

A photograph of two men in dark blue suits and ties sitting at a small, round, dark-colored table in a modern office environment. They are both smiling and looking towards the camera. The man on the left is sitting on a white chair, and the man on the right is sitting on a white chair. The background features large windows with a white metal frame structure. The floor is light-colored and tiled. A dark horizontal bar is overlaid on the image, containing text.

Bitdefender[®] Partner Advantage
Network

Partner Programs Guide Reselling Channel Program
MSP Partner Program
Integrated Channel Program



Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Summary

Welcome to the Bitdefender Partner Advantage Network! 03

Reselling Channel Program 05

MSP Partner Program 08

Partnership Levels 09

Benefits and Requirements Overview 10

Partner Benefits 15

Partner Commitments 24

Getting Started 27

Advancing in the Bitdefender Partner Advantage Network..... 28

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Welcome to the Bitdefender Partner Advantage Network!

There has never been a more exciting time to join Bitdefender's Partner Advantage Network! The momentum Bitdefender has built in recent years has surprised even our staunchest competitors. Our reputation is spreading rapidly. Our technology has clearly shot ahead of all competition. Our partnerships are stronger than ever, and the awards received from channel partner program auditors prove it. And this is just the beginning, as Bitdefender looks ahead to an even brighter future.

Our ascent as a company is no accident. It comes, in part, due to our history of commitment, innovation, and close cooperation with partners. Over the years, we've developed a tried and tested formula for success for both ourselves, and our partners.

As Bitdefender stands poised to pull even further ahead of the competition in 2019 and beyond, never has there been a better time to become a Bitdefender partner. Access to #1 ranked technology, ease of doing business, and revenue protection are awaiting those with the drive to succeed.

If you share our commitment to excellence, and believe solid effort should be well rewarded, you'll find you already share an important philosophy with Bitdefender.

In the following pages, you'll discover more about the Bitdefender Partner Advantage Network. You'll learn about the program levels, benefits, requirements, policies, and the resources that will be available to help you rise with us.

Bitdefender is now reaping the rewards of its company philosophy. And you can too.

* According to these independent testing entities





Bitdefender®

Partner Advantage Program

Reselling Channel Program

- ✓ #1 ranked technology. Experts' choice
- ✓ Working together. Simple, easy and straightforward
- ✓ Lifetime Recurrent & Protected Revenues



Bitdefender®

Partner Advantage Program

MSP Partner Program

- ✓ Best protection. Technology at its excellence
- ✓ Business comprehensive approach. Working together seamlessly
- ✓ Scaled revenue growth. Dedicated benefits



Bitdefender®

Partner Advantage Program

Integrated Channel Program

Complete suite of benefits

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Reselling Channel Program

#1 ranked technology. Experts' choice.

Working together. Simple, easy and straightforward.

Lifetime Recurrent & Protected Revenues.

Reselling Channel Program

#1 ranked technology. Experts' choice.

Award-winning security. Proven Excellence

Passion and innovation sit at the core of everything we do at Bitdefender. This is how we have forged a culture of excellence that has taken Bitdefender to the top. With world leading quality comes recognition. Year after year, Bitdefender takes the most coveted awards in the industry.* Certified by experts, our reputation for excellence has been noted by the media and the public. Bitdefender has received rave reviews in prominent media outlets** which have helped raise the company's profile and sales potential. Bitdefender's partners have the unique opportunity to gather momentum along with a powerful, innovative company on its way up, and to tap a growing global base of happy customers.

"flawless protection and extreme ease of use"

Andreas Clementi

CEO of AV Comparatives

Leading technology. Easy to deploy

Sales channel players can benefit from partnering with Bitdefender to deliver GravityZone, the unique security solution with the ability to reduce the total cost of securing endpoints in physical, virtualized and cloud environments, through highly efficient management and highest protection and performance. Our offering is built around making protection for broad and/or complex environments complete and efficient. BRAIN (Bitdefender Reflective Artificial Intelligence Networks) analyses billions of alerts and ensures detection and defensive action against new threats originating anywhere on the globe in just 3 seconds or less. Bitdefender helps companies to take advantage of virtualization and cloud security solutions, with minimal memory footprint and CPU load, and no updating required.

"Top-ranked signature-based detection, coupled with behavioral and cloud-based technology have been essential tools that have helped Direct2Channel's partners win end-users in a highly-competitive market."

Carlos Zevallos, President of Direct2Channel

Satisfied Users. Returning Customers.

Every day, millions of people across the globe trust Bitdefender technologies to keep them safe at home, in the office, and on the go. We take pride in the high-quality service we provide and in Bitdefender's innovative, industry-leading technology, which ensures the security and satisfaction of our users. The technology excellence translates into direct benefits for our partners. Customers save time by preventing infections, which results in reduced operational cost, and for partners, that means increased customer loyalty and satisfaction.

"FlexVirtual's end-users are more than satisfied with Bitdefender solutions. The feedback received so far is that the Bitdefender solutions have given customers the feeling as if they have gained back the performance that had been lacking in their networks. Customers are confident that they are receiving the maximum level of security and performance possible, and they are willing to renew and upgrade annually."

*Alex Pelster,
Founder & Director of FlexVirtual – Netherlands*

*Among the latest awards won by Bitdefender are: AV Test Best Performance Award (2014, 2015, 2016, 2017) and AV Test Best Protection Award (2011, 2015, 2017) for Endpoint Security; 6 awards for Advanced Product in 2017 and Leading Solution in Advanced Threat Endpoint Protection Test from AV Comparatives; its AV is the only one to win seven full years of testing without missing a single VBS spam award; PC MAG's Triple Editor's Choice, AV Comparative's Product of the Year 2017.

**Publications that have featured Bitdefender include Stiftung Warantest, Virus Bulletin, AV-TEST, ICISA Lab, PC Advisor UK, AV-COMPARATIVES, Virus Bulletin, Checkmark, PC World Top 100, CNET, Laptop Magazine, PC Pro, Expert Reviews, WebUser, PC Achat, PC MAG, Micro Hebdo, and Tom's Guide.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Reselling Channel Program

#1 ranked technology. Experts' choice.

Working together. Simple, easy and straightforward.

Lifetime Recurrent & Protected Revenues.

Working together. Simple, easy and straightforward

Always in the know

We at Bitdefender love to communicate. We are always working to improve our products and tools, and we know our partners need to stay on top of things. Moreover, we think it's important to listen to our partners – we trust them and we value their feedback. That's why we guarantee that through our improved system of communication our partners won't miss a thing, and will always find an open channel back to us.

“Maintaining a quality technical support organization has usually been a very challenging prospect with every software vendor we have dealt with, but I can say without a doubt that Bitdefender's Professional Services routinely go the extra mile for us. Whether it's performing remote assistance for our clients or working at hours that are helpful to us, we definitely feel the personal touch of a team that cares about the company and its reputation.” Carlos Zevallos, President of Direct2Channel

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. We have a dedicated team of sales, marketing and technical engineers that is driven to engage our partners and help them close deals.

We are building joint go-to-market campaigns to help partners build their business. We are focused on demand generation to provide our partners leads and tools to help them target their own customers and prospects. We also bring in partners on customer deals that we've been already engaged in.

Moreover, you get free sales and technical materials specifically created to assist you in positioning, selling and delivering Bitdefender security solutions.

“The highly dedicated people with Bitdefender are supporting us tremendously in a professional, fast responding and adorable way!”
Ingo H. Neumann,
MD at IQ Sales

Integrated tools

Bitdefender's partners benefit from tools designed to help them get the best possible results. As we never stop improving, we are constantly fine-tuning the system and introducing new features to meet your needs. The PAN portal is the place where you can find everything, 24/7. Our eLearning platform offers free online sales and technical courses and certifications for our solutions. A powerful tool that can help you grow your business is the Partner Locator, an online directory where customers can search and find the Bitdefender' partners active in their area.

“Our experiences have been nothing but positive in the areas of ordering, knowledge transfer, and the utilization of the partner portal.”
Peter Rudolf,
CEO of Mightycare Solutions

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Reselling Channel Program

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Lifetime Recurrent & Protected Revenues.

Lifetime Recurrent & Protected Revenues.

Guaranteed paid performance

Great motivation drives great results, and we want you to know that we value, encourage and recognize committed partners who strive for excellence. A key philosophy at Bitdefender is that continuous success comes when results are directly and generously rewarded. That is why our partners earn high margins and bonuses for outstanding performance. And, because we want you to take advantage of every opportunity for growth, we always make sure you advance to the next level when you step up your game. Based on your performance you will rise to higher partnership levels, which come with even greater compensation.

New Opportunity Registration

We know that great sales require hard work, and we want you to rest assured your hard work never fails to pay off. As a Bitdefender partner, you have access to great tools such as New Opportunity Registration, to reward you for identifying, developing and winning new business customers. And, to help make your work even more rewarding, we also give you an extra discount, no matter your partnership level. Don't forget: with New Opportunity Registration you get guaranteed maximized results.

Incumbency Program

If you land it, you are at advantage! As an incumbent partner you get additional renewal protection and greater rewards for investing more effort in maintaining and strengthening the relationship with our customers and in ensuring renewal of Bitdefender solutions licenses..

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

MSP Partner Program

Best protection. Technology at its
excellence

Business comprehensive approach.
Working together seamlessly

Scaled revenue growth. Dedicated
benefits

MSP Partner Program

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

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Partnership Levels

The Bitdefender Partner Advantage Network rewards a network of knowledgeable security partners in more than 170 countries. Each program has three membership levels: Bronze, Silver, and Gold. The benefits and requirements increase as our partners gain experience in selling and delivering Bitdefender solutions. Whether partners have a direct business relationship with Bitdefender or a relationship through a regional distributor, the commercial conditions remain the same.

Bronze Partner

The **BRONZE** level represents the Bitdefender partnership entry point for all the new partners. Depending upon the Program they are part of, it allows partners to learn more about Bitdefender security solutions and the opportunities they provide. The Reselling Channel Program offers them a basic percent of margin along with the margin for the New Opportunity Registrations. Through the MSP Program they are having access to the MSP tiered-based pricing, usage breakdown visibility per customer, and Level 2 Support.

Bronze partners also have access to free marketing and newsletters to keep them current with market trends and Bitdefender news.

Silver Partner

The **SILVER** level is for organizations that have achieved commercial and technical certification for the Program they are enrolled in and are ready to commit to annual revenue targets. The Reselling Channel Program offers our Silver partners a higher margin than Bronze partners being also entitled to receive leads from Bitdefender, Incumbency Program, Marketing Development Funds, and support in renewing licenses. Also for the MSP Program starting with the Silver level partner's benefits are higher including support from their designated Bitdefender Account Manager and Partner Locator listing.

Gold Partner

GOLD, the highest partnership level is available to partners with extensive experience in selling Bitdefender security solutions. Gold partners maintain more dedicated certified individuals in both sales and technical positions for Business solutions, have access to hands-on training, and commit to higher revenues. They are eligible to receive the maximum level of margin, leads feed, and support from Bitdefender. Gold partners work more closely with the dedicated Bitdefender Account Manager and Marketing Manager to develop effective sales and marketing plans. They have renewal protection and full support in closing deals - this means the preferred partner for renewing next years in the same account and an exact pipeline amount. They qualify for more Marketing Development Funds and an extra margin for new opportunities registered in Bitdefender's portal.

Gold partners are the most rewarded also by our revamped MSP program, as they reach the highest benefits including a dedicated Technical Account Manager and entrance to the Partner Advisory Board and Reference Program..

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Benefits & Requirements

Reselling Channel Program

MSP Partner Program

Integrated Channel Program

Benefits and Requirements Overview

Partner Advantage Network benefits are tailored to support each partner type in the most effective way. The tables in this section outline the specific program benefits and requirements for Bronze, Silver, and Gold partners. The benefits and requirements listed are described in more detail throughout this document.

Bronze Partners

Partner Benefits		Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Program Benefits				
Partner Portal		✓	✓	✓
Partner Communications		✓	✓	✓
Financial Benefits				
New Business	Margins	✓		✓
	New Opportunity Registration	✓		✓
Renewal	Incumbent Margin	✓		✓
	Non-Incumbent Margin	✓		✓
MSP Monthly Licensing with aggregated tier-based pricing			✓	✓
Marketing Benefits				
Partnership Status Logo		✓	✓	✓
Access to Channel Marketing Automation Portal		✓	✓	✓
Sales Support Benefits				
Demand Generation and Sales Resource Tools		✓		✓
New Opportunity Registration		✓		✓
Incumbency Program - Renewal Protection		✓		✓
Usage Breakdown Visibility per Customer			✓	✓
NFR License Keys		✓	✓	✓



Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Benefits & Requirements

Reselling Channel Program

MSP Partner Program

Integrated Channel Program

Bronze Partners

Partner Benefits	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Technical Benefits			
Access to Knowledge Base	✓	✓	✓
Direct Technical Support Link	✓		✓
Level 2 Support		✓	✓
Training and Enablement Benefits			
Interactive Sales and Technical Online Courses	✓	✓	✓
Professional Certifications	✓	✓	✓

Partner Commitments	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Program Requirements			
Partner Agreements	✓	✓	✓
Company Profile	✓	✓	✓
Offer 1 Level Support		✓	✓
Provide Services to Customers		✓	✓

Silver Partners

Starting with the Silver level, partners' benefits are much higher. No matter whether we are referring to the Reselling Channel Program, MSP Partner Program or to the Integrated Channel Program, the Silver partners acquire the Bronze level benefits & requirements adding the following:

Partner Benefits	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Program Benefits			
Account Management	✓	✓	✓
Marketing Benefits			
Marketing Development Funds (MDF) Program	✓	✓	✓
Sales Support Benefits			
Leads Program	✓		✓
Partner Locator	✓	✓	✓
Technical Benefits			
Hands-on Training	✓	✓	✓
Beta Program	✓		✓
Training and Enablement Benefits			
Training Webcasts	✓	✓	✓
Product Demos	✓	✓	✓

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Benefits & Requirements

Reselling Channel Program

MSP Partner Program

Integrated Channel Program



Silver Partners

Partner Commitments	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Program Requirements			
Business Plan	✓	✓	✓
Financial Requirements			
Annual Revenue Attainment Goals	✓	✓	✓
Training Requirements			
Sales Professional Training and Certification	1	1	1/ Program Type
Technical Training and Certification	1	1	1/ Program Type

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Benefits & Requirements

Reselling Channel Program

MSP Partner Program

Integrated Channel Program



Gold Partners

The Gold partners are the most rewarded by our programs based on their performance and requirements attainment. All the Bronze and Silver benefits are granted towards the highest partnership level adding the following:

Partner Benefits	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Program Benefits			
Technical Account Management		✓	✓
Reference Program		✓	✓
Partner Advisory Board		✓	✓
MSP Online Community		✓	✓
Training and Enablement Benefits			
On-Site Trainings	✓		✓
Easy Accessible Sales and Technical Training Materials	✓	✓	✓

Partner Commitments	Reselling Channel Program	MSP Partner Program	Integrated Channel Program
Financial Requirements			
Annual Revenue Attainment Goals	✓✓	✓✓	✓✓
Training Requirements			
Sales Professional Training and Certification	2	2	2/ Program Type
Technical Training and Certification	2	2	2/ Program Type

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Benefits & Requirements

Reselling Channel Program

MSP Partner Program

Integrated Channel Program

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Partner Benefits

Program Benefits

The Bitdefender Partner Advantage Network offers a wide range of benefits to reward partners. These benefits include sales and marketing tools, financial protected incentives, new opportunity registration, leads program, competitive training and certifications, hands-on training, Not-For-Resale (NFR) licenses, partner visibility on bitdefender.com, and use of the Bitdefender Partner logo for added marketing strength. Benefits depend on the partnership type and level in the Partner Advantage Network. The description of the benefits is included below. Feel free to ask your Bitdefender contact or your Regional Distributor for the benefits that apply in your case.

Account Management

Bitdefender assigns a Channel Account Manager to work with Gold and Silver partners, and provides a contact mechanism to manage ongoing sales-related requests. The Channel Account Manager helps the partner develop effective sales and marketing plans, provides sales support, and serves as a point of contact with Bitdefender teams.

Partner Portal

Bitdefender's online partner portal, PAN, will provide a framework for working with Bitdefender and serves as a central point of access to valuable tools and resources, including:

- Partner program information – partnership level, target acquired, certifications achieved, partnership logo & diploma
- Marketing materials – co-branded materials, marketing campaigns, datasheets, comparatives, presentations, etc.
- Sales enablement tools – new opportunity registration, leads program, renewals, NFR license keys, exclusive promotions, webinars, demos, case studies and references
- Technical support and product information
- Online sales and technical training resources

The PAN portal is your unique gateway to Bitdefender. You are invited to visit Bitdefender PAN Portal frequently to receive the latest information on leads given to you, new opportunities registered, renewals, program offerings, product releases and end-of-life announces, sales and marketing tools, and regional product promotions. The Portal content is customized to your partner level and region, and lets you request more resources from the appropriate people.

Partner Communications

Bitdefender newsletters for partners regularly communicate relevant and timely information, such as:

- Product and training information
- News and events
- Customer/Partner Case Studies
- Partner Advantage Network program and portal updates
- White papers

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Reference Program

Bitdefender rewards partners who bring business opportunities and invest in our partnership. The Reference Program helps partners share their success stories through Bitdefender case studies or speaking opportunities, raising the profile of your business.

Partner Advisory Board

The Bitdefender Enterprise Advisory Board membership is by invitation only and it represents a forum where our most strategic partners can share and explore strategies that drive growth, discuss challenges, influence product developments and interact directly with Bitdefender product teams.

MSP Online Community

We are committed to building a stronger partner network, enabling partners to register on Bitdefender's online forum to gain and share insights and best practices in a dedicated MSP user community.

Dedicated Technical Account Manager

The Technical Account Manager (TAM) provides focused customer advocacy for organizations with unique or complex support requirements. The TAM is a Bitdefender expert who is familiar with the customer's environment, business objectives and deployment plans, and mediates all aspects of the technical customer interactions with Enterprise Support Department.

Financial Benefits

Bitdefender is committed to the financial success of its partners, and offers different margins (according to partnership level, marketing funds, and product promotions) to partners that perform well and have potential for even better results. Bitdefender also maintains a close relationship with the distributors who implement the partnership program structure that may increase the profitability of Bitdefender resellers. Silver and Gold Partners may collaborate with their Channel Account Management to optimize sales. More information about these benefits can be provided by the local distributor or Bitdefender Channel Account Manager.

Margins

Partner margin depends on the partner's status in the Partner Advantage Network. A higher status gives the partner a larger margin. The margin level shall be stated in the Partner Advantage Network Conditions and is computed as a percentage discounted by Bitdefender from the End-User Price which will either be a MSRP or a NSP approved by Bitdefender.

New Opportunity Registration Margin

Bitdefender offers the incentive of New Opportunity Registration to reward its partners' sales efforts. By registering every new opportunity above the required minimum amount, partners get an extra margin for that specific deal, based on the deal ID and placed on the order and invoice related to the deal. Moreover, the Bitdefender partners are assured that all businesses are sealed no matter their value.

Incumbency Program Margins

Ensures you get additional protection and greater rewards at renewal for investing more effort in maintaining and strengthening the relationship with our customers. The incumbent partner is entitled to an increased margin at renewal than the non-incumbent partner.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

MSP monthly Licensing with aggregated tier-based pricing

Gain access to monthly licensing for Bitdefender MSP products and increase profits with tiered pricing based on the total number of endpoint you protect across all customers. The tiers are calculated not per customer, but aggregated across all your customers.

Marketing Benefits

Bitdefender believes the most effective strategy to drive demand for its security solutions combines Bitdefender global marketing and lead generation with the local marketing and field expertise of its partners. As the primary contact with the market, Bitdefender's partners understand their customers', and prospects' needs. To help their marketing and sales, Bitdefender offers a variety of tools and support, including funding for approved marketing activities.

Partnership Status Logo

Members of the Bitdefender Partner Advantage Network can leverage association with the Bitdefender brand to add marketing strength. Correct use of Bitdefender branding allows partners to demonstrate their commitment to delivering quality products and customer satisfaction together with Bitdefender. This powerful tool can help create awareness and preferences for partner solutions and services in the marketplace.

The Bitdefender Partner Advantage Network offers branding to Bronze, Silver, and Gold Partners. Each advanced partnership level has a corresponding logo available.

Samples of the Bitdefender Partner Advantage Network and Bitdefender Partner logos are listed below:



All Bitdefender Partner logos are for use only on authorized partners' collaterals, website, online demand generation activities, e-mails, sales materials, business cards, stationery, and signage. Partners must comply with the Bitdefender Partner Advantage Network logo usage guidelines on the PAN portal.

Co-Branded Collaterals

Collateral branding - with the Partner's logo and the appropriate partnership logo - assures potential customers that the solutions and services provided by a partner comply with Bitdefender methodologies and best practices, and that the partner is authorized to sell, and is knowledgeable about, Bitdefender solutions. Bitdefender provides Silver and Gold partners with collateral customized to accommodate the addition of the Bitdefender Partner logo, and permission to distribute co-branded collaterals to prospective and existing customers. The process of co-branding will take place in the Channel Marketing Automation Portal.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Marketing Development Funds (MDF) Program

Bitdefender offers Silver and Gold partners marketing development funds for prospecting and generating leads. Marketing development funds are offered for partners who commit to invest resources and revenues into Bitdefender-related activities in the following conditions: Bitdefender agrees to spend a certain amount for marketing activities (trade marketing co-op funds, etc.), except for price promotion, but excluding expenses, such as travel, accommodations, meals, entertainment expenses, provided that: (i) all marketing materials and promotions are approved in advance by Bitdefender, being accompanied by MDF ID; (ii) Partner complies with all Bitdefender Guidelines, and respect its payment obligations and the Business Plan submitted (iii) Partner submits the marketing report with the proves of the activities performed.

They are subject to approval before the action takes place. Without the pre-approval ID, the refund for the activity will not be paid after the proofing documents are submitted.

A partner needs to plan these actions as part of the business plan, and propose them, get approval by Bitdefender and ensure the proper execution in the Channel Marketing Automation Portal.

To drive lead generation, educate customers, and assist partners in closing deals, Bitdefender supports Silver and Gold Partners with driven joint-promotional activities, such as: tradeshow, communications (newsletters, webinars, conference calls), customer briefings, and seminars. Bitdefender Channel Account Managers will help authorized partners in the planning and execution of the approved joint activities.

Access to Channel Marketing Automation Portal

Bitdefender offers Silver and Gold partners from focus regions on-going marketing support by giving them access to the Channel Marketing Automation Portal through SSO with the PAN Portal. This great benefit, with the main purpose of generating leads and nurturing the existing ones, enables our selected partners access to a powerful set of marketing tools, including email marketing, social media automation, content syndication, lead nurturing drips, co-branded assets, online process for MDF requests, and much more.

Sales Support Benefits

Bitdefender is committed to providing partners with resources to increase revenue and grow profits. The partners can access a variety of sales tools, new opportunity registrations, renewals support, and the NFR request form on the PAN portal. Additionally, Gold and Silver partners are eligible for lead feed from various Bitdefender lead generation programs.

Demand Generation and Sales Resource Tools

To help effectively position Bitdefender solutions, Bitdefender equips its partners with marketing collaterals, datasheets, whitepapers, sales presentations, industry relevant news and studies, which is accessible on the PAN Portal. Bitdefender intends that all product positioning information is available on the PAN portal, and provide all needed argumentation for sales pitching. However, the customer may be supported to make its own comparisons as part of Pilot Installations and POCs. Positioning tools are confidential, and are subject to the Terms and Conditions in the Partner Advantage Network Program Agreement.

New Opportunity Registration

We offer a quick and easy process to register new opportunities on the PAN Portal to reward our partners for identifying, developing and closing new deals.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Make sure you register every eligible opportunity to take advantage of all the benefits:

- Immediate entitlement to the margin of your partnership level
- If the opportunity has a partial match to another record, the submission is flagged for further review by our channel account managers
- System automatically notifies the partner of the submission status (approved/rejected)
- In case a project is approved under special conditions, an e-mail will go directly to the customer with the price details mentioned - the partner that registered the deal into the system will be kept in all communications
- After the opportunity registration is successfully submitted, a unique ID code will be generated. Partners will then use this unique ID to take advantage of their margin when ordering.

Required information to register an opportunity:

- Company name, primary address, and main phone number
- Primary contact's name and contact information (phone, e-mail)
- Products selected
- Expected close date (estimated)
- Number of users (of the customer)

Criteria to qualify for opportunity registration:

- Deal must be originated by the active partner (Bitdefender-supplied leads can not be registered, as no similar active opportunity exists in the Bitdefender CRM system for the prospective customer.)
- Customer has defined timeframe for purchase of a maximum timeframe of 90 days.
- Follow-up activity is agreed upon by both parties
- Partner provides necessary contact information
- One registered deal per opportunity
- The opportunity must be closed at least 2 days after the opportunity is approved by Bitdefender and the order can be placed within 90 days of approval (extensions are available for up to 30 days, subject to Bitdefender approval).

New Opportunity Registration does not protect against client soliciting bids from other partners or if the client issues a request for quotation.

The registered opportunity will be reviewed for approval by Bitdefender within a maximum of 72 hours. Once approved, the Bitdefender partners are assured the respective deal is sealed. Only the leads with values above a certain threshold will be qualified for the additional new opportunity registration margin. The exact amount of the threshold will be communicated to you by your Bitdefender Sales Representative.

Incumbency Program - Renewal Protection

The incumbent partner (authorized reseller with a valid open Renewal Lead who placed the latest order - new purchase OR renewal - for the customer key(s) contained in the Renewal Lead) gets additional renewal protection and greater rewards for investing more effort in maintaining and strengthening the relationship with our customers and in ensuring renewal of Bitdefender solutions licenses. The incumbent partner is entitled to an increased margin at renewal than the non-incumbent partner.

Bitdefender will also help the incumbent partner close the deal by informing the end-user prior to the license expiration that he has to renew in a specified timeframe. The end-user will be informed of the details of the Bitdefender reseller that supplied him the solution in the first place, if the reseller is still active, keeping this reseller in all the communications for the specific account. Criteria to qualify for renewal protection:

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

i) be an active partner; ii) fulfill accurate End-User Details when placing any type of order; iii) comply with all the contractual obligations to Bitdefender. Notwithstanding anything to the contrary, Bitdefender cannot interfere with the end user decision regarding its option for renewal.

Leads Program

To drive demand for Bitdefender security solutions and generate sales leads, Bitdefender executes regular sales and marketing programs, such as webinars, product demos, e-mail campaigns, and tradeshows. Bitdefender creates and executes the lead programs on a regional basis, and the Channel Account Managers distribute leads generated during these actions to eligible partners based on geographical location and a suitable match between a customer's needs and the partner's vertical market focus, skill set, and experience.

Partners have the possibility to update the status of all leads given through the PAN portal for a maximum of 48 hours or they will be given to another partner. A better sales ratio for leads given will attract more leads. Bitdefender will qualify some leads as "hot leads" based on possible sales of the opportunity.

Customer Choice Leads Program

The **Customer Choice Leads Program** offers our trusted business partners from focus regions the chance to increase their visibility and sales by including their brand as a referral to customers on our websites. This Leads Program allows end customers seeking to buy Business Security & Advanced Business Security from Bitdefender's websites to redirect and address their intention to purchase towards a recommended partner displayed on the webpage.

In order to be appointed as a *recommended partner* on the purchasing webpages, several criteria will have to be met: closing standard leads performance measured reporting to a 24-hour SLA, the certification requirements according to the partnership level & target achievement, PAN Portal usage, and the overall performance with Bitdefender.

To maintain the recommended partner status and the online visibility, the partners will be measured by a strict set of KPI's: *contact timeframe* (the leads must be processed in a **24-hour** timeframe) and *conversion rate*.

NFR License Keys

NFR (Not-for-Resale) products are those that Bitdefender offers to eligible partners for their internal network, they are non-transferable and may not be resold or given to customers. Bronze partners are eligible to receive NFR key after the second order has been placed; Silver and Gold automatically qualify for an NFR key. The request must be made through the Partner Portal. Partners are entitled to request one NFR license for a single product at choice, per year. Upon expiration of the license, a request for renewal or for another product can be placed. However, if membership status in the Partner Advantage Network is lost, or the partner does not comply with the NFR terms of use limitations, all usage rights automatically terminate. Bitdefender encourages Bronze, Silver, and Gold Partners to complete technical training before attempting to install NFR products.

Partner Locator

Bitdefender offers Silver and Gold active partners public online listing in the Bitdefender Partner Locator on www.bitdefender.com. Searchable by partner type and geography, the Partner Locator directory may generate leads for partners by allowing end-customers to locate Bitdefender-qualified resellers in their area. Active certified partners will be placed with priority on Partner Locator, and their category will be determined by their info in the portal.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Usage Breakdown visibility per customer

The Bitdefender Partner Advantage Network Portal is now enhanced for seamless work together. In the Bitdefender PAN Portal, you can now access the monthly license usage report, simplify invoicing with a breakdown of the number of devices protected with each MSP product, per customer.

Technical Benefits

The following technical benefits are available to all Bitdefender partners:

Hands-on Training

To assure an easy-to-manage and clear pre-qualification process, Bitdefender Professional Services will help you perform five live product demonstration and product proof-of-concepts for free! The partner hands-on training is designed to offer Bitdefender Silver and Gold Partners all over the world a working pre-sales framework, easy-to-manage and adaptable to any type of lead, to maximize revenue. Our engineers will guide, assist, and teach you throughout the entire technical sale process:

- Identifying the opportunity from a technical perspective
- Pre-qualifying the opportunity and driving technical-sales
- Run a need-based demo or proof-of-concept
- Assist the customer with possible technical questions during the trial period

Access to the Knowledge Base

Bitdefender's extensive, searchable Technical Knowledge Base comprises a large warehouse of technical expertise on Bitdefender products, including:

- Video Tutorials
- Technical Whitepapers
- Product Documentation
- User Guides and Installation Manuals
- Troubleshooting Articles and How-to's
- Comparatives

Direct Technical Support Link

Bitdefender is committed to delivering high value support to both customers and partners to ensure the appropriate solutions are acquired, installed and used, and that they work as intended. To satisfy this commitment, Bitdefender provides pre- and post-sales technical support communication channels to enable Bitdefender Partners to solve the most challenging issues for their customers. This support structure is customized to accommodate the different needs of our global partners, and is available regionally. Local support contact information is available on the PAN portal.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Beta Program

Bitdefender is committed to delivering innovative, effective security solutions. As technologies and threats evolve, Bitdefender continues to proactively develop and shape its solution portfolio. To ensure that the resulting new solutions and feature modifications are customer ready and of world-class quality, Bitdefender hosts beta campaigns before releasing its solutions to solicit feedback from customers and partners. Gold and Silver partners have the opportunity to enroll in Bitdefender's beta program, so they can make their voice heard in the development of Bitdefender solutions. Also, access to feedback and pre-release information gives these partners the unique opportunity to validate pre-released products, to influence the direction of future Bitdefender development and to better prepare themselves to sell upcoming solutions. Partners can find details on Bitdefender's Beta Program, including information on requirements and how to sign up, on Bitdefender PAN.

Level 2 Support

Offering Level 2 support means following up by answering questions, reporting the status of a pending issue, updating expectations, or obtaining more information about a pending issue. It also means attempting to provide workarounds to address the problem. In situations where a program is not operating as documents, it means reporting the problem to the applicable party's quality assurance organization and escalating unresolved support requests to Tier 3 and working closely with Tier 3 personnel to analyze, understand and resolve difficult issues. Level 2 support also includes verifying that a pending issue can be "closed" when a satisfactory resolution has been provided to customer. For those problems not solved by Tier 2 support, the problem progresses to Tier 3 Support.

SMB Start for GravityZone products – delivered by certified partner*¹

The SMB Start service involves installing the GravityZone product on customer endpoints. This service is ideal for customers who would benefit from expert guidance throughout the deployment process.

Service is limited to a maximum duration of 2 hours and the installation of up to 5 endpoints.

During service delivery, the certified Bitdefender partner will:

- Install and configure the GravityZone management console,
- Create packages,
- Install 1 relay
- Install up to 5 endpoints

Training and Enablement Benefits

Bitdefender is committed to creating an independent, knowledgeable, and successful partner network. The training and continuous education are key components in achieving this strategic goal. The Partner Advantage Network provides easily accessible sales and technical training materials that enable its partners to effectively sell and implement Bitdefender security solutions. Bitdefender encourages all authorized partners to take advantage of these benefits to increase opportunities for success.

Below is an overview of the delivery methods for the sales and technical trainings Bitdefender currently offers its partners. Bitdefender continuously updates the existing courses and develops new ones, so please stay tuned for additions to the platform. All Bitdefender partner training courses are FREE of charge.

¹ Available only for certain areas. Contact your Account Manager for more details.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Interactive Sales and Technical Online Courses

A comprehensive library of E-Learning interactive audio-video courses and video tutorials, based on the live training sessions, is available. Different languages and different tracks (sales, technical and support-oriented) are available. These self-paced courses prepare professionals for both further in-depth training, and certain Bitdefender certification exams.

On-site Trainings

Through agendas tailored to fit only Gold partners' requirements, on-site training provides face-to-face guidance and a hands-on experience that matches job role requirements, preparing partners for real-life challenges. The on-site training is also the most flexible. It can be delivered in an organization's training facilities, at a Bitdefender office, or at another convenient location. As a Gold Partner, you will have access to live product training sessions delivered by Bitdefender trainers, tailored to the requirements of your organization. We aim to teach your team to be experts in our products, so contact your dedicated Account Manager to find out the eligibility details for live course enrollments. This section is subject to specific Terms and Conditions that can be found in the PAN Portal, under the "Training and Certifications" section.

Training Webcasts

At Bitdefender, remote product training sessions are equivalent to on-site product training, but without travel expenses, as they are delivered via interactive webinars to Gold and Silver partners. These webinars are hosted live by members of the Bitdefender training group, who act as virtual classroom training leaders dedicated to small groups of remote participants. To maintain the highest quality of training, Bitdefender does not outsource remote training - each and every remote training session is guided by an expert Bitdefender employee. Contact your dedicated Account Manager to find out the eligibility details for live webinars enrollments.

Product Demos

We help you discover our solutions by presenting them to you either live or online. Silver and Gold partners participate in our product demo sessions and learn how to install, configure, use, and discover each Bitdefender security solution.

Professional Certifications

The Bitdefender training group provides members of the Partner Advantage Network access to world-class training programs and certifications. These programs help our partners maximize sales and marketing potential, increase competitive advantage, and gain technical knowledge in managing customer security issues. Pass the online tests and obtain your diploma immediately.

Easily Accessible Sales & Technical Training Materials

Bitdefender regularly develops and publishes updated technical and sales training tools to the Bitdefender Partner Advantage Network portal. These tools allow Gold partners to develop and update their competitive advantages. Bitdefender channel newsletters notify Gold partners when new training materials are available. Also, we can share our training materials, including product videos and demos, to better support Gold partners' businesses.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Partner Commitments

Bitdefender Partner Advantage Network requirements are structured to foster a skilled, knowledgeable, and ambitious partner community that is intended to perform at a high level in selling and implementing Bitdefender solutions.

Requirements that partners must meet to maintain or move up through the Partner Network Advantage levels are as follows:

Partners must fulfill core requirements to maintain their partner level: current profile information, the appropriate level of sales and technical certification for the business solutions for the corresponding level of partnership, the attainment of the minimum target and, for the Silver and Gold levels, a sustainable business plan.

Bitdefender will review the partner status and compliance milestones against program requirements every quarter, providing the information needed to review and adjust partner level. To maintain their Partner Advantage Network status, partners must meet their own sales targets of Bitdefender products, certified persons appropriate to their partnership level, complete and keep the business plan up-to-date and must maintain accurate company profile information on PAN.

Notwithstanding, Bitdefender has the right to cancel the partner account if the Partner:

- Fails to meet the sales targets and the certification requirements.
- Sells outside the designated territory.
- Conducts business in a manner considered inconsistent with Bitdefender business practices.
- Advertises or shows online pricing lower than that showed on Bitdefender website.
- Becomes insolvent or admits in writing its inability to pay its debts.
- Ceases to function as a going concern or to conduct its operations in the normal course of business.
- Does not comply with use of Bitdefender trademarks and trade names guidelines.

Program Requirements

Partner Agreements

Partners accepted into Bitdefender Partner Network Advantage must work according to the terms and conditions of the Partner Program Framework Agreement agreed upon by parties during the application process. The agreement sets forth terms, conditions, and operating expectations for both partners and Bitdefender. Partners must comply with the conditions of their agreement with Bitdefender to maintain their Partner Network Advantage membership status.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Level 1 Support

Managed Service Providers should provide the first line of support for their customers. Bitdefender does not offer support to MSP customer organizations, but provides technical support to the MSP partners.

Provide services to customers

Partners will have to make proof of and provide managed services to customers and not just resell licenses.

Company Profile

All Bitdefender partners must complete and maintain current and accurate company information in their Company Profile declared in Bitdefender PAN. Bitdefender will periodically review the accuracy of partner profile information, as this information will be visible also on the Partner Locator for end-users.

Business Plan

Working together for strategic planning is critical to the success of our partnership. To facilitate this process, Bitdefender offers its partners not only simplified business plan templates, but also help setting realistic goals and identifying key opportunities to drive revenue. The business plan templates are available on the PAN portal, and the Channel Account Manager is ready to help all qualifying partners to fill them out and apply them successfully.

Silver and Gold partners are required to develop and use a Bitdefender business plan communicated and reviewed together with their Bitdefender Channel Account Manager. The business plan will contain and document partner-specific sales strategies and execution methods in the areas of lead generation and marketing, and will outline target customer profiles, revenue goals, and partner commitments. It also provides an objective format for measuring partner success. Partner business plan templates are located on the PAN portal, and the submission will be done online, with the possibility to update quarterly and check each action when completed for better communication between the two parties. Moreover, Silver and Gold partners must review and update their Bitdefender business plan with their Channel Account Manager.

Financial Requirements

Gold and Silver partners must establish and meet annual revenue commitments agreed with the Bitdefender Channel Account Manager. The annual revenue commitments will be divided evenly between each quarter, unless other arrangements have been agreed upon with the partner. Revenue commitments will vary by partner type and geographic location. After exceeding the target, a partner can be upgraded to next level, due to his request and must acquire his certifications. At the end of each year, Bitdefender will review all the revenues met by each partner and will update partnership levels and margins for all the partners. If the agreed revenue commitments are not met, Bitdefender has the right to downgrade Gold and Silver partners.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Training Requirements

Product knowledge is critical in enabling Bitdefender partners to sell, deploy, and support Bitdefender products effectively. Each partner has to acquire the necessary level of certifications, that are mandatory for business solutions. The trainings and certifications for Consumer and Service Providers are optional.

To ensure partners are equipped with all they may need to sell and implement Bitdefender products, they must meet the minimum training requirements of their partner level. The required training courses and certification processes are available on Bitdefender PAN, free of charge. Each Gold and Silver partner must acquire the specific number of certifications, as per their level from entering the program and qualifying for a certain membership. Only when the training requirements are met, the partner can be upgraded to the Silver or Gold level, as long as the financial requirements are also met.

Partner Programs Guide

- Reselling Channel Program
- MSP Partner Program
- Integrated Channel Program

Getting Started

As a new Bitdefender Partner, you will be approved under the Bronze level. Only when you meet the financial and certification requirements for Silver or Gold level your partnership level can be upgraded. To realize the benefits of the Bitdefender partnership as quickly as possible, we recommend you follow a few key steps. Doing so will quickly acquaint you with the resources available to you, and help you assimilate the product and positioning knowledge you'll need to build a strong foundation for success.

1. **Sign-up** for the Bitdefender Partner Advantage Network. Simply visit www.bitdefender.com/partners, create a brief profile for your company, and click the JOIN button.
2. **Activate** your Bitdefender Partner Advantage Network access, by using the given credentials for accessing the PAN portal. The Bitdefender Partner Advantage Network has an exclusive online resource center, where you can view a wide range of information, including: key sales, marketing, leads, renewals, new opportunity registration, marketing development funds, trainings and certifications, special promotions, and technical information (based upon your authorized partner level), and more.
3. **Complete** your sales and product training for the Silver or Gold level you want to acquire. The sooner you gain the knowledge, the sooner you can start selling Bitdefender and reaping the rewards. The certifications are mandatory before upgrading to the next partner level (Silver or Gold).
4. **Build** your Bitdefender business plan. Silver and Gold partners will receive Bitdefender's help accessing and updating the business plan template, visualizing targets, building a plan to achieve success with prospected customers in the most effective manner, maximizing revenue-making potential, and using a consistent method for measuring their success.
5. **Start** selling! Leverage the tools on the Bitdefender Partner Advantage Network, and the relationships you've forged with Bitdefender and its system, to uncover new opportunities and close deals. Your success is our success.

#1 ranked technology.
Experts' choice.

Working together.
Simple, easy and
straightforward.

Lifetime Recurrent &
Protected Revenues.

Advancing in the Bitdefender Partner Advantage Network

The Bitdefender Partner Network Advantage Program provides a clear growth track toward higher levels of support, rewards, and recognition for members. Bitdefender encourages partners who desire a higher level of partnership to request a partner status assessment. Requests can be submitted at any time during the 12-month validity of your partner program status, or if you believe you are entitled to a higher level.

Partners must provide evidence that they comply with Bitdefender Partner Advantage Network requirements for the higher level of partnership two quarters in a row, apart from the revenue objectives and the required certifications, which are a mandatory part of upgrading.

Are You Ready To Share Success With A True Market Leader?

Joining the Bitdefender Partner Advantage Network is easy. Simply tell us a bit about yourself and enjoy immediate status as a registered partner. A Bitdefender sales specialist will contact you as soon as possible to explain you the benefits of becoming our partner.

It's that simple!

To apply, click the "Join" button at: www.bitdefender.com/partners and complete the short form!

Questions?

Contact us at partnerprogram@bitdefender.com

Program Changes and Reservation of Rights

This guide is provided for informational purposes only. Our delivery and offerings are subject to Bitdefender then-current policies and guidelines. All information in this guide was accurate at the time of printing, but is subject to change without prior notice. Partners are encouraged to refer to Bitdefender's online portal, Bitdefender Partner Advantage Network, for the most up-to-date version of program guidelines. Bitdefender reserves the right to administer and modify the programs referenced herein at its discretion, and is not responsible for program members' reliance on specific terms of this guide that have subsequently been modified by Bitdefender.

We work with the best

