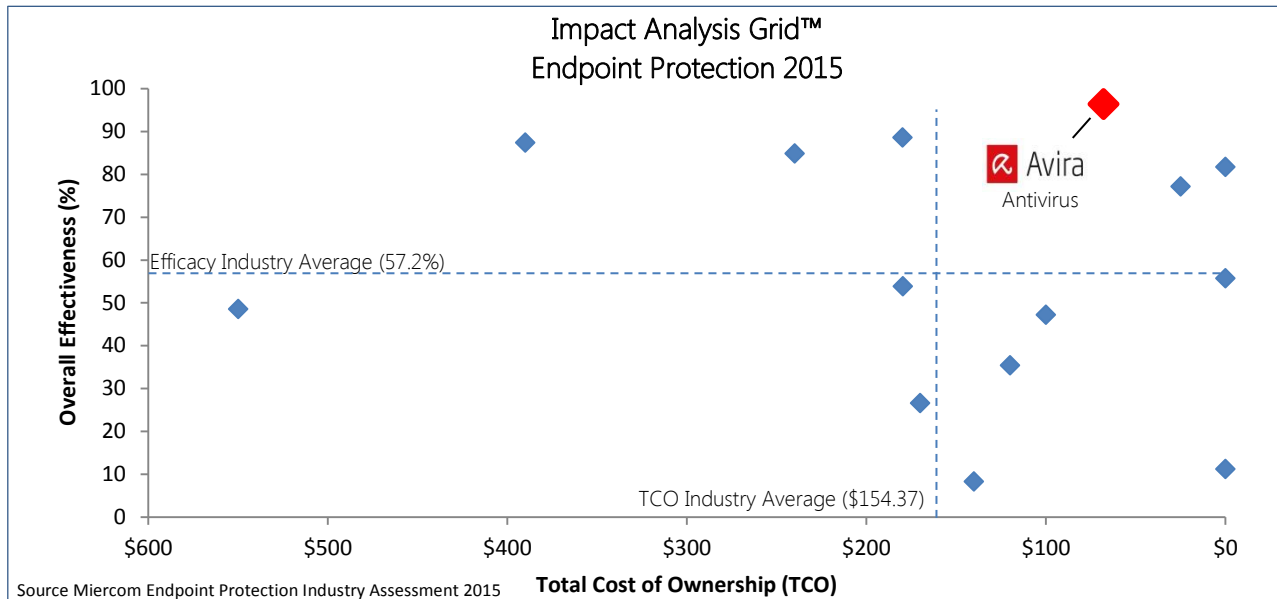## Avira Antivirus 2015

Avira Antivirus 2015 offers numerous features for security. These features allow users to protect their devices and networks. This program will safeguard from malware, emerging threats and harmful websites. Along with threat prevention features, it thwarts site monitoring and blocks hidden applications. This product is very cost efficient and also provides cloud based scanning.

Impact Analysis Grid™
Endpoint Protection 2015

Overall Effectiveness (%)

Efficacy Industry Average (57.2%)

TCO Industry Average ($154.37)

Total Cost of Ownership (TCO)

Source Miercom Endpoint Protection Industry Assessment 2015

Buyer Considerations

With a well above the average efficacy rate this product will be a contender for anyone looking to upgrade their security software. Working on both personal devices and networks, it has a wide range of features that will be suitable for both business and personal use. Antivirus 2015 is also below average when it comes to cost, making it more appealing.

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.

The Avira Antivirus 2015 is both below average in cost and above average in effectiveness making it one of the best out of its class.

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.

Results v Industry Average

Avira v Industry Average Detection Rate - Malware

	Avira	Industry Average
	95.8%	57.2%

Source Miercom Endpoint Protection Industry Assessment 2015