

### Research Note for G DATA Malware Protection Solutions

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### Target group and use cases

The results presented in this research note are addressed towards users as well as partner companies and independent IT service providers, which are using or intending to use services of the solution provider. The results are based on an independent user survey. The provider requested the research note after the end of the survey. The provider only contributed to the research note by providing additional information.

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# 1 PUR-S Diamond for Malware Protection

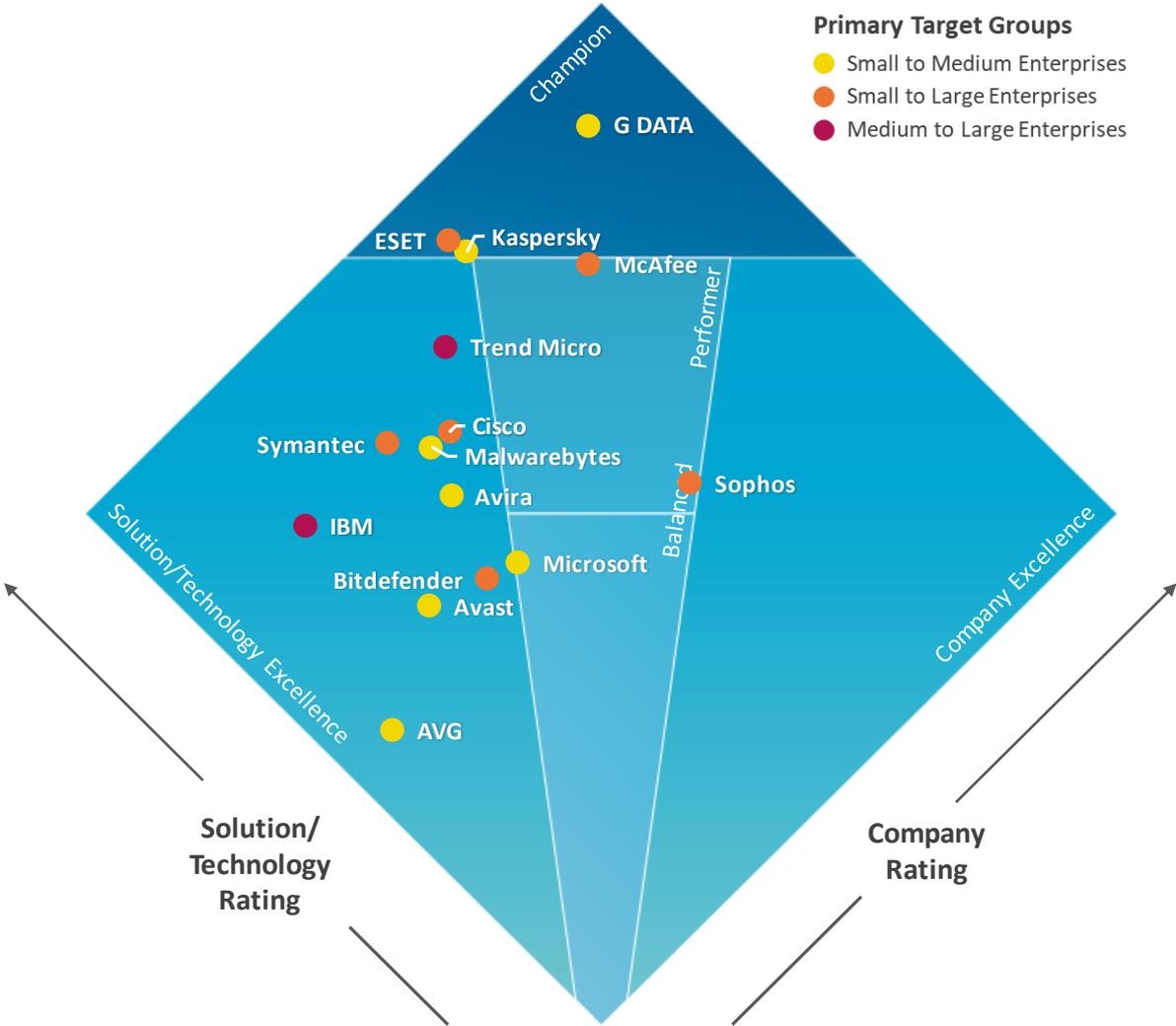


Figure 1: PUR-S Diamond for Malware Protection

G DATA, ESET and Kaspersky are awarded as **Champion** in Malware Protection. Both the quality of the solutions and the providers themselves completely convinced the users. While all three companies show similar performances with respect to their solutions, G DATA additionally stands out with its Company Excellence and could therefore distinguish itself from the two other champions.

## 2 Interview with G DATA

G DATA received outstanding reviews from users resulting in a top placement as **Champion** in the field of Malware Protection. For the research note, techconsult spoke with Kai Figge, founder and board member of the G DATA Software AG from Bochum, about the results of the Professional User Rating and G DATA's future plans.

**techconsult: Congratulations for the outstanding results. These positive reviews confirm the work of your team. Can you find your product in the reviews of the users?**

Kai Figge: Thanks for the congratulations. We are very happy about the acknowledgment, which we ascribe to our close and long-term collaboration with our customers. We have always considered service as an important way to get customer feedback and listened carefully to the needs and requirements of the users. We see the outstanding result as champion as confirmation for taking the right approach.

**techconsult: Were there any surprises you did not expect?**

Figge: Malware Protection is a very competitive field. We are especially happy that we were able to prevail against larger international players. We are positively surprised by our online presence. The last revision was fully user centered, to provide straight forward and readable product information and information about the topics of IT security. Apparently, it was spot on.

**techconsult: G DATA scored very high in nearly every category, which resulted in a high ranking for the solution as well as for G DATA as a provider. Where do you see your strengths? What sets you apart from your competitors?**

Figge: Research and software development take place exclusively in Germany. This is a unique locational advantage. Moreover, we provide maximum data security, because user- and telemetry-data is processed explicitly in Germany. We know that this is an important criterion for our SME customers. As a member of TeleTrust we committed ourselves to the "no-backdoor" guarantee already in 2011. This guarantee obligates us to not providing security holes to intelligence services and to not pass on or reroute data to them.

**techconsult: Given the outstanding results it is difficult to find categories, which did not satisfy the users. One of the very few points which has room for improvement is "Solution instructions and example use cases". Is this part of your roadmap?**

Figge: Our products are accompanied by a multitude of solution instructions and example use cases. Those include reference guides, white papers as well as best practice examples. The result of the survey indicates that there is still room for improvement, so we will analyze and optimize this by talking to our customers. It is important for us that documentation gets through to our users. Therefore, we are working on expanding our portals for partners and users and extending offers for training and certification.

**techconsult: What can we expect in the near future—generally with respect to Malware Protection, but also specifically from G DATA?**

Figge: The development of next-gen technologies, which improve malware detection with the use of artificial intelligence, is a major part of our research and development. In order to protect the users, it is not only about the technical solutions. Therefore, we provide increasingly more services, such as penetration testing or red teaming, incident response forensics, malware analysis and consulting. Our ambition is to provide best support to our users regarding their process of IT security.

### 3 User Ratings

#### Company Rating



#### Company Rating Malware Protection

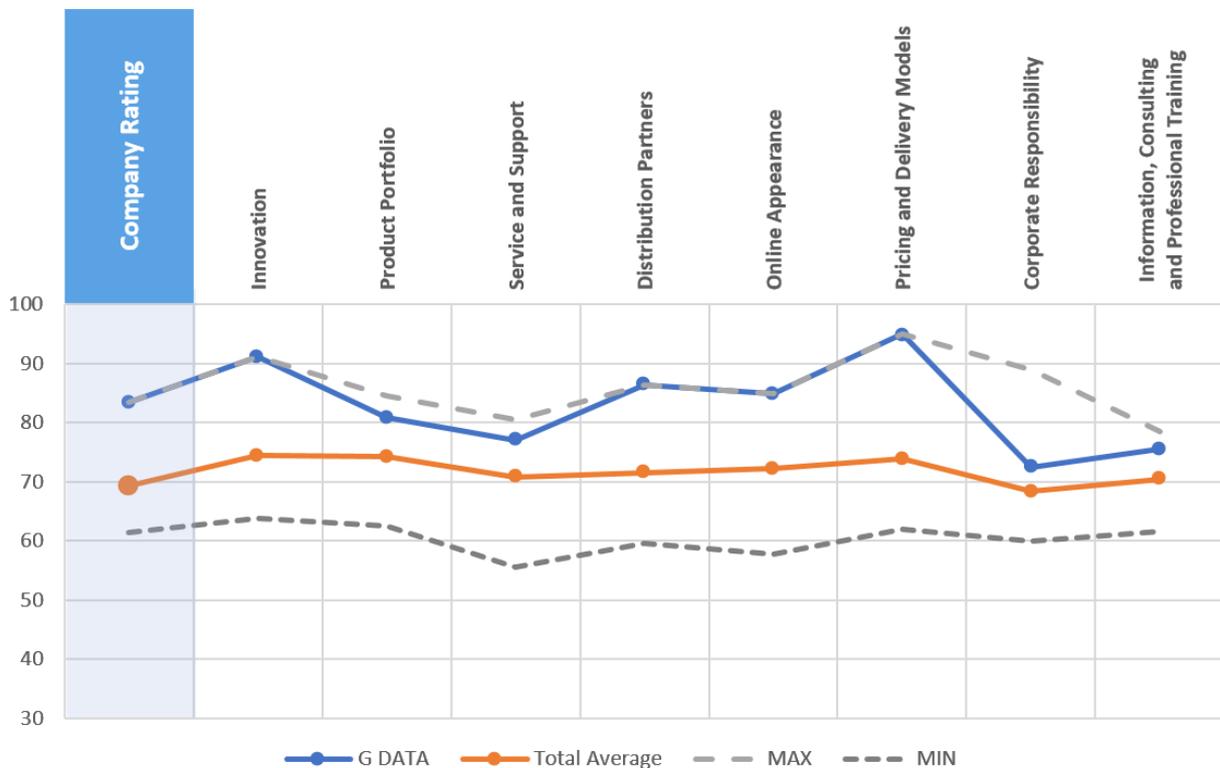


Figure 2: Company rating for G DATA in contrast to average, minimal, and maximal rating.

The company rating consists of evaluation criteria that concentrate on the solution provider, for example the provider’s innovativeness, the completeness of his product portfolio or his network of distribution partners. The aggregation of these aspects determines the position of the provider on the axis “Company Rating”.

Figure 2 shows the results of the analyzed criteria of the company rating of G DATA as well as an overview of the average, minimal, and maximal rating in these categories.

The average company rating reaches 69.2 out of 100 possible points and can be translated into “satisfying” or “almost good”. Ratings below the mark of 50 points can only be described as “sufficient”.

The average scores of almost all categories are on a similar level and vary between 68.4 points for sustainability and 74.4 points in the category of innovation.

Tabelle 1: Overview Company Rating

	Company Rating	Innovation	Product Portfolio	Service and Support	Distribution Partners	Online Appearance	Pricing and Delivery Models	Corporate Responsibility	Information, Consulting and Professional Training
<b>Total Average</b>	69.2	74.4	74.2	70.9	71.6	72.3	73.9	68.4	70.5
<b>G DATA</b>	83.4	91.1	81.0	77.1	86.4	85.0	95.0	72.5	75.6
<b>McAfee</b>	79.6	80.9	81.5	80.0	81.3	73.9	79.8	89.0	78.5
<b>Kaspersky</b>	76.6	77.5	77.3	80.6	76.9	80.4	76.7	76.1	71.8
<b>ESET</b>	76.4	80.0	81.7	74.3	77.8	74.4	76.7	60.0	75.9
<b>Sophos</b>	76.3	79.3	84.6	71.3	79.9	66.1	78.8	71.7	74.3
<b>F-Secure</b>	73.8	75.6	80.0	71.7	73.3	80.8	70.0	60.0	76.7
<b>Trend Micro</b>	73.4	76.3	75.7	68.8	75.6	72.3	74.4	66.2	75.6
<b>Cisco</b>	71.2	75.4	72.0	70.6	68.7	70.9	72.1	71.1	72.7
<b>Malwarebytes</b>	70.3	70.4	72.0	74.6	65.5	74.4	77.5	69.6	66.3
<b>Avira</b>	69.5	72.4	71.8	70.9	63.9	72.6	72.8	71.9	65.0
<b>Microsoft</b>	69.5	74.0	66.8	67.3	67.3	76.0	73.0	72.4	65.2
<b>Symantec</b>	69.2	68.0	71.3	72.3	67.5	68.7	72.2	65.8	71.1
<b>Bitdefender</b>	68.2	70.0	71.7	69.7	69.3	70.0	68.5	66.1	66.6
<b>Avast</b>	65.9	67.7	62.5	65.9	65.8	69.5	69.1	61.2	66.5
<b>IBM</b>	64.7	63.9	70.3	63.3	66.7	63.8	64.1	61.1	64.1
<b>AVG</b>	61.5	68.5	67.6	55.7	59.6	57.8	62.0	60.1	61.6

G DATA is in front of McAfee, Kaspersky and ESET in the overall ranking. Sophos follows with little distance on the fifth place.

Overall G DATA was most satisfying for its users in the field of **Innovation**. The users gave scores far above average for innovative products, the systematic improvement of the products and the integration of external technologies, which clearly distinguishes G DATA from other providers.

G DATA obtained scores far above average in the field of **Service and Support** for the high quality of its documentation.

Users give the highest score to G DATA in the **Distribution Partner** category. The network and the competence of the distribution partners were both rated far above average. Furthermore, users are satisfied by the individual offers made by the partners, which resulted again in a score above average.

G DATA was also placed first in the category of **Online Appearance**. Users gave scores above average for the structure, expressiveness and the consulting function of the website as well as the description and retrieve-ability of the products.

G DATA received scores far above average in the category of **Pricing and Delivery Models**, which clearly distinguishes G DATA from the competition and resulted in the first place of this category. Users are fully satisfied by the offers of different pricing models as well as the different delivery models.

Regarding the provided **information, consulting and professional training** offered by G DATA, the users highly appreciate the identification and solving of problem fields.

**Solution/Technology Rating**

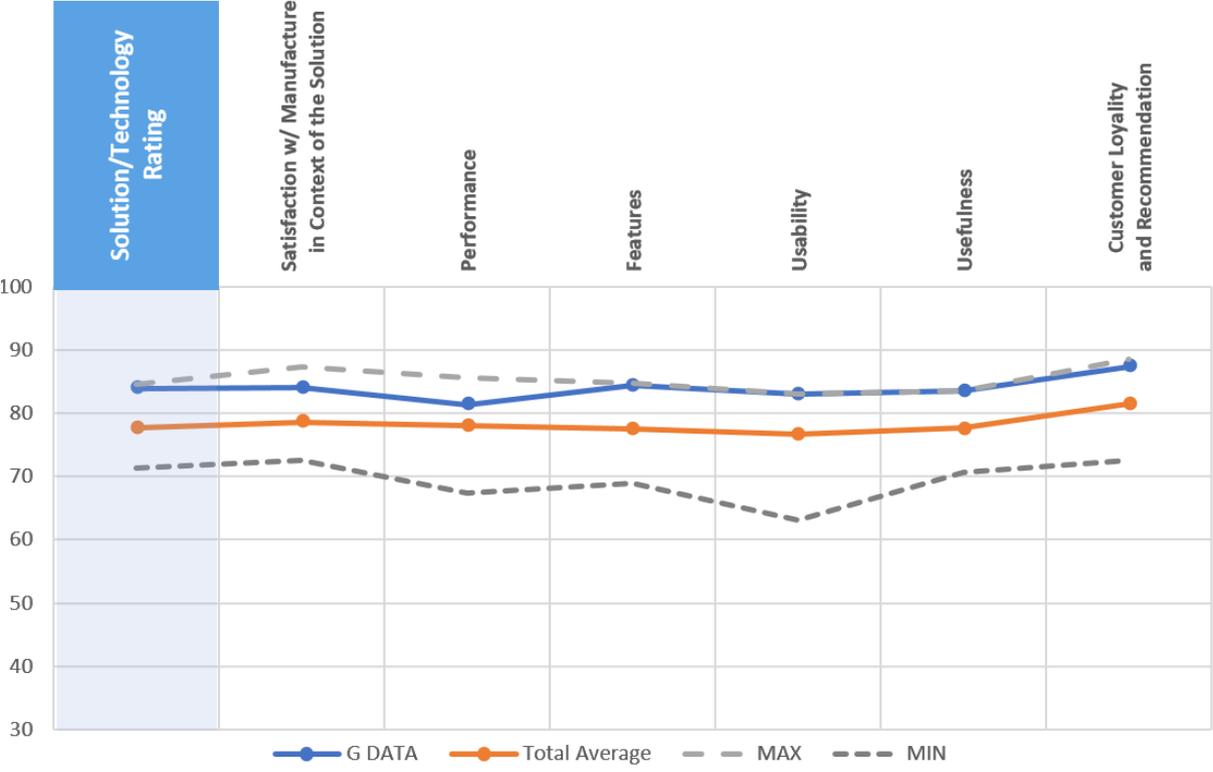


Figure 3: Solution/Technology Rating for G DATA in contrast to average, minimal, and maximal rating.

The solution rating includes criteria which are directed towards the respective solution fields. The aggregation of these aspects results in the position of the provider on the axis "Solution/Technology rating".

Figure 3 illustrates all aspects of the solution rating and shows the rating of G DATA as well as an overview over the average rating, minima and maxima.

The average rating for the solutions receives 77.7 from 100 possible points which is clearly above the average rating for the providers. All aspects of the solution rating have a very high average level. Generally, the users are very satisfied with their malware protection solutions and consistently gave high to very high scores. The ratings vary between 76.6 points for the user friendliness and 81.4 points for satisfaction with the solution.

Tabelle 2: Overview Solution/Technology rating

	Solution/Technology Rating	Satisfaction w/ Manufacturer in Context of the Solution	Performance	Features	Usability	Usefulness	Customer Loyalty and Recommendation
<b>Total Average</b>	77.7	78.6	78.0	77.5	76.6	77.6	81.4
<b>ESET</b> 	84.5	85.6	85.6	84.7	82.5	81.7	87.2
<b>G DATA</b> 	83.9	84.0	81.3	84.4	83.0	83.4	87.3
<b>Kaspersky</b> 	83.8	87.3	83.9	81.1	81.2	80.5	88.6
<b>Trend Micro</b>	81.7	85.0	83.9	81.7	75.9	82.9	81.1
<b>IBM</b>	80.6	80.0	81.1	78.7	79.2	82.2	82.7
<b>Symantec</b>	80.6	81.8	81.2	79.8	78.0	78.5	84.5
<b>McAfee</b>	80.1	73.4	82.7	80.8	82.0	81.7	80.0
<b>Malwarebytes</b>	79.4	75.9	79.1	77.3	83.0	76.8	84.0
<b>Cisco</b>	79.3	79.6	79.3	77.9	78.7	79.1	81.1
<b>Avira</b>	77.5	79.0	77.8	77.3	75.4	74.7	80.7
<b>Avast</b>	75.1	77.5	73.5	74.8	75.5	72.6	76.6
<b>Bitdefender</b>	74.2	72.5	75.8	76.3	72.8	75.5	72.5
<b>F-Secure</b>	73.9	75.0	68.3	72.0	75.0	75.0	78.3
<b>Microsoft</b>	73.9	73.8	75.2	72.6	70.4	74.3	76.9
<b>AVG</b>	72.7	73.3	71.9	72.2	69.8	70.7	78.2
<b>Sophos</b>	71.4	73.4	67.4	68.9	63.1	72.0	83.3

ESET received the best solution rating overall, closely followed by G DATA and Kaspersky. With some distance, Trend Micro, IBM, Symantec and McAfee follow on the places 4 to 7. However, they still have very high overall scores above 80 points.

In the category of **Satisfaction with the Manufacturer in the Context of the Solution**, users point out that they would buy from G DATA again. Moreover, the compliance of promises of the provider and a possible recommendation obtained scores above average.

Scoring more than 80 points for the category **Performance**, the solutions of G DATA are fully satisfying the users in terms of reliability. Furthermore, the need for maintenance is rated above average.

G DATA achieved the second place in the field of **Features** and is placed only marginal behind ESET. Users especially highlight the functions for execution prevention and quarantine, the integration in applications and server services, false-positive-rate and the interactive problem solving, which all score far above average. A score above average is also given to the detection of known malware and suspicious behavior as well as the currentness and extent of the malware database and detection rules.

**Usability** was rated best for Malwarebytes and G Data, which share the first place with the same amount of points. G DATA obtained high scores for the documentation as well as scores above average for the implementation/installation and usability of the user interface.

The **Usefulness** of the solution obtained the highest rating overall. Consistently the users gave scores above average and for two out of the seven criteria even far above average scores. Therefore, the solution satisfies all requirements according to the user, including general, regulatory requirements or even higher requirements. G DATA is the only provider that obtained scores far above average for the reduction of damage.

G DATA is closely behind the first placed Kaspersky in the overall rating for **Customer Loyalty and Recommendation**. The user expectations were fully met by the solution. The users gave ratings above average for a potential re-buy and recommendation of the solution.

## 4 Conclusion and Recommendations

G DATA satisfies the users as a company as well as with the offered solutions and achieves an outstanding position in the overall rating. Especially the company rating stands out, with 83.4 points being close to a very good rating. Furthermore, this outstanding company rating distinguishes G DATA from the competition.

Users, who value innovation as well as outstanding pricing and delivery models, are served comprehensively by the company. Regarding the solution G DATA obtained the top rating for their performance, features, usability and usefulness, which resulted in a high satisfaction with the solution as well as with the provider in the context of the solution. Therefore, corporate users, which are currently looking for malware protection solutions, should take an in-depth look at the products of G DATA in the context of their usage scenario and should include these in their selection of possible solutions.

## About the Professional User Rating: Security Solutions

2,150 corporate users participated in the second survey for the “Professional User Rating: Security Solutions 2018” (PUR-S) and rated IT security providers and their solutions in six product fields. The evaluation was conducted in the dimensions company rating and technology/solution rating with more than 60 criteria in 14 sub-categories.

With these collected user experiences, the Professional User Rating provides a solid foundation for companies to select a proper solution for their own needs out of the broad market of IT security offers and to prioritize solutions in the selection process, under consideration of their own criteria. By only selecting companies for the survey which use these solutions, a high practical relevance is guaranteed.

The complete survey this research note is based on can be obtained from techconsult. Further information is available from Oliver Germershausen, E-Mail [oliver.germershausen@techconsult.de](mailto:oliver.germershausen@techconsult.de), Phone +49-561-8109-134.

## Further Information and Contact

### About techconsult GmbH

Research and analyst firm techconsult has been the partner for suppliers and consumers of digital technologies and services for 25 years. Conducting analyses at businesses provides an insight into their problems and their future visions regarding the use of information technologies. More than 20,000 interviews conducted with business and IT decision makers each year provide an accurate impression. Additionally, techconsult continuously screens suppliers' products and services to provide strategic and implementational consulting to the IT industry and business users. For a number of years techconsult has been providing specialized assessment tools to business and IT decision-makers for the identification of problem areas and conducting positioning analysis.

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### About G DATA

No chance for cyber criminals: G DATA Software AG is the inventor of Antivirus. Founded in 1985 in Bochum, the company developed the first program against computer viruses more than 30 years ago. Nowadays G DATA belongs to the world's leading providers for IT security solutions, which are available in more than 90 countries.

#### **My data remains in Europe.**

Trust between providers and users is a precious asset – especially today and especially in the IT security sector. G DATA works under the strong data protection act as a German company and does not work with intelligence services. G DATA gives a no-backdoor-guarantee and promises that all user data are saved and processed only in Germany.

#### **Security solutions for companies and end users**

Today an integral security concept is necessary to cope with wide range of cyber threats. The G DATA business solutions protect layer-wise against online-attacks and malware using the concept of “layered security”. G DATA offers solutions for end users next to its security solution for medium and large sized companies.

For more information about the company and G DATA solutions, see [www.gdatasoftware.com](http://www.gdatasoftware.com)

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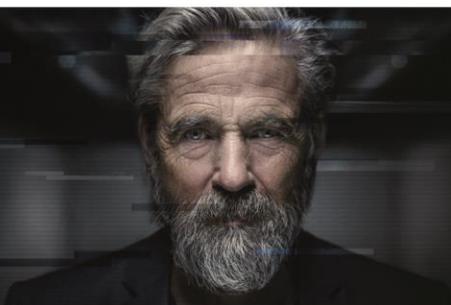
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