

WEBROOT
Secure Anywhere® **Web Security Service**

The Webroot SecureAnywhere® Web Security Service offers website access and content filtering controls, as well as advanced protection against web-based malware for both on and off-network users. As a 100% cloud-based service, there is no management hardware or software to maintain, resulting in a lower Total Cost of Ownership (TCO) than on-premise or hybrid secure web gateway solutions. Backed by the Webroot BrightCloud® Threat Intelligence Platform, the service delivers leading-edge industry components (licensed by 35+ vendors) including URL filtering, IP reputation, real-time anti-phishing, and zombie/botnet detection. This intelligent secure web gateway solution replaces on-premise alternatives and delivers powerful security, improved user productivity, and regulatory compliance to protect every users' online experience.



Barracuda Networks Inc. solutions cover content security, data protection, application delivery, email, web & IM security, message archiving, backup, and data protection. Primarily an SMB/SME vendor, they bought Purewire Cloud Web service in 2009 and offer this solution in combination with their web appliance as a hybrid offering.

Established	2003
Headquarters	Campbell, CA, USA
Revenue	\$234M
Company Status	Public, NYSE: CUDA
No. of Employees	1-5,000
No. of SaaS Customers	150K+

Deployment	Webroot	Barracuda
Availability	99.99% Uptime	Unknown
Antimalware	100% Known Malware	Unknown
Antispyware	100% Known Spyware	Unknown
Web Latency	Milliseconds	90% in <90 seconds
Policy Propagation	99.9% Updates within 5 mins	Within seconds

Positioning the Webroot SecureAnywhere® Web Security Service	
Key Differentiators	Supporting Messages
Desktop Web Proxy (DWP)	Easily deployed, lightweight, tamperproof agent, ensures transparent user authentication + automatic acct creation
	Seamless roaming user support, even over Wi-Fi hotspots
	Fully configurable through the mgmt console. Configure sites to bypass, PAC files, gateway caching proxies, etc.
	Persistent cookie alternative for non-managed devices
Ease of Deployment, Configuration & Use	Preconfigured multi-choice policies and group settings to help configure user accounts quickly and easily
	Intuitive policy interface without complex policy interactions
	Optimized performance with split tunneling, global load balancing, auto compression, and option to strip ads/pictures
Threat Protection	Cloud sandbox with antimalware and antispyware protection
	Signature-less heuristic protection for JavaScript, Shellcode, XSS, and phishing attacks
	Detects anonymous proxies and applies appropriate policies, even for obfuscated URLs. No service bypass, DWP locking
	Real-Time Anti-Phishing uncovers phishing sites 3-5 days before the other solutions, counters no. 1 web threat

De-Positioning Barracuda	
Average Position	Supporting Messages
Strengths	Brand Presence & Market Share: Barracuda focus on SMB/SME organizations, primarily offers appliances. Well known for providing good, relatively inexpensive web, email, and archiving solutions
	Hybrid Offerings: Large product portfolio, can build solutions to suit any environment, covers Win & Mac user devices
	Distribution: Widely available/distributed across over 150,000 customers

De-Positioning Barracuda (continued)

Average Position	Supporting Messages
Vulnerabilities	Cloud Commitment: Still focus on appliances, virtualization, and software business, not fully cloud-based
	Proxies: Transparent proxy or direct proxy with software-less option only, so user identification/policies is difficult
	Open Source Components: Many components are open source to keep costs down, so they aren't as advanced as Webroot BrightCloud URL categorization, IP rep, Zombie detection, and anti-phishing
Sales Tactics	More Accurate & Granular Web Policies: Webroot offers granular controls with user coaching and scan-ahead search results
	Superior URL Filtering/Anti-phishing: Webroot BrightCloud URL filtering and anti-phishing is more accurate, Barracuda URL categories are in-house and change continually
	Trial: Offer free trial to let our capabilities shine through

Features	Webroot	Barracuda	Notes – How to Win
Roaming User Support			
Roaming User Authentication without Server/Key Mgmt	Yes	Yes	BN – Web Security Agent similar to DWP
Automatic Hotspot Mgmt	Yes	No	BN – Cannot fully manage hotspots
Roaming User Config via Mgmt Console	Yes	Yes	BN – Available for both cloud and appliances, etc.
PAC Files Mgmt and Storage within Service	Yes	Unknown	
Threat Detection			
Antimalware Protection (Viruses, Trojans, Spyware, etc.)	Yes	Yes	BN – Available
Real-Time Anti-Phishing	Yes	No	BN – None beyond standard threat defense
Proprietary Detection for Malicious JavaScript, XSS & Shellcode	Yes	Yes	BN – Heuristic malware detection, real-time scripting defenses
Scan Ahead & Safe Search Protection	Yes	Partly	BN – Coaching and Safe Search available, but no Scan Ahead
Threat Protection Included in Pricing	Yes	Partly	BN – Some features require on-premise deployment
Botnet Detection & Zombie Alerting	Yes	No	BN – No zombie blocking/alerting
HTTPS/SSL Decryption & Scanning	Yes	Partly	BN – Headers request scanning, but NO decryption
Web Filtering			
Reputation & High Categorization Web Filter	Yes	Yes	BN – Similar to Webroot BrightCloud Threat Intelligence technology
Split Tunneling Bypass Option	Yes	No	BN – No split tunneling
Coaching Option for Web Filtering	Yes	Yes	BN – Coaching, soft-blocking, block page override with a password available
Granular URL Filtering Categories	83+	95	BN – URL categories are in-house and change continually
File Type & Streaming Media Control	Yes	Yes	BN – Only by file extension & file MIME type, no file binary header determinations
Social Media/Web 2.0 Post Blocking	Partly	Yes	BN – application control over 50 web-based applications
Management			
Transparent User Auth. for Citrix & Terminal Server Users	Yes	Unknown	
Independent User Alerts, Admin Alerts & Blocking Options	Yes	Unknown	
Policy Groups Configuration in UI	Yes	Yes	BN – Policies at global, group, user, or IP address levels
Granular Role-Based Admin Controls (Group, Policy & Feature Specific)	Yes	Yes	BN – Available + configurable GUI
Reporting/Logging/Alerting			
Detailed Logging Capabilities	Yes	Unknown	
Flexible Scheduled Reporting/Charts	Yes	Yes	BN – Real-time and scheduled reports available
Configured Chart Saving for Repeat Viewing	Yes	Yes	BN – Chart save and customized dashboard available
Customized End User Notifications for Malware, Filtering, Quotas, Alerts	Yes	Yes	BN – Customized summary and detailed reporting available

Key Points

Webroot is consistently chosen over Barracuda by customers who compare us in trial and references
Over 3,500 customers globally have used the SecureAnywhere Web Security Service
Webroot is a member of Internet Watch Foundation and is US CIPA compliant
Webroot is West Coast Labs, ICSA, VB100 certified and SAS70 audited
Customers who've moved from Barracuda include: Neopost, Omaha State Bank, Flushing Bank, Schwab Inc, The Allen Co., JDF Distribution, Erie Institute of Technology, Dallas County Community College District, EHD

BrightCloud Stats

27B+ Classified URLs, 600M Classified Domains, 9B+ File Behavior Records, 4B+ IP Addresses, 37M+ Connected sensors
4.7M URLs classified daily, 25K new malicious URLs daily, 237K+ daily phishing checks, 6K+ new phishing sites daily, 5.2B file lookups daily, 120K+ new malware items (inc. PUA), 790K+ new files daily