% 12% 87%	53 REVIEWS
4	Sophos Endpoint Protection	+82	DISTRIBUTION 3% 12% 85%	26 REVIEWS
5	Webroot® Business Endpoint Pr...	+79	DISTRIBUTION 4% 13% 83%	28 REVIEWS
6	Kaspersky Endpoint Security	+76	DISTRIBUTION 7% 10% 83%	42 REVIEWS
7	Trend Micro User Protection Sol...	+76	DISTRIBUTION 10% 4% 86%	21 REVIEWS
8	Check Point Endpoint Security	+75	DISTRIBUTION 6% 12% 81%	32 REVIEWS
9	McAfee Complete Endpoint Prot...	+74	DISTRIBUTION 9% 8% 83%	103 REVIEWS
10	Crowdstrike Falcon Platform	+73	DISTRIBUTION 9% 9% 82%	23 REVIEWS
11	Symantec Endpoint Suite	+54	DISTRIBUTION 17% 12% 71%	57 REVIEWS
	CATEGORY AVERAGE	+80	DISTRIBUTION 5% 9% 86%	

-	ESET Endpoint Protection Soluti...	+71	DISTRIBUTION -- 29% 71%	14 REVIEWS
-	Cylance PROTECT	+64	DISTRIBUTION 18% -- 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+64	DISTRIBUTION 18% -- 82%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+82	DISTRIBUTION -- 18% 82%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+80	DISTRIBUTION 10% -- 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+70	DISTRIBUTION 15% -- 85%	5 REVIEWS
-	Carbon Black Security Platform	+0	DISTRIBUTION 50% -- 50%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-35	DISTRIBUTION 51% 32% 16%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Charges For Product Enhancements vs. Includes Product Enhancements

1	Malwarebytes Endpoint Detection...	+91	DISTRIBUTION 1% 7% 92%	116 REVIEWS
2	Microsoft System Center Endpoi...	+81	DISTRIBUTION 2% 15% 83%	42 REVIEWS
3	Kaspersky Endpoint Security	+80	DISTRIBUTION 5% 10% 85%	42 REVIEWS
4	Sophos Endpoint Protection	+75	DISTRIBUTION 8% 9% 83%	26 REVIEWS
5	Check Point Endpoint Security	+74	DISTRIBUTION 3% 21% 77%	32 REVIEWS
6	McAfee Complete Endpoint Prot...	+72	DISTRIBUTION 8% 12% 80%	103 REVIEWS
7	Avast Business Antivirus	+71	DISTRIBUTION 7% 15% 78%	53 REVIEWS
8	Trend Micro User Protection Sol...	+71	DISTRIBUTION 10% 9% 81%	21 REVIEWS
9	Webroot® Business Endpoint Pr...	+69	DISTRIBUTION 10% 10% 79%	28 REVIEWS
10	Crowdstrike Falcon Platform	+63	DISTRIBUTION 12% 14% 75%	23 REVIEWS
11	Symantec Endpoint Suite	+61	DISTRIBUTION 12% 15% 73%	57 REVIEWS
CATEGORY AVERAGE		+76	DISTRIBUTION 6% 12% 82%	

-	ESET Endpoint Protection Soluti...	+79	DISTRIBUTION -- 21% 79%	14 REVIEWS
-	Cylance PROTECT	+53	DISTRIBUTION 18% 11% 71%	11 REVIEWS
-	F-Secure Business Security Solu...	+88	DISTRIBUTION 6% -- 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+66	DISTRIBUTION 9% 17% 75%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+79	DISTRIBUTION -- 21% 79%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	Carbon Black Security Platform	+33	DISTRIBUTION 17% 33% 50%	5 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+16	DISTRIBUTION 42% -- 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-52	DISTRIBUTION 68% 16% 16%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Malwarebytes Endpoint Detection...	+83	DISTRIBUTION -- 17% 83%	116 REVIEWS
2	Avast Business Antivirus	+80	DISTRIBUTION 4% 12% 84%	53 REVIEWS
3	Microsoft System Center Endpoi...	+79	DISTRIBUTION 2% 16% 81%	42 REVIEWS
4	Kaspersky Endpoint Security	+76	DISTRIBUTION 5% 14% 81%	42 REVIEWS
5	Webroot® Business Endpoint Pr...	+73	DISTRIBUTION 3% 21% 76%	28 REVIEWS
6	McAfee Complete Endpoint Prot...	+68	DISTRIBUTION 10% 12% 78%	103 REVIEWS
7	Sophos Endpoint Protection	+66	DISTRIBUTION 9% 16% 75%	26 REVIEWS
8	Crowdstrike Falcon Platform	+62	DISTRIBUTION 12% 14% 74%	23 REVIEWS
9	Check Point Endpoint Security	+58	DISTRIBUTION 9% 24% 67%	32 REVIEWS
10	Trend Micro User Protection Sol...	+56	DISTRIBUTION 10% 24% 66%	21 REVIEWS
11	Symantec Endpoint Suite	+41	DISTRIBUTION 20% 19% 61%	57 REVIEWS
CATEGORY AVERAGE		+71	DISTRIBUTION 7% 16% 78%	

-	ESET Endpoint Protection Soluti...	+68	DISTRIBUTION 8% 16% 76%	14 REVIEWS
-	Cylance PROTECT	+56	DISTRIBUTION 11% 22% 67%	11 REVIEWS
-	F-Secure Business Security Solu...	+76	DISTRIBUTION 6% 12% 82%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+48	DISTRIBUTION 9% 34% 57%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+80	DISTRIBUTION 10% -- 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION 15% 27% 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+36	DISTRIBUTION -- 64% 36%	5 REVIEWS
-	Carbon Black Security Platform	+33	DISTRIBUTION 17% 33% 50%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Despised vs. Inspiring

1	Avast Business Antivirus	+85	DISTRIBUTION 5% 5% 90%	53 REVIEWS
2	Malwarebytes Endpoint Detection...	+85	DISTRIBUTION 1% 13% 86%	116 REVIEWS
3	Crowdstrike Falcon Platform	+77	DISTRIBUTION 5% 14% 82%	23 REVIEWS
4	Sophos Endpoint Protection	+76	DISTRIBUTION 6% 13% 82%	26 REVIEWS
5	Microsoft System Center Endpoi...	+75	DISTRIBUTION 4% 17% 79%	42 REVIEWS
6	Webroot® Business Endpoint Pr...	+70	DISTRIBUTION 4% 22% 74%	28 REVIEWS
7	Kaspersky Endpoint Security	+69	DISTRIBUTION 10% 11% 79%	42 REVIEWS
8	Check Point Endpoint Security	+63	DISTRIBUTION 3% 31% 66%	32 REVIEWS
9	McAfee Complete Endpoint Prot...	+61	DISTRIBUTION 11% 17% 72%	103 REVIEWS
10	Trend Micro User Protection Sol...	+50	DISTRIBUTION 10% 30% 60%	21 REVIEWS
11	Symantec Endpoint Suite	+45	DISTRIBUTION 19% 17% 64%	57 REVIEWS
	CATEGORY AVERAGE	+71	DISTRIBUTION 7% 15% 78%	

-	ESET Endpoint Protection Soluti...	+76	DISTRIBUTION -- 24% 76%	14 REVIEWS
-	Cylance PROTECT	+64	DISTRIBUTION 18% -- 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+48	DISTRIBUTION 17% 18% 65%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+90	DISTRIBUTION -- 10% 90%	7 REVIEWS
-	Bitdefender Gravity Zone	+68	DISTRIBUTION -- 32% 68%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION -- 57% 43%	5 REVIEWS
-	Carbon Black Security Platform	+0	DISTRIBUTION 50% -- 50%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-15	DISTRIBUTION 31% 52% 16%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

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

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Unreliable vs. Reliable

1	Malwarebytes Endpoint Detection...	+94	DISTRIBUTION 1% 3% 95%	116 REVIEWS
2	Sophos Endpoint Protection	+94	DISTRIBUTION 3% -- 97%	26 REVIEWS
3	Webroot® Business Endpoint Pr...	+90	DISTRIBUTION -- 10% 90%	28 REVIEWS
4	Kaspersky Endpoint Security	+88	DISTRIBUTION 3% 6% 91%	42 REVIEWS
5	Avast Business Antivirus	+87	DISTRIBUTION 3% 8% 90%	53 REVIEWS
6	Microsoft System Center Endpoi...	+86	DISTRIBUTION 3% 8% 89%	42 REVIEWS
7	Crowdstrike Falcon Platform	+82	DISTRIBUTION -- 18% 82%	23 REVIEWS
8	McAfee Complete Endpoint Prot...	+77	DISTRIBUTION 8% 8% 85%	103 REVIEWS
9	Check Point Endpoint Security	+76	DISTRIBUTION 3% 18% 79%	32 REVIEWS
10	Symantec Endpoint Suite	+62	DISTRIBUTION 13% 13% 75%	57 REVIEWS
11	Trend Micro User Protection Sol...	+60	DISTRIBUTION 13% 13% 73%	21 REVIEWS
CATEGORY AVERAGE		+84	DISTRIBUTION 4% 8% 88%	

-	ESET Endpoint Protection Soluti...	+84	DISTRIBUTION 8% -- 92%	14 REVIEWS
-	Cylance PROTECT	+64	DISTRIBUTION 18% -- 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+91	DISTRIBUTION -- 9% 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+72	DISTRIBUTION -- 28% 72%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Carbon Black Security Platform	+16	DISTRIBUTION 42% -- 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-6	DISTRIBUTION 53% -- 47%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Restricts Productivity vs. Enables Productivity

1	Malwarebytes Endpoint Detection...	+91	DISTRIBUTION 3% 3% 94%	116 REVIEWS
2	Avast Business Antivirus	+88	DISTRIBUTION 3% 6% 91%	53 REVIEWS
3	Webroot® Business Endpoint Pr...	+88	DISTRIBUTION -- 12% 88%	28 REVIEWS
4	Microsoft System Center Endpoi...	+87	DISTRIBUTION 3% 8% 90%	42 REVIEWS
5	Kaspersky Endpoint Security	+80	DISTRIBUTION 8% 3% 88%	42 REVIEWS
6	Sophos Endpoint Protection	+80	DISTRIBUTION 3% 14% 83%	26 REVIEWS
7	Crowdstrike Falcon Platform	+77	DISTRIBUTION 5% 14% 82%	23 REVIEWS
8	Check Point Endpoint Security	+76	DISTRIBUTION 3% 19% 79%	32 REVIEWS
9	McAfee Complete Endpoint Prot...	+70	DISTRIBUTION 10% 10% 80%	103 REVIEWS
10	Trend Micro User Protection Sol...	+60	DISTRIBUTION 18% 4% 78%	21 REVIEWS
11	Symantec Endpoint Suite	+58	DISTRIBUTION 18% 6% 76%	57 REVIEWS
	CATEGORY AVERAGE	+80	DISTRIBUTION 6% 7% 86%	

-	ESET Endpoint Protection Soluti...	+77	DISTRIBUTION 8% 8% 85%	14 REVIEWS
-	Cylance PROTECT	+94	DISTRIBUTION -- 6% 94%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+91	DISTRIBUTION -- 9% 91%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+63	DISTRIBUTION 9% 19% 72%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION 15% 27% 58%	5 REVIEWS
-	Carbon Black Security Platform	+16	DISTRIBUTION 42% -- 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-4	DISTRIBUTION 52% -- 48%	5 REVIEWS

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE

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

NEGATIVE — NEUTRAL — POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Performance Restricting vs. Performance Enhancing

1	Microsoft System Center Endpoi...	+88	DISTRIBUTION -- 12% 88%	42 REVIEWS
2	Malwarebytes Endpoint Detection...	+84	DISTRIBUTION 4% 8% 88%	116 REVIEWS
3	Sophos Endpoint Protection	+83	DISTRIBUTION 3% 11% 86%	26 REVIEWS
4	Crowdstrike Falcon Platform	+82	DISTRIBUTION -- 18% 82%	23 REVIEWS
5	Kaspersky Endpoint Security	+76	DISTRIBUTION 8% 8% 84%	42 REVIEWS
6	Webroot® Business Endpoint Pr...	+76	DISTRIBUTION 4% 16% 80%	28 REVIEWS
7	Avast Business Antivirus	+75	DISTRIBUTION 7% 12% 82%	53 REVIEWS
8	McAfee Complete Endpoint Prot...	+72	DISTRIBUTION 10% 8% 82%	103 REVIEWS
9	Check Point Endpoint Security	+56	DISTRIBUTION 12% 20% 68%	32 REVIEWS
10	Symantec Endpoint Suite	+56	DISTRIBUTION 18% 8% 74%	57 REVIEWS
11	Trend Micro User Protection Sol...	+55	DISTRIBUTION 13% 18% 68%	21 REVIEWS
CATEGORY AVERAGE		+75	DISTRIBUTION 7% 11% 82%	

-	ESET Endpoint Protection Soluti...	+77	DISTRIBUTION 8% 7% 85%	14 REVIEWS
-	Cylance PROTECT	+88	DISTRIBUTION 6% -- 94%	11 REVIEWS
-	F-Secure Business Security Solu...	+88	DISTRIBUTION 6% -- 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+93	DISTRIBUTION -- 7% 93%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+64	DISTRIBUTION 18% -- 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+43	DISTRIBUTION 15% 27% 58%	5 REVIEWS
-	Carbon Black Security Platform	+1	DISTRIBUTION 42% 14% 43%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-21	DISTRIBUTION 52% 16% 31%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Commodity Features vs. Unique Features

1	Malwarebytes Endpoint Detection...	+86	DISTRIBUTION 3% 8% 89%	116 REVIEWS
2	Microsoft System Center Endpoi...	+84	DISTRIBUTION -- 16% 84%	42 REVIEWS
3	Avast Business Antivirus	+81	DISTRIBUTION 5% 9% 86%	53 REVIEWS
4	Check Point Endpoint Security	+76	DISTRIBUTION -- 24% 76%	32 REVIEWS
5	Kaspersky Endpoint Security	+76	DISTRIBUTION 11% 2% 87%	42 REVIEWS
6	McAfee Complete Endpoint Prot...	+75	DISTRIBUTION 8% 9% 83%	103 REVIEWS
7	Webroot® Business Endpoint Pr...	+70	DISTRIBUTION 11% 8% 81%	28 REVIEWS
8	Crowdstrike Falcon Platform	+68	DISTRIBUTION 9% 14% 77%	23 REVIEWS
9	Sophos Endpoint Protection	+65	DISTRIBUTION 8% 20% 73%	26 REVIEWS
10	Trend Micro User Protection Sol...	+54	DISTRIBUTION 13% 20% 67%	21 REVIEWS
11	Symantec Endpoint Suite	+39	DISTRIBUTION 18% 25% 57%	57 REVIEWS
CATEGORY AVERAGE		+74	DISTRIBUTION 7% 12% 81%	

-	ESET Endpoint Protection Soluti...	+62	DISTRIBUTION -- 38% 62%	14 REVIEWS
-	Cylance PROTECT	+76	DISTRIBUTION 6% 11% 82%	11 REVIEWS
-	F-Secure Business Security Solu...	+76	DISTRIBUTION 6% 12% 82%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+100	DISTRIBUTION -- -- 100%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+73	DISTRIBUTION 9% 9% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+89	DISTRIBUTION -- 11% 89%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+58	DISTRIBUTION -- 42% 58%	5 REVIEWS
-	Carbon Black Security Platform	+16	DISTRIBUTION 42% -- 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	-36	DISTRIBUTION 68% -- 32%	5 REVIEWS

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	+1	+2	+3	+4
NEGATIVE				NEUTRAL			POSITIVE

% POSITIVE - % NEGATIVE = EMOTIONAL FOOTPRINT

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

Security Frustrates vs. Security Protects

1	Malwarebytes Endpoint Detection...	+98	DISTRIBUTION -- 2% 98%	116 REVIEWS
2	Crowdstrike Falcon Platform	+95	DISTRIBUTION -- 5% 95%	23 REVIEWS
3	Sophos Endpoint Protection	+94	DISTRIBUTION -- 6% 94%	26 REVIEWS
4	Avast Business Antivirus	+87	DISTRIBUTION 1% 11% 88%	53 REVIEWS
5	Microsoft System Center Endpoi...	+86	DISTRIBUTION 3% 8% 89%	42 REVIEWS
6	Webroot® Business Endpoint Pr...	+83	DISTRIBUTION 3% 12% 86%	28 REVIEWS
7	Kaspersky Endpoint Security	+82	DISTRIBUTION 5% 9% 87%	42 REVIEWS
8	McAfee Complete Endpoint Prot...	+77	DISTRIBUTION 9% 5% 86%	103 REVIEWS
9	Check Point Endpoint Security	+76	DISTRIBUTION 6% 12% 82%	32 REVIEWS
10	Trend Micro User Protection Sol...	+70	DISTRIBUTION 10% 10% 80%	21 REVIEWS
11	Symantec Endpoint Suite	+55	DISTRIBUTION 19% 6% 74%	57 REVIEWS
CATEGORY AVERAGE		+84	DISTRIBUTION 5% 7% 89%	

-	ESET Endpoint Protection Soluti...	+80	DISTRIBUTION 8% 4% 88%	14 REVIEWS
-	Cylance PROTECT	+88	DISTRIBUTION 6% -- 94%	11 REVIEWS
-	F-Secure Business Security Solu...	+94	DISTRIBUTION -- 6% 94%	9 REVIEWS
-	FireEye Endpoint Security HX Se...	+100	DISTRIBUTION -- -- 100%	8 REVIEWS
-	Panda Adaptive Defense 360	+100	DISTRIBUTION -- -- 100%	7 REVIEWS
-	IBM Endpoint Security	+73	DISTRIBUTION 9% 9% 82%	7 REVIEWS
-	Bitdefender Gravity Zone	+100	DISTRIBUTION -- -- 100%	6 REVIEWS
-	EMC RSA ECAT for Endpoint Sec...	+31	DISTRIBUTION 27% 15% 58%	5 REVIEWS
-	Bromium Advanced Endpoint Se...	+28	DISTRIBUTION 36% -- 64%	5 REVIEWS
-	Carbon Black Security Platform	+16	DISTRIBUTION 42% -- 58%	5 REVIEWS