Features that should be taken into consideration:

- Updater for the 3rd party software installed
- Vulnerability scanner for the 3rd party software or computer \ software settings in general
- Browser extension with Ad blocking support
- Browser extension with color based hyperlink recommendation engine (like Web of Trust)
- Create "How it works" scenarios directly into GUI, it is really useful for beginner users

Other recommendations:

When using "ESET Banking & Payment Protection", extensions (Chrome) installed by user are removed. Some users use password managers and should be able to whitelist this extensions.

Lots of information from ESS application GUI are linked to the Knowledge Base website on-line. In comparison to the Kaspersky, it takes more time and is the worse design decision, although easier to update.

On the download web page for ESS 9 - The "Quickstart Guide" and "User Guide" resource are served in Slovak language even when I have used international website. Not sure whether it is served based on IP address or it is simply mistake. Links:

https://www.eset.com/int/home/smart-security/#download http://download.eset.com/manuals/eset_ess_9_quickstartguide_skv.pdf