



BITDEFENDER
PARTNER ADVANTAGE
NETWORK

Introduction

Welcome to the BitDefender Partner Advantage Network!

BitDefender is committed to delivering business through the channel and believes that our partners are critical to our success.

As the creator of one of the industry's fastest and most effective lines of internationally certified security software, BitDefender offers unique opportunities for revenue growth and market expansion to our partners. As a BitDefender Sales Partner, your company acquires the resources that will help you expand your market presence, drive both license and service revenue, and maintain customer loyalty. The BitDefender Partner Advantage Network gives you the sales and technical support you need to distinguish yourself to your customers and gain a competitive edge in the data security space.

This program guide describes the levels of membership, benefits and requirements, available resources and program policies of the BitDefender Partner Advantage Network.

Together, BitDefender and its partners offer security solutions that help businesses maintain operational efficiency and reduce the resources and costs associated with combating Internet-related threats.

Program Changes and Reservation of Rights

This guide is provided for informational purposes only and the information is subject to change without notice.

The information in this guide should be considered accurate at the time of printing; however, partners should refer to BitDefender's online portal, PartnerLink, for the most up-to-date version of this program guide. BitDefender reserves the right to administer and modify the programs referenced herein at its discretion, and is not responsible for program members' reliance on specific terms of this guide that have subsequently been modified by BitDefender.

The terms of this guide are subject to the terms of the Partner Advantage Network program agreement between BitDefender and the partner.

Partnership Levels

The BitDefender Partner Advantage Network empowers, distinguishes and rewards BitDefender's network of skilled resellers in more than 100 countries worldwide. The program has four programmatic membership levels: Registered, Select, Plus, and Premier, with Premier being the highest level of partnership. Program benefits and requirements increase as BitDefender partners gain experience in selling and delivering BitDefender solutions.

- **Registered Partner:** the BitDefender partnership entry point that allows you to learn more about BitDefender security solutions and the opportunities they provide. Registered partners have access to free marketing and technical e-newsletters with regularly updated partner program and product information.
- **Select Partner:** the first level of promotion within the Partner Advantage Network recognizes and rewards resellers that invest in sales training and commit to achieving annual revenue goals.
- **Plus Partner:** intended for organizations that have achieved technical certification on BitDefender products, and are ready to commit to increased annual revenue targets. These partners receive the added support of a BitDefender partner management team and are eligible to receive leads from BitDefender's leads program.
- **Premier Partner:** this highest partnership level is available to partners who have extensive experience selling BitDefender security solutions. These partners maintain a greater number of dedicated, certified individuals in both sales and technical positions, commit to higher revenue targets, and work closely with a dedicated BitDefender partner team to develop effective sales and marketing plans. Premier partners receive a proportionally greater level of support from BitDefender, including marketing assistance in building joint case studies and additional BitDefender programs such as the beta program.

Benefits and Requirements Overview

To support our partners in the most effective way, we tailor Partner Advantage Network benefits for each partnership type. The tables in this section outline the specific program benefits and requirements for Registered, Select, Plus and Premier Partners.

Program benefits and requirements listed are described in more detail throughout the guide and in the applicable policy documents posted on BitDefender's PartnerLink Portal.

BitDefender Partner Benefits Table

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 Template		●	●	●
BitDefender PartnerLink portal	●	●	●	●
Partner Communications*	●	●	●	●
Financial Benefit				
Business Product Incentives*		●	●	●
BitDefender Product Promotions		●	●	●
Performance-based Sales Rebates				●
Marketing Benefits				
Partnership Promotion (BitDefender logo)		●	●	●
Co-Branded Collateral	●	●	●	●
Joint Case Studies			●	●
Sales Development Funds (SDF) Program*				Proposal-based

Partner Benefits	Registered	Select	Plus	Premier
Sales Support Benefits				
Product Positioning Information	●	●	●	●
Partner Showcase			●	●
Demand Generation and Sales Resource Tools		●	●	●
Leads Program*			●	●
NFR License Keys	●	●	●	●
Partner Directory (Locator)		●	●	●
Technical Benefits				
Access to the Technical Knowledgebase	●	●	●	●
Beta Program		By Invitation	●	●
Front-line Technical Support*		●	●	●
Technical e-Newsletters*	●	●	●	●
Training and Enablement Benefits				
Sales Professional Online Training		●	●	●
Technical Professional Online Training		●	●	●
Technical Training Webcasts	●	●	●	●
Continued Education		●	●	●

BitDefender Partner Requirements Table*Items marked with an asterisk (*) indicate regionalized program elements.*

	Registered	Select	Plus	Premier
Program Requirements				
Partner Agreements	●	●	●	●
Company Profile	●	●	●	●
BitDefender Solution User				●
Joint Business Plan / Quarterly Business 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		Recommended	1	2

Getting Started

As a new BitDefender Sales Partner, the first 60 days of membership in BitDefender Partner Advantage Network are critical to your success. In order to realize the benefits of the BitDefender partnership as quickly as possible, we recommend that you follow a few key steps. Doing so will allow you to become rapidly acquainted with the resources available to you, and to assimilate the product and positioning knowledge you'll need to build a strong foundation for success.

Complete the following steps within the first 60 days of membership, and you will realize the benefits of your BitDefender investment as quickly as possible:

- 1. Sign up for the BitDefender Partner Advantage Network.** Simply complete a profile for your company that helps us understand who your company is, its goals, and its unique expertise. Visit www.bitdefender.com/partners and click the button to Join.
- 2. Activate your BitDefender PartnerLink access.** BitDefender PartnerLink is an exclusive online resource center for our partners, providing a single location with access to the key sales, marketing, technical and training information available to your authorized partner level.
- 3. Complete the sales and product training.** Completing sales and product training gives you the knowledge you need to begin selling BitDefender products effectively.
- 4. Build your BitDefender partner plan.** BitDefender provides marketing and sales plan templates to assist you in this process. Building a plan helps you to target prospects intelligently, maximize your revenue-earning potential, and provides a consistent method for measuring your success.
- 5. Start selling!** Leverage the tools found on PartnerLink, and the relationships you've forged with BitDefender and its distribution partners to uncover new opportunities and close deals. Your success is our goal.

BitDefender Partnership Commitment

BitDefender Program Benefits

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

To ensure the success of our partners, BitDefender Network Advantage offers a wide range of benefits. These benefits include sales and marketing tools, financial incentives, training, Not-For-Resale (NFR) licenses, partner visibility on BitDefender.com, and use of the Partner Advantage Network brand logo for added marketing strength. Benefits will vary depending upon the partnership type and level in the Partner Advantage Network. A description of the benefits is included below.

Partner Management Team

At the Premier and Plus partner levels, BitDefender assigns a Channel Account Manager to work with you, and provides a contact or a contact mechanism for the management of ongoing sales-related requests. The Channel Account Manager helps you develop effective sales and marketing plans, provides sales support, and serves as a point of contact within BitDefender.

Access to Regional Executive Team

At the Premier and Plus levels, BitDefender provides regional executive support as needed to close critical deals. The Channel Account Manager facilitates contact with the regional executive team in accordance with partner needs.

Partner Business Plan

Collaborative strategic planning between BitDefender and its partners is critical to the success of the partnership. To facilitate this process, BitDefender offers partners a business plan template to assist with identifying opportunities and setting goals to drive revenue. The business plan template is available on the PartnerLink portal.

BitDefender PartnerLink

BitDefender's online partner portal, PartnerLink, provides an intuitive, comprehensive framework for working with BitDefender, and serves as a central navigation point for access to valuable tools and resources including:

- Detailed partner program information
- Marketing materials
- Sales enablement tools
- Technical support and product information
- Online sales and technical training

The PartnerLink portal makes partner-related information available in one location. Partners are encouraged to visit BitDefender PartnerLink frequently to receive the latest information on program offerings, product releases, sales and marketing tools, and regional product promotions. Portal content is customized to your partner level and geographic region.

Partner Communications*

BitDefender regularly communicates relevant and timely information to its partners in the form of e-newsletters that include information such as:

- Partner Advantage Network updates
- Customer/Partner case studies
- White papers
- Success stories
- Product and service information

Financial Incentives

Business Product Incentives*

BitDefender is committed to the financial success of its partners, and periodically offers regionally customized rebates, marketing funds and product promotions, as available, to partners in good standing. Additionally, BitDefender retains relationships with Tier 1 distributors who implement competitive pricing structures that increase the profitability of BitDefender resellers. Partners may work collaboratively with their Channel Account Manager to optimize available product incentives.

Marketing Benefits

BitDefender believes that the most effective strategy to drive demand for its security solutions combines BitDefender corporate marketing and lead generation efforts with the marketing and field expertise of its partners. As the primary contact for the customer, BitDefender Sales Partners have the best understanding of their customers' and prospects' needs. To assist its partners in their marketing and sales efforts, BitDefender offers a variety of marketing tools and support, including funding for approved marketing activities.

Partnership Promotion

As a member of the BitDefender Partner Advantage Network, BitDefender Sales Partners can leverage the BitDefender brand for added marketing strength. Correct use of BitDefender branding allows partners to demonstrate their commitment to delivering quality products and customer satisfaction with BitDefender. This powerful tool can help create awareness and preferences for partner solutions and services in the marketplace.

BitDefender Partner Advantage Network offers branding to the following partnership levels: BitDefender Select Partner, BitDefender Plus Partner, and BitDefender Premier Partner.

For each advanced partnership level there is a corresponding logo available. Samples of the BitDefender Partner Advantage Network and BitDefender Partner logos are listed below:

BITDEFENDER
PARTNER ADVANTAGE NETWORK
SELECT PARTNER

BITDEFENDER
PARTNER ADVANTAGE NETWORK
PLUS PARTNER

BITDEFENDER
PARTNER ADVANTAGE NETWORK
PREMIER PARTNER

All BitDefender Partner logos are for use only on authorized partners' collateral, web site, online demand generation activities, sales materials, business cards, stationery, and signage to indicate membership. Partners must comply with the BitDefender Partner Advantage Network logo guidelines located on the PartnerLink portal.

Co-Branded Collateral

Collateral branded with both BitDefender Sales Partner and BitDefender logos assures customers that the solutions and services the partner provides are BitDefender approved, and that the partner is authorized and knowledgeable about BitDefender products. BitDefender provides Select, Plus and Premier partners with collateral pieces customized to accommodate the addition of the BitDefender Sales Partner logo and the permission to distribute co-branded collateral to their prospective and existing customers.

Joint Case Studies

Partner-customer case studies are a powerful selling tool to customers, and offer visibility and credibility to the BitDefender Sales Partner. BitDefender offers the marketing support needed to create and publish joint case studies that showcase the partner and select customer wins.

Joint-Promotional Marketing Activities*

To drive lead generation, educate customers and assist partners in closing deals, BitDefender supports its Plus and Premier level partners with locally driven joint-promotional activities, such as: tradeshow, customer briefings and seminars. BitDefender Channel Account Managers will assist authorized partners in the planning and execution of approved events.

Sales Development Funds (SDF) Program*

For its Premier level partners, BitDefender offers sales development funds for the purpose of prospecting and generating revenue for BitDefender products. Sales development funds are offered to those Premier level partners who commit to investing resources and revenue into BitDefender sales activities. BitDefender approves sales development funds on a proposal basis.

Sales Enablement

BitDefender is committed to providing its partners with the resources they need to increase revenue and grow profits. Partners may access a variety of positioning, demand generation and selling tools on the PartnerLink portal. Additionally, Premier and Plus partners are eligible to receive leads from various BitDefender leads programs.

Product Positioning Information

To assist in effectively positioning BitDefender solutions, BitDefender equips its partners with security product comparison information, which is accessible to authorized partners on the PartnerLink Portal. BitDefender intends that all product positioning information be used for comparative purposes only. Positioning tools are confidential, and are subject to the terms and conditions in the Partner Advantage Network program agreement.

Partner Showcase

BitDefender rewards selected Premier level partners who have made significant investments and achieved demonstrable success within BitDefender Partner Advantage Network with additional visibility by showcasing them on BitDefender.com. BitDefender will assign a marketing person to work with the partner to create and publish Partner Showcase content, which may include: partner interviews, articles, success stories and customized materials that highlight the skills, location and success of the partner.

Demand Generation and Sales Resource Tools

BitDefender provides an array of sales resources to support partner selling efforts, including:

- Telemarketing scripts and templates
- Marketing Collateral
- Sales Presentations
- Industry News
- Regional Sales Promotions
- Whitepapers
- Brochures

Leads Program*

To drive demand for BitDefender security solutions and generate new sales leads, BitDefender executes regular sales and marketing programs such as seminars, email campaigns and tradeshows. BitDefender creates and executes lead programs regionally, and Channel Account Managers distribute generated leads to eligible partners based on geographical location and a suitable match between a customer's requirements and the partner's vertical market focus, skill set and experience.

NFR License Keys

BitDefender's Not-For-Resale (NFR) Program provides eligible partners with Not-For-Resale (NFR) products to help them familiarize themselves with BitDefender solutions, aid sales activities and enhance technical training. NFR products are non-transferable, and may not be resold or given to customers. "Not-For-Resale" is defined as a product installed at the BitDefender partner's premises. NFR products are owned by a BitDefender partner but have no direct revenue generating function. Allowable uses for NFR products include:

- Demonstration at partner premises
- Lab use

NFR software may not be used for hosting purposes.

BitDefender reviews the list of available NFR products on a regular basis and the most current NFR program information is available on PartnerLink. BitDefender Channel Account Managers will determine the number and type of NFR product license keys available to each partner. You may request NFR in any commercially available language. Requests for NFR in currently unsupported languages cannot be fulfilled.

NFR Program Requirements:

There are two requirements that qualified members of the BitDefender Partner Advantage Network must meet to access NFR products:

- Complete a Partner Profile via PartnerLink.
- Agree to the terms and conditions for use.

BitDefender strongly encourages its Select, Plus, and Premier Partners to complete technical training before attempting to install NFR products.

For answers to questions about the NFR program, please contact your regional BitDefender Channel Account Manager.

Partner Directory

BitDefender offers Select, Plus and Premier partners the ease of forming customer-to-partner and partner-to-partner connections by providing a public, online listing in the BitDefender Partner Directory on BitDefender.com. Searchable by partner type and geography, the Partner Directory generates leads for partners by allowing customers to locate qualified resellers in their area. Additionally, the Partner Directory connects BitDefender Sales Partners with complementary skill sets and geographic coverage areas, allowing them to fully address the needs of their collective customer base.

Technical Benefits

The following technical benefits are available to all BitDefender partners.

Access to the Technical Knowledgebase

BitDefender's extensive, searchable Technical Knowledgebase comprises a large warehouse of technical expertise on BitDefender products, including:

- Video tutorials
- Technical whitepapers
- Product updates and documentation
- User guides
- Troubleshooting articles

Beta Program Participation

BitDefender is committed to delivering innovative, effective security solutions to our customers. As technologies and threats evolve, BitDefender continues to proactively develop and shape its solution set. To ensure that the resulting new solutions and feature modifications are customer-ready and of world-class quality, BitDefender regularly hosts beta campaigns to solicit feedback from customers and partners. Premier level partners enjoy automatic membership in BitDefender's beta program. Because of the feedback that BitDefender collects during the beta process, participating BitDefender partners have the unique opportunity to validate pre-released products and to influence future BitDefender product direction.

Partners can find details on BitDefender's Beta Program, including information on requirements and how to sign up, on BitDefender Partnerlink.

Front-line Technical Support*

BitDefender is committed to delivering high value support to both customers and partners. To that end, BitDefender provides pre-and-post sales front-line technical support to enable BitDefender Sales Partners to resolve technical issues for their customers. Front-line support is customized to accommodate the different needs of our global partners, and is available regionally. Local support contact information is available on the PartnerLink portal.

Technical e-Newsletters*

BitDefender strives to provide partners with the relevant and timely product information they need in order to serve their customer base effectively. To that end, BitDefender delivers regular technical e-newsletters containing updated product information, whitepapers, troubleshooting articles and other key technical information to all its partners. E-newsletters vary by region in order to meet the needs of the global BitDefender partner base.

Training Benefits

BitDefender is committed to creating an independent, knowledgeable, and successful partner network, of which training and education is a key component. The Partner Advantage Network gives partners easily accessible sales and technical training materials that will enable them to effectively deliver BitDefender security solutions. BitDefender encourages all authorized partners to take advantage of these benefits to increase their opportunities for success.

Below is an overview of the sales and technical training BitDefender currently offers for partners. BitDefender continuously updates existing courses and develops new ones. All BitDefender partner training courses are free.

Sales Professional Online Training

BitDefender Sales Professional training is an interactive, voice-on-demand course that is available online, at no charge. Sales Professional Training is designed to teach partners about BitDefender product basics and how to present BitDefender solutions to prospective and existing customers. Sales training is accessible on the PartnerLink portal.

Technical Professional Online Training

BitDefender Technical Professional training is an online, self-paced course designed to be a springboard for technical professionals new to BitDefender security solutions. Completion of the online technical training course will enable technical personnel at the authorized Sales Partner to successfully install and implement BitDefender security solutions, and answer customers' detailed product questions.

Technical Training Webcasts

BitDefender periodically invites qualified partners to exclusive live webcasts that provide timely in-depth information about the latest BitDefender product releases. These live presentations offer partners the opportunity to receive answers to their specific questions and to provide feedback to BitDefender product management.

Continuing Education

BitDefender regularly develops and publishes updated technical and sales professional training tools to the PartnerLink portal, which allow partners to develop and maintain their competitive edge. BitDefender notifies partners when new training materials are available in technical e-newsletters and other partner communications vehicles.

Partner Requirements

Program Requirements

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

BitDefender Partner Advantage Network requirements are structured to foster an educated and empowered partner community that is effective in delivering BitDefender Business Products.

A detailed list of the requirements that partners must meet to maintain or move up through Partner Network Advantage levels follows. There are three core requirements that partners must fulfill to maintain their partner level: current agreements and profile information, the appropriate level of sales and technical certification for the corresponding level of partnership, and, at the Premier level, a viable, current joint business plan.

Partner Agreements

Partners accepted into BitDefender Partner Network Advantage must execute the partner program agreement presented during the application process. The agreement sets forth terms, conditions, and operating expectations for both partners and BitDefender to follow. Partners must maintain a current agreement with BitDefender to retain their Partner Network Advantage membership.

Company Profile

All BitDefender partners must complete and maintain current, accurate company information in their Company Profile on BitDefender PartnerLink. BitDefender will periodically review the accuracy of partner profiles as part of the Partner Status Review.

BitDefender Solution User

BitDefender believes that regular use of its security solutions leads to increased understanding of its product set, creating greater selling incentives within its partners. Premier level partners in the BitDefender Network must install and use a specified number of BitDefender Business Products for productive internal use within their company. The number and type of products will be determined in conjunction with the BitDefender Channel Account Manager.

Joint Business Plan/Quarterly Business Review

Premier level partners are required to create and maintain a BitDefender business plan in conjunction with their BitDefender Channel Account Manager. The business plan documents partner-specific sales strategies and execution methods in the areas of lead generation and marketing, and outlines target customer profiles, revenue goals and partner commitments. It also provides a common format for measuring partner success. Partner business plan templates are located on PartnerLink. Premier partners must review and update their BitDefender business plan on a quarterly basis with their Channel Account Manager.

Partner Status Review

BitDefender will review partner status and compliance against program requirements on a quarterly basis, at which time partner levels may be adjusted. In order to retain their Partner Advantage Network status, partners must demonstrate regular sales of BitDefender products on a quarterly basis, and must maintain accurate company profile information on PartnerLink.

Financial Requirements

Annual Revenue Attainment Goals

Select, Premier and Plus partners must establish and meet annual revenue commitments in conjunction with a BitDefender Channel Account Manager. Revenue commitments will vary by partner type and geographic location.

Partner Resource Investments

To maximize the success of its partner investments, BitDefender requires all partners to maintain primary business and technical contacts, according to their partner level. Partners must clearly communicate all primary contact information to their local Channel Account Manager and update their profile on PartnerLink.

Training Requirements

Product knowledge is a critical factor in enabling partners to sell, deploy, and support BitDefender products effectively. To ensure partners are equipped to sell and support BitDefender products, partners must meet minimum training requirements depending on their partner level. The required training courses and certification processes are available on BitDefender PartnerLink.

BitDefender sales and technical training and certification requirements are listed in the tables below:

Minimum Sales Training and Certification Requirements

	Registered	Select	Plus	Premier
Training Courses				
Sales Professional Online Training		1	1	1
Sales Certification		1	1	1

Minimum Technical Training and Certification Requirements

	Registered	Select	Plus	Premier
Training Courses				
Technical Professional Online Training		1	1	2
Training Certification		Recommended	1	2

Moving Up the BitDefender Partner Levels

The BitDefender Partner Network Advantage Program provides a clear growth path to higher levels of support, reward, and recognition for its members. BitDefender encourages partners who desire to apply for a higher level of partnership to submit their request for partner status assessment to BitDefender at any point during the twelve-month period during which their partner program status is valid. BitDefender requires all partners to provide evidence that they comply with the BitDefender Partner Advantage Network requirements at the higher level of partnership.

Discontinuing Participation in the BitDefender Partner Program

Discontinuation in the BitDefender Partner Advantage Network is subject to the terms and conditions in the program agreement.