Gartner Peer Insights 'Voice of the Customer': Endpoint Protection Platforms

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By Analyst(s): Peer Contributors

Initiatives: Infrastructure Security

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> Gartner Peer Insights is a free peer review and ratings platform designed for enterprise software and services decision makers. Reviews go through a strict validation and moderation process in an effort to ensure they are authentic.

What Is an Endpoint Protection Platform?

An endpoint protection platform (EPP) is a solution deployed on endpoint devices to prevent file-based malware, to detect and block malicious activity from trusted and untrusted applications, and to provide the investigation and remediation capabilities needed to dynamically respond to security incidents and alerts.

What Is Gartner Peer Insights "Voice of the Customer"?

The "Voice of the Customer" is a document that synthesizes Gartner Peer Insights' reviews into insights for IT decision makers. This aggregated peer perspective, along with the individual detailed reviews, is complementary to Gartner expert research and can play a key role in your buying process, as it focuses on direct peer experiences of implementing and operating a solution. In this document, only vendors with 20 or more eligible published reviews during the specified 18-month submission period are included. Reviews from end users of companies with less than $50M in revenue are excluded from this methodology. See the full "Voice of the Customer" methodology here.

Along with the historical peer-based perspective represented in this document, Gartner has a related expert-led Magic Quadrant for the EPP market. For related research in this market, please visit the Magic Quadrant for Endpoint Protection Platforms.

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In the EPP market, Gartner Peer Insights has published 3,577 reviews and ratings in the 18-month period ending 31 August 2021. Figure 1 shows all eligible vendors categorized into four quadrants based on User Interest and Adoption (X-axis) and Overall Rating (Y-axis). Within each quadrant, vendors are listed in alphabetical order.

Vendors' User Interest and Adoption scores incorporate three factors, each given one-third weight: review volume, user willingness to recommend, and review market coverage across industry, company size, and deployment region. A vendor must meet or exceed the market average User Interest and Adoption Score to qualify for the right-hand quadrants.

The market average Overall Rating is the mean of all eligible vendors' average Overall Ratings. Vendors must meet or exceed the market average Overall Rating to be positioned in the upper quadrants.

For ease of understanding, each quadrant is labelled as described below. **For information on how to evaluate vendors in each quadrant of the "Voice of the Customer" graphic, see the full methodology** here.

Vendors placed in the upper-right quadrant of the "Voice of the Customer" quadrants are recognized with the Gartner Peer Insights **Customers' Choice** distinction, denoted with a Customers' Choice badge. The recognized vendors meet or exceed both the market average Overall Rating and the market average User Interest and Adoption.

Vendors placed in the lower-right "**Established**" quadrant of the "Voice of the Customer" meet or exceed the market average User Interest and Adoption but do not meet the market average Overall Rating.

Vendors placed in the upper-left "**Strong Performer**" quadrant of the "Voice of the Customer" meet or exceed the market average Overall Rating but do not meet the market average User Interest and Adoption.

Vendors placed in the lower-left "**Aspiring**" quadrant of the "Voice of the Customer" meet neither the market average User Interest and Adoption nor the market average Overall Rating. Like all vendors in this report, their products align to this market and they have met the minimum criteria to be included.

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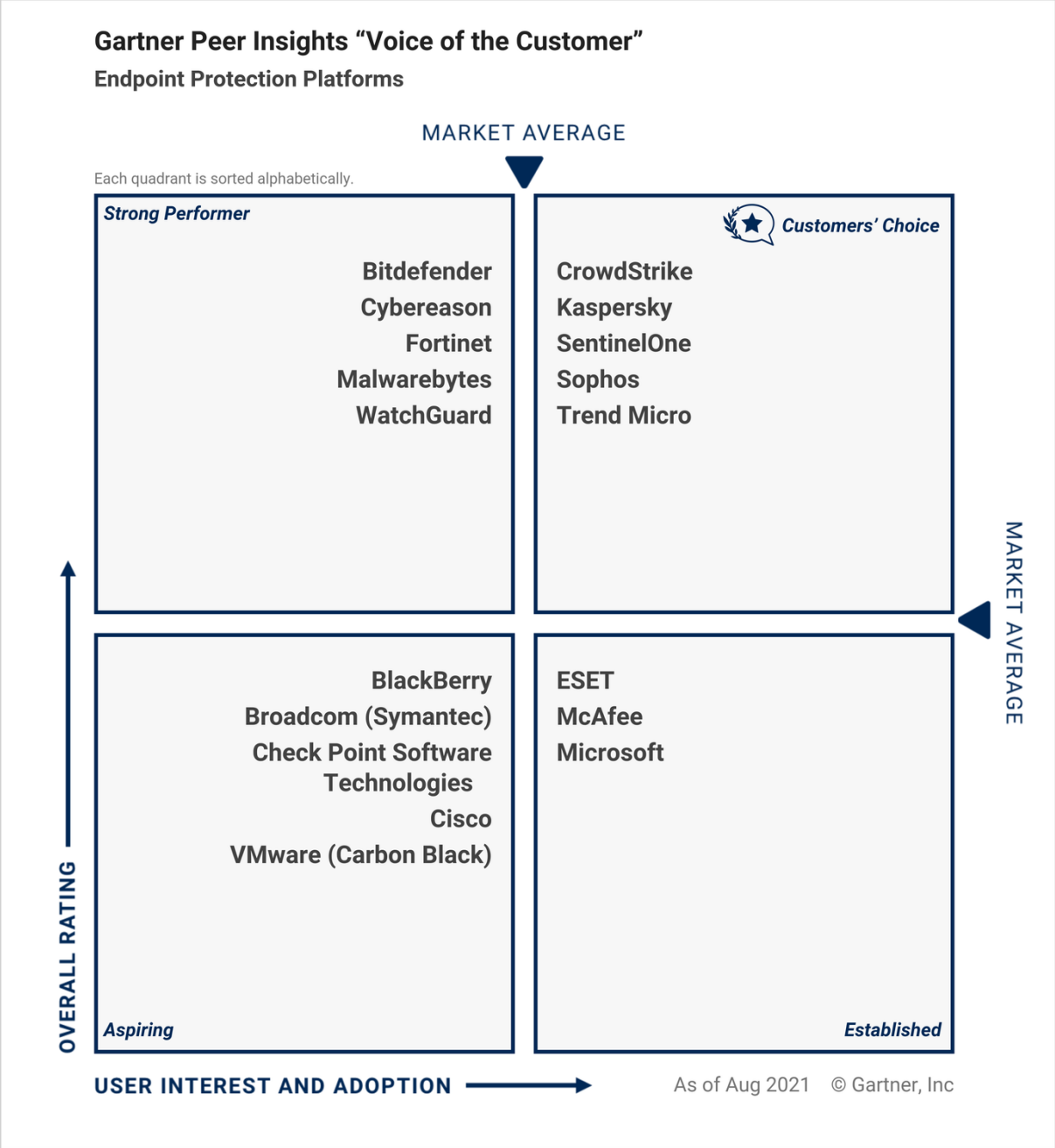
Figure 1. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms



Source: Gartner (November 2021)

Endpoint Protection Platforms Peer Reviews and Ratings

In addition to the synthesis provided by the “Voice of the Customer,” you can read individual reviews and ratings on Gartner Peer Insights by clicking here.

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The rest of this document will highlight some key insights for the EPP market based on 18 months of reviews, and will also point you to particular ways to use the site in your buying process.

Figure 2 summarizes the Overall Ratings (out of 5 stars) for vendors in the EPP market that have received more than 20 eligible reviews in the 18-month period ending on 31 August 2021, sorted alphabetically. The Overall Rating is a measure of how satisfied existing customers are with a vendor's product.

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Figure 2. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Overall Ratings

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Gartner Peer Insights "Voice of the Customer"

Endpoint Protection Platforms

Eligible Vendors	Overall Reviews	Overall Rating
Bitdefender	74	4.6
BlackBerry	27	4.3
Broadcom (Symantec)	111	4.4
Check Point Software Technologies	32	4.3
Cisco	42	4.2
CrowdStrike	260	4.8
Cybereason	80	4.7
ESET	122	4.5
Fortinet	65	4.6
Kaspersky	433	4.7
Malwarebytes	85	4.6
McAfee	189	4.5
Microsoft	189	4.3
SentinelOne	238	4.8
Sophos	505	4.8
Trend Micro	340	4.6
VMware (Carbon Black)	57	4.5
WatchGuard	37	4.7

Sorted alphabetically

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Source: Gartner (November 2021)

In addition to the Overall Ratings, Gartner Peer Insights' reviews also give insight into end users' willingness to recommend each vendor. Willingness to recommend is a component of the "Voice of the Customer" X-axis. See methodology here for details. Figure 3 compares vendors by the percent of reviewers who were willing to recommend them (see "Methodology" section for details). To create a more detailed comparison between several vendors on your shortlist, please click here to go to the Peer Insights market page and press the "Compare Alternatives" button under the vendor/product you are interested in.

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Figure 3. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Willingness to Recommend

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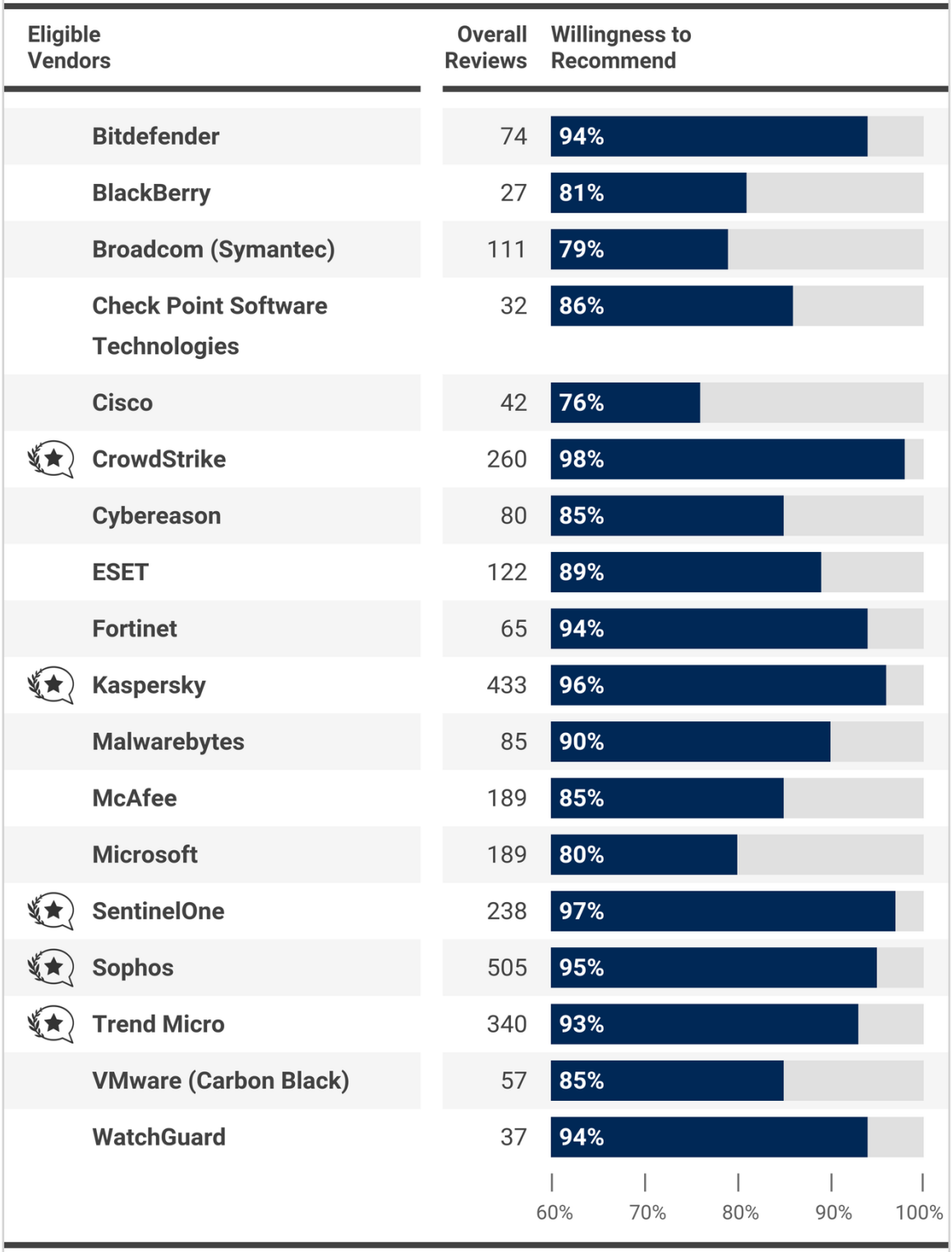
Gartner Peer Insights "Voice of the Customer"
Endpoint Protection Platforms



Sorted alphabetically

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"Voice of the Customer" Segment view

Figure 4 through Figure 13 group vendors in the market under a specific customer segment of industry, deployment region or company size based on the demographics of their reviewers. Gartner Peer Insights collects this information from end users' account profiles and submitted reviews. Only vendors with 20 or more eligible reviews in the segment in the 18-month review period are included. For each segment, vendors are positioned based on the market average Overall Rating on the Y-axis and User Interest and Adoption on the X-axis. User Interest and Adoption is calculated from review count score and willingness to recommend (each weighted 50%). Only reviews from reviewers in the segment are included in the calculations for both axes. Review market coverage is not included in this calculation because each graph refers to one particular segment.

A vendor must meet or exceed the average User Interest and Adoption Score in the segment to qualify for the right-hand quadrants. A vendor must meet or exceed the average Overall Rating in the segment to be positioned in the upper quadrants. Both averages, for Overall Rating and User Interest and Adoption, are calculated using only reviews in the segment for vendors included on the graph.

Vendors placed in the upper-right quadrant of the segment quadrants are recognized through the Customers' Choice Segment Distinction. The recognized vendors meet or exceed both the average Overall Rating and the average User Interest and Adoption for the segment (see here for details).

Company Size Segment View (by Annual Revenue)

- Large Enterprise (1B - 10B USD)
- Midsize Enterprise (50M - 1B USD)
- Public Sector, Gov't Edu

Industry Segment View

- Finance
- Manufacturing
- Services

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Deployment Region Segment View

- Asia/Pacific
- Europe, the Middle East and Africa
- Latin America
- North America

Company Size Segment View (by Annual Revenue)

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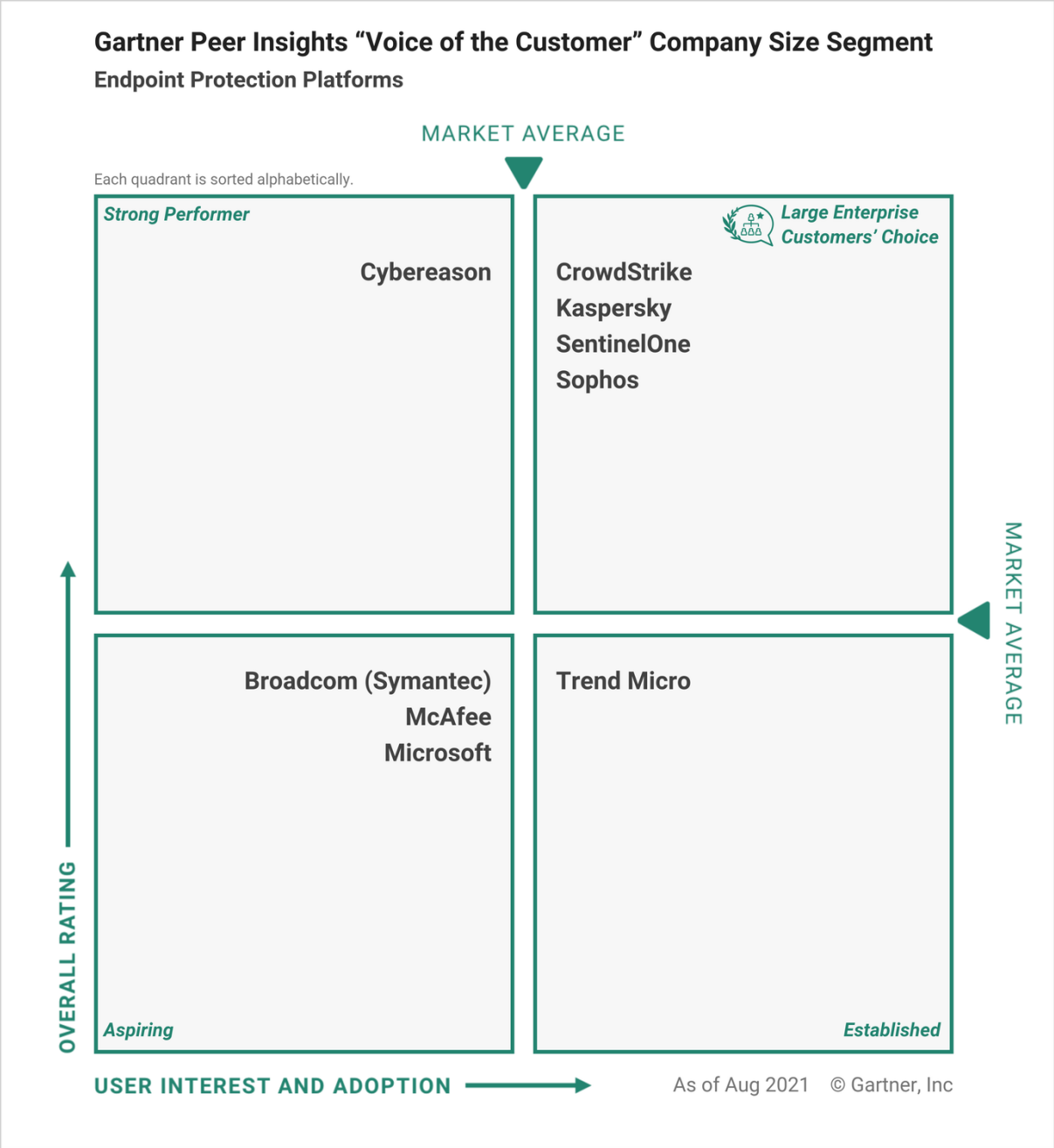
Figure 4. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Large Enterprise (1B - 10B USD)



Source: Gartner (November 2021)

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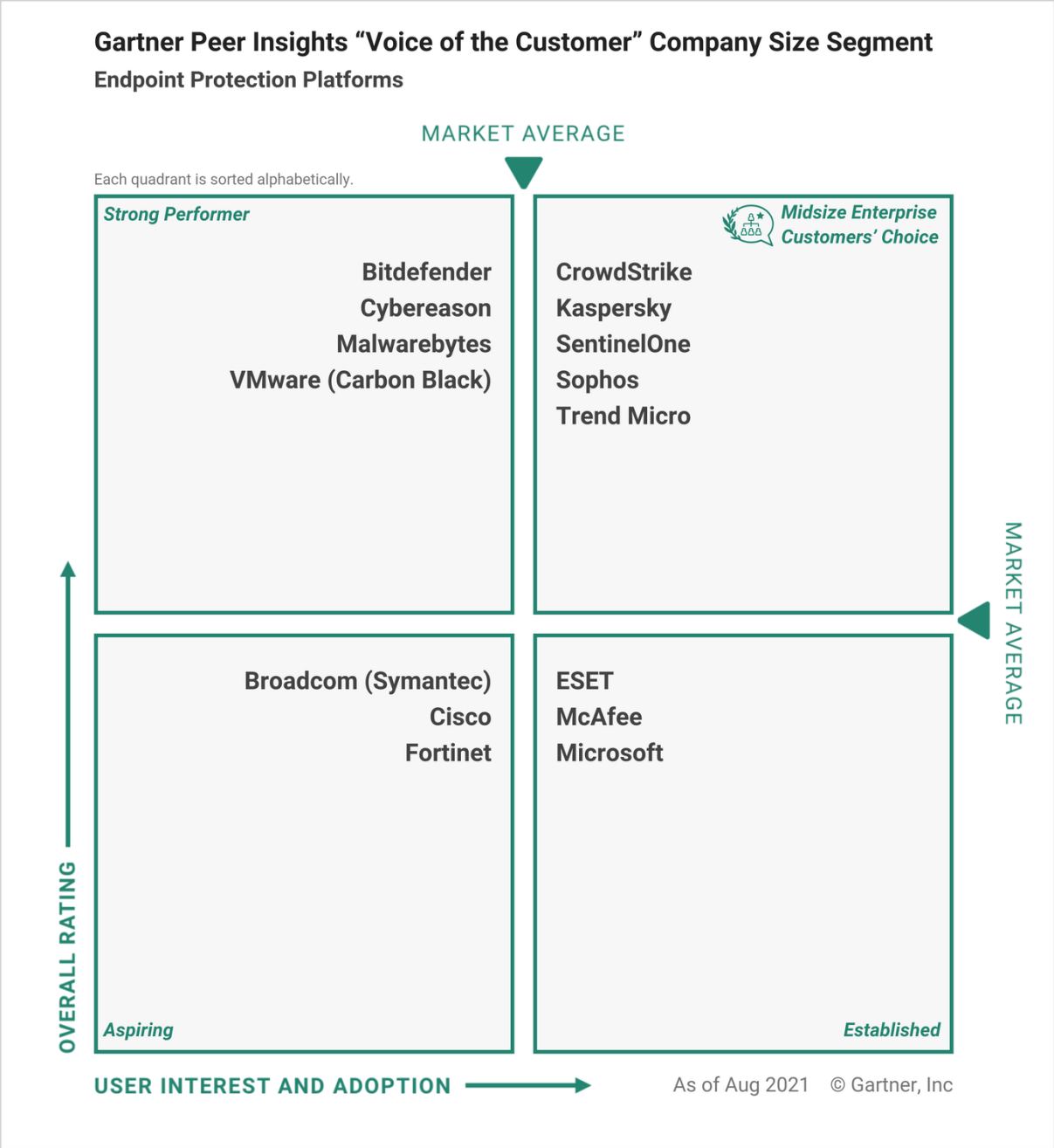
Figure 5. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Midsize Enterprise (50M - 1B USD)



Source: Gartner (November 2021)

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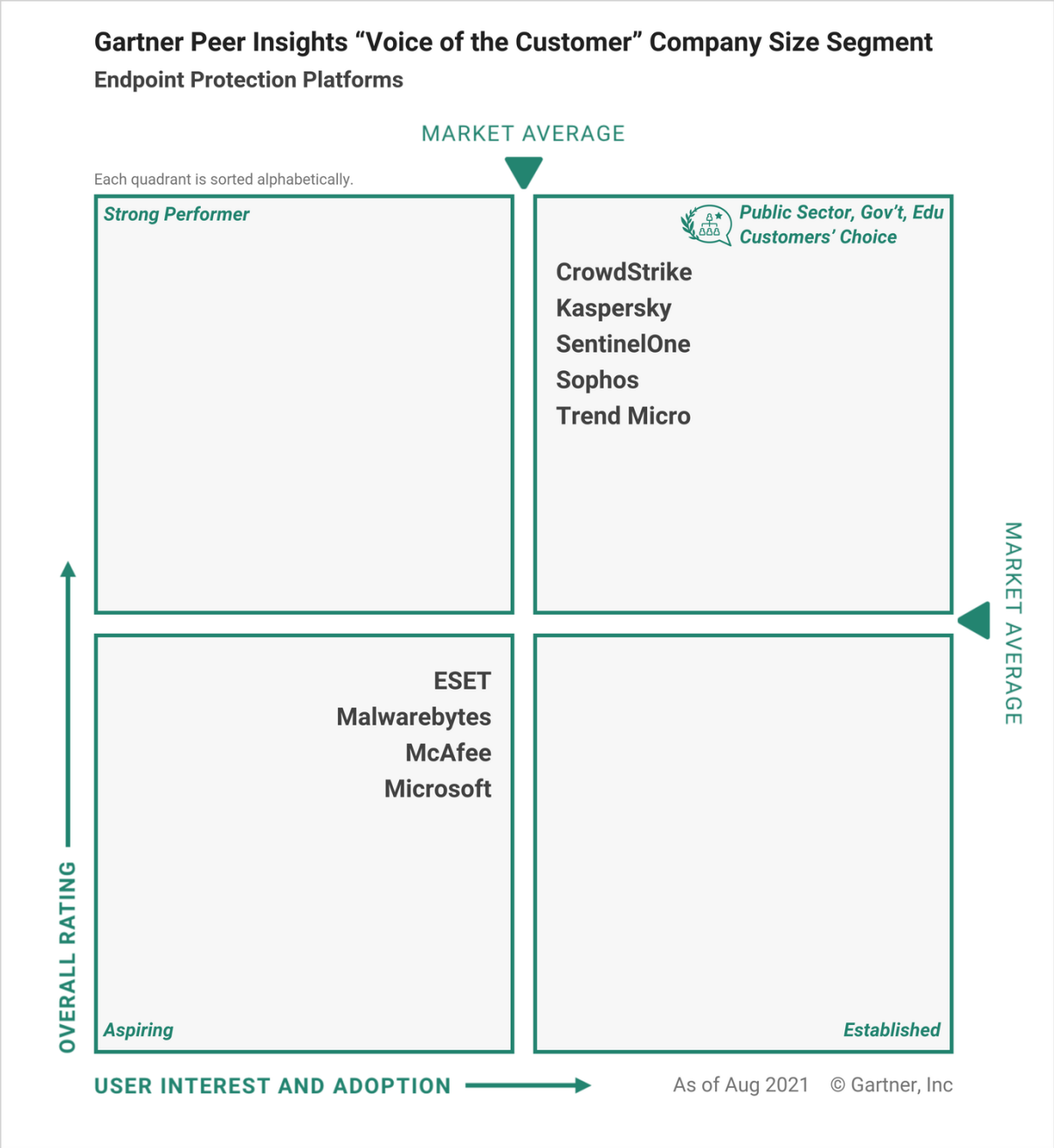
Figure 6. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Public Sector, Gov’t Edu



Source: Gartner (November 2021)

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Industry Size Segment View

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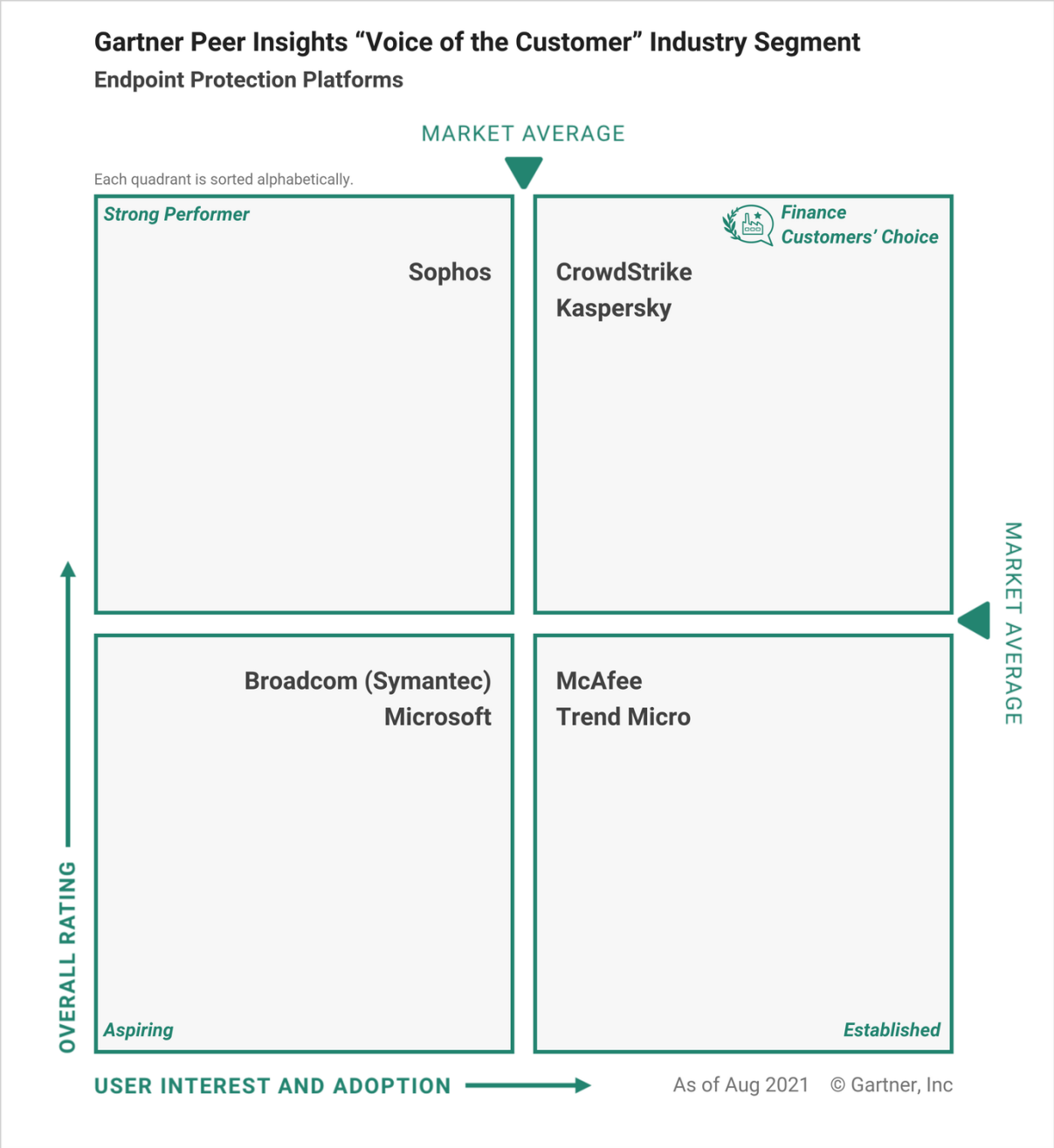
Figure 7. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Finance Industry



Source: Gartner (November 2021)

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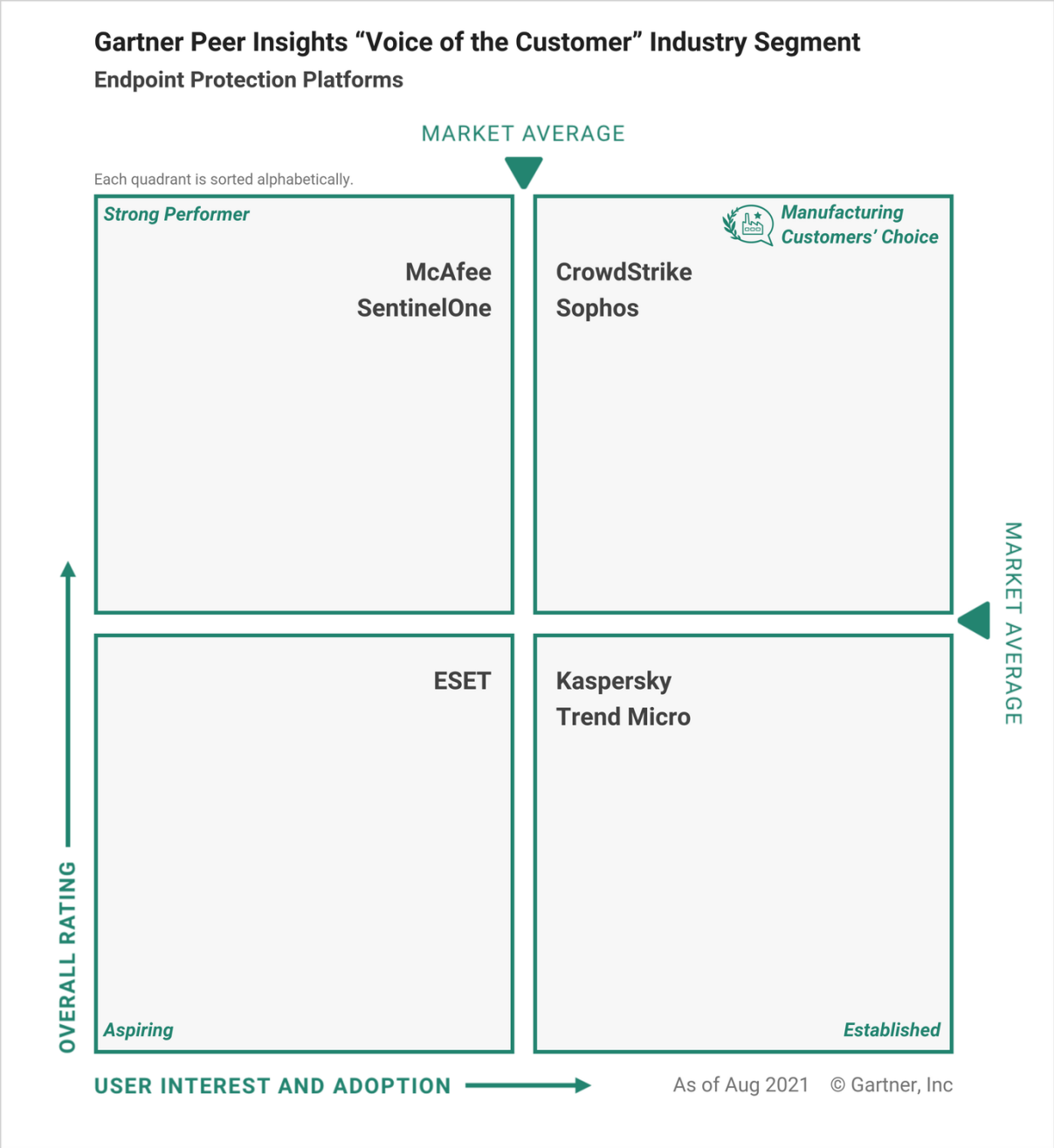
Figure 8. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Manufacturing Industry



Source: Gartner (November 2021)

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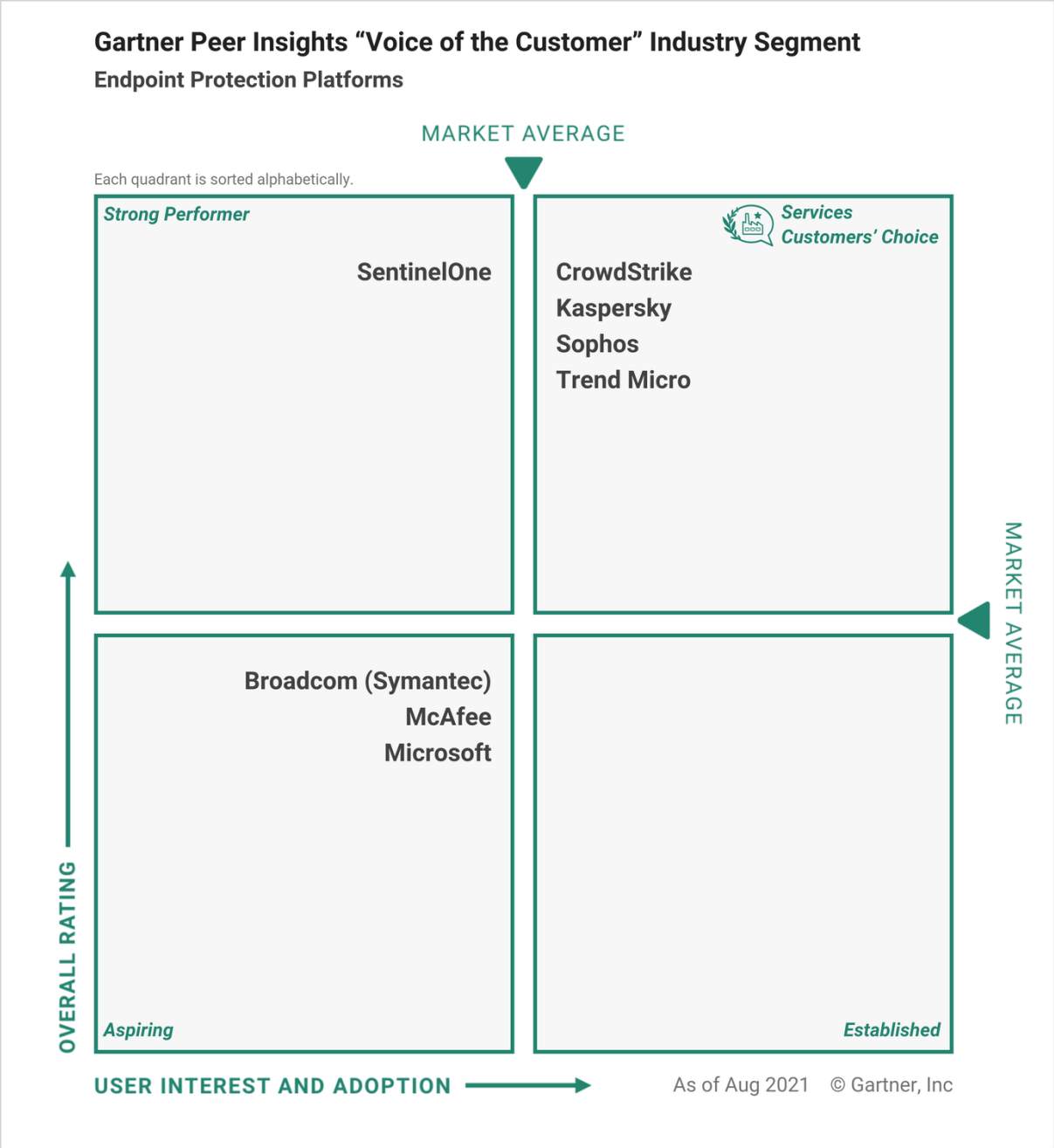
Figure 9. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Services Industry



Source: Gartner (November 2021)

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Deployment Region Segment View

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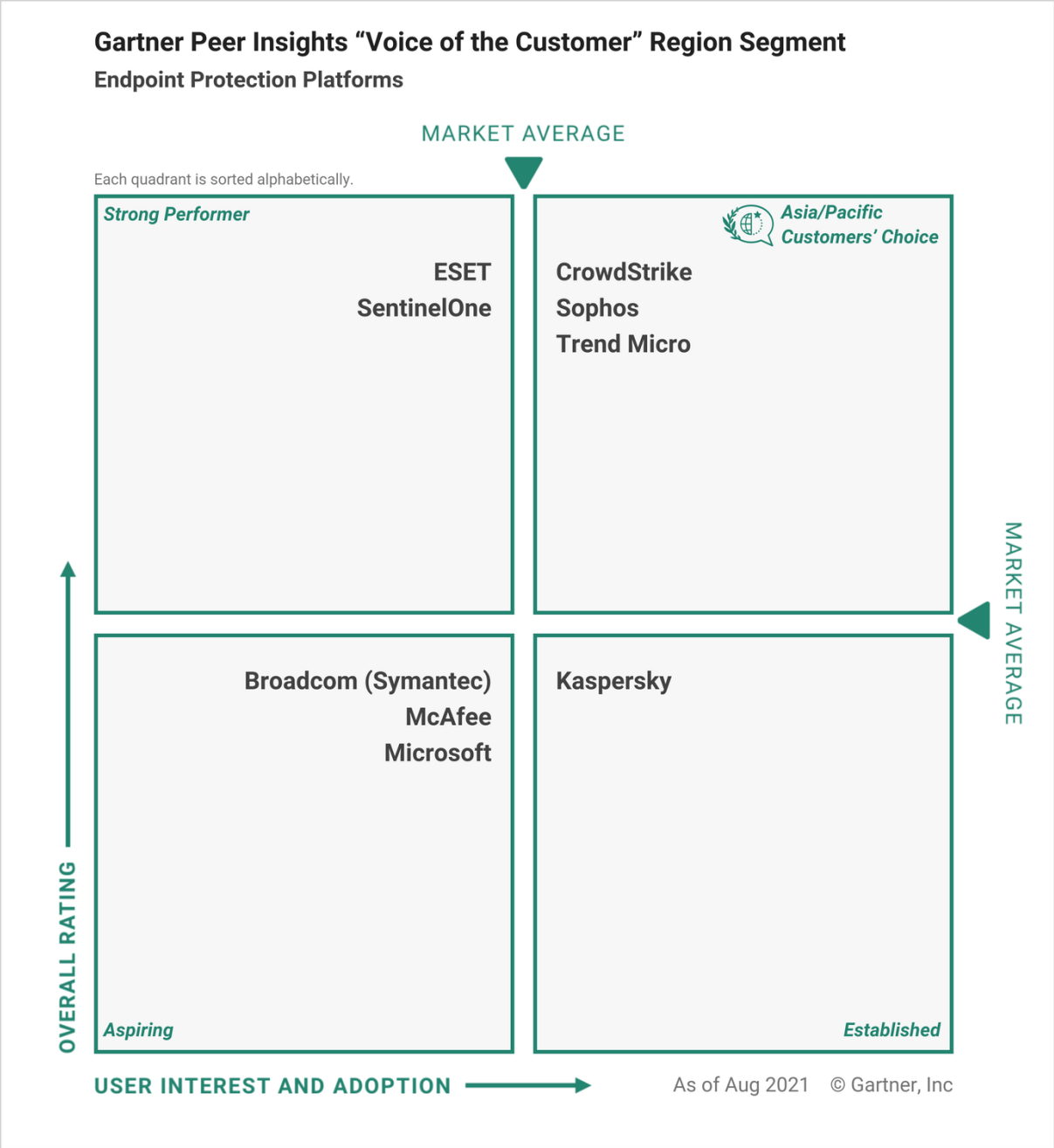
Figure 10. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Asia/Pacific



Source: Gartner (November 2021)

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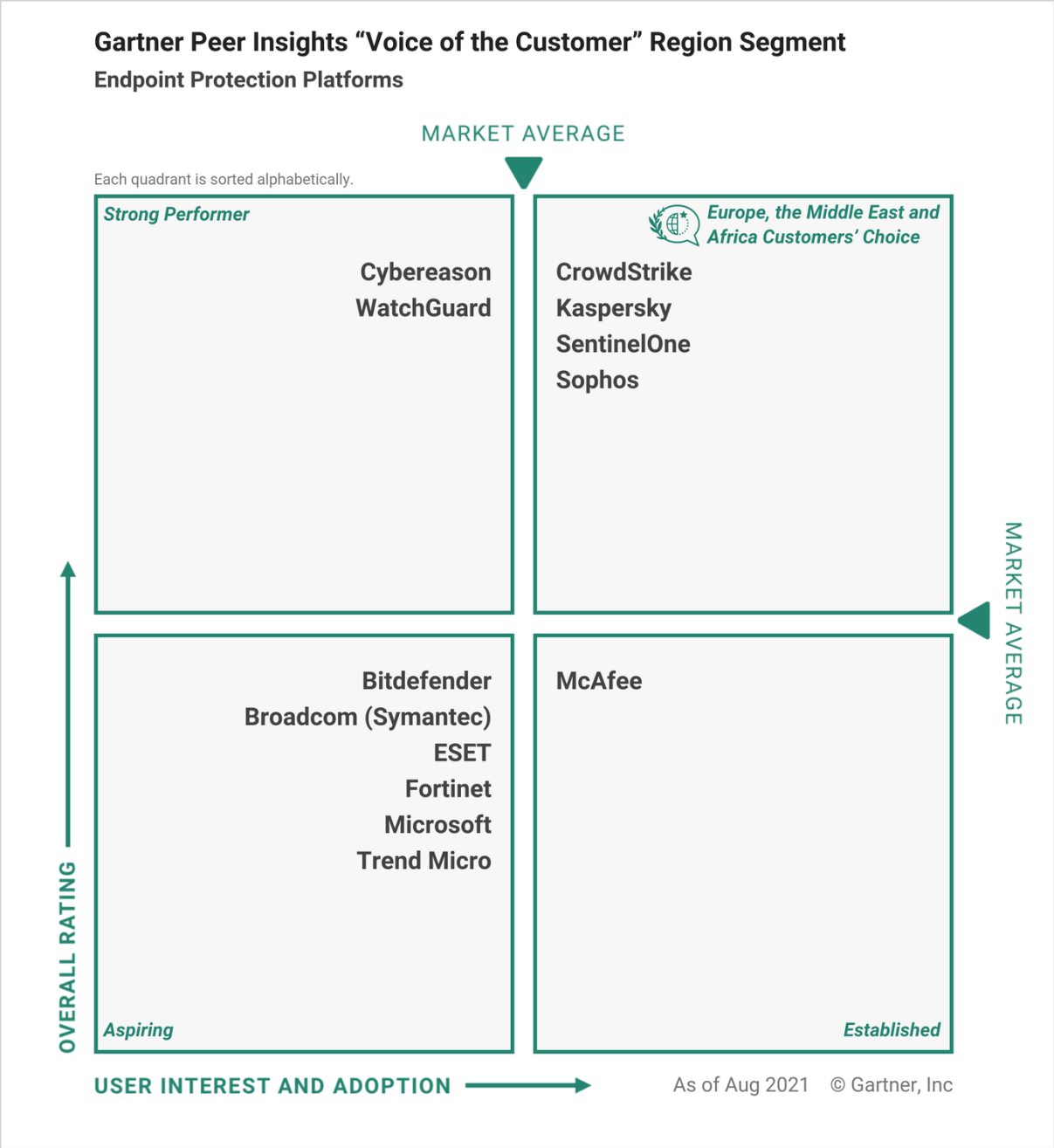
Figure 11. Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Europe, the Middle East and Africa



Source: Gartner (November 2021)

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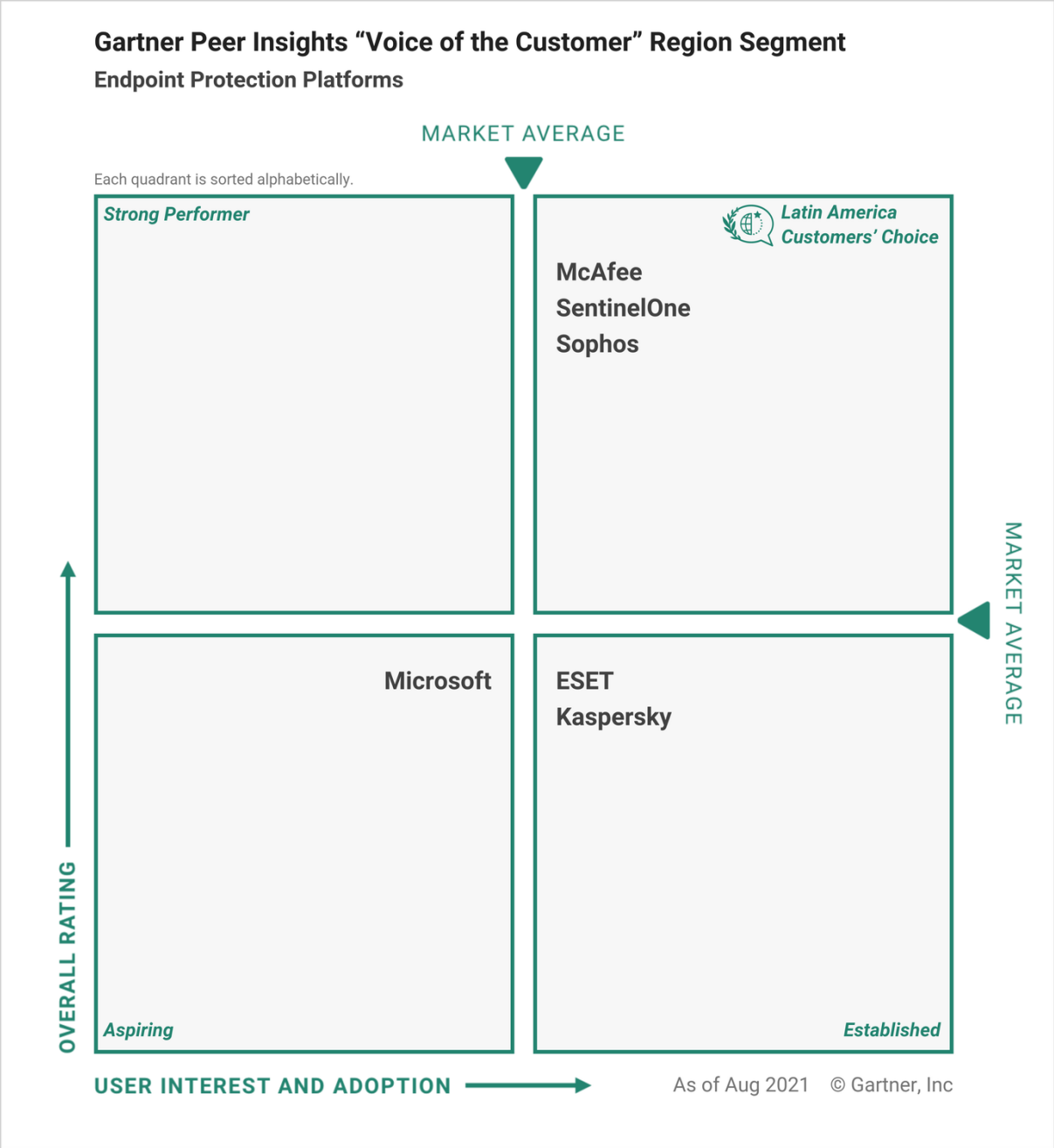
Figure 12. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Latin America



Source: Gartner (November 2021)

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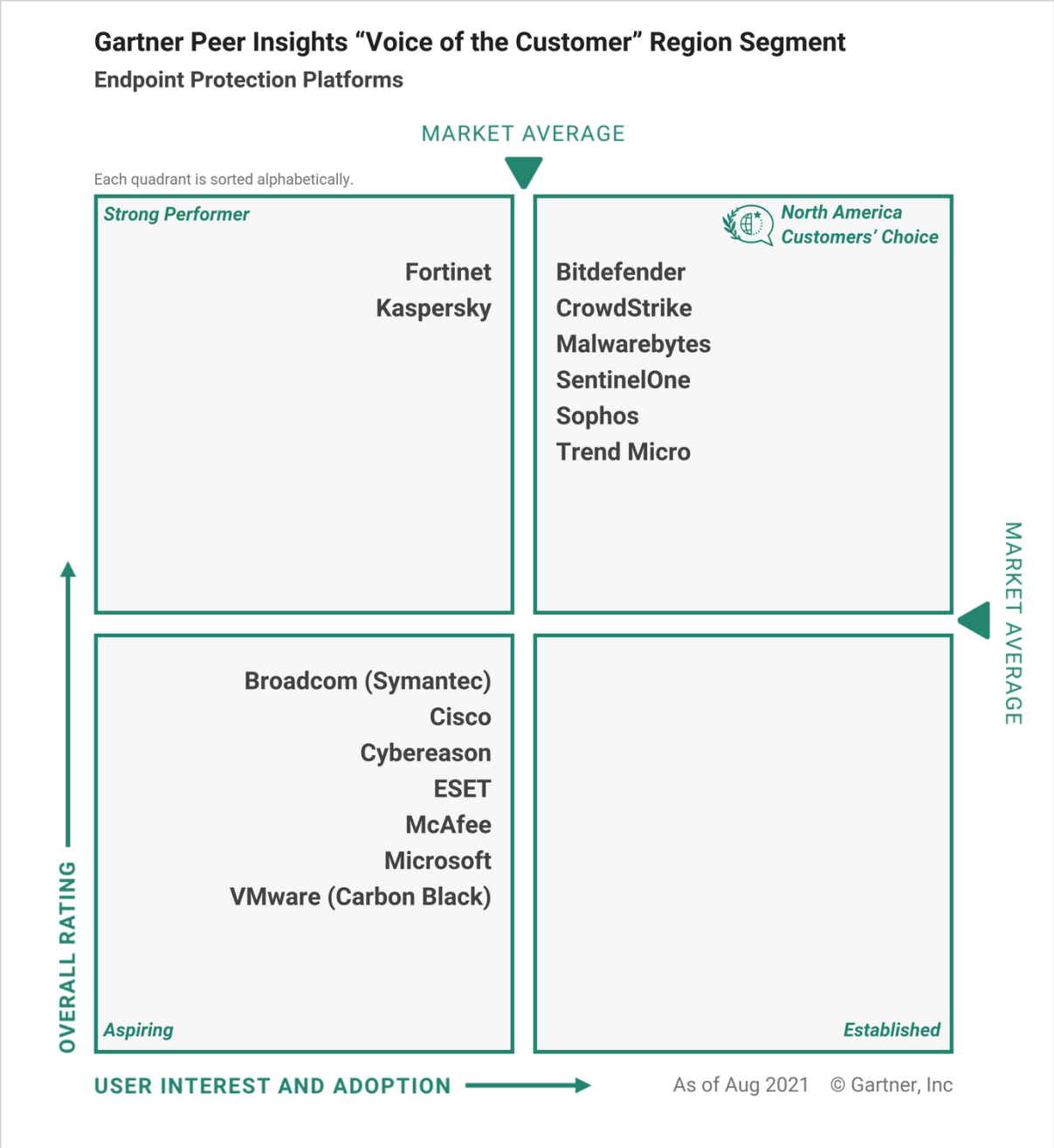
Figure 13. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms North America



Source: Gartner (November 2021)

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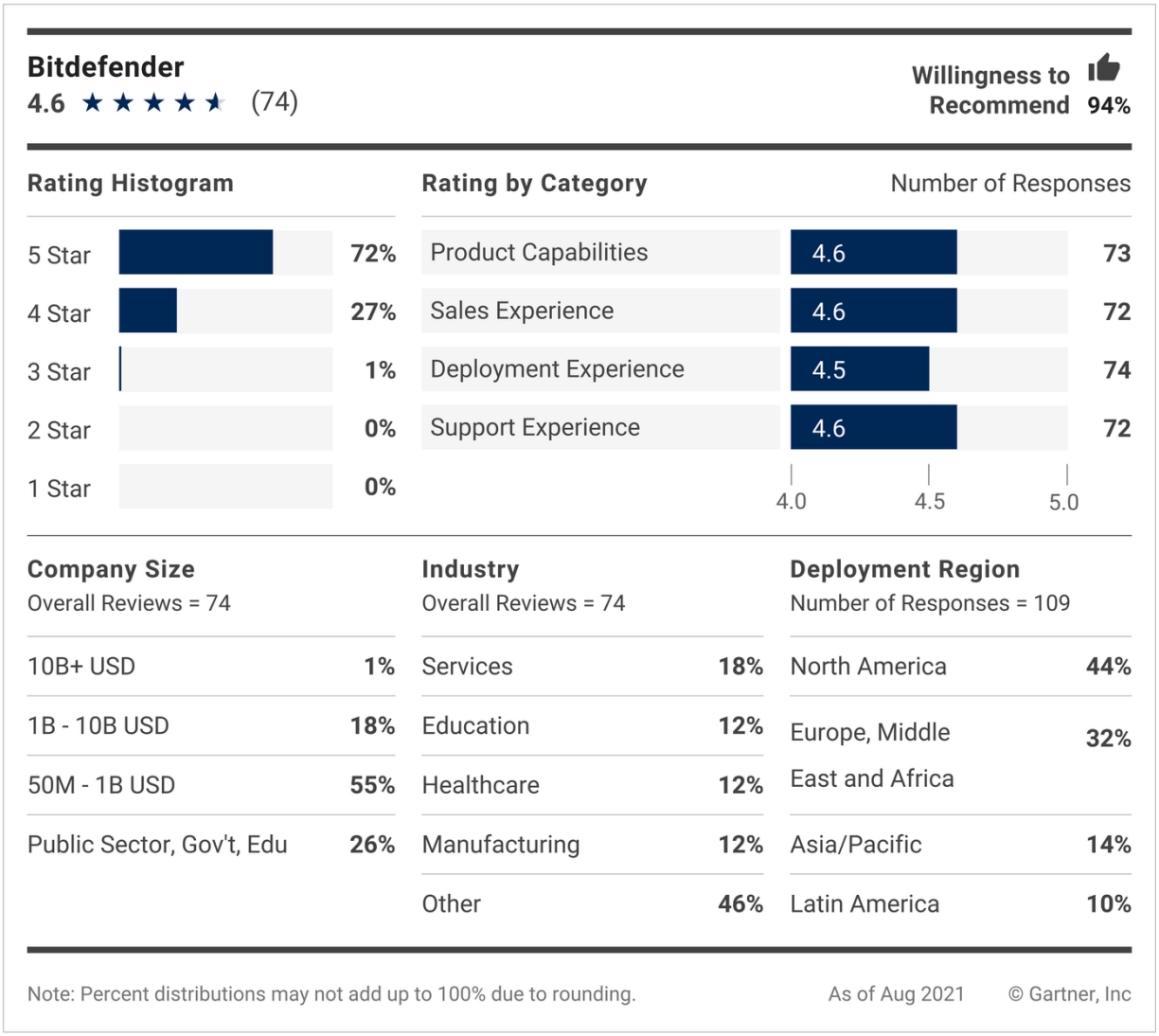
Vendor Summaries

Figures 14 through 31 summarize key information for each vendor included in the "Voice of the Customer": reviewer demographics for reviews received in the 18-month review period, ending 31 August 2021; Overall Rating and rating distribution; and other ratings covering specific aspects of the experience with the vendor. The same eligibility requirements and weighting used in the "Voice of the Customer" quadrants also apply for ratings in the vendor summary figure, including overall star rating, willingness to recommend, and rating by category (see methodology page here for details). Below each image is a direct link to the user reviews on the Peer Insights site.

Figure 14.Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Bitdefender Vendor Summary



Source: Gartner (November 2021)

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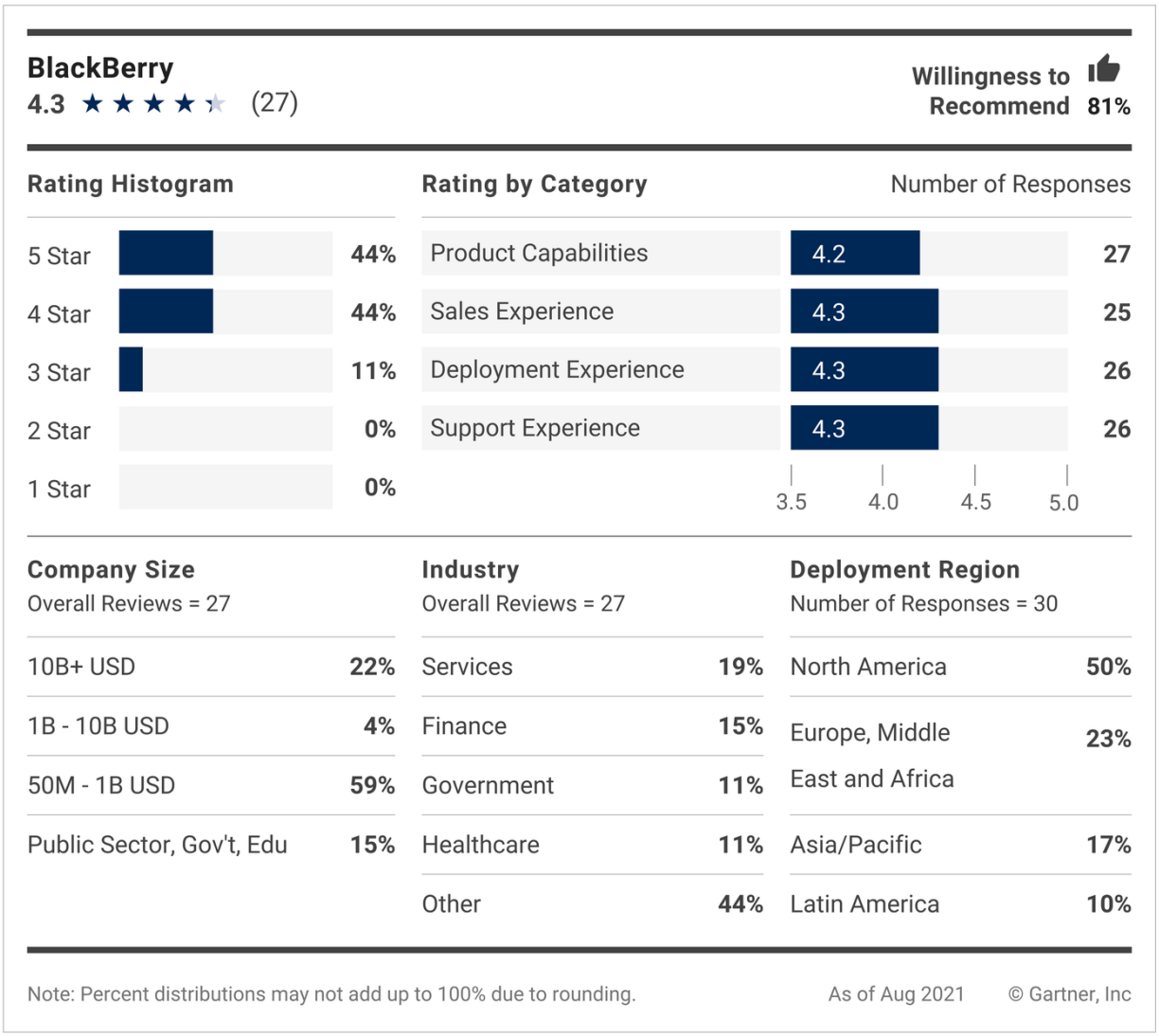
Read all Peer Insights user reviews for Bitdefender.

Figure 15.Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms BlackBerry Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for BlackBerry.

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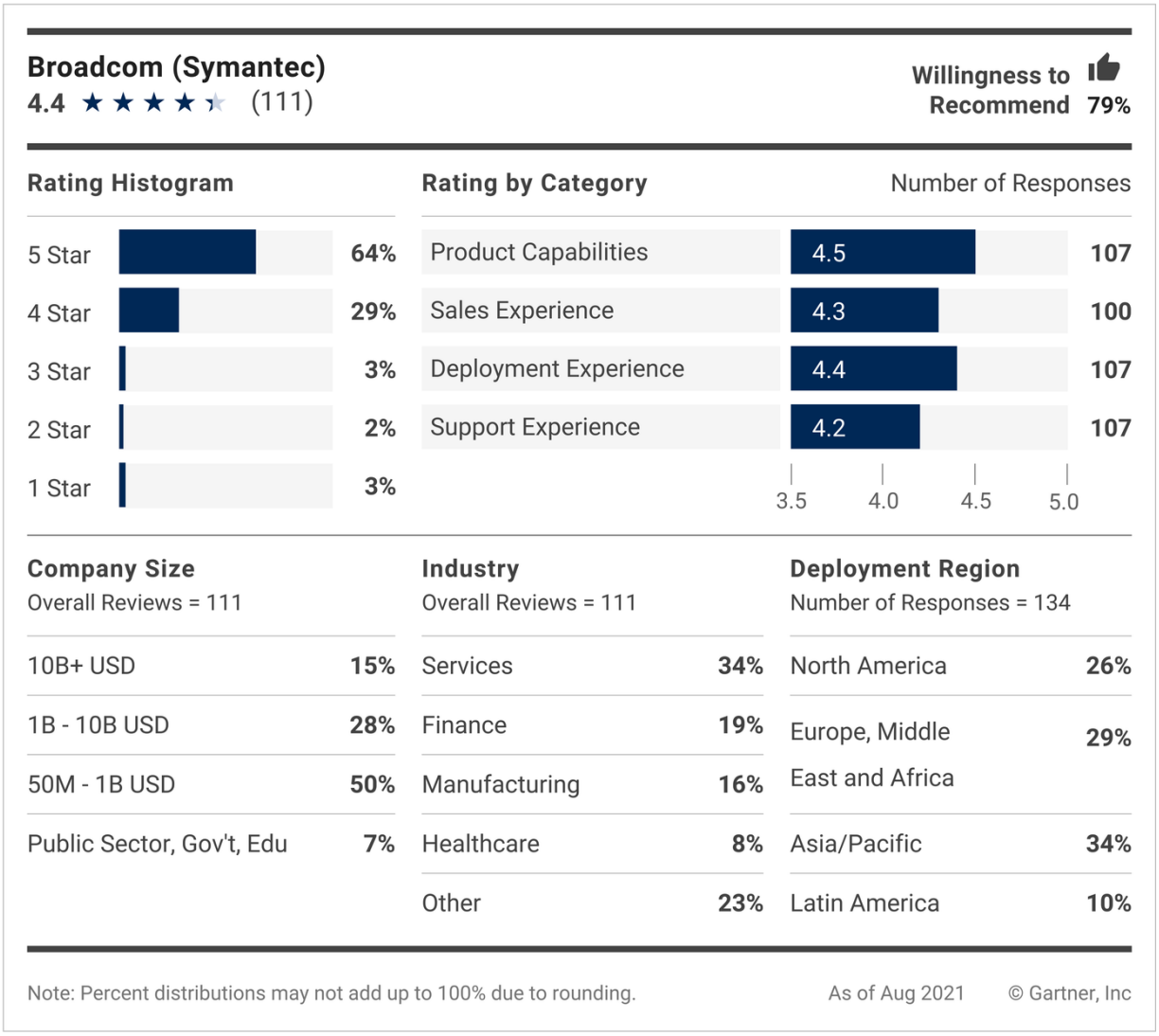
Figure 16.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Broadcom (Symantec) Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Broadcom (Symantec).

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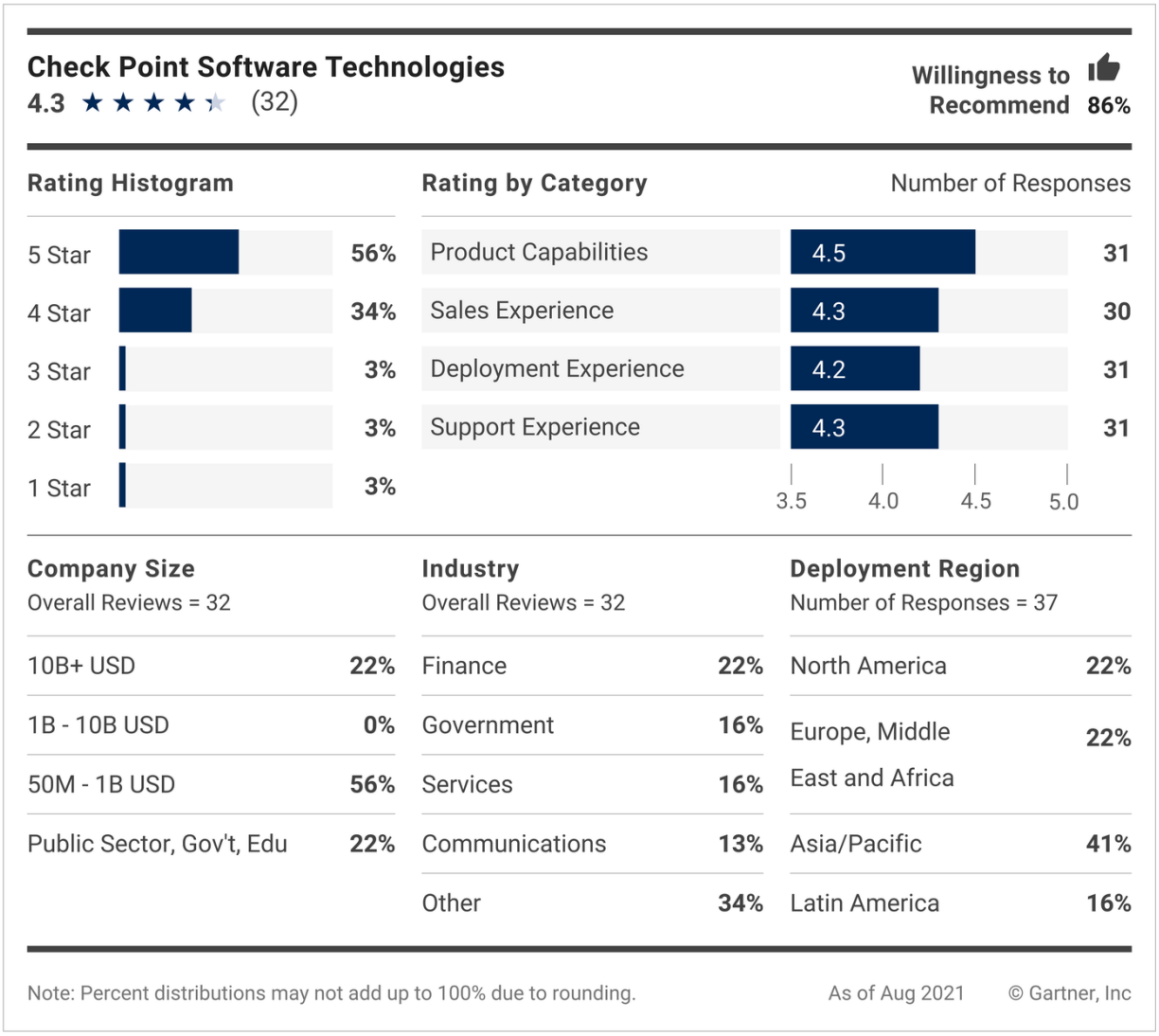
Figure 17.Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Check Point Software Technologies Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Check Point Software Technologies.

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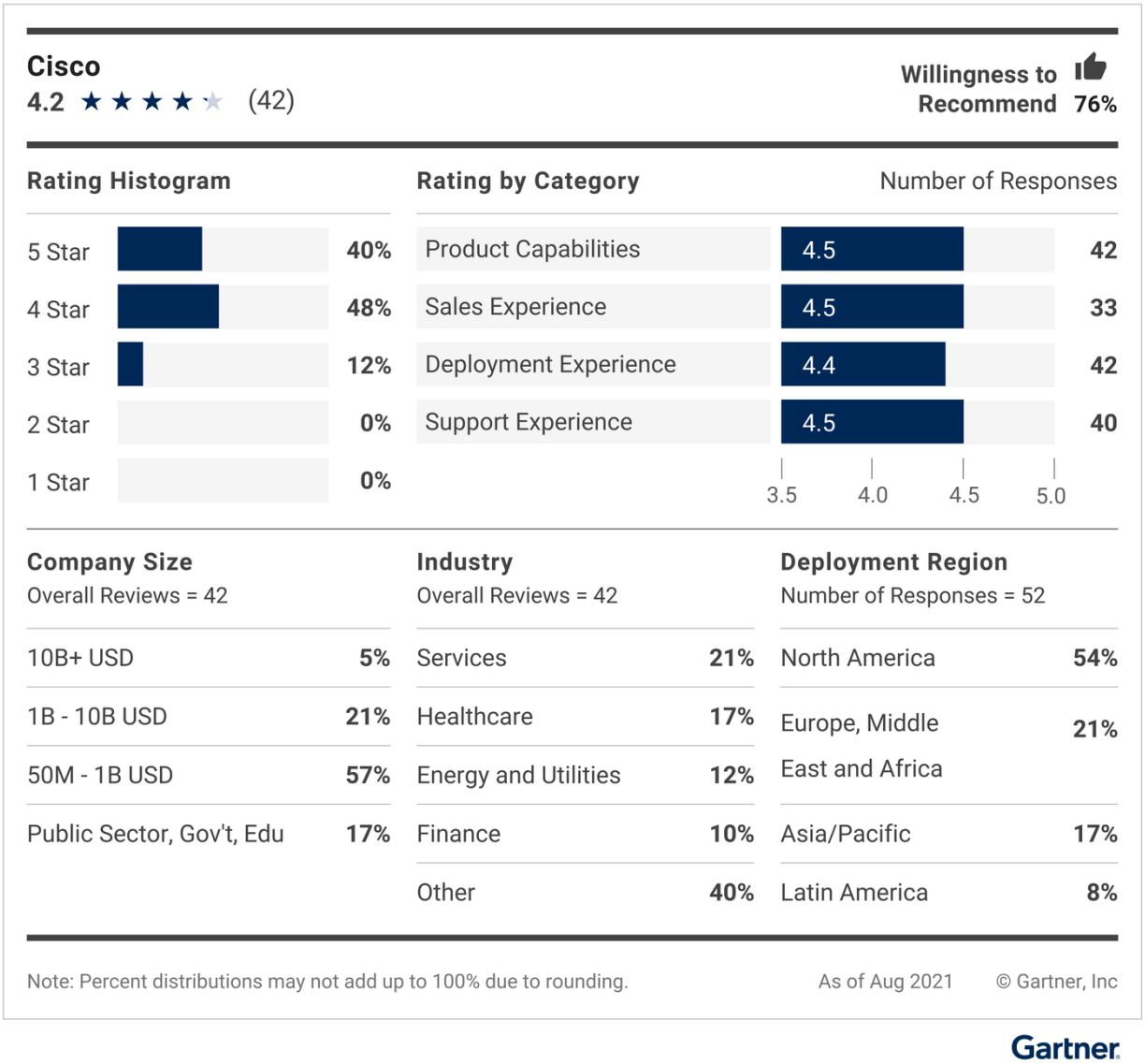
Figure 18.Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Cisco Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Cisco.

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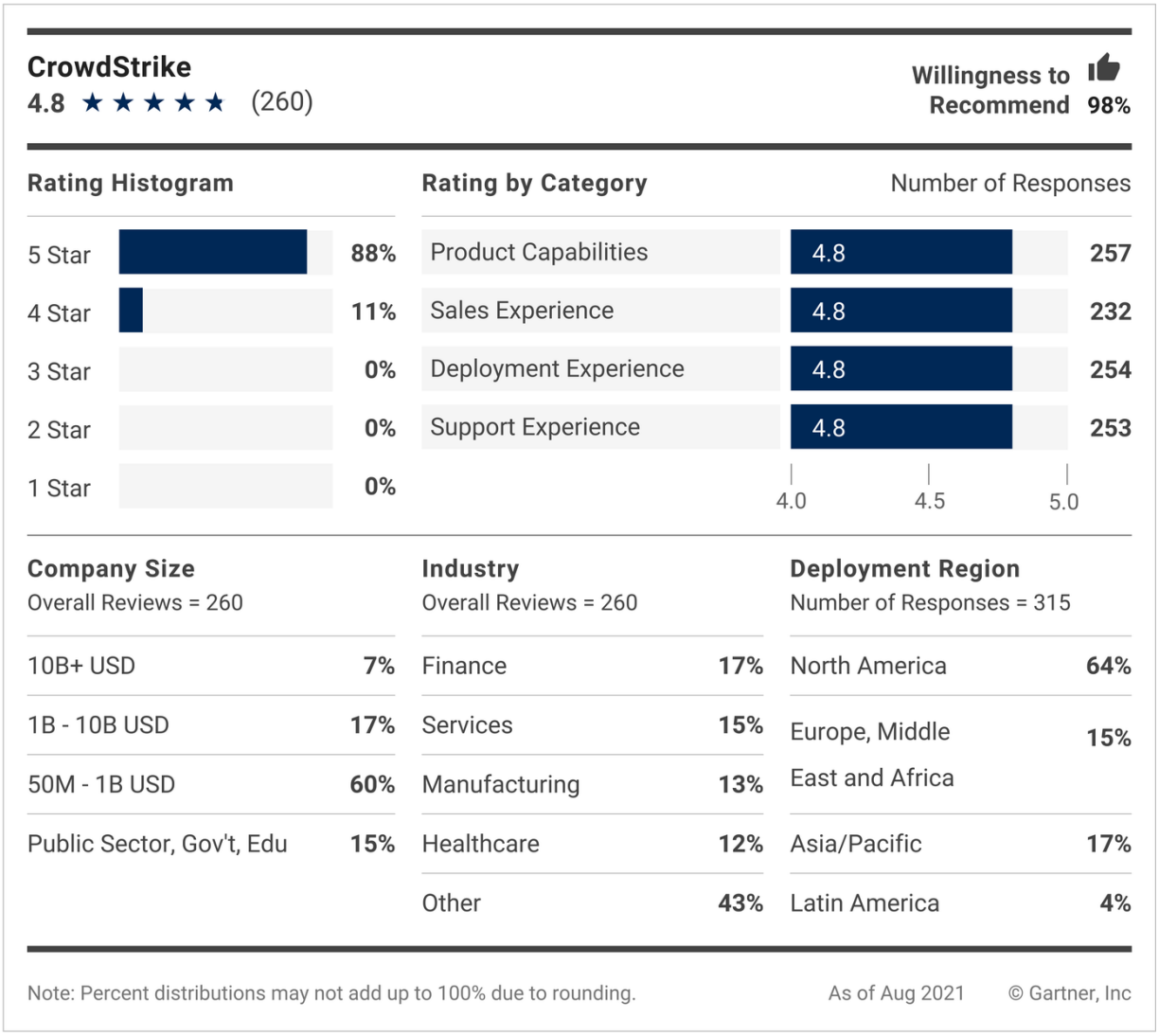
Figure 19.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms CrowdSrike Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for CrowdStrike.

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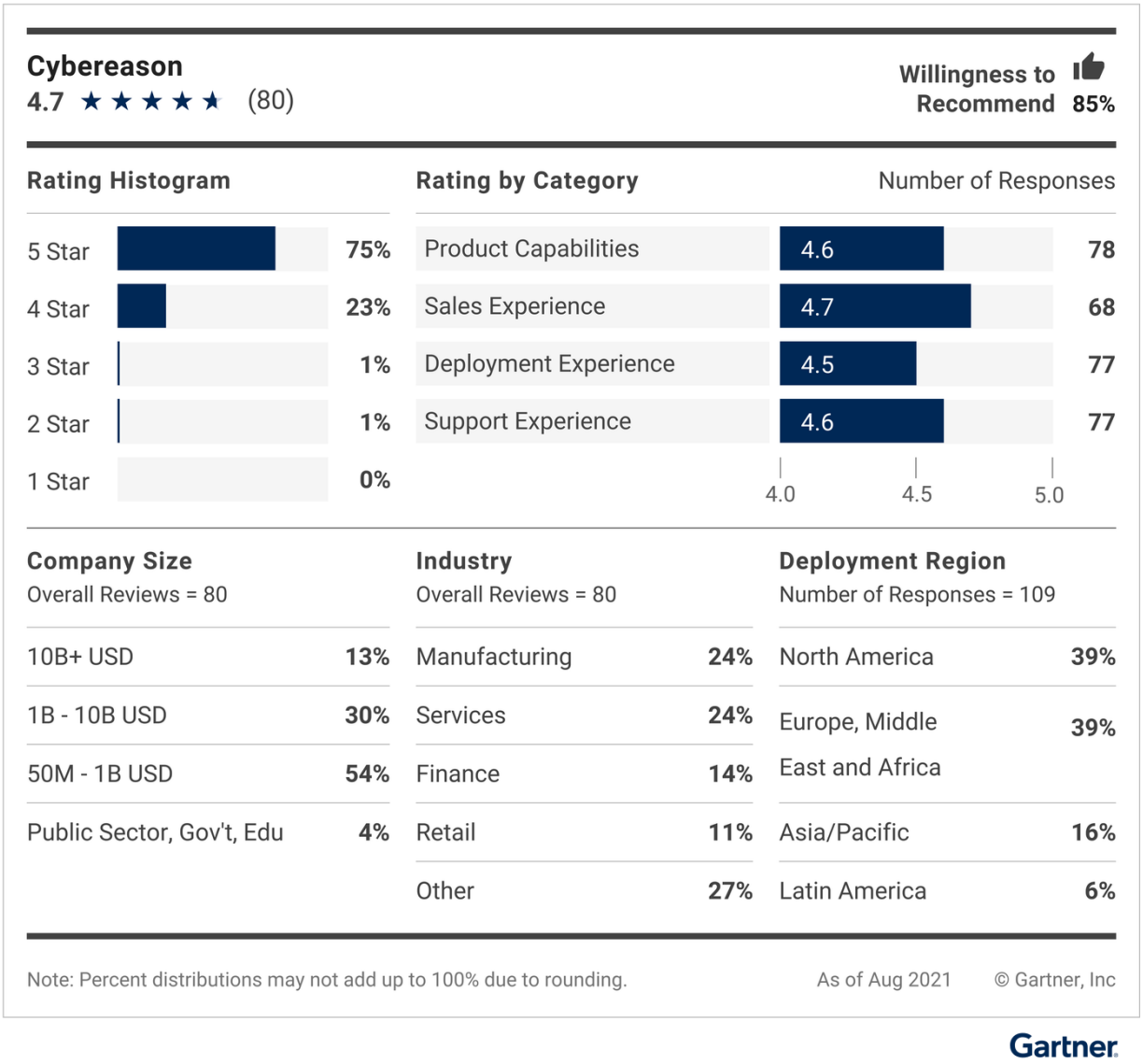
Figure 20.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Cybereason Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Cybereason.

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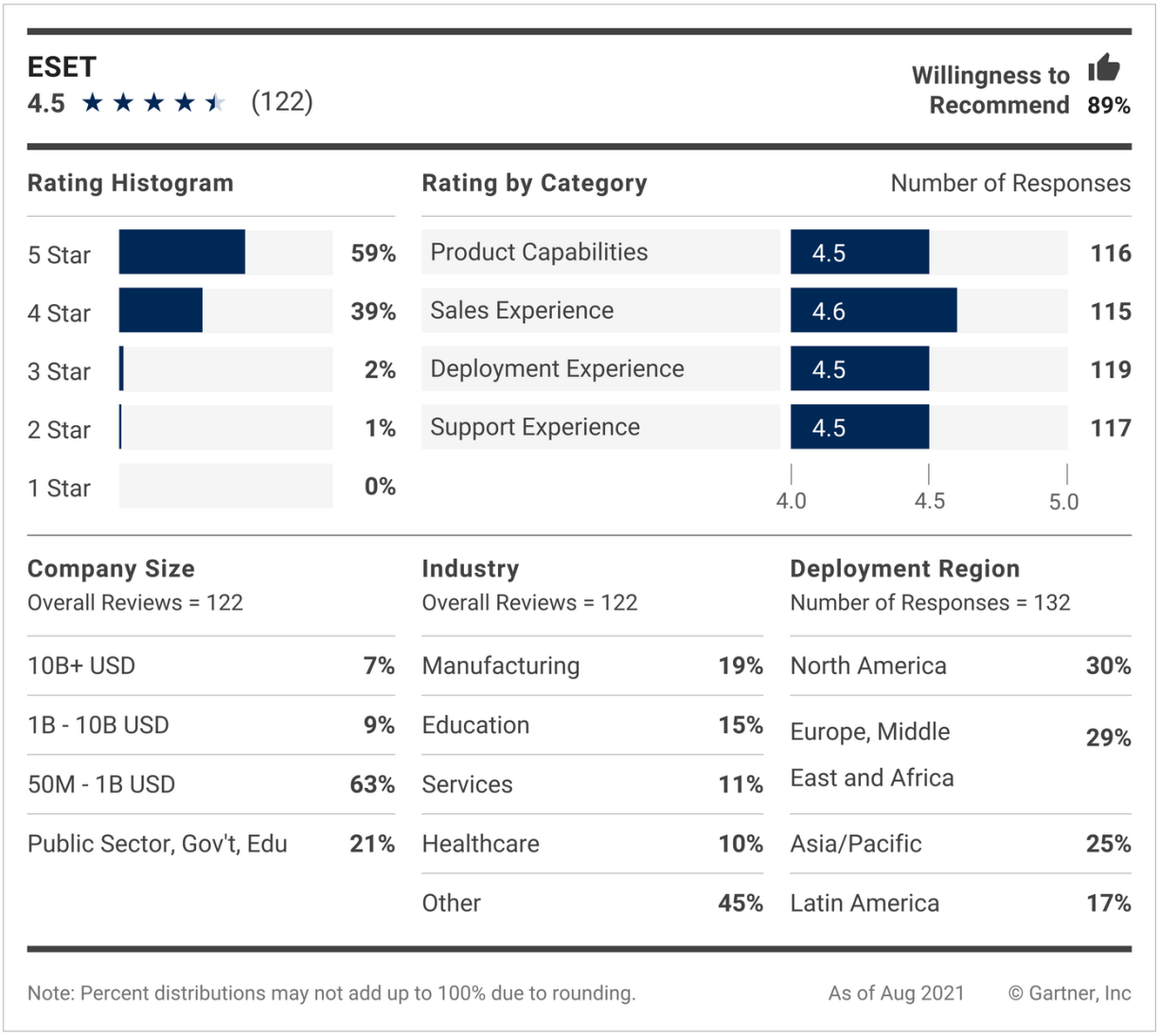
Figure 21. Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms ESET Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for ESET.

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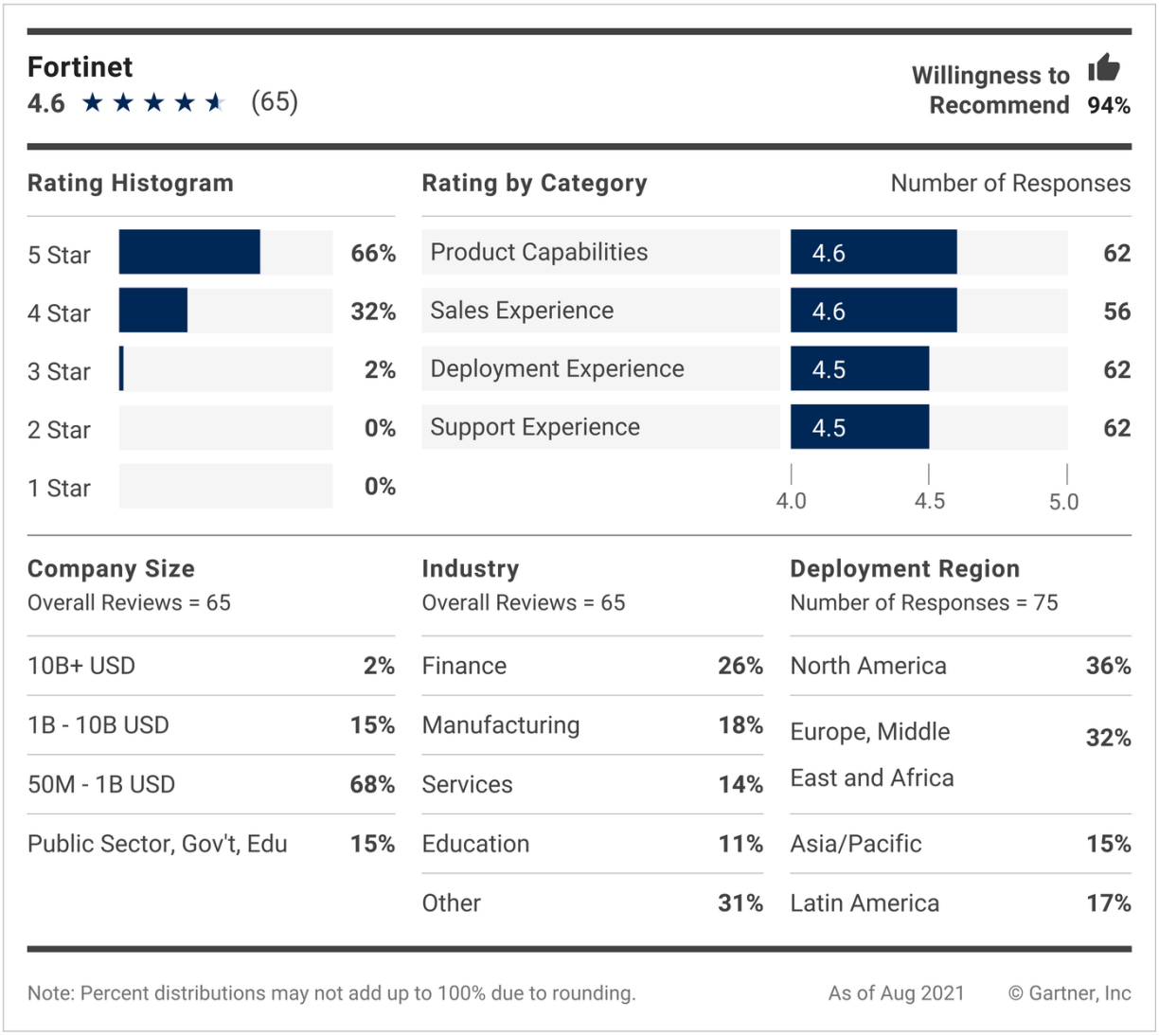
Figure 22.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Fortinet Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Fortinet.

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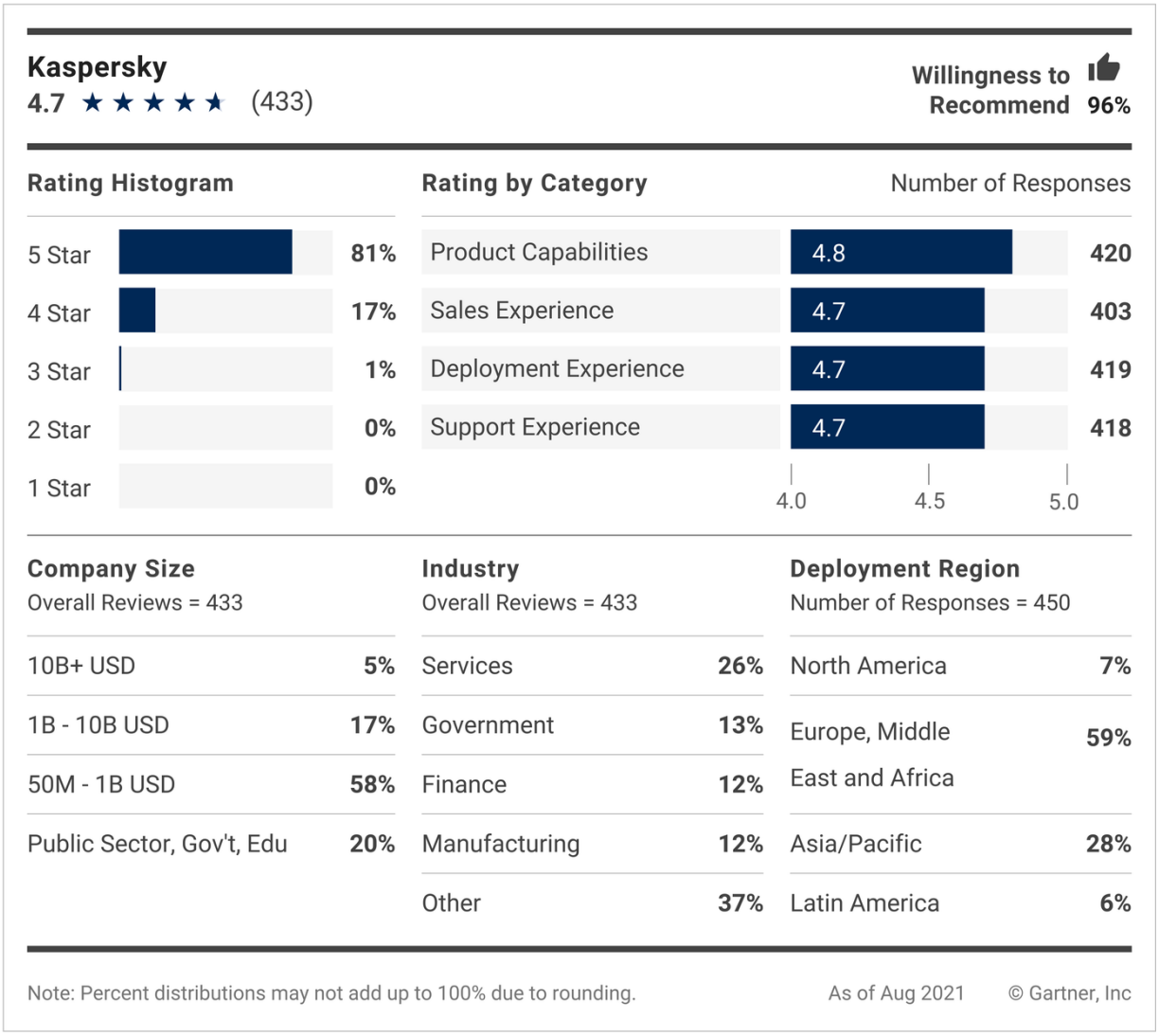
Figure 23.Gartner Peer Insights "Voice of the Customer" Endpoint Protection Platforms Kaspersky Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Kaspersky.

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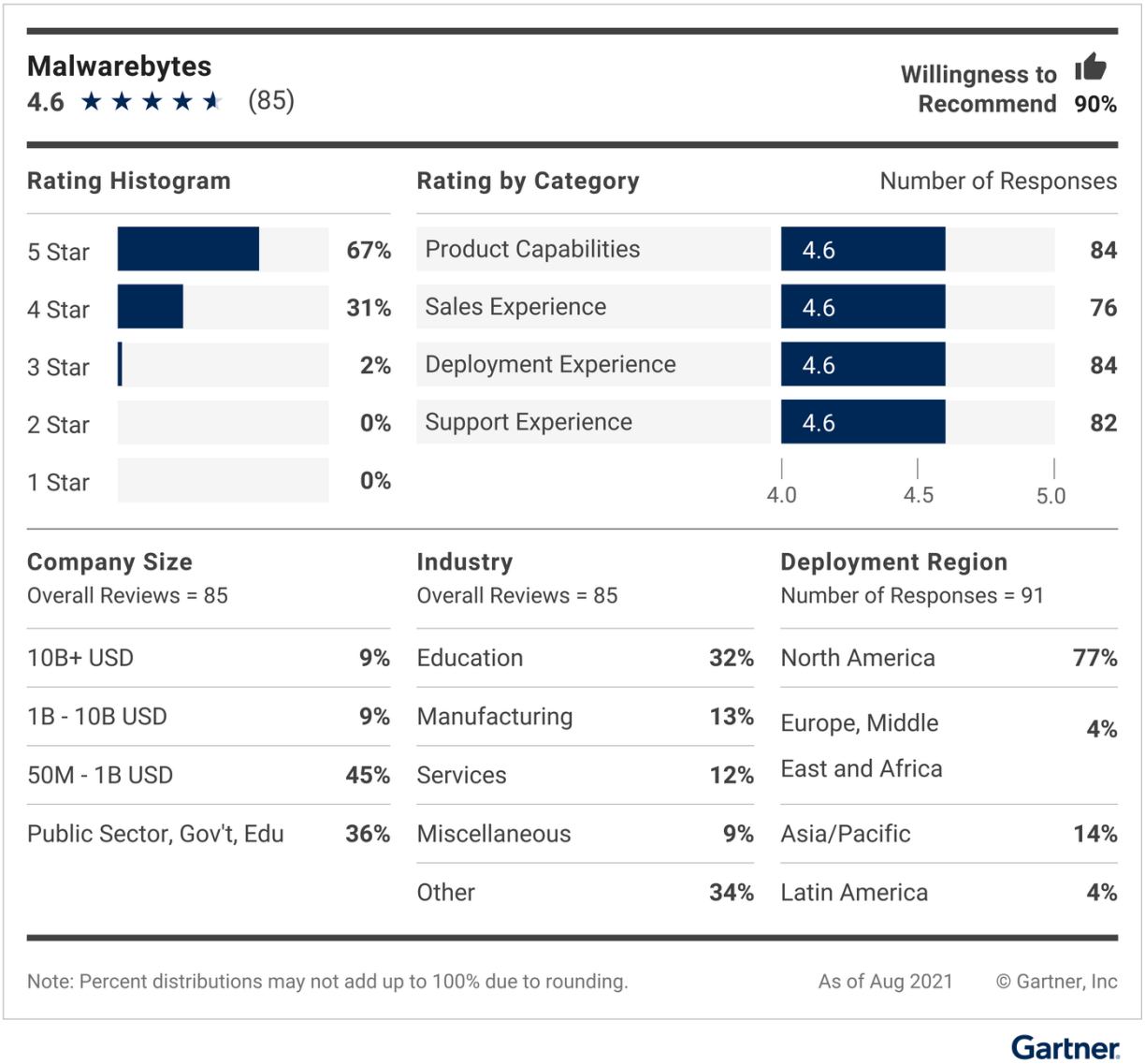
Figure 24.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Malwarebytes Vendor Summary



Source: Gartner (November 2021)

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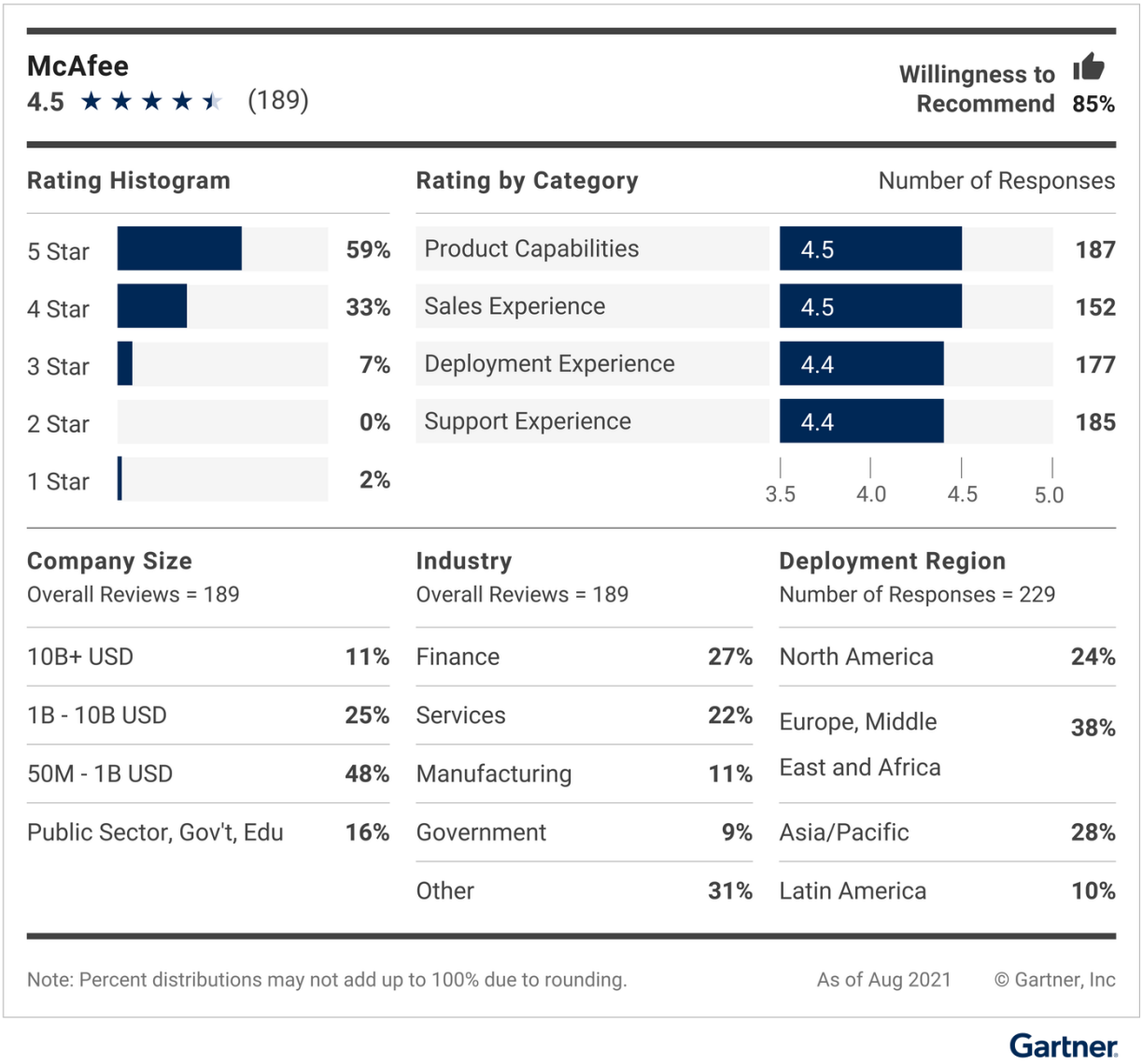
Figure 25.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms McAfee Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for McAfee.

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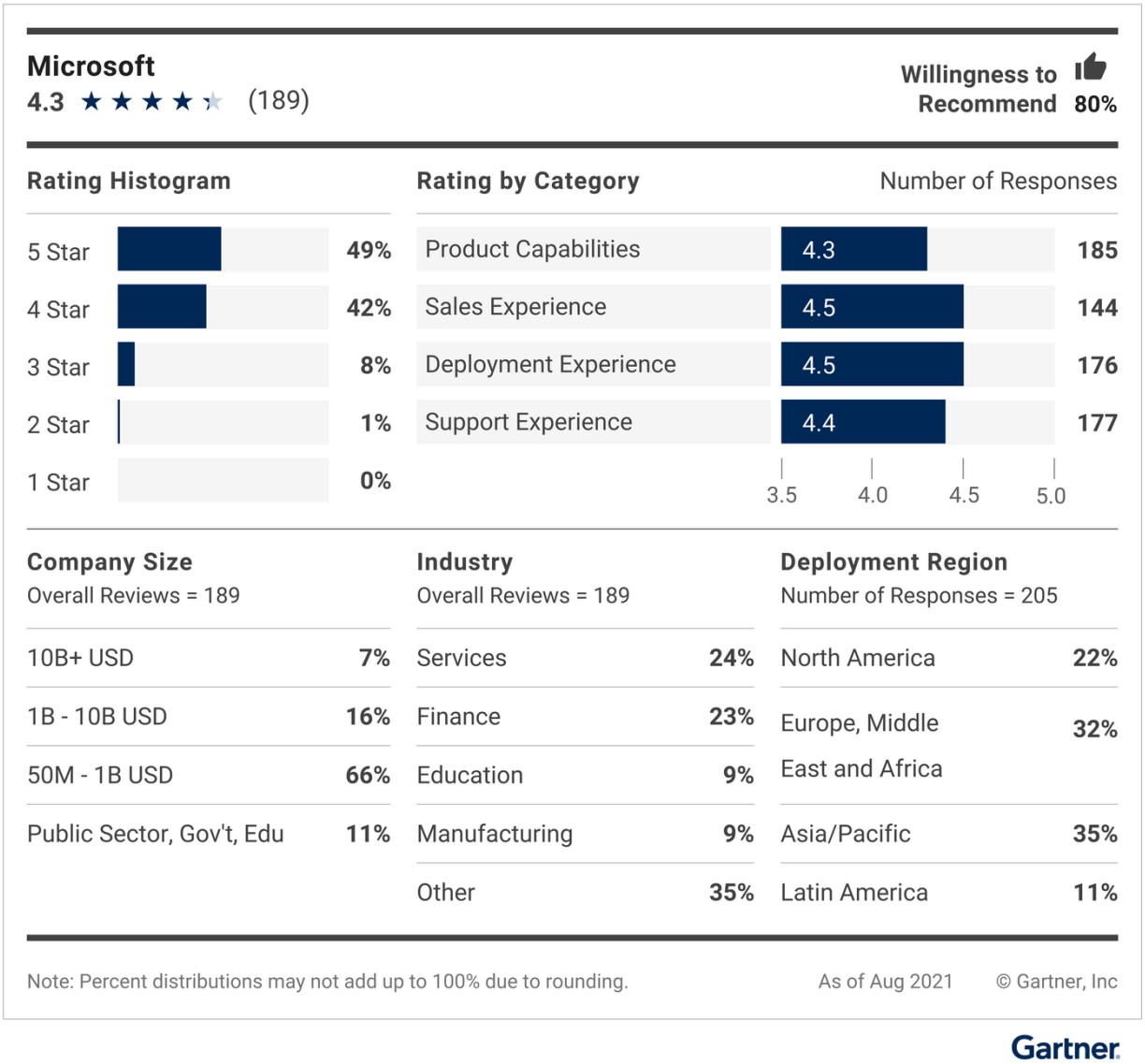
Figure 26.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Microsoft Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Microsoft.

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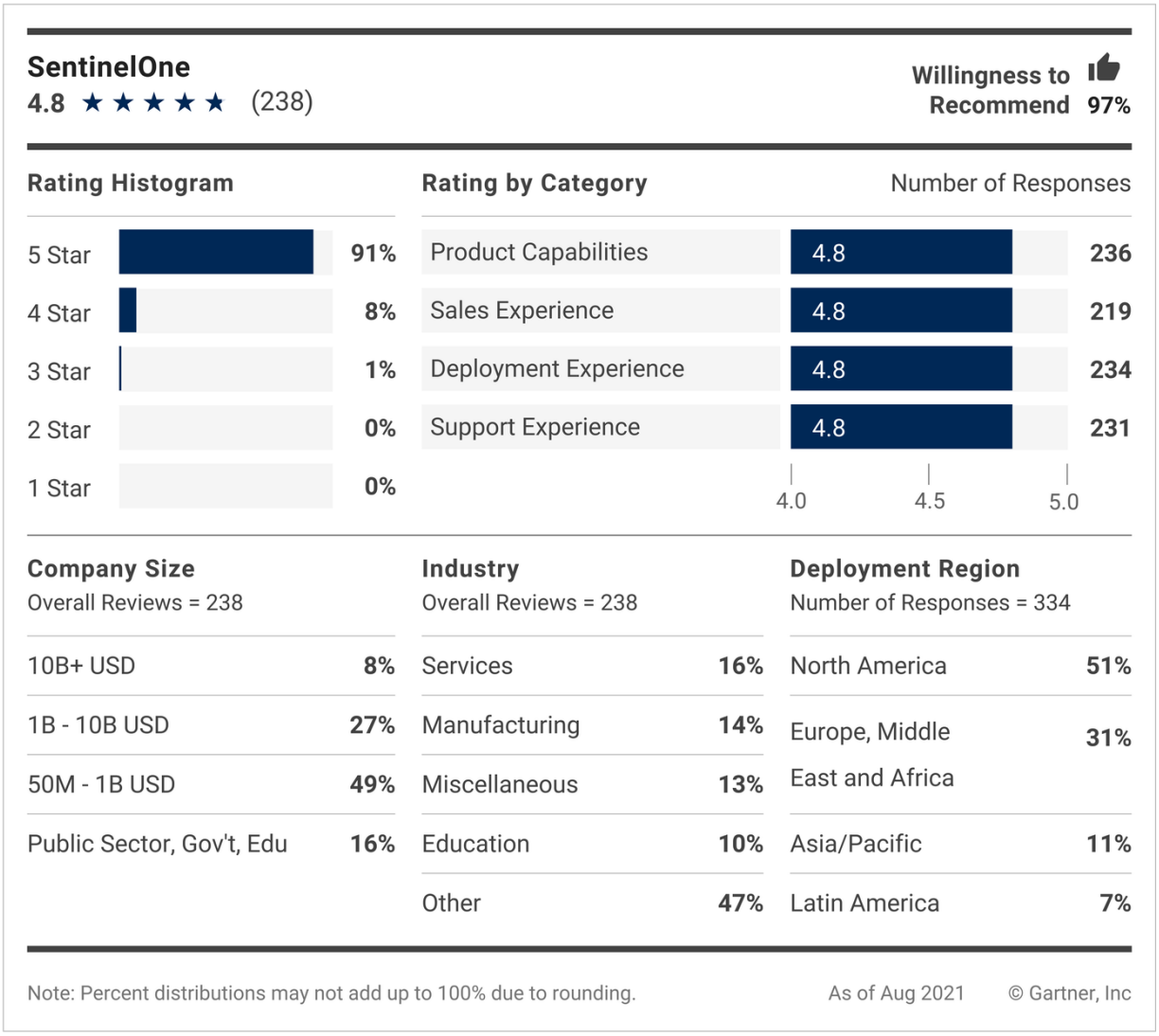
Figure 27.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms SentinelOne Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for SentinelOne.

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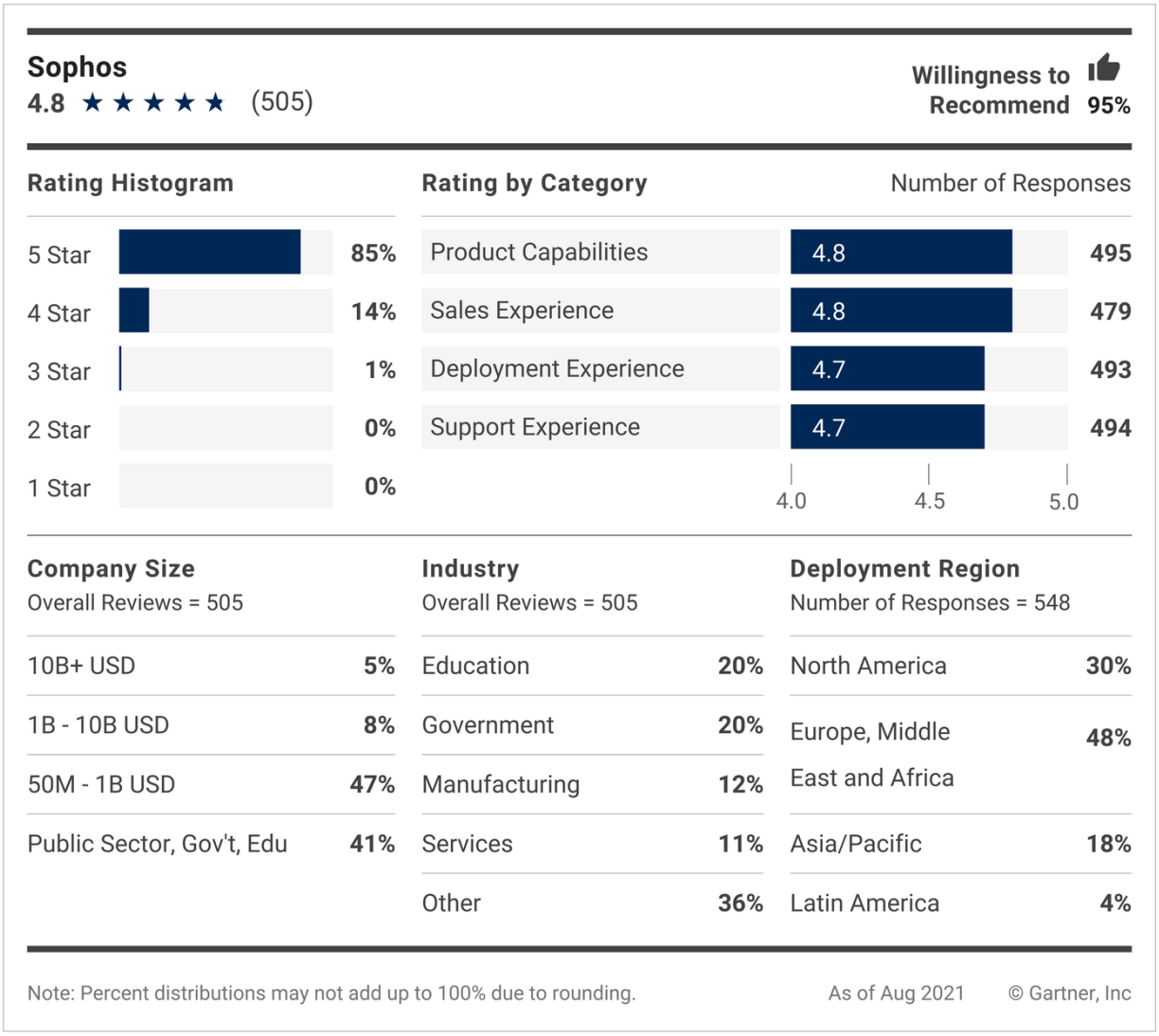
Figure 28.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Sophos Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Sophos.

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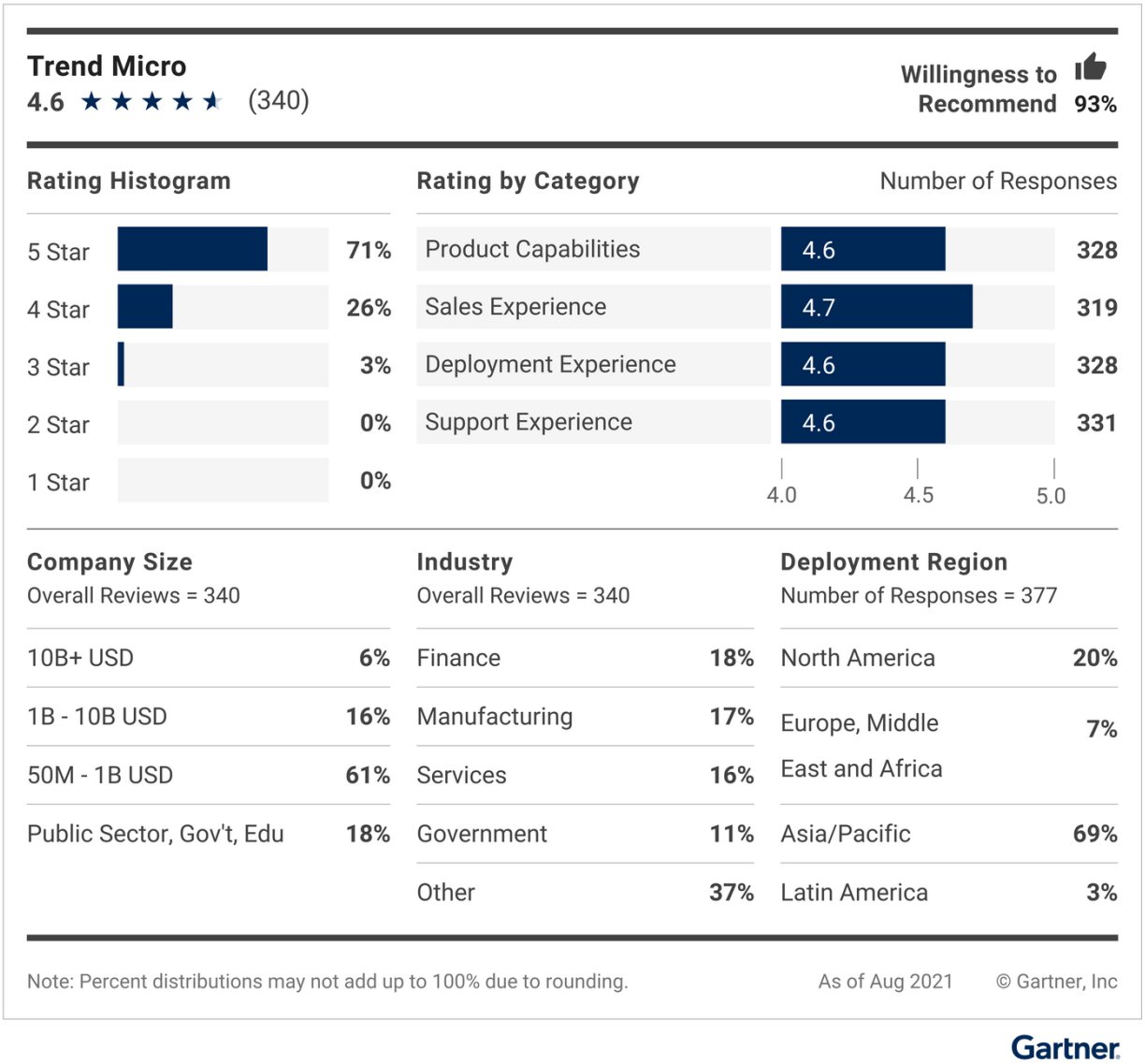
Figure 29.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms Trend Micro Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for Trend Micro.

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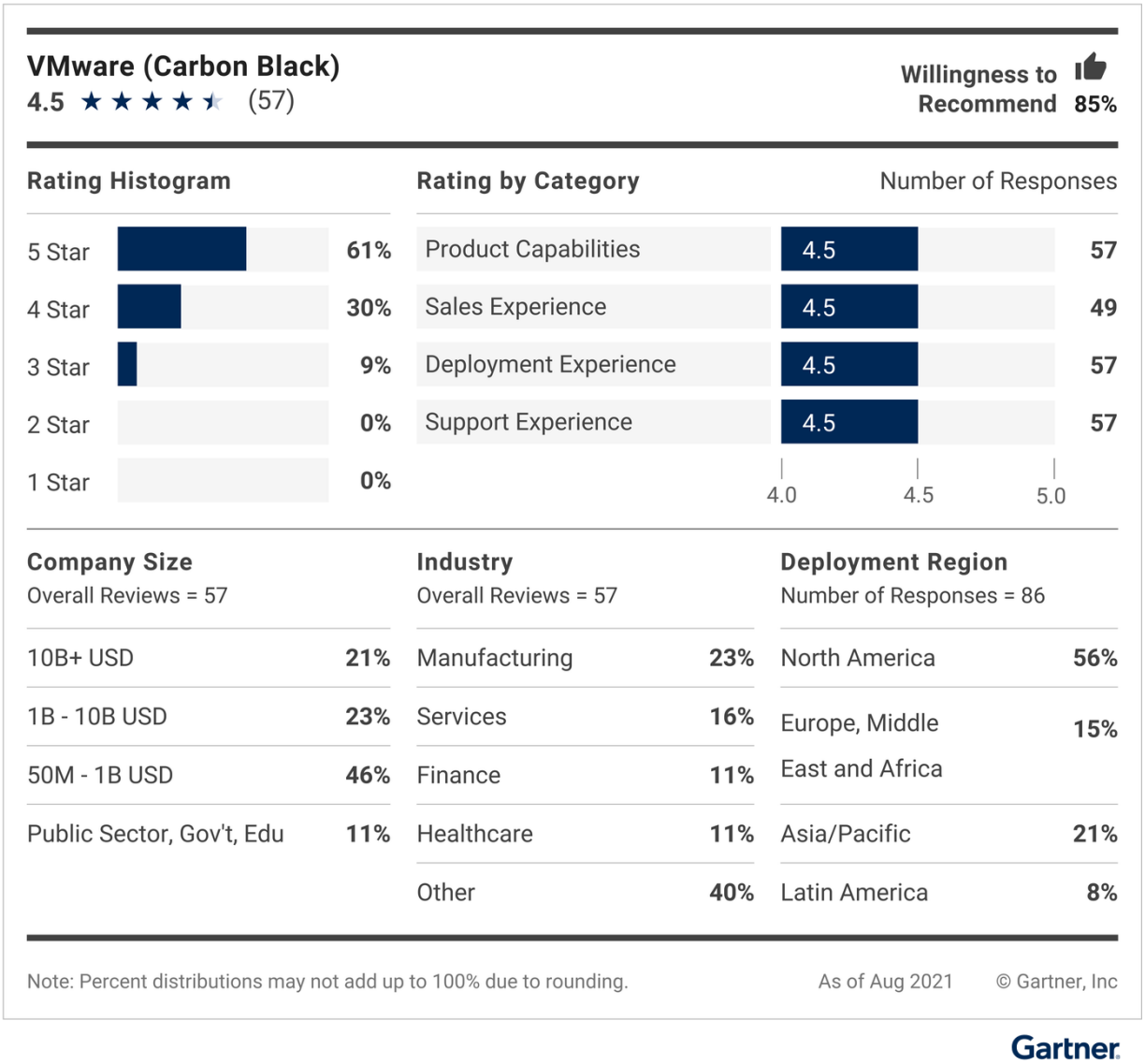
Figure 30.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms VMware (Carbon Black) Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for VMware (Carbon Black).

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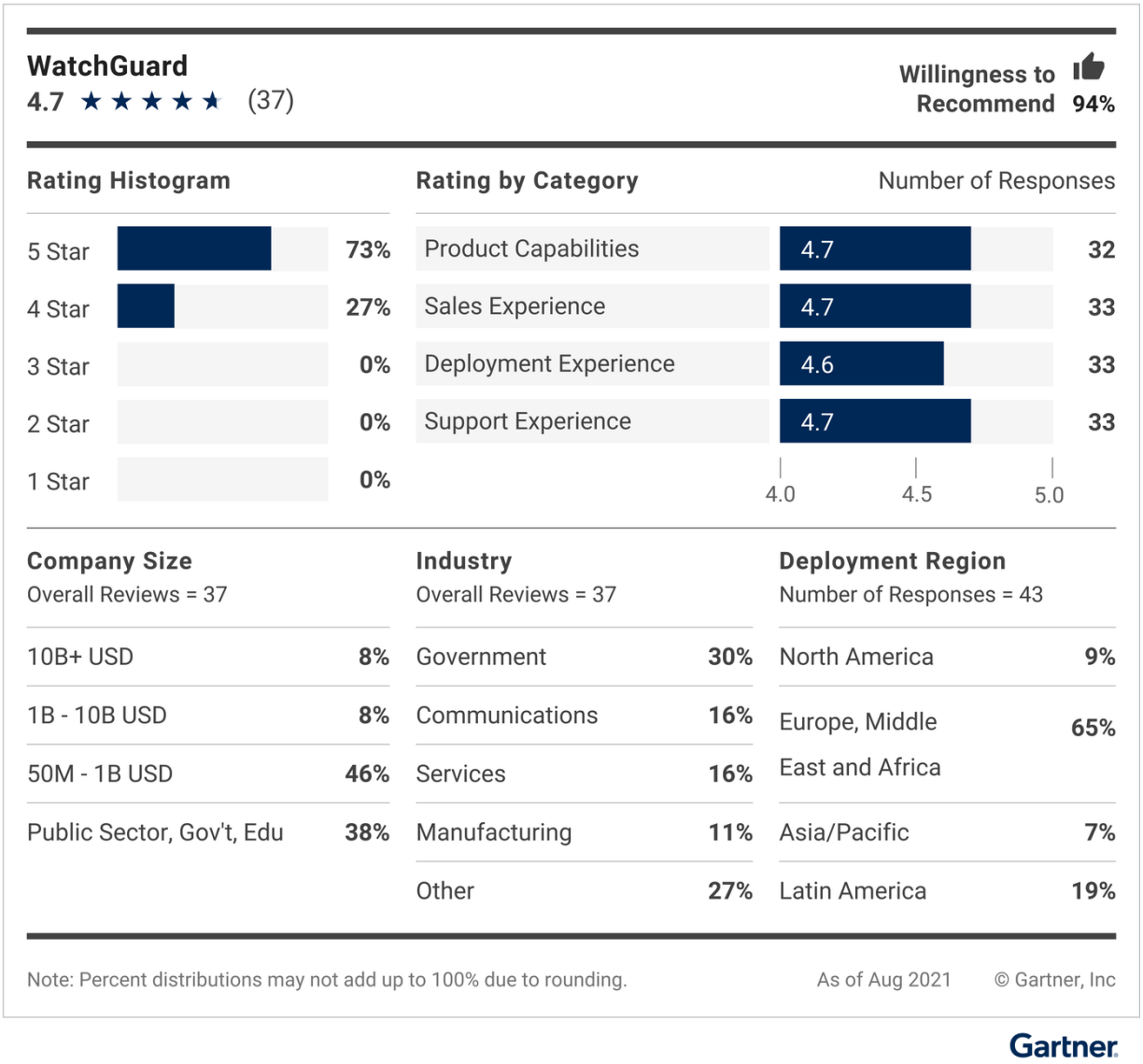
Figure 31.Gartner Peer Insights “Voice of the Customer” Endpoint Protection Platforms WatchGuard Vendor Summary



Source: Gartner (November 2021)

Read all Peer Insights user reviews for WatchGuard.

Methodology

Gartner Peer Insights “Voice of the Customer” Methodology: A full description can be found on the Voice of the Customer Methodology page.

The data used in this report is drawn from reviews on Peer Insights, a crowdsourced enterprise review platform that relies on dynamic data. Key to maintaining the integrity of the site is our ongoing moderation and validation of those reviews. Reviews are examined before publishing to the site and periodically, post publishing.

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Due to the dynamic nature of the data, the external Peer Insights site will always have the most updated view of the vendors and products in this report. The “Voice of the Customer” methodology uses a snapshot of review data from a defined time frame. This “Voice of the Customer” report should therefore be used along with the detailed and current information available directly on the Peer Insights site for the most up-to-date view of the data for this market and associated segment views.

The “Voice of the Customer” report includes numerical scores for Overall Rating in Figure 2, willingness to recommend in Figure 3, and the four category ratings in each vendor summary. These numerical scores are weighted averages based on the available sample size of eligible reviews within the stated time frame. Thus, they are best interpreted as sample statistics with a reasonable margin for error, not as exact values. A small difference in numerical score between two vendors may or may not indicate a meaningful difference in the actual user experience.

Document Revision History

Gartner Peer Insights ‘Voice of the Customer’: Endpoint Protection Platforms - 10 December 2019

Recommended by the Author

Some documents may not be available as part of your current Gartner subscription.

Magic Quadrant for Endpoint Protection Platforms

Critical Capabilities for Endpoint Protection Platforms

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