

Comparing CylancePROTECT® with Cylance Smart Antivirus™





In this evaluation guide, we'll compare CylancePROTECT and Cylance Smart Antivirus to illustrate the role each solution can play in helping your business achieve a prevention-first security posture.

Introduction

By now, it should come as no surprise to anyone that an endpoint defense strategy based on signature-based products is no longer tenable. It's neither practical nor possible for any legacy AV vendor to develop signatures for the more than 350,000 new samples of malware and potentially unwanted programs registered by the AV-Institute each day¹. Even if it were, malware authors can easily elude signature-based defenses by obfuscating malicious code, utilizing polymorphism, or exploiting dozens of other evasion techniques.

Signature-based defense is also unsustainable from a management perspective. Downloading, installing, distributing, and auditing an ongoing stream of signature update files imposes an unacceptable administrative burden on security teams that are often under-resourced, over-stressed, and contending with chronic alert fatigue. Fortunately, endpoint protection solutions based on artificial intelligence (AI) technology are now available that are lightweight, easy to manage, and proven effective at preventing more than 99% of modern malware from executing.

BlackBerry Cylance Approach To Endpoint Security Solutions

BlackBerry Cylance has earned widespread industry recognition for its innovative AI technology, suite of endpoint protection, detection, and response solutions, and portfolio of world-class cybersecurity consulting services. Our endpoint protection products include:

- **CylancePROTECT:** An enterprise-class threat prevention solution for businesses of any size. CylancePROTECT combines the power of AI to block malware infections with additional security controls that safeguard against script-based, fileless, memory, and external device-based attacks.
- **Cylance Smart Antivirus:** A consumer antivirus solution that extends the AI-driven malware prevention features of CylancePROTECT to systems owned by employees and their families.

¹ Statistic sourced from the AV-TEST Institute website [here](#).

Preventing Security Threats with CylancePROTECT

CylancePROTECT stops both known and unknown attacks from compromising endpoints with unmatched effectiveness, ease of use, and minimal system impact. Key features include:

- **AI-Driven Malware Prevention.** Sophisticated machine learning models can analyze 2.7 million file properties, disassembling each file into its constituent DNA to discern whether it's malicious or benign and allow only benign files to execute.
- **Stopping Unknown and Zero-Day Attacks.** Testing performed by SE Labs showed that CylancePROTECT prevents the execution of malware that will not exist in the wild for years to come, with an average Predictive Advantage of 25 months.
- **Memory Exploitation Detection and Prevention.** Identifies and stops fileless attacks with immediate, automated prevention responses.
- **Script Management.** Enforces policies that determine when and where scripts are allowed to run and who is allowed to run them.
- **Device Usage Policy Enforcement.** Imposes access rules on external devices, such as USB drives, thereby eliminating them as possible attack vectors.
- **Application Control for Fixed-Function Devices.** Enables fixed-function devices to remain in a pristine state, eliminating the drift that occurs with unmanaged devices.
- **Seamless integration with CylanceOPTICS®.** CylanceOPTICS is an endpoint detection and response (EDR) solution that extends the threat prevention delivered by CylancePROTECT by applying AI to prevent widespread security incidents.
- **Optional Implementation by BlackBerry Cylance's ThreatZERO® Consultants.** ThreatZERO is an objectives-based engagement to operationalize and optimize CylancePROTECT and CylanceOPTICS in your environment.

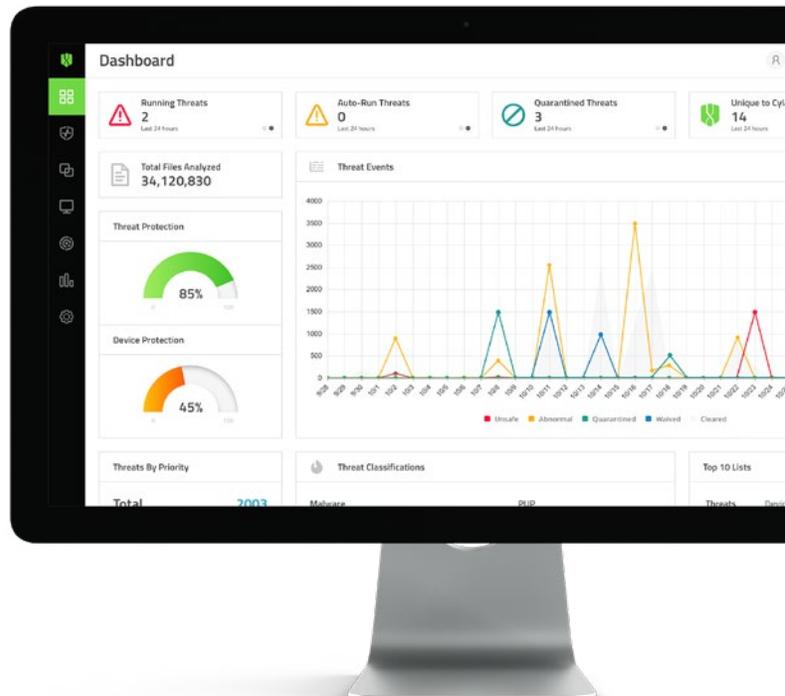
Common Use Cases

CylancePROTECT is the right choice for businesses that need to:

- Detect and prevent malicious executables and zero-day attacks.
- Thwart ransomware such as NotPetya, WannaCry, Goldeneye, and Satan from executing and hijacking their data.

- Prevent malicious email attachments from detonating their payloads.
- Stop adversaries from misusing common system management tools to compromise memory with fileless attacks.
- Stop employees from running unauthorized and potentially malicious scripts.
- Prohibit unauthorized access to external devices.
- Acquire CylanceOPTICS capabilities for incident prevention, root cause analysis, smart threat hunting, and automated detection and response.
- Implement security policies that meet specific business needs. For example, one BlackBerry Cylance customer operationalized CylancePROTECT to allow only members of its IT department to run scripts and utilize USB devices.

To learn more, download [CylancePROTECT. Continuous Threat Prevention Powered by Artificial Intelligence.](#)



Protecting Employee-Owned Systems with Cylance Smart Antivirus

Cylance Smart Antivirus lets consumers benefit from BlackBerry Cylance’s AI technology in the home environment. Cylance Smart Antivirus is easy to install, lightweight on resources, and very effective at stopping ransomware and other malware. As a consumer product, it doesn’t include the device, memory, script, and application security controls CylancePROTECT provides for enterprise business environments. Key features include:

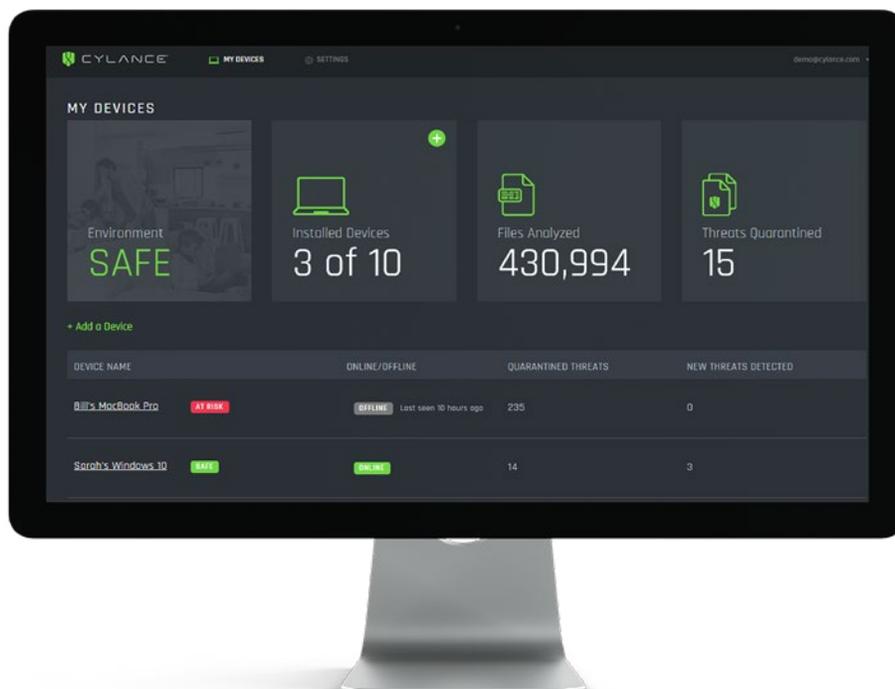
- **AI-Driven Malware Prevention.**
- **Stopping Unknown and Zero-Day Attacks.**
- **Consumer-Friendly Simplicity.** Cylance Smart Antivirus updates itself automatically and is easy to install, configure, and manage.

Common Use Cases

Cylance Smart Antivirus is the right choice for consumers seeking superior AV protection and for businesses that need to:

- Protect employee-owned Windows® and Mac devices from being compromised by malware.
- Protect employee-owned Android™ and iOS® mobile devices.
- Reduce security risks and exposure to threats originating from employees’ homes.

To learn more, download the [Cylance Smart Antivirus Data Sheet](#).



“Cylance Smart Antivirus is easy to install, lightweight on resources, and very effective at stopping ransomware and other malware.”

Feature Comparison: CylancePROTECT vs. Cylance Smart Antivirus

The table below summarizes the key differences between CylancePROTECT and Cylance Smart Antivirus. For additional details, please download [Evaluation Guide: BlackBerry Cylance Endpoint Security Solutions for Small and Medium-Sized Businesses](#).

Feature Comparison

Security Feature	CylancePROTECT	Cylance Smart Antivirus
AI-Driven Malware Prevention	✓	✓
Stops Unknown and Zero-Day Attacks	✓	✓
Memory Exploitation Detection and Prevention	✓	✗
Script Management	✓	✗
Device Usage Policy Enforcement	✓	✗
Application Control for Fixed-Function Devices	✓	✗
Supports a Prevention-First Security Posture	✓	✓
Integrates Seamlessly with EDR Solution	✓	✗
Available with ThreatZERO Turnkey Implementation Services	Optional	✗
Available with CylanceGUARD™ Managed Detection and Response Services	Optional	✗
Appropriate for Business/Enterprise Environments	✓	✗
Best For Home Use and Employee-Owned Systems	✗	✓
Supported Platforms	Windows Clients (Win XP and Above), Windows Servers, Mac OSX, Linux®	Windows Clients, (Win7 and Above), Mac OSX, Android, iOS
Pricing Model	Per Device	Per Household (Maximum 10 Devices)
Licensing Model	Subscription. One-Three-, or Five-Year License	Subscription. One-Year or Three-Year License
Order and Fulfillment Process	BlackBerry Cylance Direct Sales and Channel Partners	BlackBerry Cylance Website, Amazon Website, BlackBerry Cylance Direct Sales and Channel Partners

Ready to learn more? Contact us today to request a Return on Investment Analysis for your transition from a reactive to a prevention-first security posture.

About BlackBerry Cylance

BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. BlackBerry Cylance provides full-spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks, fortifying endpoints to promote security hygiene in the security operations center, throughout global networks, and even on employees' home networks. With AI-based malware prevention, threat hunting, automated detection and response, and expert security services, BlackBerry Cylance protects the endpoint without increasing staff workload or costs.



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