

NETGEAR

In short...

NETGEAR selected Bitdefender to integrate the Bitdefender IoT Security Platform into their consumer-grade routers. Our solution allowed the Connected Home unit at NETGEAR to introduce a subscription-based service for home users, provide key differentiation for their customers, and build a new recurring revenue stream.

“Bitdefender is the best in the market today. [...] Going through external advisors, our security committee, and our own management security committee [...] we all came to the same, unanimous conclusion, that Bitdefender is the most robust out there for consumer usage.”

– Patrick Lo, Chairman & CEO, NETGEAR

Bitdefender[®]

Introducing a cyber security service for home WiFi

Bitdefender powers NETGEAR Armor™ on over 650,000 Nighthawk routers and Orbi WiFi Mesh Systems worldwide

NETGEAR[®], Inc. (NASDAQ: NTGR) is the leading provider of networking devices that power today’s smart homes and small businesses. NETGEAR products are sold in approx. 23,000 retail locations around the globe, and through approx. 22,000 value-added resellers, as well as multiple major cable, mobile and wireline service providers around the world.

Business challenge

Although NETGEAR is a leader in the home WiFi router segment, their renewal cycle was lengthy and involved users upgrading to a newer router model once every 3 to 5 years. A lack of touch points in between meant that customer loyalty was dependent on periodic re-assessment and brand recognition.

Transformation

Using Bitdefender technology, NETGEAR managed to secure all connected devices, reduce the threat of attacks, and protect sensitive user data. Armor users can count on a comprehensive IoT security solution to detect devices within their home network and recommend fixes for vulnerabilities. At the same time, NETGEAR was able to increase their marketing focus on the value of digital privacy & online security and open a new communication channel with their customers.

Solution components

- Router firmware integration for network & IoT security
- Endpoint protection (EPP) for Windows, macOS, Android & iOS
- NETGEAR-branded online management interface
- SDKs for native mobile app integration (Android, iOS)
- Customer-facing support
- Support training & technical documentation
- Common Go-To-Market strategy

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Business benefits

- Generated additional revenue by implementing a subscription model
 - Increased touch points with end customers
 - Added a powerful cyber security differentiator for their routers
 - Stayed ahead of the competition with next-gen capabilities
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“Bitdefender is a leader in providing comprehensive security solutions for the connected home [...]. The key benefit of NETGEAR Armor [is to] to provide a central security solution that protects all the devices in the home against cyber threats.”

– David J. Henry, SVP of Home Networking,
NETGEAR

Business Model

- Free trial, with 2 tiers of yearly subscriptions:
 - NETGEAR Armor - \$69.99
 - NETGEAR Armor Pro - \$99.99
- Value-added retail bundles
- Revenue share

Ongoing partnership

Together with Bitdefender, NETGEAR was able to improve their routers' previous capabilities, and add a new revenue stream without interruptions or recalling existing equipment.

NETGEAR Armor receives regular updates from Bitdefender, and includes the latest in both IoT security technologies and endpoint protection releases. NETGEAR is planning to expand this service to their entire home WiFi customer base in the near future.

For more information

To learn more about the Bitdefender IoT Security Platform, and how you can achieve success similar to NETGEAR, please contact a Bitdefender representative or visit our website: bitdefender.com/iot