



ESET vs. Bitdefender: Why ESET is the clear choice

- ✓ Independent reviews by IT professionals rate ESET higher than Bitdefender across the board
- ✓ Users have reported Bitdefender is complex to administer, implement and manage
- ✓ ESET has a lighter system impact, proven in test results and confirmed by users who complain about Bitdefender's system slowdowns
- ✓ ESET is more accurate and more reliable, detecting more threats and issuing fewer false alarms

Why choose ESET over Bitdefender?

More highly recommended

ESET	Bitdefender
87%	78%

Gartner Peer Insights

<https://www.gartner.com/reviews/market/endpoint-protection-platforms/compare/product/bitdefender-gravityzone-enterprise-security-vs-eset-endpoint-security>

Easier to administer

ESET	Bitdefender
8.5	8.0

G2 customer reviews

<https://www.g2.com/compare/bitdefender-gravityzone-vs-eset-endpoint-security>

Easier to use

ESET	Bitdefender
9.0	8.6

G2 customer reviews

<https://www.g2.com/compare/bitdefender-gravityzone-vs-eset-endpoint-security>

Superior detection

ESET	Bitdefender
99.1%	98.9%

Independent test results

Average of all tests performed by SE Labs and AV Comparatives, 2018-2020, that measure detection on a 1-100 scale.

Fewer false positives

ESET	Bitdefender
0.83	5.5

Independent test results

Average of all tests performed by AV Comparatives, 2018-2020

Lighter system impact

ESET	Bitdefender
2.7	6.5

Independent test results

Average of all performance tests conducted by AV Comparatives, 2018-2020

Why do customer reviews favor ESET?

- ✓ Easy to install, set up and manage
- ✓ User-friendly interface
- ✓ Advanced features and functions
- ✓ Responsive, knowledgeable support

Practical business reasons for choosing ESET



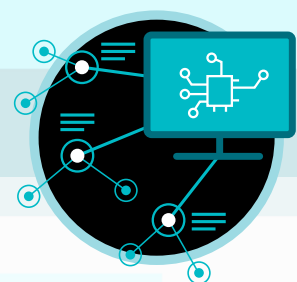
Advanced detection technology

Ransomware Shield, LiveGrid® global detection system, machine learning and other techniques present a formidable, layered defense against sophisticated threats.



Centralized management

With ESET Security Management Center console, deploy, configure and manage security across all of your endpoints from a single location.



Rightsized security

ESET has the optimal features and capabilities for medium-sized businesses with small IT staffs—while offering enterprise capabilities that you can grow into.