

Kaspersky Endpoint Security solution vs Bitdefender battlecard

Our Endpoint Security, boosted with EDR and Sandbox, automates your defenses, delivering the highest protection rates with minimum human intervention. It also maximizes your ROI by preventing disruption and damage to your business.

Bitdefender weaknesses

Limited automation capabilities

Bitdefender's approach to automation of daily tasks and increased efficiency of security solution is less effective than Kaspersky's. Some capabilities are not offered, including:

- no automatic rollback of malicious activities in the operating system
- no enforced enhanced protection with a 'malware outbreak policy'
- no comparable technology with Kaspersky's Adaptive Anomaly Control which protects by utilizing user behavior profiles
- no way to automatically search for malicious files detected by the sandbox on devices in the corporate network
- no possibility to deploy protection automatically on new devices in the corporate network

Predictable disadvantages of a single product for both small businesses and enterprises, for physical and virtual endpoints, desktops and servers. Bitdefender offers the same solution to all segments, from small businesses to large enterprises. As a result, it's complicated for smaller customers and lacks the sophisticated detection capabilities that larger customers need.

Bitdefender was one of the last companies to release enterprise-class technologies.

Network security analytics were not developed internally but acquired as part of a third-party company acquisition. Most of the new technologies introduced by Bitdefender are cloud-based, such as EDR. There are a number of limitations that make it unsuitable for bigger companies, including no dedicated network sensors, no option to deploy in air-gapped networks, and so on.

Poor quality of support

According to some customer reviews, the quality of Bitdefender's support isn't good enough. In some cases, response times don't meet expectations – and aren't satisfactory – resulting in the customer switching vendors.

Kaspersky advantages

Fine-grained settings for malware outbreak policies, adaptive anomaly control and automatic rollback of malicious actions are an integral part of Kaspersky Endpoint Security's automated response technologies. Immediate and correct reactions to incidents is a significant help to security team, and also reduces manpower costs.

Kaspersky offers specifically designed products for different types of environments to deliver **comprehensive protection for any kind of platform with specific protection technologies** – such as server shared folders protection, for example. At the same time, Kaspersky Security Center delivers a single management experience without overloading administrators with complicated management tasks.

Kaspersky Endpoint Security is **available in both cloud and on-premises deployment options** to perfectly fit customer needs.

- For bigger companies with dedicated branches, it's possible to use the hierarchical structure of slave administration servers with role-based access control.
- For dedicated network segments with limited connection speeds, we offer specifically designed Connection Gateways and Update Agents, which can be used as distribution points for updates and communication with the administration server.

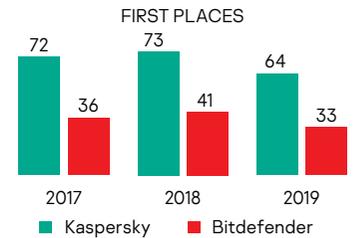
The **quality of support** offered by Kaspersky is **proven and valued by our customers** – see the Customer satisfaction section for more details.

Why Kaspersky wins

Most tested, most awarded

In independent tests over the last 3 years, Kaspersky has consistently demonstrated a higher quality of protection compared to any other vendor. Kaspersky products achieved 209 FIRST places overall in 260 tests in 2017, 2018 and 2019, including but not limited to:

- Recommended status in NSS Labs' 2019 Advanced Endpoint Protection group test
- Best Performance, Best Usability and Best Repair in AV-Test's awards
- The only vendor to detect 100% of fileless threats in recent AV-Test Advanced Endpoint Protection Test. [Details](#)
- The highest possible score for protection against advanced cyberthreats in AV-Comparatives Enhanced Real-World Test. [Details](#)
- The highest AAA award, with the highest total accuracy ratings, in all SE Labs tests for all products.



Bitdefender also participated in these tests - with lower results. You can see the results in the ['TOP3 big picture'](#).

High customer satisfaction

Kaspersky has been named a Gartner Peer Insights customers' Choice for Endpoint Protection Platforms for 3 years in a row. In 2017, Kaspersky was the only vendor to receive the Platinum Award. [Details](#)

Industry recognition

In 2019, Kaspersky was recognized by three leading analytical agencies:

- Leader in The Forrester Wave for Endpoint Security Suites
- Visionary in Gartner Magic Quadrant for Endpoint Protection Platforms
- Leader in Radicati Market Quadrant for Endpoint Security



Proven. Transparent. Independent.

Kaspersky's Global Transparency Initiative (GTI) confirms the company's commitment to earning and maintaining the trust of its customers and partners through a set of practical and clear measures. No other cybersecurity provider has done anything as far-reaching as this, and we are happy to be a pioneer for greater transparency in cybersecurity. [Details](#)

Leading innovation

Kaspersky has been named a Derwent Top 100 Global Innovator 2018-2019 by Clarivate Analytics showing strong innovation levels in the software industry. Kaspersky is among only six global software companies to receive this award. [Details](#)

Bundles and products comparison

Topic of discussion	Qualifying questions to ask your customers	Features	Kaspersky Endpoint Security Select	Kaspersky Endpoint Security Advanced	Kaspersky EDR Optimum	Bitdefender GravityZone Advanced Business Security	Bitdefender GravityZone Ultra Security
Management options and architecture	<ul style="list-style-type: none"> What kind of management do you prefer: on-premises, cloud, or the best of both? What do you think is more effective – one console to manage all your security solutions, or a separate console for every solution, incompatible with each other 	Single console	✓	✓	✓	✓	✓
		On-premises console	✓	✓	✓	✓	✗
		Cloud-based console	✓	✓	✓	✓	✓
		Mixed security management	✓	✓	✓	✗	✗
Supported platforms	<ul style="list-style-type: none"> Do you want to feel confident in the efficacy of the product across platforms? Do you agree that reasonable attention should be given to security for mobile devices? 	Windows desktop	✓	✓	✓	✓	✓
		Windows server	✓	✓	✓	✓	✓
		Linux	✓	✓	✓	✓	✓
		Mac OS	✓	✓	✓	✓	✓
		Mobile devices	✓	✓	✓	✓	✗
		Real-time protection	✓	✓	✓	✓	✓
Threat prevention	<ul style="list-style-type: none"> Are you looking for endpoint protection against all types of threats? Do you want to reduce your risk of falling victim to a targeted attack? Do you agree that workstation-to-workstation communications should be limited? Do you agree that malicious code should be disinfected before it reaches the file system of a protected PC? 	Exploit prevention	✓	✓	✓	✓	✓
		Ransomware prevention	✓	✓	✓	No protection for shared folders	No protection for shared folders
		Fileless attacks prevention	✓	✓	✓	✓	✓
		Host intrusion prevention and firewall	✓	✓	✓	✓	✓
		Machine learning-based detection	✓	✓	✓	✓	✓
		Device control	✓	✓	✓	✓	✓
System hardening	<ul style="list-style-type: none"> Do you want to quickly and easily prevent employees from leaving themselves – and your business – exposed to an attack? Do you agree that some kind of software should be banned within organization? Do you want a handy tool for security baseline configuration? Do you agree that a vulnerable, unpatched application poses a serious threat to your company's security? 	Web control	✓	✓	✓	✓	✓
		Application control	✓	✓	✓	Only blacklisting	Only blacklisting
		Lockdown mode	Workstations only	✓	✓	✗	✗
		Vulnerability and patch management	Add-on	✓	✓	Add-on	Add-on
		Encryption	Add-on	✓	✓	Add-on	Add-on
Data protection	How safe is your data from confidentiality breaches that could result from a lost or stolen USB stick or laptop?	Remote wipe	✓	✓	✓	✗	✗
Automated EDR	Do you want to maximize the number of incident processed, without increasing your manpower costs?	Behavior detection	✓	✓	✓	✓	✓
		Rollback of malicious actions	✓	✓	✓	✗	✗
		Malware outbreak policy	✓	✓	✓	✗	✗
		Adaptive anomaly control	✗	✓	✓	✗	✗
		Built-in endpoint protection product	✓	✓	✓	✗	✓
Endpoint Detection & Response	<ul style="list-style-type: none"> Do you want a single product for threat prevention, detection and response? Do you want to be able to investigate security incidents and respond quickly to cybercriminals' activities? Do you want to understand the status of your corporate defenses against advanced threats? 	Root cause analysis			✓	✗	✓
		Indicators of compromise (IoC) scan	Add-on	Add-on	✓	✗	Limited
		Response actions			✓	✗	✓
		Endpoint isolation			✓	✗	✓
		Summary			Advanced protection with best-in-industry efficiency.	Advanced protection with best-in-industry efficiency that prevents unsafe behavior.	Advanced protection with best-in-industry efficiency combined with visibility across endpoints and tools for investigation and response.
Price							

Additional options

			Kaspersky	Bitdefender
Sandbox	<ul style="list-style-type: none"> Are you looking for advanced detection capabilities? Do you need protection against unknown and evasive threats – but don't want to hire dedicated IT security specialists? 	Automatic sandbox	✓	✓
		Automatic IoC scan and remediation	✓	✗
Security awareness platform	Do you agree that security skills assessments and appropriate trainings are critical security controls?	Online automated training platform	✓	✗
		Simulated phishing attacks	✓	✗