



WHY CUSTOMERS LOVE VIPRE BUSINESS

January 2011



Selecting an antivirus solution for your organization is an important decision. You need to protect your systems but you also need to ensure that the software you choose is cost-effective and easy to maintain. VIPRE Antivirus Business is a high-performance solution that delivers fast, memory-efficient endpoint security with all the necessary functionality you need and nothing you don't — ensuring an optimal end user performance experience. But you don't have to take our word for it. The satisfaction of our thousands of enterprise customers speaks for itself.

We performed two surveys — one focused on almost 700 VIPRE Business users and the other looked at more than 1,300 enterprise antivirus users — and the results are clear: VIPRE delivers the capabilities our customers want and they are extremely satisfied with the result.

Get the Best Malware Detection

Not surprisingly, VIPRE users were unanimous in rating efficacy of malware detection as important. At VIPRE's core is an anti-malware engine that merges the detection of viruses, worms, spyware, Trojans, bots, and rootkits into a single efficient and powerful system. And 95 percent of users are satisfied with VIPRE Business's virus detection capabilities.



What customers say about VIPRE's detection capabilities:

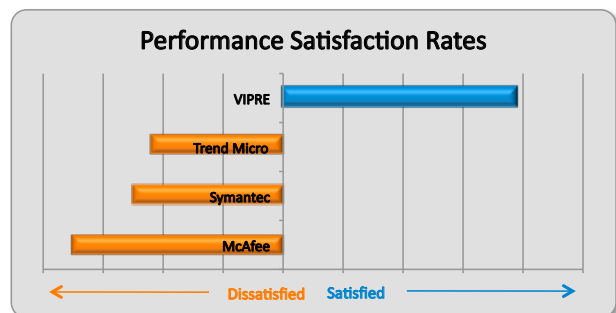
"Thorough malware detection."

"Fast detection and cleaning. Way better than others I've tried."

Say Goodbye to Bloatware

Many enterprise antivirus solutions are resource hogs, slowing performance and frustrating users. In fact, 100 percent of users surveyed told us that endpoint performance is important to them. And our competitive survey showed that organizations using other solutions are struggling with performance issues.

When asked what users do not like about their existing antivirus program, performance was given as the top answer for three of the four competitive vendors. 70 percent of McAfee users, 50 percent of Symantec users, and 44 percent of Trend Micro users are dissatisfied with their program's performance. So it's not surprising that, when asked which features or qualities in a competitor's product would most interest them in switching from their existing antivirus vendor, those same users selected performance more than any other feature. In fact, 77 percent of McAfee users, 65 percent of Symantec users, and 68 percent of Trend Micro users cited performance as a reason to switch to another solution. In contrast, when asked what they like about their existing antivirus solution, performance was named by a whopping 78 percent of VIPRE users.



VIPRE Business uses a high-speed threat scanning engine that can scan large volumes of information for malware threats in a short period of time with limited performance impact on the end user's machine.

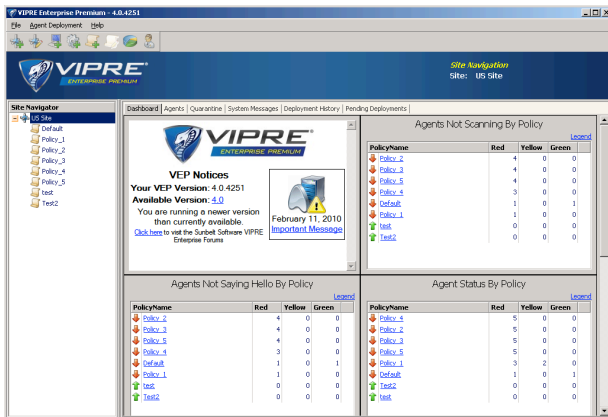
What customers say about VIPRE's performance:

"Small footprint without decreasing speed of applications in any noticeable way."

"Set it and forget it; extremely unobtrusive to the user, low system resource usage."

Protection That's Easy to Use

Customers all agree that ease of maintenance and usability are important. VIPRE Business offers an easy-to-use management console that gets you up and running fast. With a 95 percent satisfaction rate for VIPRE's user interface, our customers agree that VIPRE delivers on ease of maintenance and usability.

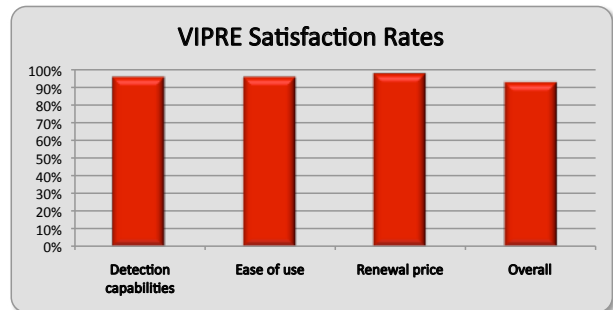


What customers say about VIPRE's ease of use:

"Operation and installation is very user friendly."

"It simply does its job and leaves me to other tasks."

A Great Value



Price is important to enterprise users. When asked what competitive features or qualities would most likely interest them in switching vendors, 47 percent of McAfee users, 56 percent of Sophos users, 46 percent of Symantec users, and 61 percent of Trend Micro users listed price. When you compare that to the 65 percent of VIPRE users who list price as one of the features they most like about the product, it's clear that VIPRE Business is one of the most cost-effective antivirus solutions available. In fact, 97 percent of VIPRE customers are satisfied with the renewal price of the product.

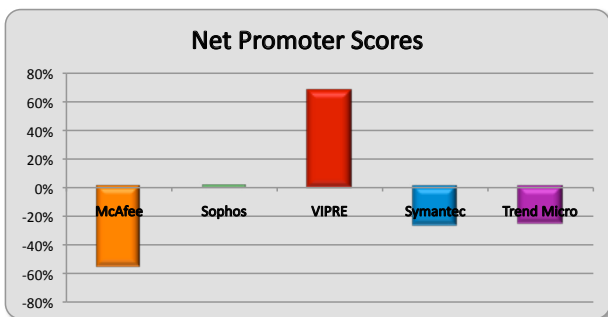
What customers say about VIPRE's price:

"Good performance/value ratio."

"Price and Functionality = Great Value!"

The Whole Package

Our goal is to deliver superior antivirus protection that's easy to use and won't slow down your systems. And with an overall satisfaction rate of 92 percent, our customers agree, VIPRE delivers on that promise. VIPRE has the highest — by an enormous margin — net promoter score (NPS) of all the antivirus solutions. The NPS is a measurement customers' likelihood of recommending a company's product or service. VIPRE scored a stunning 68 percent. The next highest score was Sophos with just 1.4 percent and Trend, Symantec, and McAfee were all in the negative at -56 percent, -25 percent, and -26 percent respectively.



What customers say about VIPRE Business:

"VIPRE is, by far, the best antivirus software we've used. Keep up the good work!"

"I love your product, it's priced right, and has saved me a lot of time and money...keep up the good work!"

"The overall VIPRE package is outstanding... this product is the best value for our money!"

GFI Software
33 North Garden Ave, Suite 1200, Clearwater, FL 33755
Tel: 1-888-688-8457 | Email: vipresales@gfi.com | www.gfi.com

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