2025-03

ESET vs. Bitdefender

Comparison of publicly available data
of Business products

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Comparison of **product features** and **services**

Based on competitor's highest MDR tier and XDR product available

Name of the feature or service	ESET PROTECT MDR ULTIMATE	Bitdefender Gravity Zone Business Security Enterprise + MDR Enterprise	Remarks
Modern Endpoint Protection (Next-gen antivirus)	●	●	
Server Security	●	●	
Client email protection (antispam, anti-phishing)	●	○	
Device Control	●	●	
Web Control	●	●	
Secure Browser	●	●	
Firewall management	●	●	
Botnet protection	●	○	
Mobile device protection and management	●	○	Available as paid add-on

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Comparison of **product features** and **services**

Based on competitor's highest MDR tier and XDR product available

Name of the feature or service	ESET PROTECT MDR ULTIMATE	Bitdefender Gravity Zone Business Security Enterprise + MDR Enterprise	Remarks
Automated threat hunting and remediation / Cloud Sandbox	●	●	
Full-Disk Encryption	●	○	Available as paid add-on
Vulnerability Assessment	●	●	
Patch Management	●	○	Available as paid add-on
Mail server security	●	○	Available as paid add-on
Cloud application protection (MS365, Google Workspace)	●	○	
Multi-Factor Authentication	●	○	
XDR	●	●	
Managed Detection & Response	●	●	
Digital Forensics and Incident Response (DFIR)	●	○	
Premium Support	●	○	Available as paid add-on

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Comparison of **product detection capabilities** and **performance**

Research based on independent test results of **business** products

Name of the test, feature	ESET	Bitdefender	Tested products, source
AV-Comparatives **Business Security** Test (Aug–Nov 2024) **Impact score** (lower is better)	**9.7 Points**	18.0 Points	ESET PROTECT Entry, Bitdefender GravityZone Premium Link to the test: https://www.av-comparatives.org/wp-content/uploads/2024/11/avc_biz_2024_12.pdf
AV-Comparatives **ATP test** 2024 **Score** (higher is better)	**14 Points**	13 Points	ESET PROTECT Entry, Bitdefender GravityZone Premium Link to the test: https://www.av-comparatives.org/wp-content/uploads/2024/10/avc_atp_2024_ent.pdf
AV-Comparatives **Business Security** Test (Aug–Sep 2024) **False positives** (non-business files)	**Very low (0-5)**	Low (6-15)	ESET PROTECT Entry, Bitdefender GravityZone Premium Link to the test: https://www.av-comparatives.org/wp-content/uploads/2024/10/avc_biz_2024_10_factsheet.pdf
AV-Comparatives **Business Security** Test (Mar–Jun 2024) **Impact score** (lower is better)	**3.8 Points**	27.0 Points	ESET PROTECT Entry, Bitdefender GravityZone Premium Link to the test: https://www.av-comparatives.org/wp-content/uploads/2024/07/avc_biz_2024_07.pdf
MRG Effitas 360° Assessment & Certification – Q3 2024 **Phishing simulator test**	**5/5 Blocked samples**	2/5 Blocked samples	ESET Endpoint Security, Bitdefender Endpoint Security Link to the test: https://www.mrg-effitas.com/wp-content/uploads/2024/12/MRG_Effitas_360_Q3_2024-1.pdf
MRG Effitas 360° Assessment & Certification – Q2 2024 **Phishing simulator test**	**5/5 Blocked samples**	1/5 Blocked samples	ESET Endpoint Security, Bitdefender Endpoint Security Link to the test: https://www.mrg-effitas.com/wp-content/uploads/2024/08/MRG_Effitas_360_Q2_2024_Final-2.pdf

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Comparison of **product detection capabilities** and **performance**

Research based on independent test results of **business** products

Name of the test, feature	ESET	Bitdefender	Tested products, source
MRG Effitas 360° Assessment & Certification – Q1 2024 **Phishing simulator test**	**5/5** **Blocked samples**	4/5 Blocked samples	ESET Endpoint Security, Bitdefender Endpoint Security Link to the test: https://www.mrg-effitas.com/wp-content/uploads/2024/06/MRG_Effitas_360_Q1_2024.pdf
MRG Effitas 360° Assessment & Certification – Q1 2024 **PUA/Adware detection test**	**0%** **Samples missed**	22,22% Samples missed	ESET Endpoint Security, Bitdefender Endpoint Security Link to the test: https://www.mrg-effitas.com/wp-content/uploads/2024/06/MRG_Effitas_360_Q1_2024.pdf
Passmark Business Security Products Benchmark 1/2025 **Performance Benchmark Overall Score**	**74** **Points**	53 Points	ESET Protect Advanced, Bitdefender GravityZone Premium Link to the test: https://www.passmark.com/reports/WatchGuard_Business_Security_Products_Performance_Benchmarks_2024Ed2.pdf

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Customers' ratings

Based on ratings from verified reviews from real users on the G2 platform (February 2025)

https://www.g2.com/compare/bitdefender-gravityzone-vs-eset-protect

Ratings	ESET	Bitdefender
Overall Rating	★★★★⯨	★★★★☆
Meets requirements	**9.3**	8.3
Ease of use	**8.9**	8.1
Ease of setup	**8.7**	8.3
Ease of admin	**8.5**	7.7
Quality of support	**8.9**	8.0
Has the product been a good partner in doing business?	**9.0**	8.0
Compliance	**9.1**	8.9
Web control	**8.9**	8.8
Application control	**9.0**	8.8
Asset management	**8.8**	**8.8**
Device control	**9.0**	8.9
Endpoint intelligence	**9.1**	8.8
Automated remediation	**9.0**	9.0

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Selected customer reviews

Based on feedback from verified users on the Gartner Peer Insights platform (February 2025)

"Effective Device Management and Patching with GravityZone"

Overall Comment: "GravityZone is good enough that I wouldn't discourage others from using it. My use of GravityZone is primarily as a tool for patching Windows servers on a monthly basis. It's significantly better than running updates manually, but **the process is very much happening in a void. There is very little insight into where each server is in the update process**. There are also **significant and unpredictable delays**. I might tell 10 servers to reboot, some will reboot immediately, others **may take a long while just to initiate the reboot**."

What do you dislike most about the product or service?

"Bitdefender is responsible for **performance complaints from end users** with some frequency when a full scan is running.**"**

(source: https://www.gartner.com/reviews/market/endpoint-protection-platforms/vendor/bitdefender/product/bitdefender-gravityzone/review/view/5859152)

"Accidental Bitdefender Administrator"

Overall Comment: "The product was already implemented and nearly fully deployed when I joined the organization, so I did not have the benefit of being involved in the onboarding process…"

What do you dislike most about the product or service?

"Alert information- I often find myself **wondering why something was thought to be suspicious or malicious**. When I create a support ticket I am only told if the file or process was a false positive or not. **There was no explanation of what the file or process did that raised the alarm**. This information can help me determine if the file/process is expected in our environment."

(source: https://www.gartner.com/reviews/market/endpoint-protection-platforms/vendor/bitdefender/product/bitdefender-gravityzone/review/view/5944338)

"Analyzing Quick Service and Interface of Enterprise Management"

Overall Comment: "**Deployment is a bit of a challenge** since MSI installers are not available and the **executable can't be deployed** as is. A better deployment function would improve the use."

What do you dislike most about the product or service?

"Limited operating system support. "

(source: https://www.gartner.com/reviews/market/endpoint-protection-platforms/vendor/bitdefender/product/bitdefender-gravityzone/review/view/5446092)

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ESET KEY ADVANTAGES

MULTI-LAYERED PROTECTION

17 layers safeguard

1+ billion internet users worldwide

LIGHT ON RESOURCES

Top performer for **11 years** in AV-Comparatives testing

PRAISED BY CUSTOMERS AS EASY TO USE

Verified by reviews on independent review platforms

AWARD-WINNING

Track record of scoring top of industry in independent tests

SUPPORT IN YOUR LANGUAGE

700+ customer care experts

SOCIALLY RESPONSIBLE

Benefiting society for more than **30 years**

ESET KEY ADVANTAGES

MULTI-LAYERED PROTECTION

17 layers safeguard
1+ billion internet users worldwide

PRE-EXECUTION LAYER

Reputation and Cache

Network Attack Protection

UEFI Scanner

Advanced Machine Learning

Brute-Force Attack Protection

Device Control

DNA Detections

In-Product Sandbox

EXECUTION LAYER

Ransomware Shield

Ransomware Remediation

Script Scanner & AMSI

Advanced Memory Scanner

Exploit Blocker

Deep Behavioral Inspection

POST-EXECUTION LAYER

LiveGrid® Protection

Secure Browser

Botnet Protection

ESET technology has 17 layers of protection that safeguard more than a billion internet users worldwide. **Multi-layered technology** provides far more comprehensive protection than basic antivirus software.
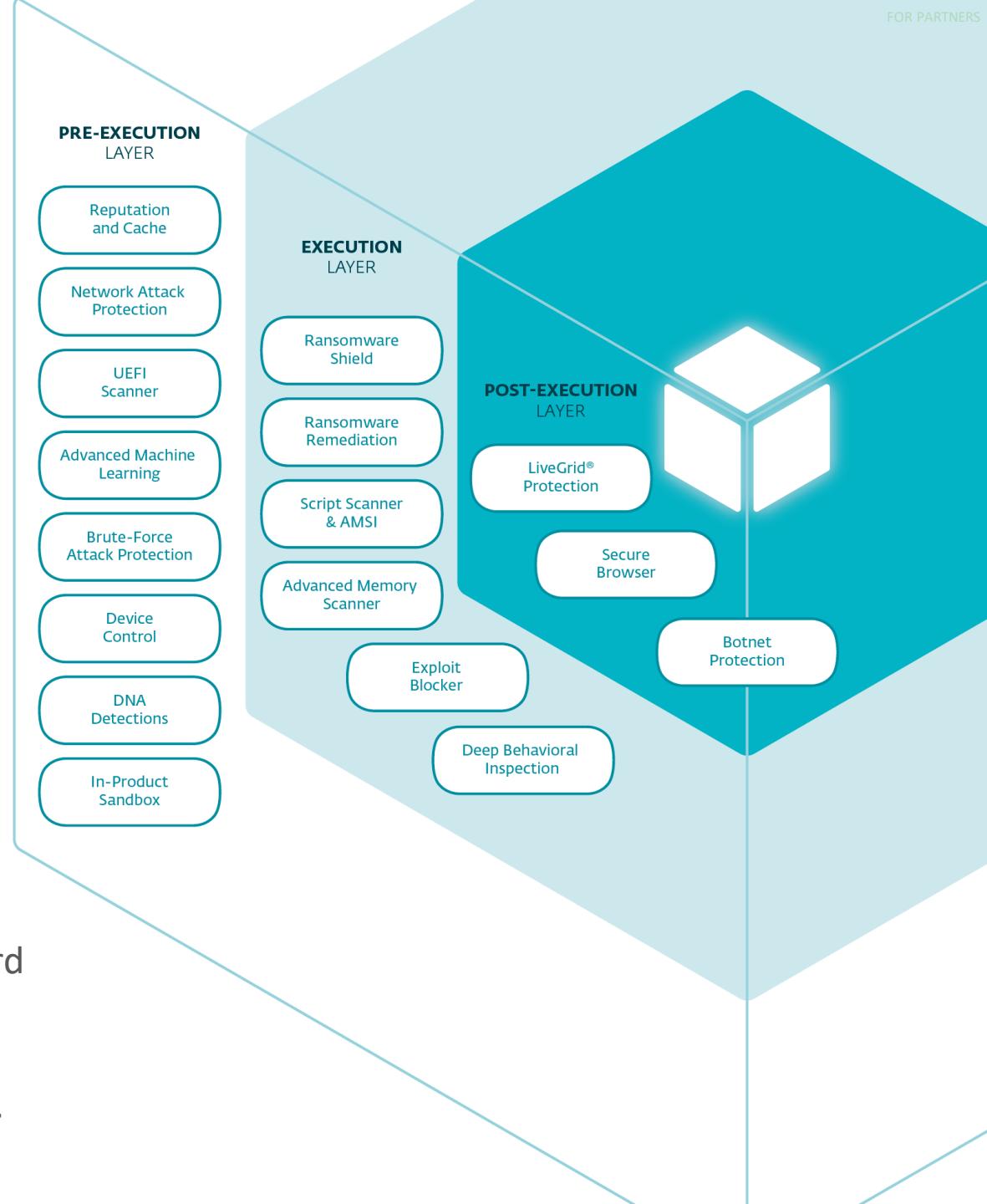
ESET KEY ADVANTAGES

LIGHT ON RESOURCES

Top performer for **11 years** in AV-Comparatives testing

ESET has been a **Top Performer** for 11 consecutive years in AV-Comparatives testing because it provides, among many other things, entertainment, work and internet browsing without slowdowns, a longer battery life with battery-saving mode, and gaming without distracting pop-ups.

ESET KEY ADVANTAGES

PRAISED BY CUSTOMERS AS EASY TO USE

Verified by reviews on independent review platforms

Easy to use is the key vendor feature highlighted in over 900 customer reviews collected on Gartner Peer Insights.

ESET PROTECT Market Features

Feature	Rating	(Count)	Feature	Rating	(Count)
Ease of Use	4.6 ★	(507)	Cloud-based Management	4.5 ★	(498)
Prevention	4.6 ★	(507)	EDR Functionality	4.4 ★	(502)
Security Suite	4.5 ★	(503)	Managed Services	4.6 ★	(501)
Geographic Support	4.6 ★	(505)	OS Support	4.6 ★	(506)
Malware accuracy and effectiveness	4.6 ★	(326)	Performance impact on endpoint	4.6 ★	(326)
Management interface /ease of use	4.6 ★	(326)	Protection	4.7 ★	(237)
Performance Impact	4.6 ★	(237)	Deployment and Onboarding	4.5 ★	(237)
Hybrid Management	4.6 ★	(236)	XDR Functionality	4.6 ★	(232)

As of Jan 2025 @Gartner, Inc

Gartner
Peer Insights.

ESET KEY ADVANTAGES

AWARD-WINNING

ESET ranks among the best in the industry, as evidenced by multiple awards and certifications from organizations such as AV-TEST, AV-Comparatives, MRG Effitas and SE Labs.

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ESET KEY ADVANTAGES

SUPPORT IN
YOUR LANGUAGE

700+ customer care experts

More than 700 of our customer care experts speak directly to customers daily from more than 60 ESET customer care centers across 37 time zones. This way, we can offer our services to our customers whenever they need help, wherever they are.

ESET KEY ADVANTAGES

SOCIALLY RESPONSIBLE

Benefiting society for more than 30 years

We are committed to managing our company in a socially responsible and environmentally sustainable way.

We are proud that our culture of innovation is present throughout the company.

We believe that supporting education, science and R&D brings about change in the digital world and across society.

ESET ADVANTAGES

Google Play

ESET is a founding member of the App Defense Alliance, which ensures the **safety of the Google Play Store**

PROTECTING YOUR FAVORITE INSTITUTIONS AND BRANDS

"Partnering with a respected member of the cybersecurity industry like ESET will enhance the protection of the Google Play ecosystem"

Dave Kleidenmacher, head of Android security and privacy at Google

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