



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.

INCUMBENCY PROGRAM

Ensures you get additional protection and greater rewards at renewal for investing more effort in maintaining and strengthening the relationship with our customers.

BENEFITS

		BRONZE	SILVER	GOLD
Program Benefits	Account Management	•	✓	✓
	Partner Portal	✓	✓	✓
	Partner Communications	✓	✓	✓
Financial Benefits	Margins	✓	✓	✓
	New Opportunity Registration Margin	✓	✓	✓
	Incumbency Margin at Renewal	✓	✓	✓
Marketing Benefits	Partner Marketing Portal	✓	✓	✓
	Partnership Status Logo	✓	✓	✓
	Marketing Development Funds (MDF)	•	✓	✓
Sales Support Benefits	Demand Generation & Sales Resource Tools	✓	✓	✓
	New Opportunity Registration	✓	✓	✓
	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	•	✓	✓
Training Requirements	Annual Revenue Attainment Goals	•	✓	✓
	Sales Professional Training & Certification	•	✓	✓
	Technical Professional Training & Certification	•	✓	✓



Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, business, and government environments, Bitdefender is the industry's trusted expert* for eliminating threats, protecting privacy and data, and enabling cyber resiliency. With deep investments in research and development, Bitdefender Labs discovers 400 new threats each minute and validates 30 billion threat queries daily. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence and its technology is licensed by more than 150 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in 170 countries with offices around the world. For more information, visit <https://www.bitdefender.com>.

*Bitdefender has ranked #1 in 54% of all tests by AV-Comparatives 2018-2021 for real-world protection, performance, malware protection & advanced threat protection.

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