

McAfee[®], Inc.

TCO Evaluation of McAfee Total Protection Service¹ vs. Symantec Endpoint Protection Small Business Edition 11.0 and Trend Micro Client Server Messaging Security for SMB



Test Summary

Premise: Deploying solutions to protect users from spam, viruses and other attacks often is a resource-intensive exercise and a costly one to deploy and maintain — especially if dedicated security management servers are required. Desktop and server security for small- to medium-businesses can be simplified by adopting a service-oriented approach as an alternative to hosting the security solution.

McAfee, Inc. commissioned The Tolly Group to evaluate the effectiveness of its McAfee Total Protection Service — Advanced, a Security as a Service (SaaS) offering that provides comprehensive security to protect against viruses, spyware, hackers and other threats.

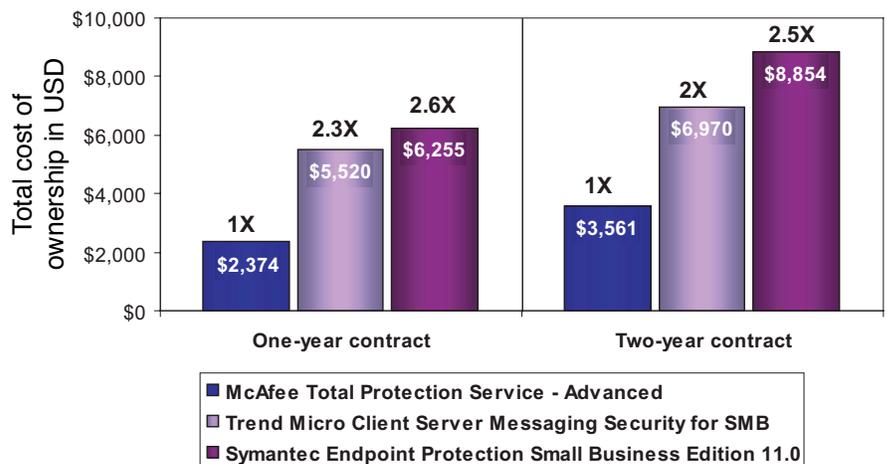
Tolly Group engineers conducted a detailed hands-on evaluation of the McAfee service offering and compared it against the Symantec Endpoint Protection Small Business Edition 11.0 and Trend Micro Client Server Messaging Security for SMB Ver 7.6, traditional software products that require on-site resources for deployment, and support. Engineers closely examined initial deployment, Total Cost of Ownership (TCO), management and usability factors of McAfee Total Protection and the two other products. Tests were conducted in December 2007.

1. Formerly known as McAfee Total Protection for Small Business -- Advanced.

Test Highlights

- ▶ Provides lower Total Cost of Ownership (TCO) than comparable Symantec and Trend Micro's software solutions
- ▶ Increases reliability and availability by alleviating the need for in-house IT infrastructure and resources
- ▶ Eases client deployment via a simple URL click — specialized IT staff is not required to set up management server and configure client stations
- ▶ Offers greater flexibility to company's growth compared to Symantec and Trend Micro solutions tested

Total Cost of Ownership (TCO) of Endpoint Protection Solutions for SMB (50 Users) Security as a Service vs. Traditional Software Solutions



Note: See Figure 2 for detail TCO analysis and list of elements included.

Source: The Tolly Group, December 2007

Figure 1

Executive Summary

McAfee's service solution cuts down TCO by more than half of comparable Symantec and Trend Micro's traditional software solution, and improves the reliability and flexibility for Small and Medium Business users.

Traditional endpoint protection software solutions require customer-provided management server systems on site and IT support. This does not only raise the base cost of the solution but also creates the need for on-going maintenance and management of the solution. Conversely, Security as a Service (SaaS)-based solutions do not require customer-provided hardware or software, and can run over the existing Internet infrastructure. SaaS providers take full responsibility for the management infrastructure as part of the service fees.

The Tolly Group study shows that McAfee Total Protection Service — Advanced lowers TCO to less than half of Symantec Endpoint Protection Small Business Edition 11.0 and Trend Micro Client Server Messaging for SMB products.

The TCO analysis data shown in Figure 2 demonstrates that the McAfee solution requires \$2,374 for the first year and \$3,561 with the purchase of a two-year contract. The Trend Micro and Symantec solutions demand higher first-year expenses due to the management server deployment and maintenance costs. Given even a conservative estimate of the cost associated with the local management server for Trend Micro and Symantec, SMB users need to spend

Detailed TCO Analysis for One- and Two-Year Period in 50-User SMB Environment

	McAfee Total Protection Service - Advanced	Trend Micro Client Server Messaging Security for SMB	Symantec Endpoint Protection Small Business Edition 11.0
Management server HW (PC class)	\$0	\$1,500	\$1,500
Management server OS (Windows XP)	\$0	\$270	\$270
Deployment (Management Server)	\$0	\$500	\$500
On-going maintenance cost per year	\$0	\$750	\$750
Endpoint protection software with one-year contract (50 users)	\$2,374	\$2,500	\$3,236
One-year TCO	\$2,374	\$5,520	\$6,255
Endpoint protection software with two-year contract (50 users)	\$3,561	\$3,200	\$5,085
Two-year TCO	\$3,561	\$6,970	\$8,854

Note: The costs for IT infrastructure (HW/SW), deployment and on-going maintenance were derived from interviews that Tolly Group engineers conducted with several IT managers from Small and Medium Businesses. Given that the on-going maintenance cost should include some intangible costs, the maintenance costs could be underestimated. Product prices were taken from each vendor's on-line store. These calculations assume a dedicated security server. It is possible to run Trend Micro and Symantec management service as an additional function on an existing server.

Source: The Tolly Group, December 2007

Figure 2

\$5,520 for the Trend Micro solution during the first year and \$6,255 for the Symantec solution. If users purchase a two-year support contract, they will spend \$6,970 for the Trend Micro solution and \$8,854 for the Symantec solution. This shows that with a two-year contract each user costs \$36 per year with McAfee, \$70 annually with Trend Micro and \$88 annually with Symantec.

Even if (hypothetically) buyers exclude the cost of running the management server in the local network, the subscription fee for a McAfee 50-user solution is still within the Trend Micro 50-user solution and about 25% cheaper than Symantec's 50-user solution. This proves that regardless of the costs associated with a management server, McAfee users spend about the same or less.

The study also shows that McAfee's service provides the users with greater

flexibility and higher reliability for SMBs than its counterparts because all McAfee users need to do is to buy more subscriptions as their businesses scale and they leverage a management server infrastructure that is maintained by dedicated, specialized McAfee support professionals. This is, in fact, a key driver and value proposition of a service solution.

Testing also shows that the McAfee Total Protection Service has a much faster deployment than comparable Symantec and Trend Micro offerings primarily because no management server system needs to be installed and provisioned.

By saving money and time, users can focus their company efforts on core competencies, leaving the management of an IT security solution to the experts.

RESULTS

TOTAL COST OF OWNERSHIP

McAfee's Total Protection Service does not need a management server installed on site — meaning no initial infrastructure cost. The Tolly Group estimated that Trend Micro's and Symantec's traditional software solutions require \$2,270 in initial infrastructure costs and \$750 on-going maintenance fees. Therefore, the Trend Micro and the Symantec users need to spend an extra \$3,020 for the server deployment and maintenance for the first year compared to the McAfee solution. The management server for Trend Micro and Symantec can be installed on an existing server but The Tolly Group estimated the cost based on the possibility that SMBs likely would experience administration and security issues if they shared the server (SMBs have few spare resources available since they operate at maximum capacity). Engineers assumed that the Trend Micro and Symantec solutions would be installed on new servers. To compensate, The Tolly Group made a conservative estimate on the standalone management server deployment and maintenance costs.

ADDED FLEXIBILITY

Many IT infrastructures — even in SMBs — have multiple networks and demand more than one management server. This depends on the type of business, the number of employees and office locations. McAfee is responsible for scaling the infrastructure and the costs associated with growth.

Furthermore, since McAfee's service has built-in redundancy customers need not worry about hardware failures.

SMARTER DEPLOYMENT

McAfee's service solution — needing no customer-provided server infrastructure — was deployed in about 10 minutes. This was the elapsed time from the start of deployment to when users were protected. Tolly Group engineers simply logged into Total Protection's SecurityCenter management site, identified the computers slated for deployment and the applicable service functions and then an E-mail was sent to the clients with a URL. The URL directed users to a Total Protection Web site for a guided installation process.

Other solutions require customers to provide a management server. For the test, a dedicated server was installed and provisioned. For both Symantec and Trend Micro, over an hour-long Windows server installation was required followed by the required deployment of the management server software, both of which can be troublesome and require the time investment of a highly skilled IT staff.

In the end, McAfee's Total Protection Service was faster and less stressful to deploy since it did not require provisioning a management server.

SIMPLER MANAGEMENT AND USABILITY

Engineers examined differences on the management console interfaces, the layouts, and the options available for the administrator. Console layouts are different but this is not really remarkable for efficiency purposes, since all three solutions have consoles which are easy to navigate.

What separates them is that Trend Micro and Symantec consoles must be controlled from a dedicated server — usually from within a local network or a VPN. McAfee, by contrast, increases simplicity by offering a Web-based management portal for its Total Protection Service, which does not need a local server and can be managed literally from any location that has access to the Internet.

Another clear distinction is in the area of updates. For any security offering, keeping the solution up to date is critical to protect the business from newly formed viruses, spam mails and other

McAfee, Inc.

Total
Protection
Service



Total Cost of
Ownership (TCO) Evaluation

Product Specifications

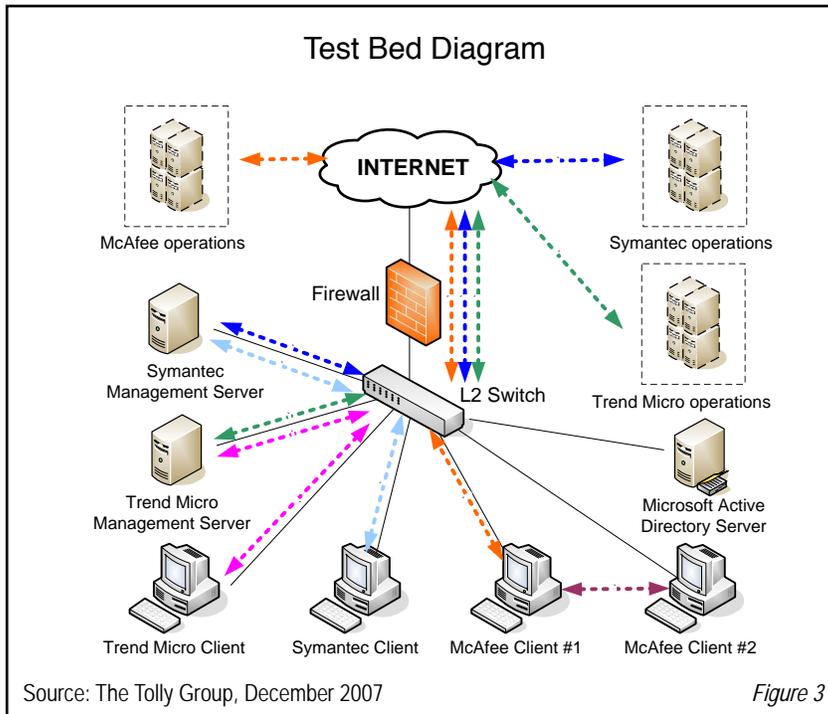
Vendor-supplied information not necessarily verified by The Tolly Group

McAfee Total Protection Service - Advanced

- **Single management console**—easy-to-use, Web-based, McAfee SecurityCenter—for remote monitoring and reporting
- **Integrated desktop and file server anti-virus and anti-spyware** – automatically secures systems from known threats and unwanted programs, and provides basic email protection for Outlook applications
- **Centralized desktop firewall** is an immediate barrier between your critical data and malicious intrusions
- **Advanced E-mail anti-spam and anti-virus service** provides up-to-date E-mail protection that assures business continuity
- **Advanced E-mail server protection** stands guard over your mail servers with virus protection and content filtering
- **Real-time browser protection** offers users safer Web surfing

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malware. Trend Micro and Symantec solutions require both the management server and the Internet access to be up and running while McAfee needs only the Internet access to keep the solution up to date. Furthermore, because Total Protection Service is managed 24/7 by McAfee (with customers retaining the ability to change the configuration to fit their needs) new signatures are deployed automatically and the decision to deploy a new signature is taken off the user's IT staff.



The Tolly Group is a leading global provider of third-party validation services for vendors of IT products, components and services.



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Fair Testing Charter™ Interaction with Competitors

The Tolly Group's focus was to document the "out of the box" installation and deployment of the various solutions and calculate a TCO. As the same process was applied to each offering — and the products are designed to be "user installable" without support, The Tolly Group did not deem it necessary to contact the competing vendors. The Trend Micro Client Server Messaging Security for SMB and Symantec Endpoint Protection Small Business Edition 11.0 were acquired by The Tolly Group through normal distribution channels.



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