

On the Radar: Bitdefender

Protecting the whole networking ecosystem
against cyber-attacks, malware, and spying

Summary

Catalyst

With the increase in consumer IoT devices, cybersecurity is becoming a prominent issue for residential broadband customers. However, most consumers do not have the necessary technical know-how to protect their home networks and connected devices, leading to a heightened level of concern about family security and privacy issues. These, in turn, create new barriers that prevent increased adoption of smart home technologies and services.

Bitdefender's broad portfolio of products and services can help broadband service providers adopt a more active role in the smart home market and its nascent economy, especially in the US and Europe.

Key messages

- Manufacturers and sellers of connected devices should be aware that the FTC will hold them to account for failures that expose user data to the risk of compromise.
- Bitdefender's modular IoT security technologies address the cybersecurity challenges associated with residential gateways, smart home devices, and traditional endpoints.
- Bitdefender IoT Security Platform is a customizable, flexible, modular offering for CSPs, router manufacturers, and smart home hubs.
- Bitdefender IoT Security Platform addresses the cybersecurity challenges of CSPs, networking-hardware manufacturers, and home-security providers.

Why put Bitdefender IoT Security Platform on your radar?

Underpinned by cheap hardware, industry network effects, big data, cloud analytics, and API-first service models, the IoT is impacting every sector. In the residential sector, opportunities related to home security, energy management, and assisted living are driving early market adoption. However, consumers are also looking for assistance and reassurance. CSPs are well placed to step in and help, but to do so requires a partnership with a company such as Bitdefender.

Bitdefender IoT Security Platform presents a range of capabilities to CSPs, CPE manufacturers, and physical home-security providers. For CSPs, Bitdefender offers increased customer retention, decreased support costs, and network-equipment protection. For CPE manufactures, Bitdefender provides next-generation cybersecurity features and smart home device-management controls. Also, for home-security providers, Bitdefender presents complementary digital-security opportunities, equipment protection, and remote management of physical products.

Highlights

Background

Founded in 2001 by CEO Florin Talpes, Bitdefender is a private company. Headquartered in Bucharest, Romania, Bitdefender is a global security-technology company with offices in North America, EMEA, and Asia-Pacific. Bitdefender provides cybersecurity solutions and advanced threat-protection services that protect more than 500 million users in more than 150 countries, from private

individuals to employees of the world's largest corporations. Bitdefender acquired RedSocks, a behavioral and network-security analytics company, in October 2018.

Current position

Bitdefender works with government organizations, large enterprises, SMEs, and individuals across more than 150 countries. Employing 1,600 staff and a team of 800+ engineers, Bitdefender was an early provider of IoT and smart home security with the Bitdefender BOX, a hardware-based solution designed to protect all devices connected to the home network including those that cannot be protected by traditional security software.

Bitdefender IoT Security Platform is designed to keep pace with the fast take-up of smart home devices. A self-improving platform, Bitdefender utilizes AI and ML technology to enable device identification and anomaly detection. Other features include device detection and management, vulnerability assessment, and brute-force protection. Through these capabilities, Bitdefender offers three distinct packages for CSPs and companies looking to grow their business with IoT security: Cloud Essentials, IoT Advanced, and IoT Full Stack.

Cloud Essentials addresses endpoint protection and web protection and category filtering at the gateway. IoT Advanced adds DDoS detection and protection at the gateway and brings device detection, identification, and management to the smart home. The customizable IoT Full Stack introduces anomaly detection, brute-force protection, exploit prevention, and sensitive-data protection.

The acquisition of Netherlands-based RedSocks added nonintrusive real-time breach-detection functionality and incident-response services to Bitdefender's portfolio, extending the company's reach beyond its endpoint-protection business. Bitdefender's position in this market is bolstered by 7,000 qualified reseller partners and its technology alliances with Citrix, VMware, Nutanix, the Linux Foundation, Microsoft, and Netgear. The company now needs to develop relationships with major operators, CPE manufacturers, and the movers and shakers of the smart home IoT market.

In July 2019, the FTC stated that it would hold manufacturers and sellers of connected devices to account for failures that expose user data to the risk of compromise. The FTC's advice to consumers is to "secure your router" and "secure your computer." However, what about smart home IoT devices? Bitdefender is not alone in the smart home cybersecurity market, but its trusted status among proactive consumers and enthusiasts gives the company an important edge.

Looking forward, Bitdefender's 20+ original equipment manufacturer (OEM) solutions and software development kits (SDKs) provide evidence of the company's commitment to partners, and its channel credentials are also highly regarded. Partnerships and alliances are going to play a defining role in the smart home market, and this would certainly seem to play to one of Bitdefender's strengths.

Datasheet

Table 3: Datasheet: Bitdefender

Product name	Bitdefender IoT Security Platform	Product classification	Smart home IoT security, endpoint protection, gateway services
Version number	N/A	Release date	2017
Industries covered	ISPs, broadband service providers, MSPs, equipment manufacturers, and systems integrators	Geographies covered	North America, EMEA, and Asia-Pacific
Relevant company sizes	Medium to large	Licensing options	Partners: revenue share and/or technology-access fee End users: SaaS
URL	www.bitdefender.com/iot/	Routes to market	Direct, partner resellers, and direct to consumer plus co-branding.
Company headquarters	Bucharest, Romania	Number of employees	~1,600

Source: Ovum

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. Although On the Radar vendors may not be ready for prime time, they bear watching for their potential impact on markets and could be suitable for certain enterprise and public sector IT organizations.

Further reading

Smart home cybersecurity is a must for greater consumer IoT adoption

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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