

## Competitive Analysis:

# Cynet vs. Webroot

Last update: April 2024

Companies today are turning to Cynet and newer, more comprehensive cybersecurity solutions that provide expanded visibility across your environment, preventing and detecting endpoint, network, user, and cloud-based threats on a single platform. Cynet also provides extended automated response capabilities to greatly reduce the burden on your security team and ensure threats are quickly and properly addressed before damage can be done.

Cynet has many advantages over Webroot, especially for companies looking for comprehensive cybersecurity protections across their environments. Webroot is fundamentally an antivirus solution that has a few add-on capabilities, such as email and mobile security. Cynet All-in-One includes antivirus, email, and mobile security with over a dozen additional critical security capabilities on a single, unified platform out-of-the-box.

Moreover, Webroot did not participate in the 2023 MITRE Engenuity Evaluation: Enterprise, which is considered to be mandatory by virtually all leading endpoint security vendors. This may be due to its lack of advanced detection capabilities required to protect against the real-world attack techniques utilized by MITRE.

# Summary



<b>Time &amp; Resources</b>	<p>✓ Fast, simple deployment. Automated investigation and response. Unified platform with one console and one vendor. 24x7 security experts and expert IR Team included.</p>	<p>✗ Very basic antivirus that requires multiple add-on technologies. No automated investigation and remediation available. Expensive services are optional.</p>
<b>Pricing &amp; Margins</b>	<p>✓ Natively built, unified solution avoids multiple technologies and integrations from multiple vendors. Less headcount required to deploy and manage solution. 24x7 security experts included.</p>	<p>✗ Requires multiple third-party add-on technologies to achieve full protection. Optional services can get expensive.</p>
<b>Threat Protection</b>	<p>✓ Top performing MITRE ATT&amp;CK solution. All-in-One solution purposed built to protect entire environment. Automated investigation and response. 24x7 security experts and IR Team included.</p>	<p>✗ Only provides basic antivirus protections.</p>

# Compare Cynet to Webroot



<b>Platform</b>	<p>✓ All-in-one, unified platform with full visibility and automated response across your environment (endpoint, network, users, mobile, cloud) and 24x7 MDR services.</p>	<p>✗ Basic antivirus with the ability to add on additional basic services such as email security and MDR.</p>
<b>Effectiveness</b>	<p>✓ Top 2023 MITRE ATT&amp;CK Evaluation performer, enterprise-grade protections.</p>	<p>✗ Did not participate the 2023 MITRE ATT&amp;CK Evaluation, as virtually all of leading endpoint protection solution providers.</p>
<b>Ease of Use</b>	<p>✓ Natively built, single pane of glass, designed to be easy to learn and intuitive to operate.</p>	<p>✗ Very simplistic offering requiring multiple third party solutions to attain similar capabilities as Cynet</p>
<b>Cost</b>	<p>✓ Cynet All-in-one platform, including all capabilities listed above, with full 24x7 MDR service available for a similar price other's basic EDR offerings.</p>	<p>✗ Webroot partners with Blackpoint to provide MDR services. The cost of Webroot Antivirus with Blackpoint MDR service is roughly equal to Cynet All-in-One, but does not include EDR, UBA, NDR, Deception, mobile, email, XDR, CLM, CSPM/SSPM, and SOAR capabilities.</p>

<b>Endpoint Protection Platform (EPP)</b>	✓ Full, robust Next-Generation Antivirus, including device control and application control.	✓ Full, robust Next-Generation Antivirus, including device control and application control.
<b>Endpoint Detection and Response (EDR)</b>	✓ Multilayer malware protection and detection, including static and behavioral AI to detect zero-day exploits, malicious scripts and fileless attacks.	✗ Not available.
<b>2023 MITRE ATT&amp;CK Evaluation</b>	✓ Top performer in 2023 MITRE ATT&CK Evaluation for Endpoint Protection with 100% Visibility and 100% Analytic Coverage before configuration changes. You can trust Cynet to protect your organization.	✗ Did not participate in the 2023 MITRE ATT&CK Evaluation for Endpoint Protection despite 29 leading vendors participating.
<b>Email Security</b>	✓ Full email security to protect against malware infiltration, malicious links and phishing attacks included with Cynet All-in-One.	✓ Webroot Email security solution can be purchased as an add-on.
<b>User Behavior Analytics (UBA)</b>	✓ Cynet can detect anomalous user behaviors that may be indicative of account takeover or a malicious insider threat.	✗ Not available.
<b>Network Detection and Response (NDR)</b>	✓ Cynet can detect malicious network behaviors such as reconnaissance scanning, DNS and ICMP tunneling, lateral movement and responder attacks.	✗ Not available.
<b>Mobile protection</b>	✓ Cynet 360 Mobile provides continuous detection and mitigation of malicious events affecting mobile devices with a centralized console to configure policies and manage threat events.	✗ Webroot offers a consumer-grade mobile security app for iOS and Android devices for an additional fee.

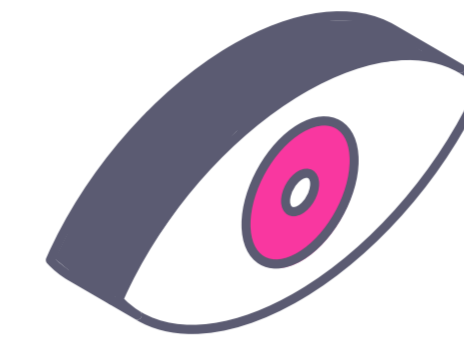
<b>Extended Detection and Response (XDR)</b>	<p>✓ Cynet provides visibility into endpoints, user behavior, network activity and leverages deception technology to protect your entire environment.</p>	<p>✗ Not available.</p>
<b>Security Orchestration Automation &amp; Response (SOAR)</b>	<p>✓ Cynet response automation allows you to orchestrate incident response actions across your environment and get all the benefits of SOAR, including pre-built and customized response playbooks.</p>	<p>✗ Not available.</p>
<b>Deception</b>	<p>✓ Cynet Deception lures attackers to reveal their presence using multiple types of decoys, including fake files, hosts, users and networks.</p>	<p>✗ Not available.</p>
<b>Cloud &amp; SaaS Security Posture Management (CSPM &amp; SSPM)</b>	<p>✓ Cynet CSPM &amp; SSPM reduce the risk associated with Cloud &amp; SaaS configuration errors and oversights, allowing you correct errors with a single click.</p>	<p>✗ Not available.</p>
<b>Centralized Log Management (CLM)</b>	<p>✓ Cynet CLM automatically collects the highest priority log data needed to quickly and accurately uncover threats across your environment.</p>	<p>✗ Not available.</p>
<b>Managed Detection and Response (MDR)</b>	<p>✓ Full 24x7 MDR with threat hunting, investigation and response services, including unlimited expert advice. Includes Cynet All-in-on platform with all capabilities listed above.</p>	<p>✗ MDR provided by partner Blackpoint at an extra cost. Does not include EDR, UBA, NDR, email, Deception, mobile, CSPM/SSPM, CLM and SOAR capabilities.</p>

# Cynet 2023 MITRE Engenuity ATT&CK® Evaluations Results



## 100% Detection

19 of 19 Attack Steps with no  
configuration changes



## 100% Visibility

143 of 143 Attack Sub-Steps  
with no configuration changes



## 100% Analytic Coverage

143 of 143 Detections with no  
configuration changes



## 100% Real-Time Detection

0 Delays

Learn more: [cynet.com](https://cynet.com)

