



SoftwareReviews

POWERED BY

INFO~TECH  
RESEARCH GROUP

Head-to-Head

# Data Loss Prevention

**safetica**

vs.

 **Symantec**  
A Division of Broadcom

This report has been produced by SoftwareReviews on behalf of Safetica based on select data points from the Data Loss Prevention- 2021 report. For a full report please visit

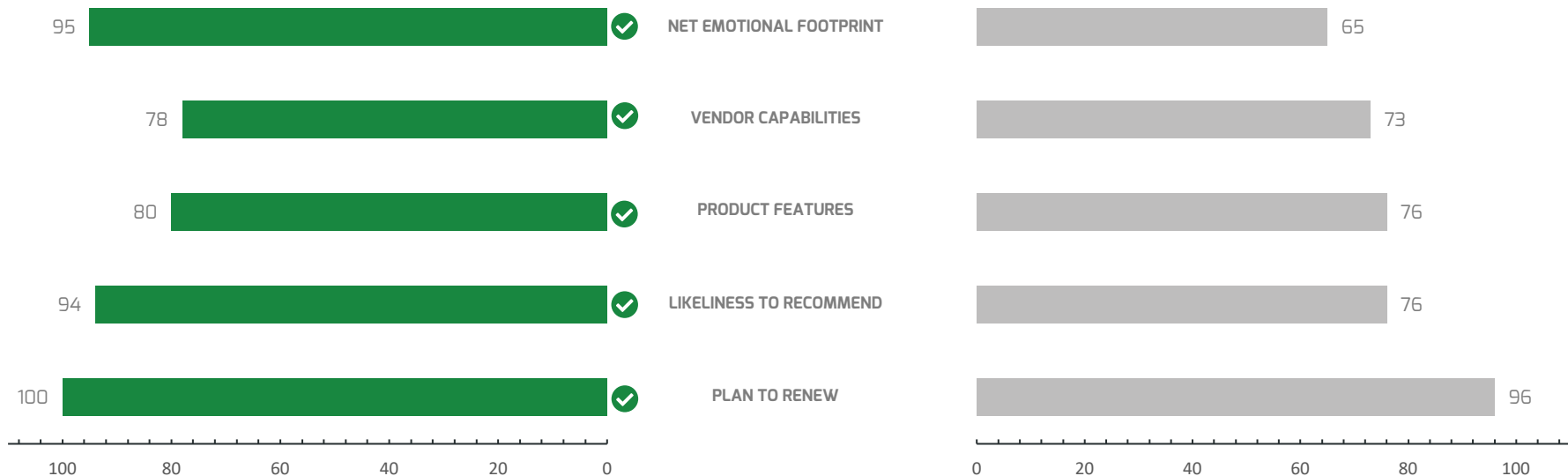
[SoftwareReviews.com](https://www.softwarereviews.com)

REPORT GENERATED **08.09.2021**

# Overview



This page provides a high-level summary of product performance within the Data Loss Prevention category, comparing some of our top value metrics. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair). Use this data to get a sense of the field, and to see how the products you're considering stack up.



# Summary

SoftwareReviews examines core vendor capabilities common across all Software Vendors. These capabilities represent table-stakes expectations for any software vendor, and are critical to driving a strong, long-term relationship between a vendor and a customer. This page provides definitions to the core vendor capabilities which have been measured.

**Business Value Created:** The ability to bring value to the organization. Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction – or lack thereof – with the product’s business value.

**Breadth of Features:** The ability of the software to perform a wide variety of tasks. Users prefer feature-rich software that enables them to perform a diverse series of tasks. This data expresses user satisfaction with the diversity of the product’s feature set.

**Product Strategy and Rate of Improvement:** Purchasing software can be a significant commitment, so it is important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who do not stay on top of emerging needs and trends will not enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

**Usability and Intuitiveness:** End user learning curves cost the organization money. Pay attention to your end users’ technical ability to determine how important user experience (UX) is in your purchase. This data captures how quickly your users will be able to adopt and leverage the platform.

**Vendor Support:** The ability to receive timely and sufficient support. The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use this data to identify which vendors will be there when you need them.

**Ease of Data Integration:** The ability to seamlessly integrate the solution with your other applications. Use this data to determine whether the product will cause headaches or make data integration easy.

**Ease of IT Administration:** Administrative interfaces shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

**Ease of Customization:** Out-of-the-box functionality often isn’t enough, especially for niche or industry-specific software, and the reason you’re buying rather than building is to save time and money in the first place. Don’t get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

**Availability and Quality of Training:** Effective and readily available training enables users to get the most out of the software you’ve chosen. Use this section to make sure your vendor’s training programs and materials measure up.

**Ease of Implementation:** Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

# Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow up on areas of concern during the evaluation and negotiation processes.



# Summary

SoftwareReviews examines product features specific to the Data Loss Prevention software category. Features have been chosen based on market relevancy and typical use within the category. Use this data to compare against your primary use case and identify relative strengths and weaknesses across your short-listed vendors.

**Centralized Reporting Engine:** The solution provides a central reporting engine for policy creation and management with canned reports and RBAC.

**Customizable and Pre Canned Policies:** Centralized reporting engine with out-of-the-box policy support and custom policy creation with bi-directional workflow integration.

**Data Discovery (DLP):** Structured (content registration or data fingerprinting) and unstructured (keywords, lexicons, metadata tags, statistical analysis, etc.) data identification.

**Endpoint Support:** Multiple operating system and device type support with offline protection, removable media, print screen, and copy and paste support.

**Forensic Analysis Support:** Query capabilities with pre-built and custom drill down, pivot, and parsing; includes export functions and event session reconstruction.

**Multiple Enforcement Actions:** The solution provides options for violations such as block, move, quarantine, and delete.

**Real Time Scanning:** The solution scans content and context of files in real-time 24/7.

**Activity Monitoring Alerts:** User access patterns can be monitored with rule-based alerts for sensitive data access requests.

**Email and IM Support:** The solution scans inbound and outbound messages for security violations.

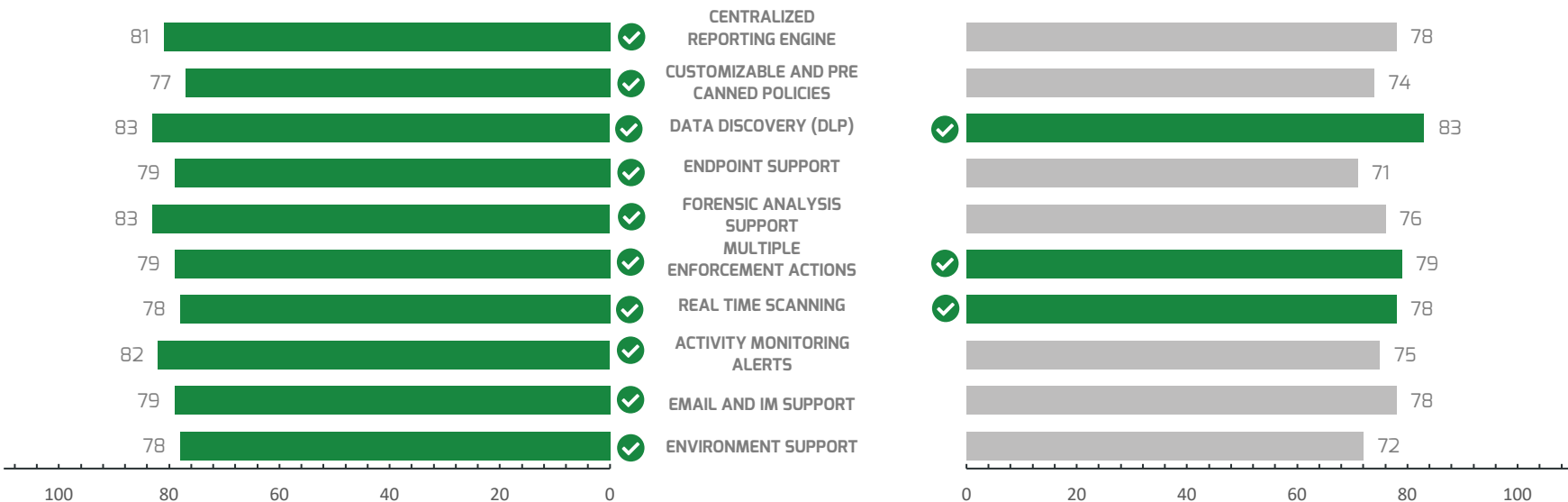
**Environment Support:** Breadth of protocol support, cloud protection, peer to peer, Web 2.0, and virtualization environment support.

PRODUCT FEATURES

# Summary




This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the feature set is preferable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.



# Summary

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short- and long-term satisfaction with the platform. We quantify this relationship in our Emotional Footprint. The information collected represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale and converted to percentages.



## The Emotional Footprint Assesses **Five Key Areas** to Better Evaluate the Vendor Relationship

**1**

Strategy and  
Innovation

**2**

Service  
Experience

**3**

Product  
Experience

**4**

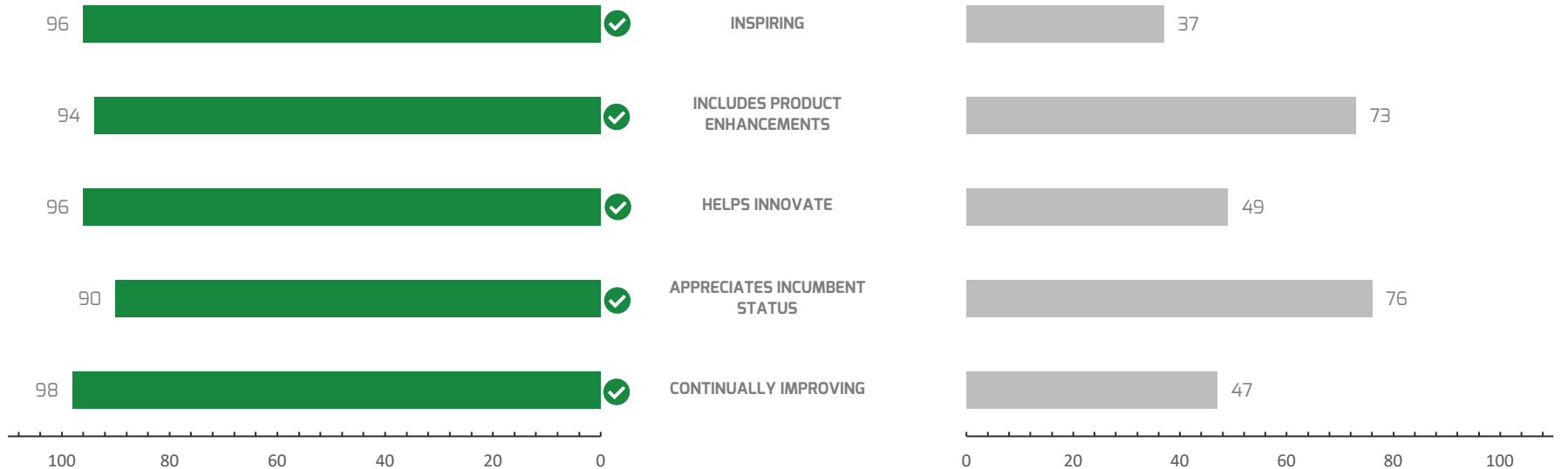
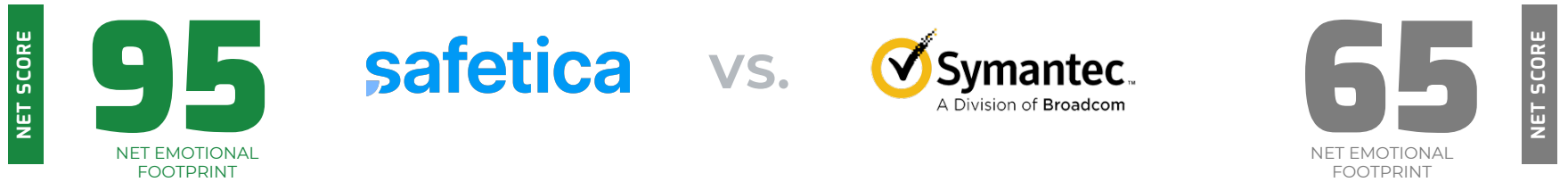
Negotiation  
and Contract

**5**

Conflict  
Resolution

# Strategy & Innovation

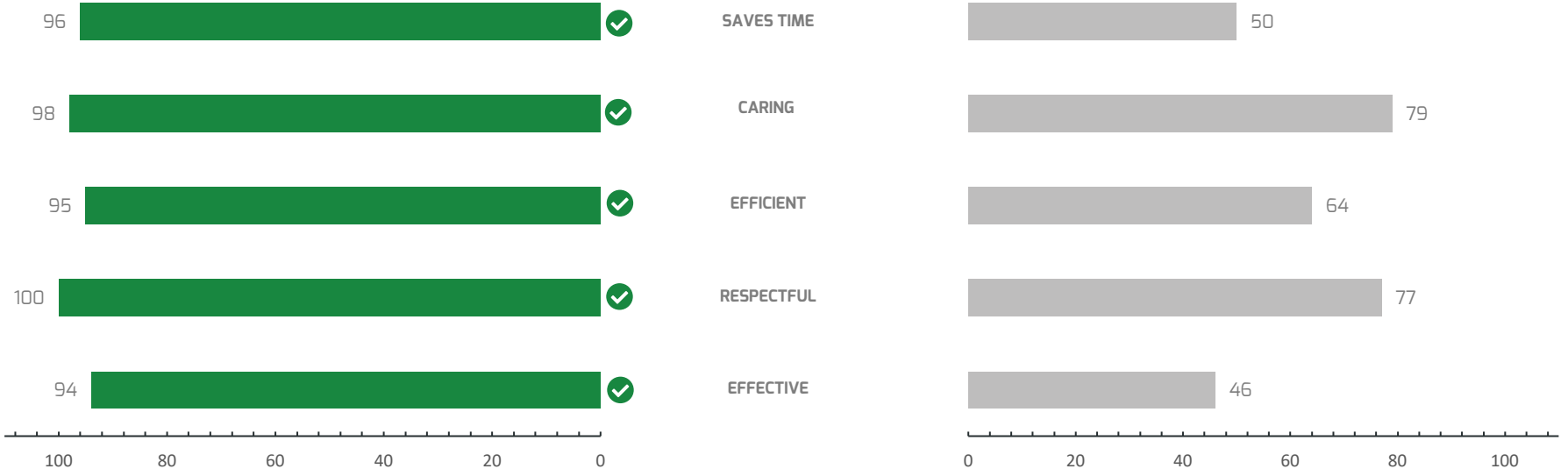
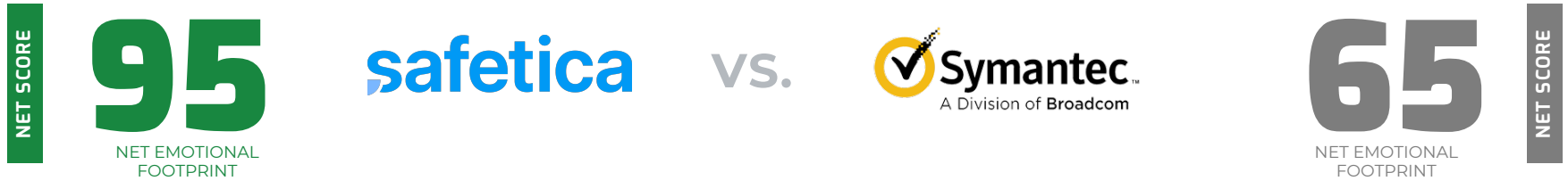
Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll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





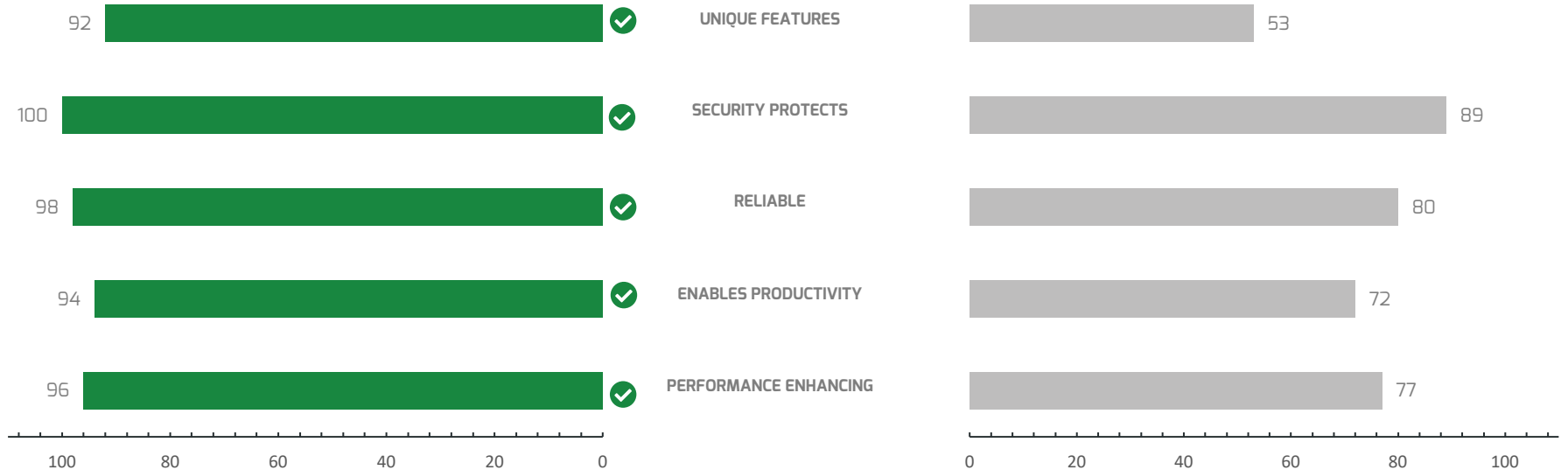
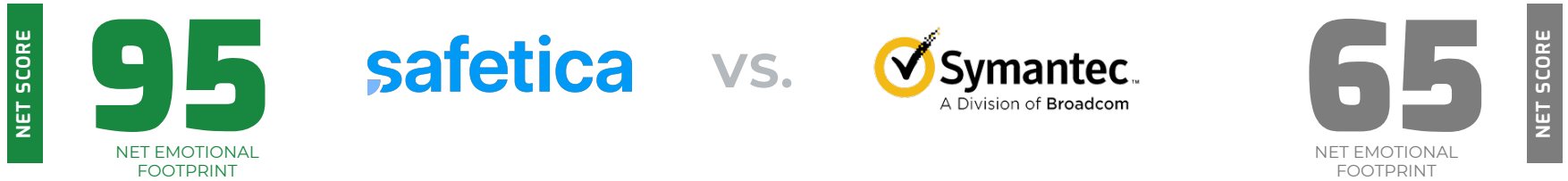
# Service Experience

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.



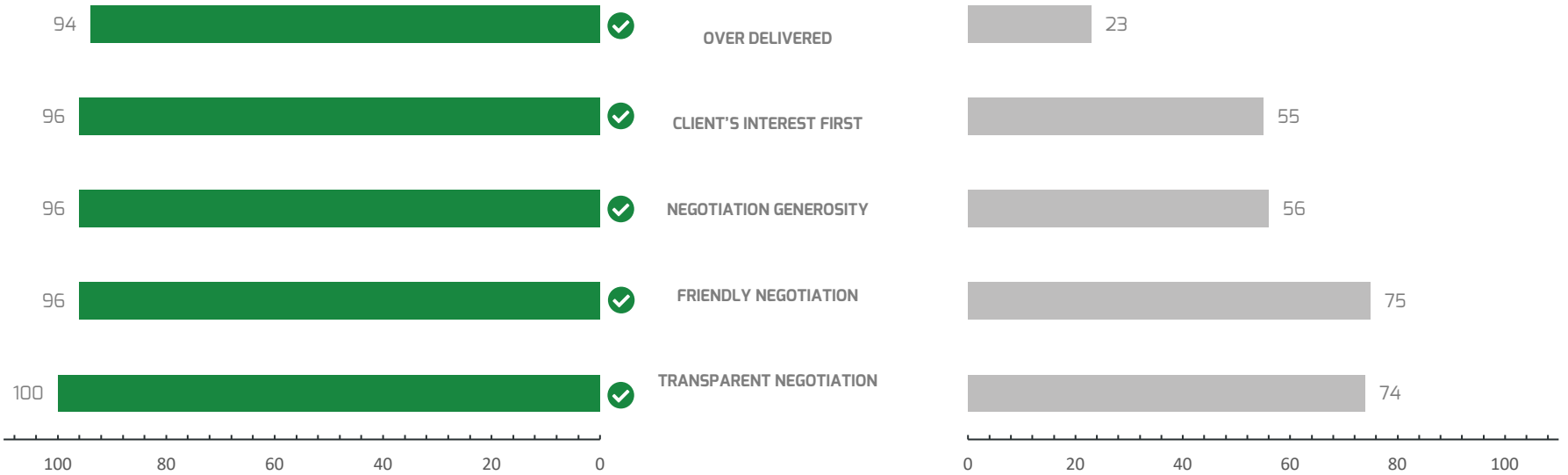
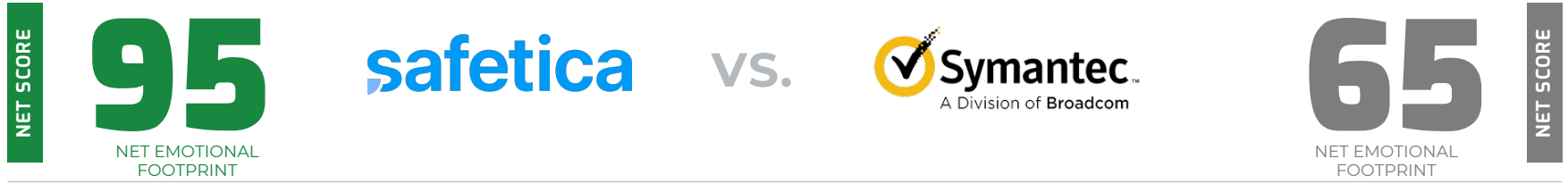
# Product Experience

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.



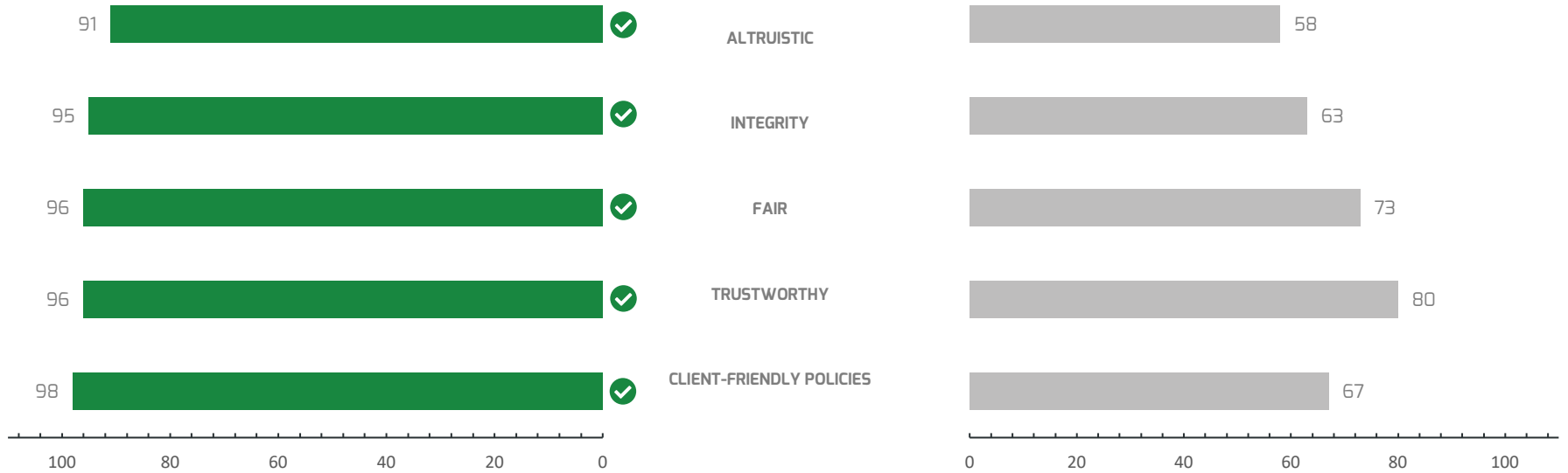
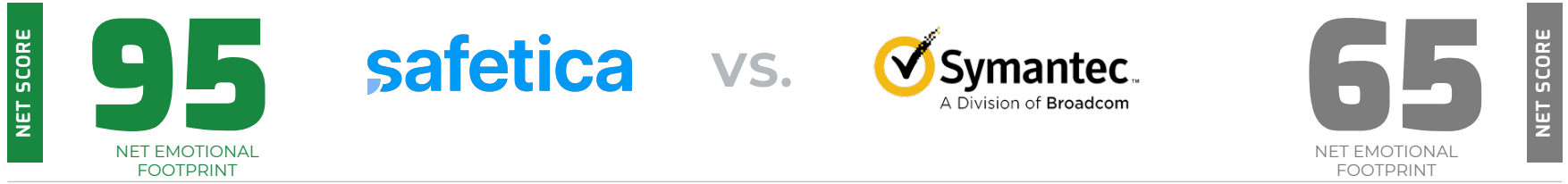
# Negotiation & Contract

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 – rather than against – you 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.



# 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.



## About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and analyst firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

## SoftwareReviews Methodology

SoftwareReviews collects vendor feedback data via an online survey platform. The survey covers over 130 data points covering the full lifecycle of the platform – from selection to switching.

Every review is thoroughly checked for authenticity through a robust QA process.

Data Quadrant and Emotional Footprint reports are published annually.

Individual product reports are updated semi-annually



SoftwareReviews

POWERED BY

INFO~TECH  
RESEARCH GROUP

Head-to-Head

# Data Loss Prevention

**safetica**

vs.

**Forcepoint**

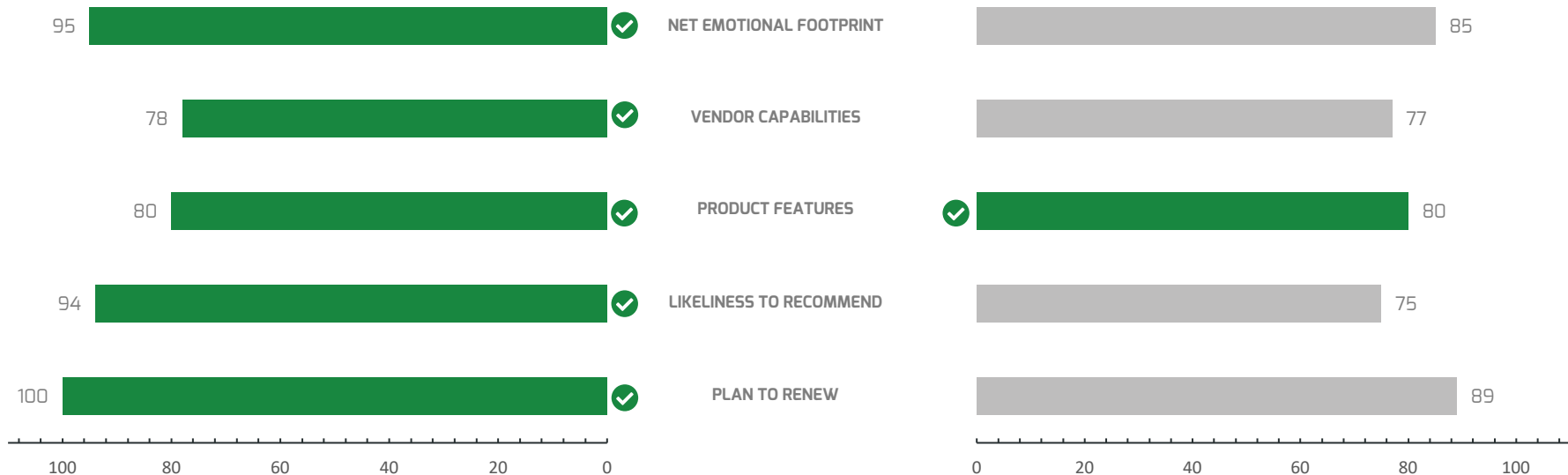
This report has been produced by SoftwareReviews on behalf of Safetica based on select data points from the Data Loss Prevention- 2021 report. For a full report please visit

[SoftwareReviews.com](https://www.softwarereviews.com)

REPORT GENERATED 08.09.2021

# Overview

This page provides a high-level summary of product performance within the Data Loss Prevention category, comparing some of our top value metrics. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair). Use this data to get a sense of the field, and to see how the products you're considering stack up.



# Summary

SoftwareReviews examines core vendor capabilities common across all Software Vendors. These capabilities represent table-stakes expectations for any software vendor, and are critical to driving a strong, long-term relationship between a vendor and a customer. This page provides definitions to the core vendor capabilities which have been measured.

**Business Value Created:** The ability to bring value to the organization. Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction – or lack thereof – with the product’s business value.

**Product Strategy and Rate of Improvement:** Purchasing software can be a significant commitment, so it is important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who do not stay on top of emerging needs and trends will not enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

**Vendor Support:** The ability to receive timely and sufficient support. The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use this data to identify which vendors will be there when you need them.

**Ease of Data Integration:** The ability to seamlessly integrate the solution with your other applications. Use this data to determine whether the product will cause headaches or make data integration easy.

**Ease of IT Administration:** Administrative interfaces shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

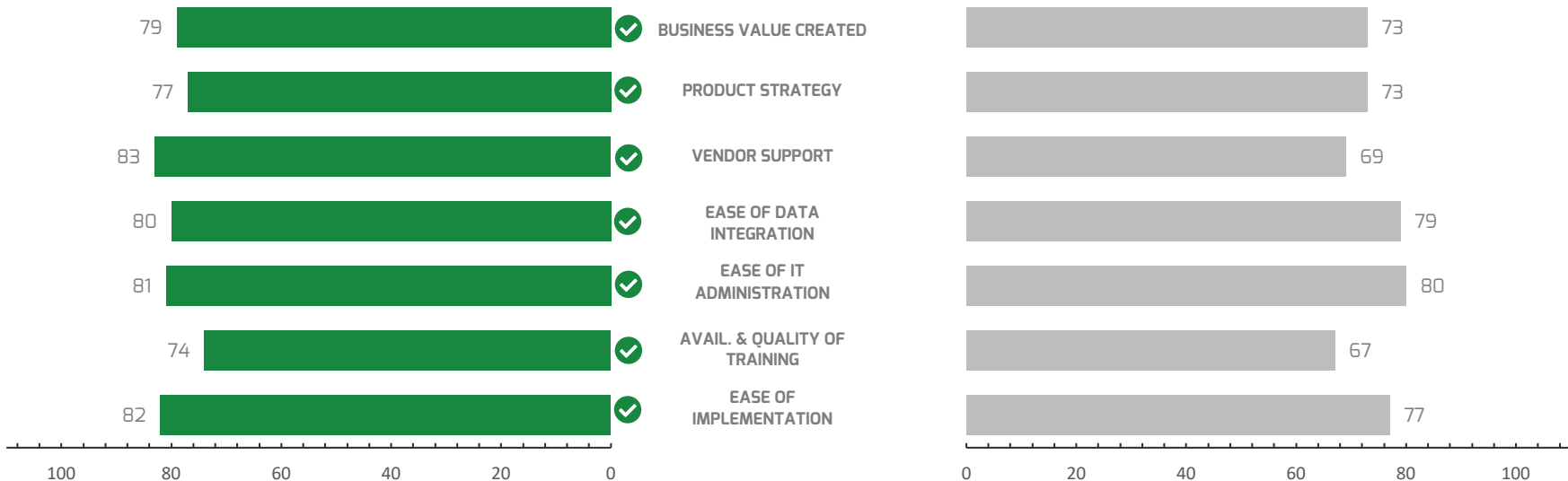
**Availability and Quality of Training:** Effective and readily available training enables users to get the most out of the software you’ve chosen. Use this section to make sure your vendor’s training programs and materials measure up.

**Ease of Implementation:** Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.



# Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow up on areas of concern during the evaluation and negotiation processes.



## PRODUCT FEATURES

# Summary



SoftwareReviews examines product features specific to the Data Loss Prevention software category. Features have been chosen based on market relevancy and typical use within the category. Use this data to compare against your primary use case and identify relative strengths and weaknesses across your short-listed vendors.

**Centralized Reporting Engine:** The solution provides a central reporting engine for policy creation and management with canned reports and RBAC.

**Data Discovery (DLP):** Structured (content registration or data fingerprinting) and unstructured (keywords, lexicons, metadata tags, statistical analysis, etc.) data identification.

**Forensic Analysis Support:** Query capabilities with pre-built and custom drill down, pivot, and parsing; includes export functions and event session reconstruction.

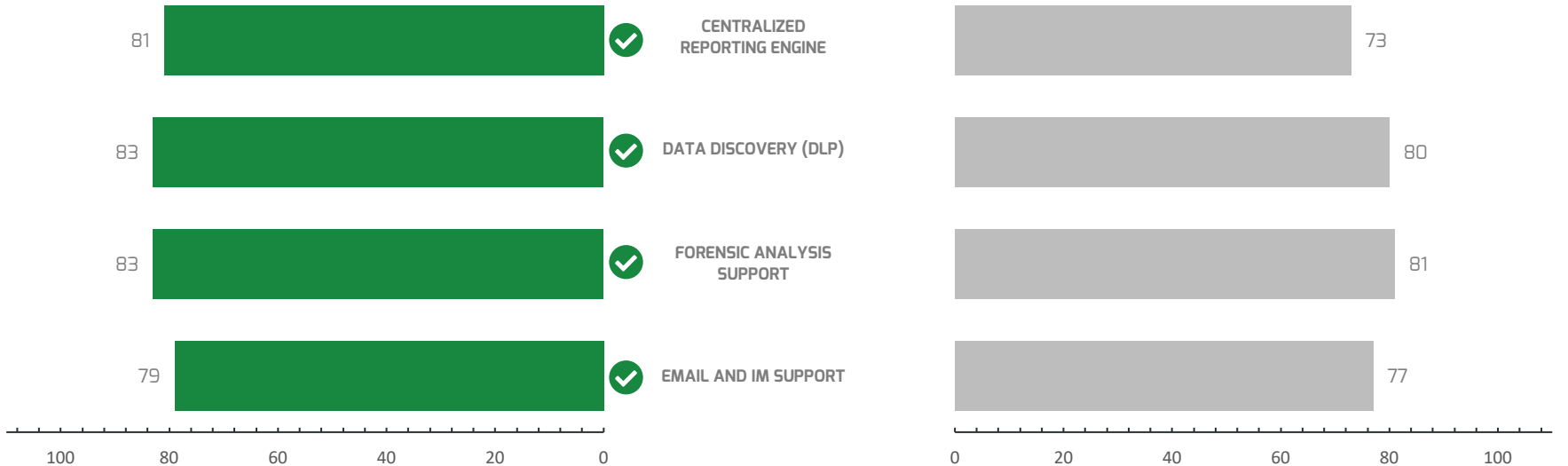
**Email and IM Support:** The solution scans inbound and outbound messages for security violations.

## PRODUCT FEATURES

# Summary




This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the feature set is preferable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.



# Summary

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short- and long-term satisfaction with the platform. We quantify this relationship in our Emotional Footprint. The information collected represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale and converted to percentages.



## The Emotional Footprint Assesses **Five Key Areas** to Better Evaluate the Vendor Relationship

**1**

Strategy and  
Innovation

**2**

Service  
Experience

**3**

Product  
Experience

**4**

Negotiation  
and Contract

**5**

Conflict  
Resolution

# Strategy & 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.



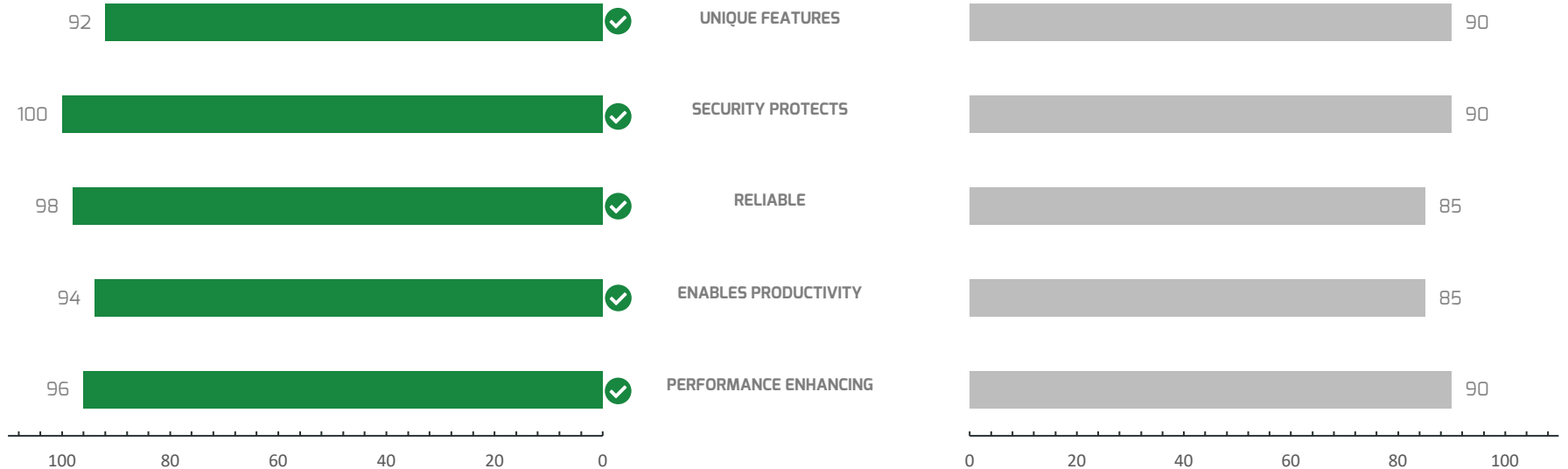
# Service Experience

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.



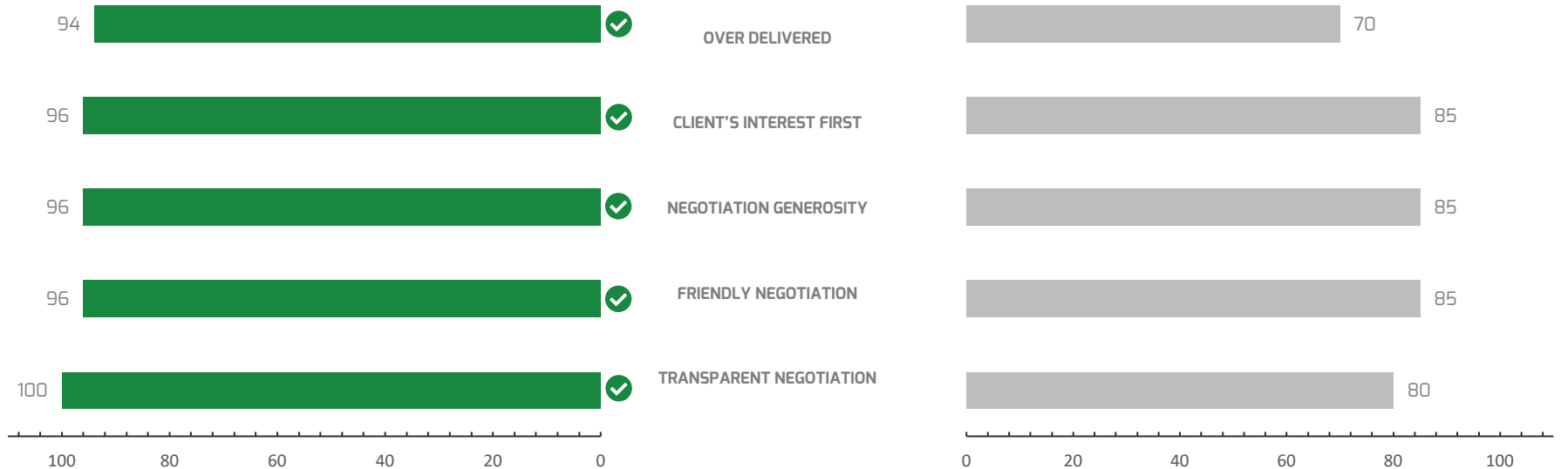
# Product Experience

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.



# Negotiation & Contract

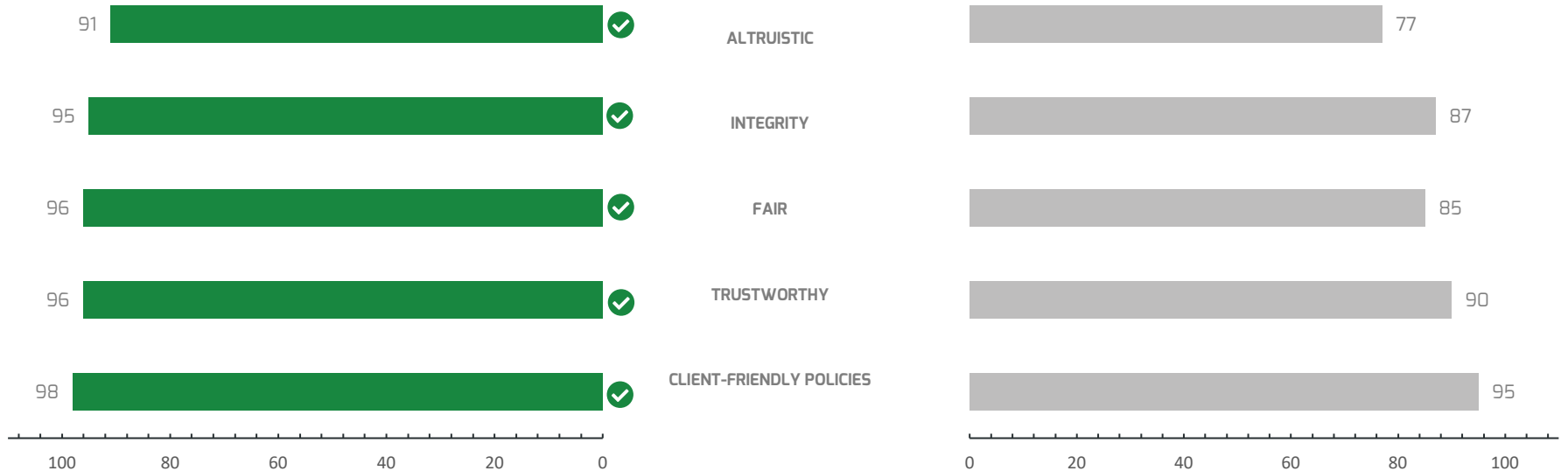
Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with – rather than against – you makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly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





# 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.



## About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and analyst firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

## SoftwareReviews Methodology

SoftwareReviews collects vendor feedback data via an online survey platform. The survey covers over 130 data points covering the full lifecycle of the platform – from selection to switching.

Every review is thoroughly checked for authenticity through a robust QA process.

Data Quadrant and Emotional Footprint reports are published annually.

Individual product reports are updated semi-annually