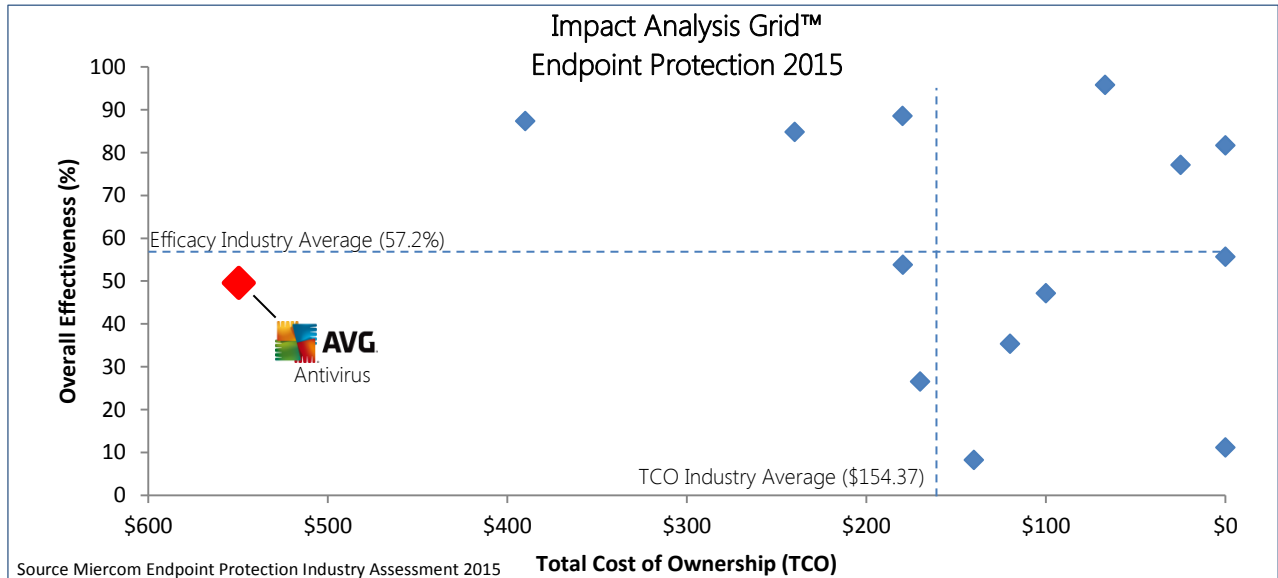




AVG AntiVirus 2015 is an antivirus program that offers a lot for potential users. It's job is to stop viruses before then even reach your PC, checking files before opening, links before you click, email before it gets to your inbox and websites before visiting them. Privacy protection is important; this product also provides features for theft protection. Additional features are protected file deletion with File Shredder, giving you peace of mind that the files are truly deleted. Above all else it allows your PC to run quicker with faster scans and game mode.



**Buyer Considerations**

This program may be a great option for those looking for a highly rated product. It falls right below the industry average in efficacy; it should not be over looked as it still beats a large number of other products in its class. The price may be a deterrent for some home users, but business may still consider this due to larger budgets.

**Miercom Industry Assessment Impact Analysis Grid™ EPP 2015**

Data collected from both individual product reports and comparative reports are used to create the Impact Analysis Grid™ for Miercom’s 2015 Endpoint Protection Industry Assessment.

The Impact Analysis Grid™ presents a visual evaluation of the relationship between effectiveness and value of security products over the course of one year. Each quadrant illustrates a characteristic based on the amount of effectiveness relative to cost projected of tested products, enabling enterprises to assess their purchase options based on their needs and budget.

**Performance/Efficacy Score**

The performance and efficacy score are averages formed by taking the total number of blocked malware sample sets and the total number of malware sets. This average shows the overall performance in EPP testing.

## Total Cost of Ownership Evaluation

Using the Total Cost of Ownership (TCO), instead of the product purchase price, allows us to factor in the costs of managing and maintaining the product. Factors that were considered in the TCO were installation, maintenance, upkeep and tuning of the device. This information was used to calculate the cost of security over a one year licensed with 100 users. The benefits of this analysis are that within a given range of performance, additional insight is provided as to where the product falls within the average of its competitors.

## What We Tested

Malicious software, or “malware”, is any software used to disrupt computer or network operations, gather sensitive information, or gain access to computer systems. Legacy malware can be in circulation anywhere from a month to several years, while other malware utilizes techniques that adapt to networks or computers vulnerabilities.

Miercom used sample sets, developed in cooperation with numerous security professionals and experts, to create a realistic environment to test the security appliance.

## About the Sample Set

The threat samples were independently collected from various research sources, including threats validated and collected by and saved in a network of honeypots and malware analysis servers. Both automated and manual analysis of the samples was performed and only samples that achieved a consistent composite score of malicious rating across all the analysis methods were included in the test.

## About the Test

Each product was tested independently by using a specific set of malware samples in a controlled environment. All test samples used were updated to the current version before being tested. The computer was then removed from all internet and Wi-Fi connections, and the samples were introduced to the test device by USB drive. Each Endpoint Protection program was directed to specifically scan the contents of the USB drive and designated folder containing the Malware samples. After completion of scanning the results were recorded as well as any and all anomalies which may have occurred during the testing. All Endpoint Protection software used to conduct these tests were obtained on the internet and were the trial versions.

*Being right below the Industry Average for product effectiveness, the AVG Antivirus 2015 should not be over looked by businesses when searching for a new security product.*

## Results v Industry Average

