



## #1 ranked technology. Experts' choice.

Bitdefender provides high quality solutions and unique features. It has the best technology on the market, effective support, and market-oriented pricing. The company's flexibility is very important in an extremely price sensitive market. Also, Bitdefender is a very well respected name in the industry. All these were more than enough reasons for us to choose to become a partner.

Bitdefender helps us to provide malware detection as well as IT infrastructure performance. Along with Bitdefender, we are able to offer high quality services and products, delivering comprehensive first class protection.

Due to the quality of the product, its comprehensive capabilities, and compatibility with other products, Bitdefender is the only security solution that we offer. Our customers are very happy with the product. They usually opt for long-term contracts, and the upgrade and renewal rate is 85%.

What they love about Bitdefender is that compared to other products it is easy to use, clearly structured, and enables complete management with minimal administrative effort. Bitdefender offers our customers a feature pack they would be hard pressed to find elsewhere: firewall, virus protection, power users etc – a very good, extensive range, which is not available on competitive products. It is a comprehensive portfolio that allows for adoptable customization to the customer's benefit!

Bitdefender stands for innovation and global availability. With a huge customer base of more than 500 million, it is a global protective network responds in just seconds to any new threat, ensuring the highest possible virus protection for our customers. Great products, great people, always on alert!

## Lifetime Recurrent & Protected Revenues

The year and a half since we have begun our partnership with Bitdefender has proved to be a very good start. Thanks to our cooperation we have gained many accounts. With Bitdefender in our portfolio, our profitability has increased, and lead distribution has been great. Moreover, Bitdefender has excellent instruction tools.

One of the best things about this partnership is that Bitdefender provides marketing support and offers high flexibility in competitive situations. Payment terms are just right, allowing for a smooth invoicing process.

Bitdefender offers constant support and continually encourages new projects. Renewals can be facilitated through competitive renewal discounts.

## Working together. Simple, easy and straightforward

Our cooperation with Bitdefender has been very successful and efficient. Our expectations have been more than fulfilled. Bitdefender is well positioned in the market, offers recognized product quality, and very good sales support.

Everything works faster and easier than we have expected, and we are very thankful for the presales support from the German team, which has been always of high efficiency.

Compared to other players in the market, Bitdefender is an extremely innovative company, and the reviews from independent testing institutes such as AV-Comparatives have been extremely helpful in the sales process.

Bitdefender's online platform is a great tool. It offers training, webinars and extensive certifications, plus a host of information for those who need to stay up to date with the company's innovations.

## **IQ Sales.**

IQ Sales is a German IT company based in Baierbrunn, in the Munich area. It has been active in the market for more than 10 years, and offers virtualization, software as a service (SaaS), MSP services and consulting. Its main focus is to provide great customer service and excellent products, customer orientation and customer satisfaction, in order to ensure customer loyalty. IQ Sales is a Bitdefender Value-Added Reseller (VAR).

### **About Bitdefender**

Bitdefender is a global company that delivers security technology in more than 200 countries through a network of value-added alliances, distributors and reseller partners. Since 2001, Bitdefender has consistently produced award-winning security technology, for businesses and consumers, and is one of the top security providers in virtualization and cloud technologies. Through R&D, alliances and partnership teams, Bitdefender has created the highest standards of security excellence in both its number-one-ranked technology and its strategic alliances with some of the world's leading virtualization and cloud technology providers.