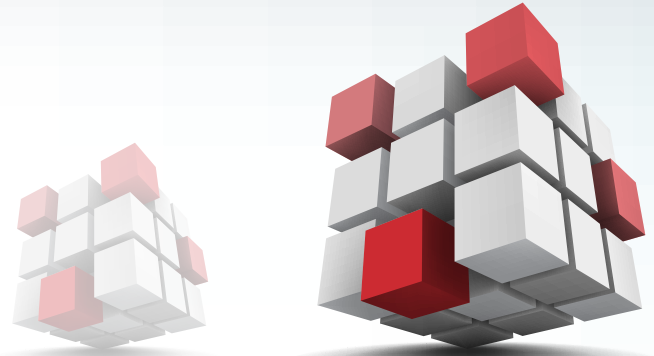




Partner Advantage Network

We build a partner network where knowledge, dedication and commitment are appreciated and rewarded. Your success is contributing to our success.



Join the Bitdefender Partner Advantage Network Today!

Becoming a member of the Bitdefender Partner Advantage Network marks a new important step of a profitable journey with Bitdefender and gives your company the marketing, sales and technical tools and resources you need to prove your abilities and knowledge to your customers and gain a competitive edge in the information security space.

As the creator of one of the industry’s fastest and most effective security solutions, Bitdefender offers unique opportunities for revenue growth and market expansion to its partners. The Bitdefender Partner Advantage Network is the place where you want to be in order to take advantage of this offer.

Why become a Bitdefender Sales Partner?

Align yourself with a key player in the data security market.

Bitdefender brings fresh air to the security industry, being one of the few companies that display a complete solutions portfolio based on innovative approaches, a different, new, unique Security Philosophy. As a Bitdefender Sales Partner, you get along a good leader that values its partners, bringing you a good revenue stream, allowing you to expand your company’s offer to your market, grow into new markets and earn additional revenue from existing customers. The membership in the Partner Advantage Network may help you establish a solid reputation in the marketplace as a knowledgeable security provider and become indispensable to your customers; we provide the framework, you have to bring your energy and commitment to build together a successful alliance for your market.

Invest in a partner that invests in you.

Without you, we know that we cannot succeed. We treat our partners as members of our pack, providing the sales and marketing tools, training, technical support, and custom assistance you need to acquire new customers and close deals quickly.

Bitdefender’s Commitment

The Partner Advantage Network affords our Sales Partners access to the following benefits:

Items marked with an asterisk (*) indicate regionalized program elements.

Partner Benefits	Registered	Select	Plus	Premier
Program Benefits				
Partner Management Team			●	●
Access to Regional Executive Team			●	●
Partner Business Plan Assistance			●	●
Bitdefender PartnerLink portal access	●	●	●	●
Partner Communications	●	●	●	●



Partner Benefits	Registered	Select	Plus	Premier
Financial Benefit				
Bitdefender Product Incentives*		●	●	●
Bitdefender Partner Exclusive Promotions		●	●	●
Marketing Benefits				
Partnership Promotions (Bitdefender logo)		●	●	●
Co-Branded Collaterals		●	●	●
Joint Case Studies				●
Marketing Development Funds (MDF) Program*			●	●
Sales Support Benefits				
Product Positioning Information		●	●	●
Partner Showcase			●	●
Demand Generation and Sales Resource Tools		●	●	●
Leads Program*			●	●
NFR License Keys (differentiated)	●	●	●	●
Partner Directory (Locator)		●	●	●
Technical Benefits				
Access to the Technical Knowledgebase	●	●	●	●
Beta Program			●	●
Direct Technical Support Link		●	●	●
Technical newsletters	●	●	●	●
Training and Enablement Benefits				
Sales Professional Online Training		●	●	●
Technical Professional Online Training		●	●	●
Training Webcasts		●	●	●
Continued Education Programs		●	●	●
Continued Education		●	●	●

Bitdefender Partner Requirements

As part of our mutual commitment, we expect partners to meet a defined set of requirements.

The following program requirements must be met to maintain good standing in the Partner Advantage Network.

Items marked with an asterisk (*) indicate regionalized program elements.

Partner Commitments	Registered	Select	Plus	Premier
Program Requirements				
Partner Agreements		●	●	●
Company Profile		●	●	●
Bitdefender Solution Website section			●	●
Business Plan / Quarterly Review			●	●
Partner Status Review	●	●	●	●
Financial Requirement				
Annual Revenue Attainment Goals		●	●	●
Partner Resource Investments				
Primary Business Contact	●	●	●	●
Primary Sales Contact		●	●	●
Primary Technical Contact			●	●
Training Requirements				
Sales Professional Training and Certification		1	1	2
Technical Professional Training and Certification			1	2

Questions?

Contact us at partnerprogram@bitdefender.com