



# Why become a Bitdefender partner?



**#1 ranked technology.  
Experts' choice**

## **AWARD-WINNING SECURITY. PROVEN EXCELLENCE**

With world leading quality comes recognition. Year after year, Bitdefender takes the most coveted awards in the industry.

## **LEADING TECHNOLOGY. EASY TO DEPLOY**

As a Bitdefender partner, you will deliver GravityZone, the unique security solution with the ability to reduce the total cost of securing endpoints.

## **SATISFIED USERS. RETURNING CUSTOMERS**

Bitdefender's pride in high-quality service and technology ensures the security and satisfaction of our users.



**Working together.  
Simple, easy and  
straightforward**

## **ALWAYS IN THE KNOW**

We at Bitdefender love to communicate and we know our partners need to stay on top of things.

## **COMPREHENSIVE SUPPORT**

People are Bitdefender's most precious asset. Whatever you need, whenever you need it, you will find that we have the right people to help you grow and succeed.

## **INTEGRATED TOOLS**

As we never stop improving, we are constantly fine-tuning the system and introducing new features to meet your needs.



**Lifetime Recurrent  
& Protected Revenues**

## **GUARANTEED PAID PERFORMANCE**

A key philosophy at Bitdefender is that continuous success comes when results are directly and generously rewarded.

## **NEW OPPORTUNITY REGISTRATION**

As a Bitdefender partner, you have access to great tools such as New opportunity registration, to reward your sales efforts.

## **ACCOUNT PROTECTION AT RENEWAL**

Ensures you will be the preferred partner to renew and develop new business in accounts that you've invested your time and effort into.

**BENEFITS**

		BRONZE	SILVER	GOLD
Program Benefits	Account Management	•	✓	✓
	Partner Portal	✓	✓	✓
	Partner Communications	✓	✓	✓
Financial Benefits	Margins	✓	✓	✓
	New Opportunity Registration Discount	✓	✓	✓
	Credit Limit	•	✓	✓
Marketing Benefits	Partnership Status Logo	✓	✓	✓
	Co-Branded Collaterals	•	✓	✓
	Marketing Development Funds (MDF)	•	✓	✓
Sales Support Benefits	Demand Generation & Sales Resource Tools	✓	✓	✓
	New Opportunity Registration	✓	✓	✓
	Account Protection at Renewal	•	✓	✓
	Business Leads	•	✓	✓
	NFR License Keys	✓	✓	✓
	Partner Locator	•	✓	✓
Technical Benefits	Access To Knowledge Base	✓	✓	✓
	Direct Technical Support Link	✓	✓	✓
	Beta Program	•	✓	✓
Training And Enablement Benefits	Interactive Sales & Technical Online Courses	✓	✓	✓
	Training Webcasts	•	✓	✓
	Product Demos	•	✓	✓
	Professional Certifications	✓	✓	✓
	Onsite Trainings	•	•	✓
	Sales & Technical Training Materials	•	•	✓

**REQUIREMENTS OVERVIEW**

Program Requirements	Partner Agreements	✓	✓	✓
	Company Profile	✓	✓	✓
	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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