



Why become a Bitdefender MSP Partner?



Best Protection. Technology at its Excellence

PROVEN #1 PROTECTION & PERFORMANCE

Bitdefender consistently ranks first in major independent tests for demonstrating the best protection against cyber-threats with the fewest false positives and smallest performance impact on protected systems.

UNIFIED COMPREHENSIVE MSP SECURITY SUITE

Bitdefender Cloud Security for MSP includes all essential security layers but also Anti-exploit, Advanced Tunable Machine Learning, Sandbox and EDR, managed from a single console.



Business Comprehensive approach. Working together seamlessly

SIMPLIFIED LICENSING & PROVISIONING – PAY AS YOU GO

Manage protection for all customers from a single cloud hosted console with dynamic monthly billing. Automate tasks and streamline management using the API integrations with major RMM/PSA platforms.

24/7 PARTNER PORTAL ACCESS

Speed up billing, lead gen and sales effort leveraging this central point of access to valuable tools and resources, including to the marketing self-service platform



Scaled Revenue Growth. Dedicated benefits

INCREMENTAL PROFITS

Benefit from aggregated tiered pricing at MSP level that reduces cost per endpoint for the MSPs managing IT services for a high number of SMB organizations.

YOUR COMPANY PROTECTED

We provide free of charge comprehensive endpoint security solution licenses which MSPs can deploy to protect their own infrastructure

BENEFITS OVERVIEW

	BRONZE	SILVER	GOLD	
Program Benefits	Partner Success Management	•	✓	✓
	Technical Account Management	•	•	✓
	Reference Program	•	•	✓
	Partner Advisory Board	•	•	✓
	MSP Online Community	•	•	✓
	Partner Portal	✓	✓	✓
	Partner Communications	✓	✓	✓
Financial Benefits	MSP Monthly Licensing with aggregated tier-based pricing	✓	✓	✓
Marketing Benefits	Marketing Development Funds	•	✓	✓
	Partnership Status Logo	✓	✓	✓
Sales Support Benefits	Usage Breakdown Visibility per Customer	✓	✓	✓
	NFR License Keys	✓	✓	✓
	Partner Locator	•	✓	✓
Technical Benefits	Access to Knowledge Base	✓	✓	✓
	Level 2 Support	✓	✓	✓
	Hand-on Training	•	✓	✓
Training and Enablement Benefits	Interactive Sales and Technical Online Courses	✓	✓	✓
	Professional Certifications	✓	✓	✓
	Training Webcasts	•	✓	✓
	Product Demos	•	✓	✓
	Easy Accessible Sales and Technical Training Materials	•	•	✓

REQUIREMENTS OVERVIEW

	BRONZE	SILVER	GOLD	
Program Requirements	Partner Agreements	✓	✓	✓
	Company Profile	✓	✓	✓
	Offer 1 Level Support	✓	✓	✓
	Provide Services to Customers	✓	✓	✓
	Business Plan	•	✓	✓
Financial Requirements	Annual Revenue Attainment Goals	•	✓	✓
Training Requirements	Sales Professional Training & Certification	•	✓	✓
	Technical Professional Training & Certification	•	✓	✓



Bitdefender is a global security technology company that provides cutting edge end-to-end cyber security solutions and advanced threat protection to more than 500 million users in more than 150 countries. Since 2001, Bitdefender has consistently produced award-winning business and consumer security technology, and is a provider of choice in both hybrid infrastructure security and endpoint protection. Through R&D, alliances and partnerships, Bitdefender is trusted to be ahead and deliver robust security you can rely on. More information is available at <http://www.bitdefender.com>.

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