

Battlecard | Microsoft | Nov 2024



Microsoft overview	Why we win vs Microsoft	Why we lose vs Microsoft
<p>Founded: 1975; publicly traded (symbol: MSFT) Revenue: \$212B (2023) Employees: 221K (2023) Security Customers: 860K (2023)</p> <p>Microsoft Corporation is an American multinational technology corporation headquartered in Redmond, Washington. Microsoft's best-known software products are the Windows line of operating systems, the Microsoft 365 suite of productivity applications, and the Edge web browser. Microsoft ranked No. 14 in the 2022 Fortune 500 rankings of the largest United States corporations by total revenue and it was the world's largest software maker by revenue as of 2022</p>	<p>We stop what Microsoft misses - Award-winning security innovations that optimize device uptime and employee productivity. Only vendor to beat MRG Effitas independent real-world threat tests with 100% detection score, 8 quarters in a row</p> <p>We are simple to deploy/manage/optimize – MSFT is not.</p> <ul style="list-style-type: none">○ Deploy ThreatDown in minutes, manage everything in a single console.○ Security Advisor, built into the ThreatDown service, provides an overall security score, tells you where you're doing well, identifies and prioritizes protection gaps and empowers admins to make those changes – all from the single dashboard. <p>We are built for resource-constrained IT teams at SMBs; MSFT is built for enterprises with large security teams</p> <ul style="list-style-type: none">○ We have a single lightweight agent that supports all our products and services○ We provide straightforward licensing as opposed to MSFT's elaborate and confusing licensing schemes that often require resources to understand and manage	<ul style="list-style-type: none">• MSFT has a huge existing customer base and significant pricing power in the market. For instance, Microsoft AV is available on every device running a valid Microsoft Operating System. They are able to essentially give away many of their security products because they're bundled with licenses that span other areas like Office 365 productivity tools like Word, Excel, etc.
Microsoft key security products	Landmines to set	Handling objections
<p>Endpoint security solutions</p> <ul style="list-style-type: none">• Defender Antivirus• Defender for Business• Defender for Endpoint <p>MSFT also has solutions across other security categories:</p> <ul style="list-style-type: none">• 365 Defender• Defender for Cloud• Sentinel	<p>Complex user experience</p> <ul style="list-style-type: none">• Can you tell me how important quick time to value is as a factor in your selection criteria?• How many team members do you want to share management of the solution?• What would the impact be to your team if the product has a steep learning curve? If the ongoing management is complex and not intuitive? <p>Inconsistent support</p> <ul style="list-style-type: none">• How important is quick time to value as a factor in your selection criteria?• What would the impact be to your team if the product has a steep learning curve? If the ongoing management is complex and not intuitive?	<p>MSFT is a market leader; has history of growth.</p> <ul style="list-style-type: none">• Malwarebytes is a trusted, proven record in the market.• Malwarebytes has 15K+ B2B customers• Consistently win G2 peer awards for best endpoint security tools• Consistently outperform in 3rd party testing <p>Endpoint security tools are already included in my Microsoft license. Why should I spend more to get ThreatDown?</p> <ul style="list-style-type: none">• MSFT's security capabilities are getting better, but they remain far from being a leading security company. They offer "good enough" endpoint security tools that aren't as effective in stopping threats as ThreatDown is.• Ease of use is central to our products and services. MSFT tools are notoriously difficult to install/configure/manage/optimize.



ThreatDown key differentiators vs Microsoft	ThreatDown third-party validation	ThreatDown customer & partner case studies
<ul style="list-style-type: none">• Ease of use compared to Microsoft. Our customers report understanding how to use our product/console without any training.• Ransomware rollback of up to 7 days for impacted endpoints.• Single lightweight agent works across all our products and services.• We flag suspicious new files with engines across multiple security layers	<p>Effectiveness Tests</p> <ul style="list-style-type: none">• MRG Effitas: 100% score (3 years in a row)• MITRE ThreatDown receives high marks for detection• AV-TEST: Blocked 100% of advanced threats• AVLab: 100% of threats blocked <p>Awards</p> <p>G2 Peer Awards (Spring 2024)</p> <ul style="list-style-type: none">• EDR<ul style="list-style-type: none">• Leader in both overall and mid-market grid reports• Most Implementable• Fastest Implementation• Easiest to administer• Best Usability• MDR<ul style="list-style-type: none">• Leader• Most implementable	<p>EDR</p> <ul style="list-style-type: none">• City of Vidalia• Network Computer Systems <p>MDR</p> <ul style="list-style-type: none">• Drummond• Richards Building Supply <p>EP</p> <ul style="list-style-type: none">• Alden Central Schools <p>Partners</p> <ul style="list-style-type: none">• Hooton Tech, LLC• Nello• Telx
Additional resources		
<ul style="list-style-type: none">• Homepage• G2 reviews• Blog• Case Studies• Competitor comparisons		

Microsoft Endpoint Security	ThreatDown
Steep learning curve	Easy to use
Misses threats; performs poorly in 3 rd party testing	Superior protection (MRG Effitas, Omni reports)
Doesn't include vulnerability & patch management, an essential security hygiene component	Vulnerability & Patch Management is included in our Advanced, Elite & Ultimate bundles.
Very limited to no guidance on deployment, initial configuration, task prioritization and ongoing configuration optimization support. Deployment/configuration typically requires customers to go through an extensive library of documentation on their own. Live support from Microsoft experts is an additional charge.	Our Customer Success team helps new customers to deploy their endpoint security quickly and with strong out-of-the-box default settings. Once the initial implementation is complete, Security Advisor provides ongoing guidance on how to optimize configurations/deployments and is included at no extra charge.
Managed endpoint security services are not included with even the most expensive Microsoft (E5) licenses.	All our bundles include some element of managed services: <ul style="list-style-type: none"> • Advanced includes Managed Threat Hunting, which provides alert prioritization for EDR customer IT admins • Elite & Ultimate include Managed Detection & Response, our 24x7 service that provides human-delivered security expertise to perform threat hunting, monitoring and response.