



BITDEFENDER PARTNER ADVANTAGE NETWORK

Why Partner with BitDefender?

Innovative security technologies.

BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software. Since its inception in 2001, BitDefender has continued to raise the bar and set new standards in proactive threat prevention. Every day, BitDefender protects tens of millions of home and corporate users across the globe - giving them the peace of mind of knowing that their digital experiences will be secure. BitDefender solutions are distributed by a global network of value-added distribution and reseller partners in more than 100 countries worldwide.

Increase profits through financial rewards.

BitDefender is committed to the financial success of its partners, and offers customized rebates for Premier and Plus partners, as well as access to marketing funds and product promotions, as available, to partners in good standing.

Free certification training.

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 position and deliver BitDefender security solutions. BitDefender encourages its authorized partners to take advantage of these benefits to increase their opportunities for success - all available without cost.

Forward-thinking Business solutions.

BitDefender's Business security solutions are designed with the capability of implementing controls and managing policies for large numbers of endpoints and servers... all with minimal effort. Companies can effectively protect large numbers of client workstations and critical servers from attack by using the BitDefender Centralized Management Server's ability to consolidate multiple threats, ensure compliance to corporate security policies, and manage them effectively with fewer IT resources. This feature is offered free of charge with BitDefender Business solutions, offering partners an excellent sales differentiator.

Easy access to partner information and tools.

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. 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.

Gain a competitive edge.

Why fight to sell the same old product everyone else is selling? BitDefender offers immediate uniqueness for your sales line card. Our advanced production functionality, exceptional feature set, and reputation as an industry trend-setter - coupled with your own services and capabilities - differentiates your company as a technical leader in a crowd of "me too" resellers.