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Avast Business CloudCare

	Avast Business CloudCare™	Bit Defender Gravity Zone Business Security	Sophos Cloud Endpoint Protection	Intel/McAfee Endpoint protection for SMBs	Webroot Secure Anywhere Business Endpoint Protection	Symantec Endpoint Protection (SMB edition)	Trend Micro Worry Free Business Security
Built in Free Remote Administration Service	●						
At-a-glance Dashboard	●	●	●		●	●	●
Drag and Drop Device	●	●				●	●
Cloud Remote Deployment	●	●		●			
Keyless Licensing	●						
One-click Service Activation/Deactivation	●	●	●		◐	●	●
Customizable Email Alerting	●	●			●		●
SMS Alerts	●	●			●		
Group Updates and Scans	●	●			●	●	
Co-branded Reporting	●						●
Sales Alerts for Upselling/Cross-selling	●						
Manage Policies by Group	●	●	●	●	●		●
Mobile Device Management*	●	●	●	●	●		●

● ◐ Green circle = functionality available in this product. This table has been assembled from information publicly available in May 2016.

* Mobile Device Management is available only through the Secure Single Sign on Service in CloudCare

Competitors	Strengths	Weaknesses
Bit Defender Gravity Zone Business Security	Bitdefender has customizable portlets on main dashboard and a full audit log that are lacking in CloudCare. It also has good pop-up and context-sensitive help functionality. It has superior malicious URL protection.Finally, it offers a Mac (OSX) version that CloudCare lacks	The deployment and configuration options, while flexible, are overly complex; moreover it doesn't offer keyless licensing. Poor PSA integration or sales alerting make it less flexible. Lacks Monthly/Yearly billing option
Sophos Cloud Endpoint Protection	Sophos is unusual in that it offers user based policies rather than device based ones (all the others including CloudCare have device based). This helps significantly in a BYOD policy for SMBs. It also has Multi-platform support (OSX, Linux) unlike Cloudcare and has an intuitive and easy to use management console unlike McAfee or Symantec	E-mail alerts and severity thresholds are not customizable and restrict the user to the default options which are fairly limited. The Base/Default policy is excessively permissive and is ineffective - it cannot be a plug and play solution unlike CloudCare which has a much more restrictive and secure default policy
Intel/McAfee Endpoint protection for SMBs	McAfee is the only one that offers management by tags in addition to group management (all the others including CloudCare use only group management). This offers greater flexibility in policy deployment and makes systems easier to find. It has a full event log that is sortable, searchable, and filterable – this helps immensely in incident response.	The management console is poorly designed and is almost impossible to use without having to refer to the help section at every point. Consequently the learning curve is very steep and it's not a 'plug and play' solution. Customization options for policies and reports are limited as compared to CloudCare
Webroot Secure Anywhere Business Endpoint Protection	Webroot has perhaps the best management console of the lot with well-designed policy management. Alerts have a high level of customization as compared to CloudCare. Malware and malicious URL blocking is superior to CloudCare on Windows 8.1 and 10 (CloudCare is superior for Windows 7)	The biggest weakness is the lack of customization for reports. CloudCare offers vastly superior reporting and the ability to export these (missing in Webroot). The user manual is limited and the business version service offerings seem limited (no online backup or email encryption)

Competitors	Strengths	Weaknesses
Symantec Endpoint Protection (SMB edition)	Symantec has a well-designed management console and offers drag and drop options similar to CloudCare which makes device based assignment easier. It is the easiest solution to use (plug and play) because of the preset policies and options	There's no way to customize the levels of protection here: on and off are the only options. Additionally, it doesn't offer email encryption or online backup
Trend Micro Worry Free Business Security	Trend Micro has a well-designed dashboard, particularly the Devices section and the ease with which a multitude of policies can be configured is higher than CloudCare and other products. Notification/Alerting options are numerous and more customizable than those CloudCare	The agent installation takes up an inordinate amount of time (up to 20 minutes per device) and consequently the initial installation or deployment is a nightmare on slower devices (typical in an SMB environment).Reporting options are fairly limited compared to those in CloudCare

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