



# Webroot SecureAnywhere Endpoint Protection



# About Webroot

“

---

*Webroot delivers next-generation endpoint security and threat intelligence services to protect businesses and individuals in a connected world.*

---

”



# Webroot: About Our Business

## Proven, Effective and Profitable

- » A division of Carbonite
- » Three cybersecurity businesses- Consumer, Business & OEM
- » First advanced next gen, cloud-based, real-time, multi-threat vector protection.
- » Webroot Platform threat intelligence powered by latest 6<sup>th</sup> generation machine learning
- » Trusted TI supplier to over 90 network and security vendors
- » Industry leading customer satisfaction



**>14,500**  
MSP Partners

**>385,000**  
Protected Businesses

**> 50 Million**  
OEM Users

**> 90**  
OEM Partners



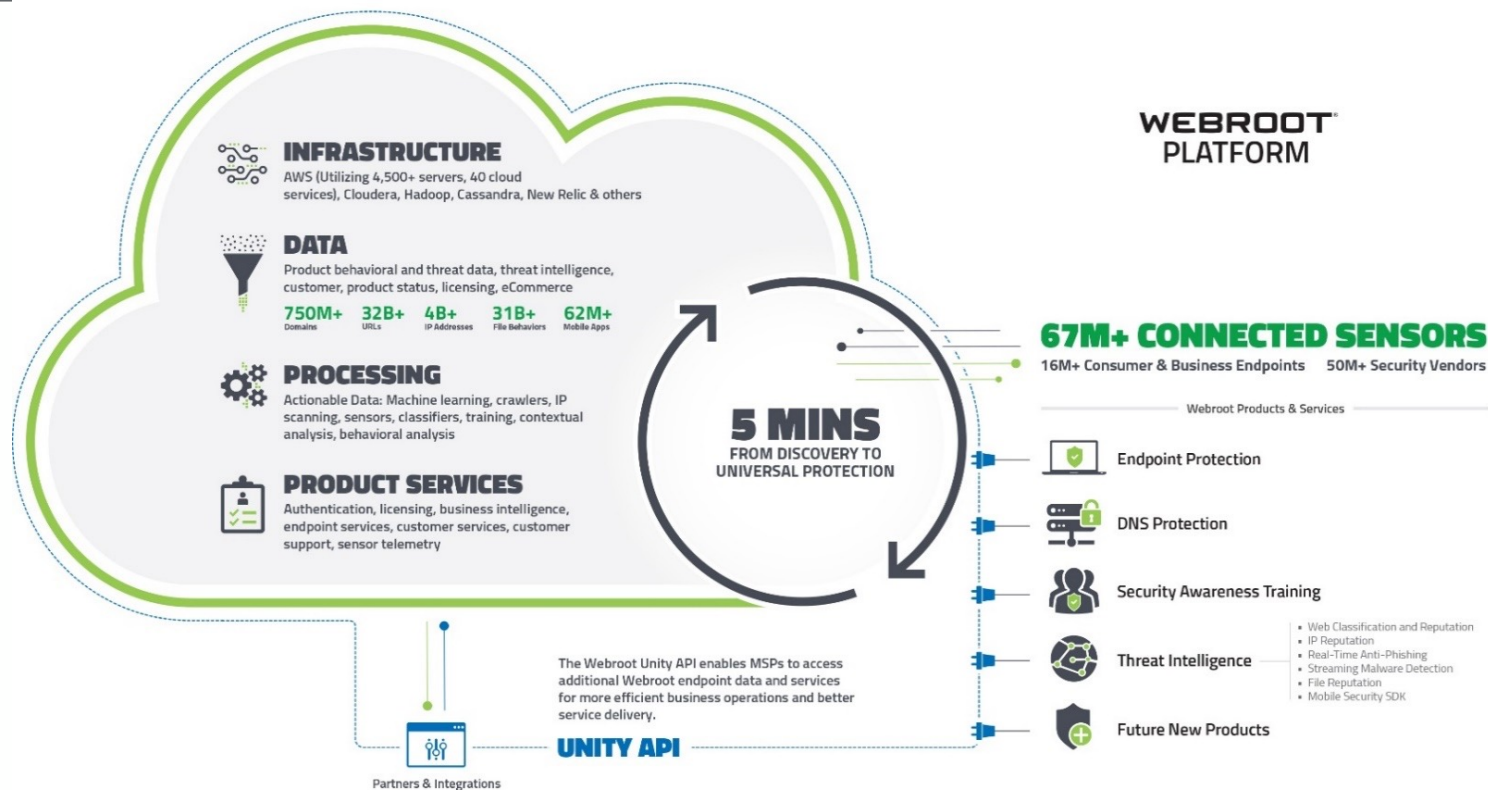
**#1**  
Endpoint Protection  
For SMBs and MSPs

**#1**  
In OEM Threat  
Intelligence

**#1**  
North American  
Consumer Retail



# Webroot Platform: About Cybersecurity





# Webroot: About Unified Platform



## Endpoint Protection

- » Consumer EPP (WSAC)
- » SMB EPP (WSAB)
- » Mobile Protection



## Network Protection

- » DNS Protection
- » WiFi Security (*New*)



## User Protection

- » Security Awareness Training



## BrightCloud® Threat Intelligence

- » Web Classification & Reputation
- » IP Reputation
- » File Reputation
- » Streaming Malware Detection
- » Real-Time Anti-Phishing

Unity API

Webroot Platform

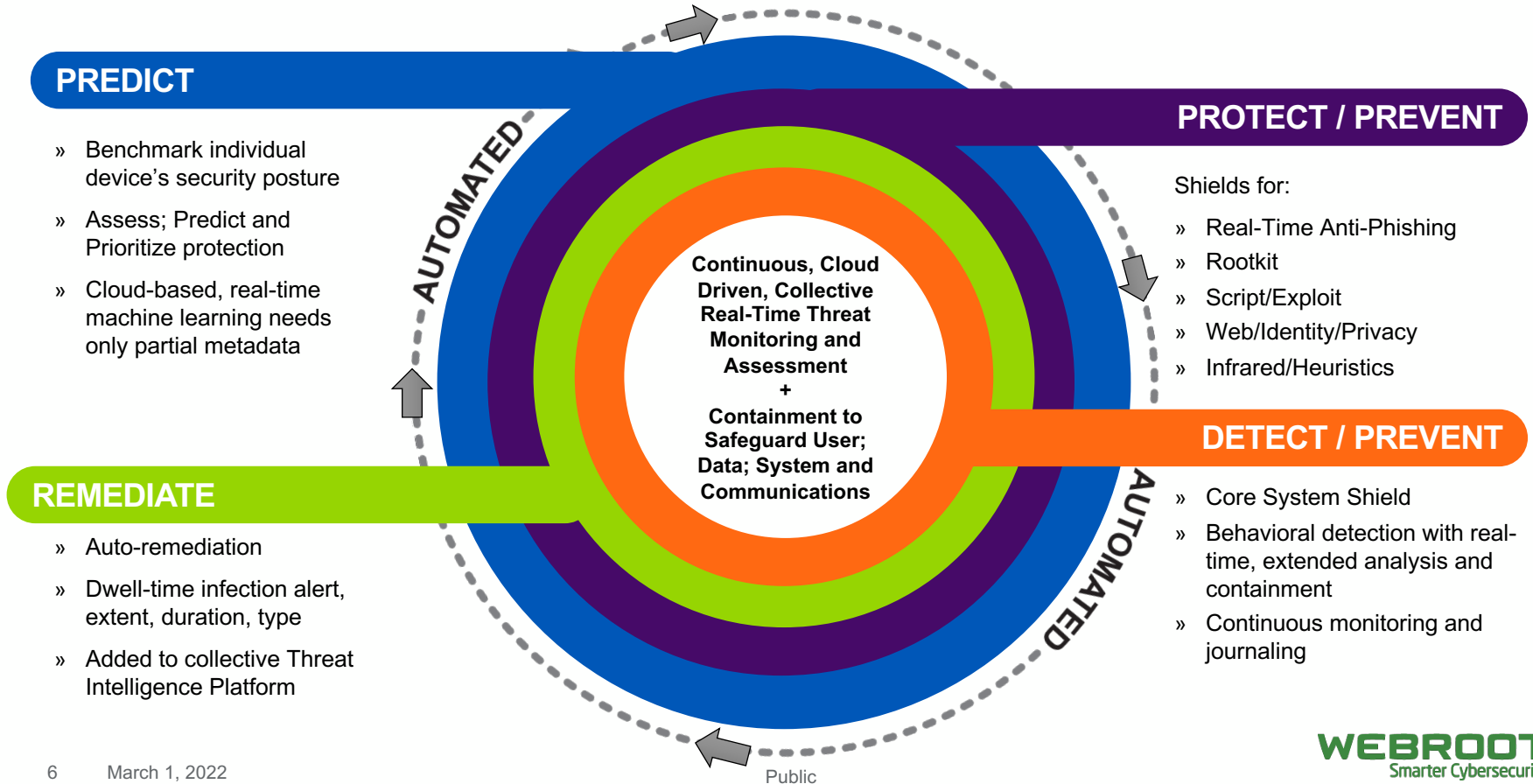
Single fully integrated platform, providing context to threats and enhancing efficacy

Multi-tenant solution with centralized management in the cloud, enhancing ease of use

Lightweight agent with minimal impact on system performance



# Webroot: About Automation





# Why do people look to Webroot



## Real Time Protection

Behavior-based, not signature-based. One of its kind, cloud-based, 5<sup>th</sup> Generation Machine Learning powered predictive protection. Industry leading efficacy – 99.7%+ classification rates. Multi-vectorized protection model provides protection against differing forms of attack including phishing, zero-day and polymorphic threats. Any time a threat is encountered by one customer, all other customers are protected from that threat in real time.

Brings peace of mind that an environment is secured against the latest and most advanced threats.



## Ease of Management

Fully remote cloud based management, granular Global Site Management console offers ability to manage multiple sites and locations from a single-pane of glass with more than 40+ remote agent commands available. Self updating agents eliminates everyday management of database and agent versioning.

Saves countless hours on management as well as allows for advanced control over a security environment.



## Better Performance

Lightest agent in the market - 4mb fully installed enables fast deployment and reduced CPU usage requirements on the endpoint. 0.13% average CPU usage and 5.8% average memory usage while idle. Industry leading File Compression and Decompression and File Write, Open and Close times speeds ensures optimization on differing server environments.

Increases productivity and reduces maintenance of infrastructure leading to more time being able to be spent on improving the profitability of a business.





# Threat Detection & Machine Learning



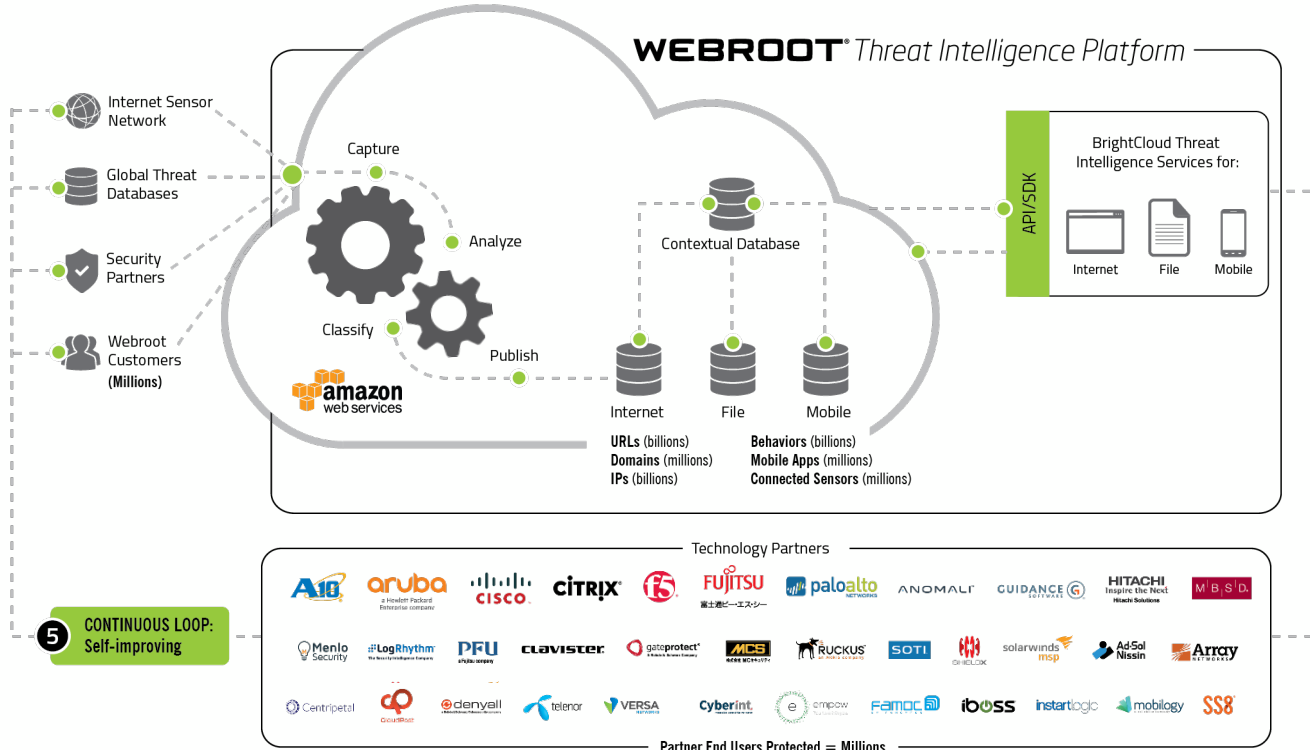
# Webroot Threat Intelligence Platform

**1 INPUT:**  
Millions of Real-World Endpoints

**2 MACHINE LEARNING:**  
Highly Accurate, Massive Scale

**3 CONTEXTUAL ANALYSIS:**  
Correlates IPs, URLs, Files, & Mobile Apps

**4 SERVICES:**  
Collective Threat Intelligence



## 1. Input

Millions of Customer and Partner nodes act as real-time global internet sensor network

## 2. Machine Learning

Infinitely scalable & geo-redundant advanced cloud architecture

## 3. Big Data Analysis

Automated machine learning & more than half a trillion new objects per day of constantly added threat data

## 4. Services

Powered by Webroot Threat Intelligence Platform incorporating BrightCloud Threat Intelligence Services

## 5. Continuous Feedback

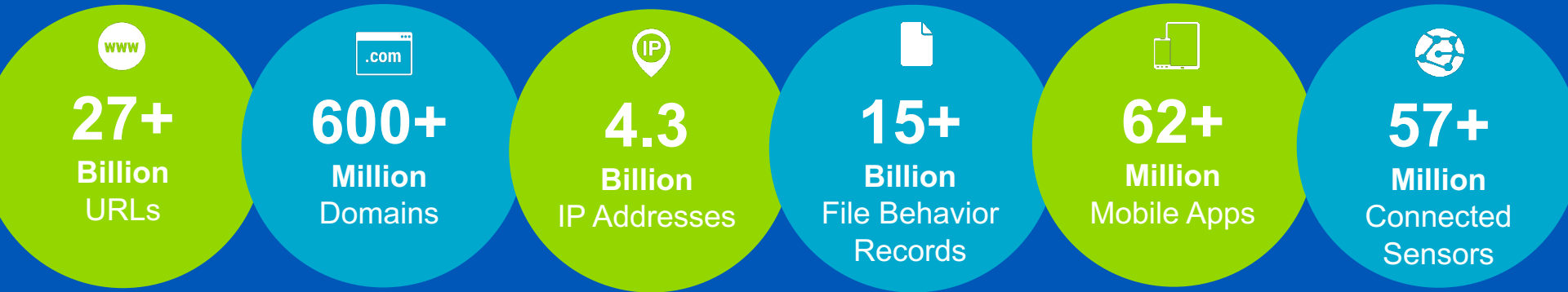
Real-time feedback loop of collective threat intelligence increases predictive effectiveness

**WEBROOT**  
Smarter Cybersecurity™



# Analysis on a Massive Scale

Webroot BrightCloud ®Threat Intelligence services continuously classify and score 95% of the internet, covering the entire IPv4 space and in-use IPv6.





# Threats Impact Users and Business

## Threats Discovered Daily



**25k**

New Malicious  
URLs



**6k**

New Phishing  
Sites



**100k**

New Malicious  
IPs



**1.2M+**

New File  
Encounters



**26k+**

New Malware  
and PUAs

This includes  
Ransomware  
& Cryptoware



# Webroot in the Enterprise Through Partner Integrations

BrightCloud® Threat Intelligence Services are available through and for more than 70 leading network and security provider solutions.

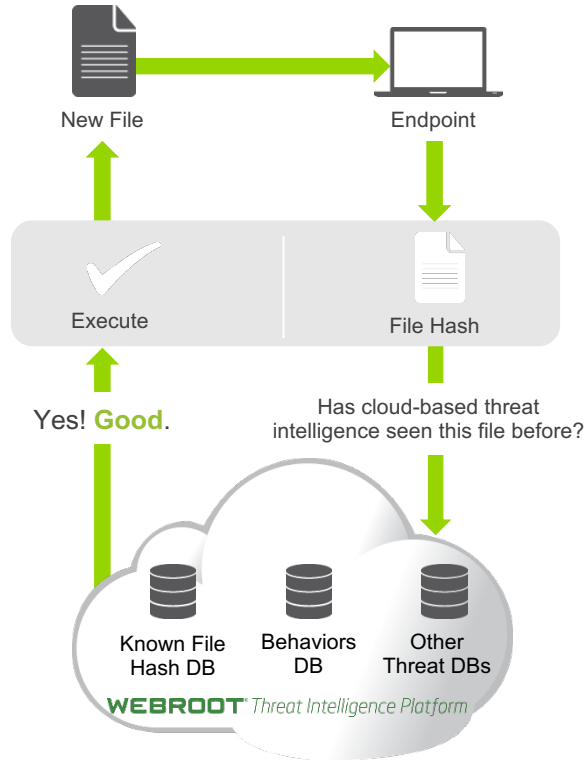




# Endpoint Protection

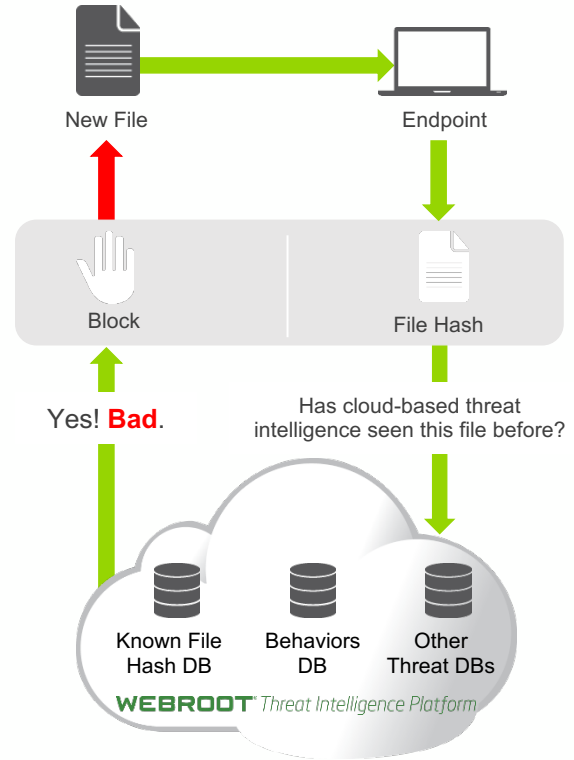
## GOOD

Eliminates ~98% of event data from the Admin/Security analysts view



## BAD

Accounts for 0.2% of overall Endpoint event data

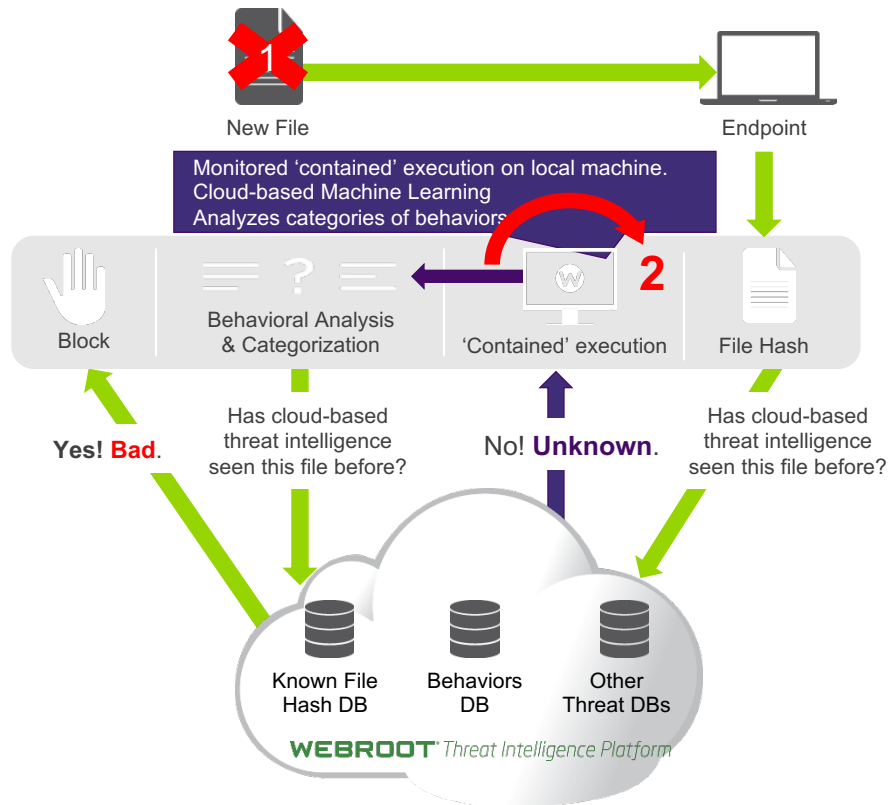




# Endpoint Protection

## UNKNOWN

~2% of overall Endpoint event data for the Admin/Security analyst to review





# Highly Automated, Massive Scale Machine Learning

**Advanced machine learning** and multiple sources mean URLs, IPs, files and apps are classified faster and more accurately

**Publishes millions of updates every day** on new threats and reputations of existing URLs, IPs, apps and files

**Hundreds of classification models hosted in Hadoop** to cover different threat types and content languages

**Low-touch systems** requiring minimal human interaction

**Powered by 5th generation machine learning** to analyze and produce rich sources of contextual Threat Intelligence and security outcomes across multiple vectors in milliseconds





# Webroot Machine Learning Reduces the Time to Detect

## Speed

01

### **Automatically classifies over 1M internet objects every day**

To determine whether malicious or benign

### **Single classifiers work at 20K classifications per second**

BrightCloud has over 500 classifiers running in parallel

### **Each category is a classifier**

For example, IPs, Web Reputation, Malicious, Adult, Illegal etc.

## Scale

02

### **10 million characteristics**

Feature space can capture up to 10M input characteristics for each object being classified

### **40 million weights**

Up to 40 million weights are assigned to our models

### **1,000 models**

Over one thousand machine learning models are trained and published per day

### **40 million nodes**

Webroot applies extremely large and complex neural nets, on the order of 40 million nodes, for its ML models

## Patented Accuracy

03

### **High detection rates over time**

Despite ever-changing threats

### **Adept at detecting zero-day, never-before-seen threats**

### **Webroot classifies an average of 736,000 new files as malicious per month**

### **Patented customizations to big-data analytic techniques**

### **Protected by over 80 patents**

Webroot TI Platform, BrightCloud TI

### **12-15 new patents**

Typically awarded to the team annually

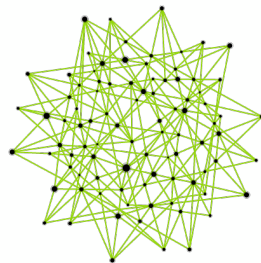


# Webroot BrightCloud® Scale



## 10 MILLION

Webroot has the potential to capture up to **10 million input characteristics** (“**features**”) for each internet object that we classify.



## MILLIONS

Webroot classifies millions of **internet objects** every day to determine if they are benign or malicious.



## 40 MILLION

We train the machine by assigning up to **40 million weights** to our models.



## 1,000

Webroot trains and publishes **1,000 machine learning models** a day



# Massive Feature Space

## Neural Nets



Neural Nets Webroot applies extremely large and complex neural nets on the order of **40 million nodes**, for its machine learning models

They are used to digest and analyze massive number of characteristics we capture for each object.



# Processing Power



At present, the machine-learning training of a single Webroot model utilizes over **10 million data points or “features.”**

To accomplish this, we leverage Amazon Web Services and the San Diego Supercomputer Center at the University of California, San Diego in La Jolla, CA, typically leveraging up to one terabyte of RAM and 40-50 parallel nodes.





# Performance and Management



# Overall Score Out of 100

Webroot SecureAnywhere<sup>®</sup> Business Endpoint Protection outperforms 8 competitors

Product Name	Overall Score
Webroot SecureAnywhere Internet Security with Antivirus	83
Norton 360 Deluxe	67
ESET Internet Security	63
Microsoft Defender	60
AVG Internet Security	53
McAfee Total Protection	53
Trend Micro Internet Security	50
Malwarebytes Premium	40
Bitdefender Internet Security	39



# The Webroot Global Site Manager (GSM)

Status	Name	Active Devices	Site Seats	Keycode	Settings	DNS	SAT	Actions
Needs Attention	Apex Technology	22	110	5502-TEST-57FC-9545-45B0				Manage >
Needs Attention	Vance Refrigeration	7	4	0F35-TEST-8E95-E608-4772				Manage >
Expired	Athlead	0	5	7397-TEST-D91E-74E2-47C9				Manage >
Suspended	East Pennsylvania Seminary	0	18	C180-TEST-5E1E-B441-4884				Manage >
Protected	Cafe Disco	11	11	0367-TEST-6805-BC0E-4688				Manage >
Protected	Down! The Pet Emporium	0	4	4584-TEST-3B33-B833-49F1				Manage >
Protected	Haymont Tires	3	9	409C-TEST-E351-BFCE-47D0				Manage >
Protected	Prestige Direct Sales Solutions	8	25	5704-TEST-35A5-D4EE-40CE				Manage >
Protected	Tract Industries	5	100	D50A-TEST-9364-C0A8-47C4				Manage >
Deactivated	Dunmore High School	0	48	75C8-TEST-E6CE-3255-4C53				View >
Deactivated	Stone, Cooper and Grandy: Attorneys at Law	0	30	541A-TEST-F223-59B7-496D				View >

56 Active Devices 281 Site Seats  
0 Trial Active Devices 5 Trial Site Seats

01

## Fully Cloud Managed

Meaning no on-site management of hardware or software allowing for full remote policy and endpoint management.

02

## Centralized Hierarchical Management

Highly automated management and reporting simplifies monitoring and management of different departments and geographical sites.

03

## Global Policies and Overrides

Makes it simple for any 'Super' administrator to create policies and overrides at the Global Site Manager level, and then apply them to any Endpoint.

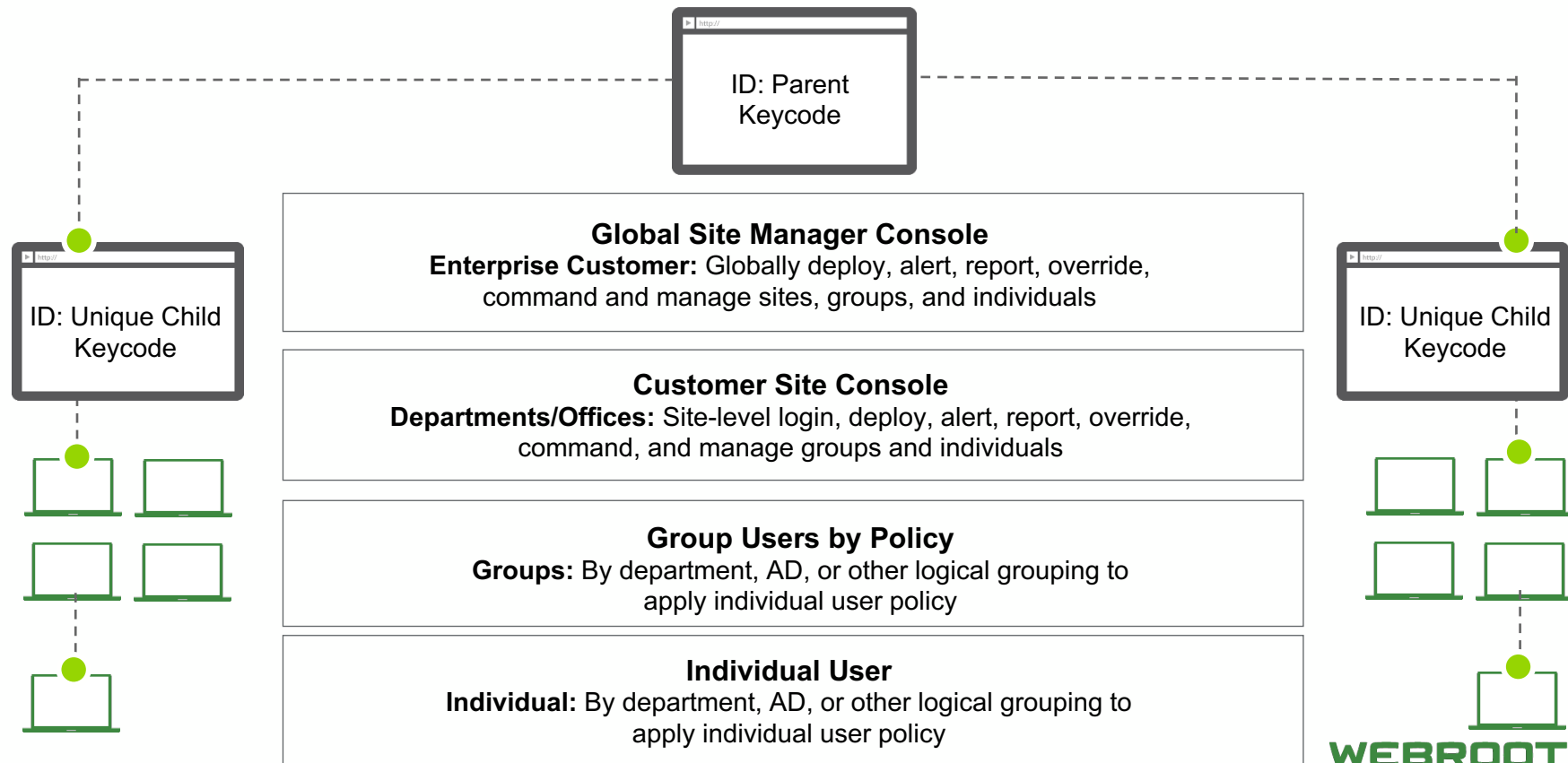
04

## Refined Navigation

Adding speed and flexibility when looking to identify and manage individual or groups of endpoints.



# Global Site Manager Online Hierarchical Management







# Summary



# A Smarter Cybersecurity® Approach



## Detection

Behavior-based, not signature-based. One of its kind, cloud-based, predictive protection.



## Remediation

Remediation **automatically** returns infected devices to their uninfected state, no need to reimage or wipe devices



## Management

No signature updates, minimal user performance impact. All endpoints protected collectively and managed centrally.



## Threat Intelligence

Data from tens of sensors is correlated and analyzed continuously; Real-time analysis of URLs, IPs, files, applications, and phishing sites.



## Protection

Collective protection – strength in numbers, any time a webroot-protected device encounters a threat. All other endpoints are secured in real time.



## Incident Response

40+ commands for one endpoint or many. Integrates with firewalls, access points, MDMs, and more to make security products smarter.



## Support

One-click support. Most problems are resolved in <10 minutes. Customer satisfaction rating of over 94%.



## Smarter Future

Time <1MB agent designed for minimal footprint. Covers ATMs, point of sale, automobiles, embedded systems, and integrates for IoT security. Top industry performance.