

EMOTIONAL FOOTPRINT REPORT

# Data Loss Prevention

*PREPUBLICATION*

*NOT FOR REDISTRIBUTION*

170

Reviews

8

Vendors Evaluated

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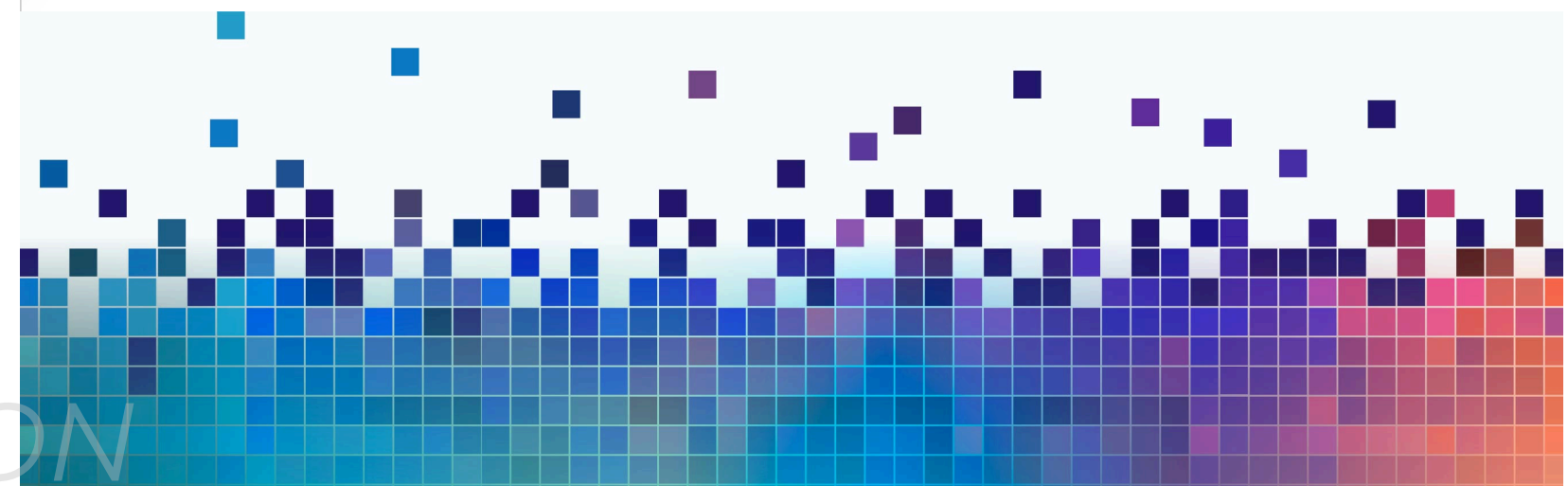
## How to Use the Report

Info-Tech’s Category Reports provide a comprehensive evaluation of popular products in the Data Loss Prevention market. This buyer’s guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech’s Product Scorecard.

PREPUBLICATION  
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# Software Directory

## DATA LOSS PREVENTION SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.

 BetterCloud

 Check Point DLP

 Code42

 Credant Protector

 EMC RSA Data Loss Prevention

 Gemalto Enterprise Security

 HP Atalla

 Infrascale Backup & Disaster Recovery

 McAfee Unified Cloud Edge

 Safetica

 Symantec DLP

 Virtru DLP

 Blue Coat DLP

 Clearswift Adaptive Data Loss Prevention

 CommVault DLP

 DeviceLock DLP

 Fidelis Network

 GTB Technologies DLP

 Imperva DLP

 Lumension Data Protection

 OpenText DLP

 Sophos Enduser Protection Bundles

 Trend Micro DLP

 Wave Data Protection Suite

 CA Data Loss Prevention

 Code Green Networks TrueDLP

 CorreLog DLP

 Digital Guardian DLP

 Forcepoint Data Security Suite

 Halocore

 InfoWatch DLP

 McAfee DLP

 Proofpoint Enterprise Privacy

 Spirion

 Trustwave DLP

 Zecurion

SOFTWARE REVIEWS

# Emotional Footprint Diamond

## DATA LOSS PREVENTION

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

### Value Index

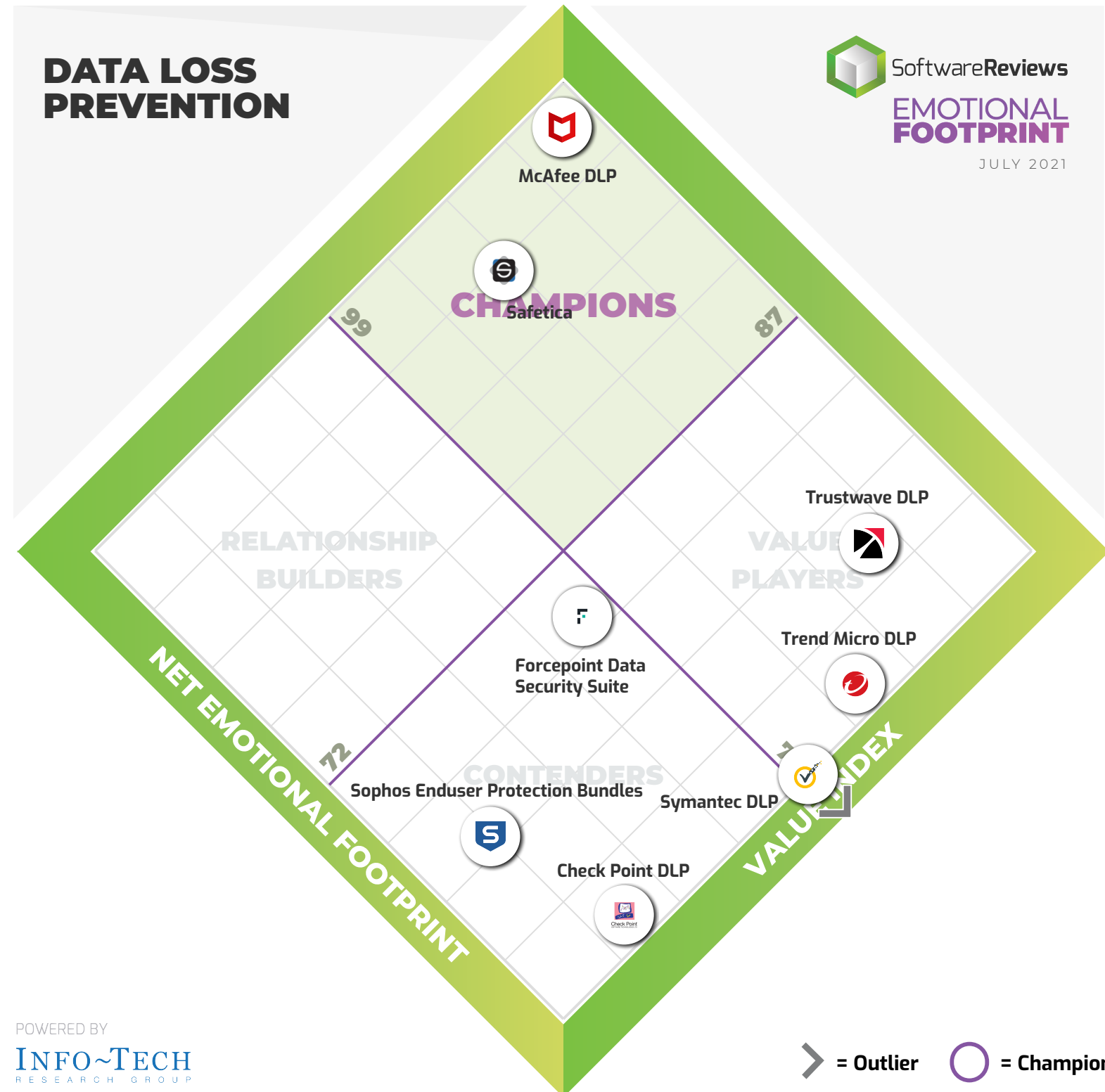
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

### Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

**Note:** The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

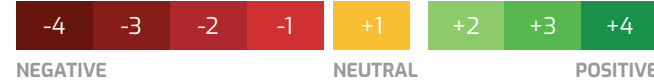
The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.



# Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.

### EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE NEGATIVE

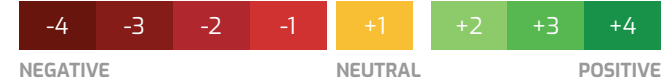


RANK	VENDOR	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
1	McAfee DLP	9.2	+97 😄	1% NEGATIVE 99% POSITIVE	86	INSPIRING 100% INCLUDES PRODUCT ENHANCEMENTS 100%	WASTES TIME 9% VENDOR FRIENDLY POLICIES 9%	14
2	Safetica	8.9	+95 😄	1% NEGATIVE 96% POSITIVE	83	RESPECTFUL 100% SECURITY PROTECTS 100%	LEVERAGES INCUMBENT STATUS 4% SELFISH 2%	48
3	Trustwave DLP	8.3	+81 😊	4% NEGATIVE 85% POSITIVE	85	UNIQUE FEATURES 100% RELIABLE 100%	STAGNANT 18% OVER PROMISED 18%	10
4	Forcepoint Data Security Suite	8.2	+85 😊	4% NEGATIVE 90% POSITIVE	79	HELPS INNOVATE 95% EFFICIENT 95%	SELFISH 10% OVER PROMISED 10%	20
5	Trend Micro DLP	8.0	+78 😊	5% NEGATIVE 83% POSITIVE	82	CARING 94% RESPECTFUL 93%	GREEDY 16% FRUSTRATING 13%	13
6	Sophos Enduser Protection Bundles	7.8	+82 😊	2% NEGATIVE 85% POSITIVE	74	SECURITY PROTECTS 100% RELIABLE 100%	VENDOR'S INTEREST FIRST 16% COMMODITY FEATURES 9%	10
7	Check Point DLP	7.6	+77 😊	1% NEGATIVE 79% POSITIVE	75	RESPECTFUL 94% EFFICIENT 94%	LEVERAGES INCUMBENT STATUS 6% ROADBLOCK TO INNOVATION 6%	18
8	Symantec DLP	7.3	+65 😊	11% NEGATIVE 75% POSITIVE	80	SECURITY PROTECTS 93% RELIABLE 90%	OVER PROMISED 28% FRUSTRATING 22%	31
VENDORS WITH INSUFFICIENT DATA								
--	Proofpoint Enterprise Privacy	8.1	+84 😊	3% NEGATIVE 86% POSITIVE	77	SAVES TIME 100% RESPECTFUL 100%	LEVERAGES INCUMBENT STATUS 23% OVER PROMISED 23%	6

# Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

## EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



### CATEGORY

## Service Experience

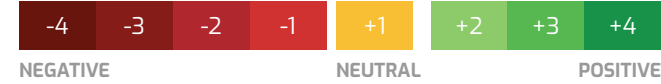
Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.



# Emotional Footprint Details

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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



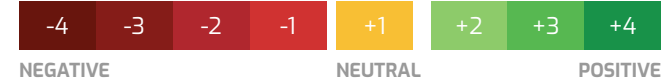
## Disrespectful vs. Respectful

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+100	DISTRIBUTION -- 100%	48 REVIEWS
3	Check Point DLP	+94	DISTRIBUTION -- 6% 94%	18 REVIEWS
4	Trend Micro DLP	+93	DISTRIBUTION -- 7% 93%	13 REVIEWS
5	Trustwave DLP	+88	DISTRIBUTION -- 12% 88%	10 REVIEWS
6	Forcepoint Data Security Suite	+84	DISTRIBUTION 3% 10% 87%	20 REVIEWS
7	Sophos Enduser Protection Bun...	+84	DISTRIBUTION -- 16% 84%	10 REVIEWS
8	Symantec DLP	+77	DISTRIBUTION -- 23% 77%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+92</b>	DISTRIBUTION 0% 7% 92%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Bureaucratic vs. Efficient

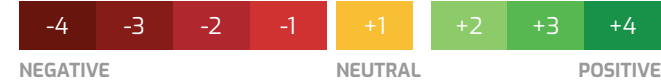
1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+95	DISTRIBUTION -- 5% 95%	48 REVIEWS
3	Check Point DLP	+94	DISTRIBUTION -- 6% 94%	18 REVIEWS
4	Sophos Enduser Protection Bun...	+91	DISTRIBUTION -- 9% 91%	10 REVIEWS
5	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
6	Trend Micro DLP	+89	DISTRIBUTION -- 11% 89%	13 REVIEWS
7	Trustwave DLP	+88	DISTRIBUTION -- 12% 88%	10 REVIEWS
8	Symantec DLP	+64	DISTRIBUTION 13% 9% 77%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+89</b>	DISTRIBUTION 3% 5% 92%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS



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## EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



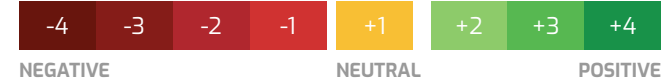
## Neglectful vs. Caring

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+98	DISTRIBUTION -- 2% 98%	48 REVIEWS
3	Forcepoint Data Security Suite	+90	DISTRIBUTION -- 10% 90%	20 REVIEWS
4	Check Point DLP	+89	DISTRIBUTION -- 11% 89%	18 REVIEWS
5	Trend Micro DLP	+88	DISTRIBUTION 6% -- 94%	13 REVIEWS
6	Trustwave DLP	+88	DISTRIBUTION -- 12% 88%	10 REVIEWS
7	Sophos Enduser Protection Bun...	+82	DISTRIBUTION -- 18% 82%	10 REVIEWS
8	Symantec DLP	+79	DISTRIBUTION 6% 9% 85%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+91</b>	DISTRIBUTION 1% 7% 92%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

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### EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



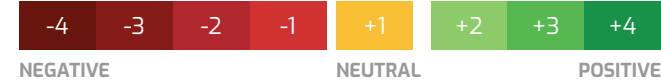
## Frustrating vs. Effective

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+94	DISTRIBUTION 2% 2% 96%	48 REVIEWS
3	Sophos Enduser Protection Bun...	+91	DISTRIBUTION -- 9% 91%	10 REVIEWS
4	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
5	Trustwave DLP	+88	DISTRIBUTION -- 12% 88%	10 REVIEWS
6	Trend Micro DLP	+74	DISTRIBUTION 13% -- 87%	13 REVIEWS
7	Check Point DLP	+66	DISTRIBUTION 6% 22% 72%	18 REVIEWS
8	Symantec DLP	+46	DISTRIBUTION 22% 10% 68%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+81</b>	DISTRIBUTION 6% 6% 88%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Wastes Time vs. Saves Time

1	Safetica	+96	 DISTRIBUTION -- 4% 96%	48 REVIEWS
2	Sophos Enduser Protection Bun...	+91	 DISTRIBUTION -- 9% 91%	10 REVIEWS
3	Trustwave DLP	+88	 DISTRIBUTION -- 12% 88%	10 REVIEWS
4	Forcepoint Data Security Suite	+85	 DISTRIBUTION 5% 5% 90%	20 REVIEWS
5	Check Point DLP	+83	 DISTRIBUTION -- 17% 83%	18 REVIEWS
6	McAfee DLP	+82	 DISTRIBUTION 9% -- 91%	14 REVIEWS
7	Trend Micro DLP	+75	 DISTRIBUTION 7% 11% 82%	13 REVIEWS
8	Symantec DLP	+50	 DISTRIBUTION 21% 8% 71%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+83</b>	 DISTRIBUTION 5% 7% 88%	
-	Proofpoint Enterprise Privacy	+100	 DISTRIBUTION -- -- 100%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



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POSITIVE - NEGATIVE



### CATEGORY

## Conflict Resolution

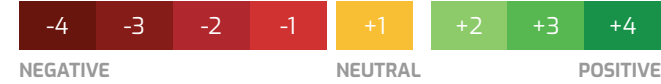
Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.



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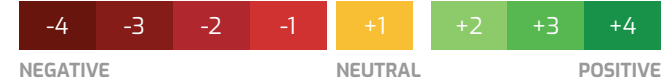
## Lack Of Integrity vs. Integrity

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Sophos Enduser Protection Bun...	+100	DISTRIBUTION -- 100%	10 REVIEWS
3	Safetica	+95	DISTRIBUTION -- 5% 95%	48 REVIEWS
4	Forcepoint Data Security Suite	+87	DISTRIBUTION -- 13% 87%	20 REVIEWS
5	Trustwave DLP	+86	DISTRIBUTION 7% -- 93%	10 REVIEWS
6	Check Point DLP	+78	DISTRIBUTION -- 22% 78%	18 REVIEWS
7	Trend Micro DLP	+78	DISTRIBUTION 7% 8% 85%	13 REVIEWS
8	Symantec DLP	+63	DISTRIBUTION 8% 22% 71%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+86</b>	DISTRIBUTION 2% 10% 88%	
-	Proofpoint Enterprise Privacy	+87	DISTRIBUTION -- 13% 87%	6 REVIEWS

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POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



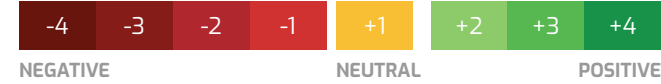
## Vendor Friendly Policies vs. Client Friendly Policies

1	Safetica	+98	DISTRIBUTION -- 2% 98%	48 REVIEWS
2	Forcepoint Data Security Suite	+95	DISTRIBUTION -- 5% 95%	20 REVIEWS
3	Trend Micro DLP	+92	DISTRIBUTION -- 8% 92%	13 REVIEWS
4	Sophos Enduser Protection Bun...	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
5	Trustwave DLP	+87	DISTRIBUTION -- 13% 87%	10 REVIEWS
6	Check Point DLP	+83	DISTRIBUTION -- 17% 83%	18 REVIEWS
7	McAfee DLP	+82	DISTRIBUTION 9% -- 91%	14 REVIEWS
8	Symantec DLP	+67	DISTRIBUTION 10% 14% 77%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+88</b>	DISTRIBUTION 2% 7% 91%	
-	Proofpoint Enterprise Privacy	<b>+100</b>	DISTRIBUTION -- -- 100%	6 REVIEWS

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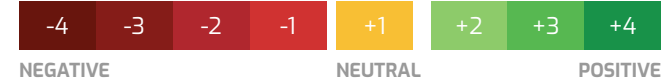
## Selfish vs. Altruistic

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+91	DISTRIBUTION 2% 5% 93%	48 REVIEWS
3	Forcepoint Data Security Suite	+77	DISTRIBUTION 10% 3% 87%	20 REVIEWS
4	Sophos Enduser Protection Bun...	+71	DISTRIBUTION -- 29% 71%	10 REVIEWS
5	Trustwave DLP	+68	DISTRIBUTION 7% 18% 75%	10 REVIEWS
6	Check Point DLP	+59	DISTRIBUTION -- 41% 59%	18 REVIEWS
7	Symantec DLP	+58	DISTRIBUTION 10% 22% 68%	31 REVIEWS
8	Trend Micro DLP	+58	DISTRIBUTION 8% 26% 66%	13 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+77</b>	DISTRIBUTION 5% 14% 81%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Big Fat Liars vs. Trustworthy

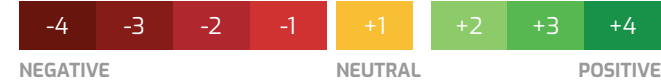
1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION 2% -- 98%	48 REVIEWS
3	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
4	Trend Micro DLP	+89	DISTRIBUTION -- 11% 89%	13 REVIEWS
5	Sophos Enduser Protection Bun...	+80	DISTRIBUTION -- 20% 80%	10 REVIEWS
6	Symantec DLP	+80	DISTRIBUTION 5% 10% 85%	31 REVIEWS
7	Check Point DLP	+78	DISTRIBUTION -- 22% 78%	18 REVIEWS
8	Trustwave DLP	+75	DISTRIBUTION -- 25% 75%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+88</b>	DISTRIBUTION 2% 8% 90%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS



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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Unfair vs. Fair

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Sophos Enduser Protection Bun...	+100	DISTRIBUTION -- 100%	10 REVIEWS
3	Safetica	+96	DISTRIBUTION 2% -- 98%	48 REVIEWS
4	Forcepoint Data Security Suite	+85	DISTRIBUTION 5% 5% 90%	20 REVIEWS
5	Trend Micro DLP	+85	DISTRIBUTION -- 15% 85%	13 REVIEWS
6	Trustwave DLP	+82	DISTRIBUTION -- 18% 82%	10 REVIEWS
7	Check Point DLP	+78	DISTRIBUTION -- 22% 78%	18 REVIEWS
8	Symantec DLP	+73	DISTRIBUTION 8% 12% 81%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+87</b>	DISTRIBUTION 3% 7% 90%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



### CATEGORY

## Negotiation and Contract

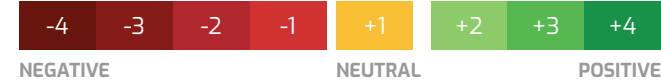
Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.



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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Greedy vs. Generous

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Forcepoint Data Security Suite	+85	DISTRIBUTION 5% 5% 90%	20 REVIEWS
4	Trustwave DLP	+75	DISTRIBUTION 7% 12% 82%	10 REVIEWS
5	Sophos Enduser Protection Bun...	+74	DISTRIBUTION 8% 10% 82%	10 REVIEWS
6	Check Point DLP	+71	DISTRIBUTION -- 29% 71%	18 REVIEWS
7	Trend Micro DLP	+68	DISTRIBUTION 16% -- 84%	13 REVIEWS
8	Symantec DLP	+56	DISTRIBUTION 16% 12% 72%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+82</b>	DISTRIBUTION 5% 8% 87%	
-	Proofpoint Enterprise Privacy	+54	DISTRIBUTION 23% -- 77%	6 REVIEWS

# Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



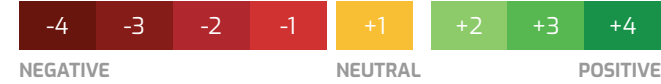
## Deceptive vs. Transparent

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+100	DISTRIBUTION -- 100%	48 REVIEWS
3	Trend Micro DLP	+82	DISTRIBUTION 9% -- 91%	13 REVIEWS
4	Forcepoint Data Security Suite	+80	DISTRIBUTION 5% 10% 85%	20 REVIEWS
5	Sophos Enduser Protection Bun...	+76	DISTRIBUTION -- 24% 76%	10 REVIEWS
6	Symantec DLP	+74	DISTRIBUTION 5% 16% 79%	31 REVIEWS
7	Check Point DLP	+73	DISTRIBUTION -- 27% 73%	18 REVIEWS
8	Trustwave DLP	+68	DISTRIBUTION 7% 18% 75%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+86</b>	DISTRIBUTION 2% 9% 88%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

# Emotional Footprint Details

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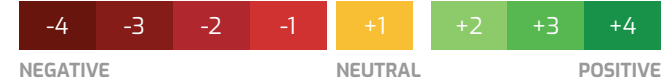
## Over Promised vs. Over Delivered

1	Safetica	+94	DISTRIBUTION -- 6% 94%	48 REVIEWS
2	McAfee DLP	+82	DISTRIBUTION 6% 6% 88%	14 REVIEWS
3	Sophos Enduser Protection Bun...	+81	DISTRIBUTION -- 19% 81%	10 REVIEWS
4	Check Point DLP	+80	DISTRIBUTION -- 20% 80%	18 REVIEWS
5	Trend Micro DLP	+74	DISTRIBUTION -- 26% 74%	13 REVIEWS
6	Forcepoint Data Security Suite	+69	DISTRIBUTION 10% 10% 79%	20 REVIEWS
7	Trustwave DLP	+64	DISTRIBUTION 18% -- 82%	10 REVIEWS
8	Symantec DLP	+23	DISTRIBUTION 28% 21% 51%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+74</b>	DISTRIBUTION 7% 12% 81%	
-	Proofpoint Enterprise Privacy	<b>+32</b>	DISTRIBUTION 23% 23% 55%	6 REVIEWS

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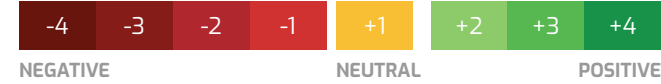
## Vendor's Interest First vs. Client's Interest First

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Forcepoint Data Security Suite	+90	DISTRIBUTION -- 10% 90%	20 REVIEWS
4	Trend Micro DLP	+75	DISTRIBUTION 8% 9% 83%	13 REVIEWS
5	Trustwave DLP	+75	DISTRIBUTION 7% 12% 82%	10 REVIEWS
6	Check Point DLP	+73	DISTRIBUTION -- 27% 73%	18 REVIEWS
7	Symantec DLP	+55	DISTRIBUTION 16% 13% 71%	31 REVIEWS
8	Sophos Enduser Protection Bun...	+41	DISTRIBUTION 16% 27% 57%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+81</b>	DISTRIBUTION 4% 11% 85%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

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**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Hardball Tactics vs. Friendly Negotiation

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Trend Micro DLP	+92	DISTRIBUTION -- 8% 92%	13 REVIEWS
4	Sophos Enduser Protection Bun...	+91	DISTRIBUTION -- 9% 91%	10 REVIEWS
5	Check Point DLP	+86	DISTRIBUTION -- 14% 86%	18 REVIEWS
6	Forcepoint Data Security Suite	+85	DISTRIBUTION 5% 5% 90%	20 REVIEWS
7	Symantec DLP	+75	DISTRIBUTION 5% 16% 80%	31 REVIEWS
8	Trustwave DLP	+68	DISTRIBUTION 7% 18% 75%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+88</b>	DISTRIBUTION 2% 8% 90%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS

# Emotional Footprint Details

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## EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



### CATEGORY

## Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

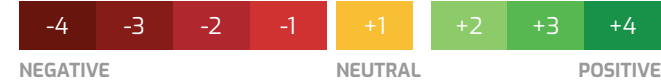




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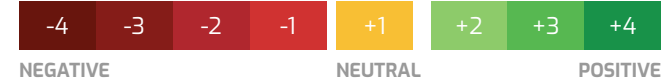
## Roadblock To Innovation vs. Helps Innovate

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Forcepoint Data Security Suite	+95	DISTRIBUTION -- 5% 95%	20 REVIEWS
4	Trustwave DLP	+82	DISTRIBUTION -- 18% 82%	10 REVIEWS
5	Sophos Enduser Protection Bun...	+81	DISTRIBUTION -- 19% 81%	10 REVIEWS
6	Trend Micro DLP	+72	DISTRIBUTION -- 28% 72%	13 REVIEWS
7	Check Point DLP	+66	DISTRIBUTION 6% 22% 72%	18 REVIEWS
8	Symantec DLP	+49	DISTRIBUTION 16% 19% 65%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+83</b>	DISTRIBUTION 3% 11% 86%	
-	Proofpoint Enterprise Privacy	+87	DISTRIBUTION -- 13% 87%	6 REVIEWS

# Emotional Footprint Details

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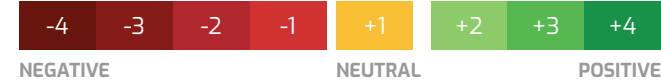
## Stagnant vs. Continually Improving

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+98	DISTRIBUTION -- 2% 98%	48 REVIEWS
3	Forcepoint Data Security Suite	+90	DISTRIBUTION -- 10% 90%	20 REVIEWS
4	Trend Micro DLP	+89	DISTRIBUTION -- 11% 89%	13 REVIEWS
5	Check Point DLP	+83	DISTRIBUTION -- 17% 83%	18 REVIEWS
6	Sophos Enduser Protection Bun...	+82	DISTRIBUTION -- 18% 82%	10 REVIEWS
7	Trustwave DLP	+57	DISTRIBUTION 18% 7% 75%	10 REVIEWS
8	Symantec DLP	+47	DISTRIBUTION 21% 12% 68%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+84</b>	DISTRIBUTION 4% 8% 88%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

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## EMOTIONAL SPECTRUM SCALE



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## Charges For Product Enhancements vs. Includes Product Enhancements

1	McAfee DLP	+100 😄	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+94 😄	DISTRIBUTION 2% 2% 96%	48 REVIEWS
3	Trustwave DLP	+82 😄	DISTRIBUTION -- 18% 82%	10 REVIEWS
4	Forcepoint Data Security Suite	+80 😄	DISTRIBUTION -- 20% 80%	20 REVIEWS
5	Check Point DLP	+78 😊	DISTRIBUTION -- 22% 78%	18 REVIEWS
6	Trend Micro DLP	+77 😊	DISTRIBUTION 6% 10% 83%	13 REVIEWS
7	Symantec DLP	+73 😊	DISTRIBUTION 6% 15% 79%	31 REVIEWS
8	Sophos Enduser Protection Bun...	+66 😊	DISTRIBUTION 8% 18% 74%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+84</b> 😄	DISTRIBUTION 2% 11% 87%	
-	Proofpoint Enterprise Privacy	+55 😐	DISTRIBUTION -- 45% 55%	6 REVIEWS

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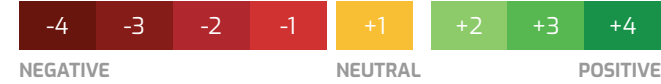
## Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Sophos Enduser Protection Bun...	+92	DISTRIBUTION -- 8% 92%	10 REVIEWS
2	McAfee DLP	+91	DISTRIBUTION -- 9% 91%	14 REVIEWS
3	Safetica	+90	DISTRIBUTION 4% 2% 94%	48 REVIEWS
4	Forcepoint Data Security Suite	+85	DISTRIBUTION 5% 5% 90%	20 REVIEWS
5	Symantec DLP	+76	DISTRIBUTION -- 24% 76%	31 REVIEWS
6	Trustwave DLP	+70	DISTRIBUTION 12% 7% 82%	10 REVIEWS
7	Trend Micro DLP	+68	DISTRIBUTION 7% 18% 75%	13 REVIEWS
8	Check Point DLP	+53	DISTRIBUTION 6% 35% 59%	18 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+80</b>	DISTRIBUTION 4% 12% 84%	
-	Proofpoint Enterprise Privacy	+54	DISTRIBUTION 23% -- 77%	6 REVIEWS

# Emotional Footprint Details

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## EMOTIONAL SPECTRUM SCALE



**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Despised vs. Inspiring

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Forcepoint Data Security Suite	+85	DISTRIBUTION -- 15% 85%	20 REVIEWS
4	Sophos Enduser Protection Bun...	+81	DISTRIBUTION -- 19% 81%	10 REVIEWS
5	Trustwave DLP	+75	DISTRIBUTION 7% 12% 82%	10 REVIEWS
6	Check Point DLP	+72	DISTRIBUTION -- 28% 72%	18 REVIEWS
7	Trend Micro DLP	+69	DISTRIBUTION -- 31% 69%	13 REVIEWS
8	Symantec DLP	+37	DISTRIBUTION 20% 23% 57%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+80</b>	DISTRIBUTION 3% 14% 83%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

# Emotional Footprint Details

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## EMOTIONAL SPECTRUM SCALE



**%** - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



### CATEGORY

## Product Impact

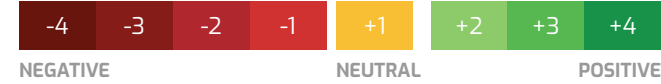
Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.



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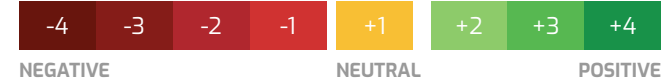
## Unreliable vs. Reliable

1	McAfee DLP	+100 😄	DISTRIBUTION -- 100%	14 REVIEWS
2	Sophos Enduser Protection Bun...	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
3	Trustwave DLP	+100 😄	DISTRIBUTION -- 100%	10 REVIEWS
4	Safetica	+98 😄	DISTRIBUTION -- 2% 98%	48 REVIEWS
5	Check Point DLP	+89 😄	DISTRIBUTION -- 11% 89%	18 REVIEWS
6	Forcepoint Data Security Suite	+85 😄	DISTRIBUTION 5% 5% 90%	20 REVIEWS
7	Trend Micro DLP	+83 😄	DISTRIBUTION -- 17% 83%	13 REVIEWS
8	Symantec DLP	+80 😄	DISTRIBUTION 10% -- 90%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+92</b> 😄	DISTRIBUTION 2% 4% 94%	
-	Proofpoint Enterprise Privacy	+100 😄	DISTRIBUTION -- 100%	6 REVIEWS

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## Restricts Productivity vs. Enables Productivity

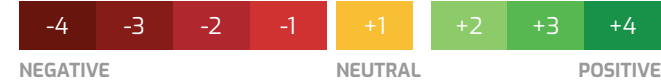
1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Trustwave DLP	+100	DISTRIBUTION -- 100%	10 REVIEWS
3	Safetica	+94	DISTRIBUTION 2% 2% 96%	48 REVIEWS
4	Sophos Enduser Protection Bun...	+90	DISTRIBUTION -- 10% 90%	10 REVIEWS
5	Forcepoint Data Security Suite	+85	DISTRIBUTION 5% 5% 90%	20 REVIEWS
6	Check Point DLP	+83	DISTRIBUTION -- 17% 83%	18 REVIEWS
7	Trend Micro DLP	+74	DISTRIBUTION 13% -- 87%	13 REVIEWS
8	Symantec DLP	+72	DISTRIBUTION 10% 9% 82%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+88</b>	DISTRIBUTION 4% 5% 91%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS



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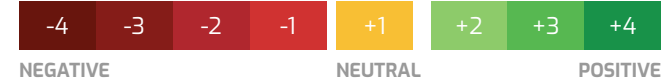
## Performance Restricting vs. Performance Enhancing

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+96	DISTRIBUTION -- 4% 96%	48 REVIEWS
3	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
4	Check Point DLP	+89	DISTRIBUTION -- 11% 89%	18 REVIEWS
5	Trustwave DLP	+82	DISTRIBUTION -- 18% 82%	10 REVIEWS
6	Trend Micro DLP	+79	DISTRIBUTION 7% 7% 86%	13 REVIEWS
7	Symantec DLP	+77	DISTRIBUTION 10% 3% 87%	31 REVIEWS
8	Sophos Enduser Protection Bun...	+72	DISTRIBUTION 9% 10% 81%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+89</b>	DISTRIBUTION 3% 5% 92%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

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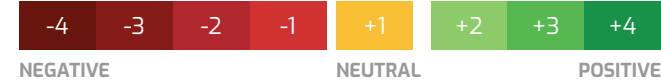
## Commodity Features vs. Unique Features

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Trustwave DLP	+100	DISTRIBUTION -- 100%	10 REVIEWS
3	Safetica	+92	DISTRIBUTION -- 8% 92%	48 REVIEWS
4	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
5	Check Point DLP	+83	DISTRIBUTION 6% 6% 89%	18 REVIEWS
6	Trend Micro DLP	+75	DISTRIBUTION -- 25% 75%	13 REVIEWS
7	Sophos Enduser Protection Bun...	+64	DISTRIBUTION 9% 18% 73%	10 REVIEWS
8	Symantec DLP	+53	DISTRIBUTION 15% 16% 68%	31 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+84</b>	DISTRIBUTION 4% 8% 88%	
-	Proofpoint Enterprise Privacy	+77	DISTRIBUTION -- 23% 77%	6 REVIEWS

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**% POSITIVE** - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



## Security Frustrates vs. Security Protects

1	McAfee DLP	+100	DISTRIBUTION -- 100%	14 REVIEWS
2	Safetica	+100	DISTRIBUTION -- 100%	48 REVIEWS
3	Sophos Enduser Protection Bun...	+100	DISTRIBUTION -- 100%	10 REVIEWS
4	Forcepoint Data Security Suite	+90	DISTRIBUTION 5% -- 95%	20 REVIEWS
5	Symantec DLP	+89	DISTRIBUTION 4% 3% 93%	31 REVIEWS
6	Check Point DLP	+83	DISTRIBUTION -- 17% 83%	18 REVIEWS
7	Trend Micro DLP	+80	DISTRIBUTION 6% 7% 86%	13 REVIEWS
8	Trustwave DLP	+76	DISTRIBUTION 12% -- 88%	10 REVIEWS
<b>CATEGORY AVERAGE</b>		<b>+92</b>	DISTRIBUTION 2% 3% 95%	
-	Proofpoint Enterprise Privacy	+100	DISTRIBUTION -- 100%	6 REVIEWS