The BitDefender OEM Advantage Program

Add industry-leading security solutions to your hardware, software, or service offering-customized to meet your specific business needs

The BitDefender OEM Advantage program was designed for high technology hardware and software providers and other organizations who are seeking to increase the value of their offering with a comprehensive security solution. Whether adding initial security to a hardware or software offering, or supplementing an existing solution that already includes some security components, BitDefender provides an outstanding way to grow revenue streams - by expanding the company's reach in existing markets, moving into new markets, or earning additional business from existing customers.
Though many security vendors have developed an OEM program in one form or another, the BitDefender OEM Advantage is truly unique in its ability to help you meet your business objectives and maximize your ROI. By combining best-of-breed technology with unprecedented business model flexibility, the BitDefender OEM Advantage fits your specific business needs.

Advanced Technology

BitDefender utilizes state-of-the-art technology to protect users from a flood of malicious programs, regardless of their computing environment. BitDefender takes a layered approach to malware detection, utilizing an array of technologies to provide proactive protection for unknown threats, before they can infiltrate the company's network - at the network gateway, or at the client level. BitDefender anti-malware technology employs specific signatures of known malware, as well as behavior-based heuristics, context-aware behavior analysis, and sandboxing to quickly detect and block new threats that have yet to be identified by industry experts - providing your customers with the most comprehensive protection available.

BitDefender technology supports the most demanding environments, with advanced capabilities such as:

- Full native support for 64-bit processors and operating systems, to take advantage of their enhanced hardware ca pabilities. Many competitors who claim to support 64-bit actually run 32-bit applications in a 64-bit environment, which can seriously degrade performance.
- A truly portable engine and SDK to support a wide range of platforms. While most competitors require several months to port to a new environment, the BitDefender SDK was successfully ported to the ARM, PowerPC and MIPS platforms in less than a month.
- In-process multi-threading enables process memory to be scanned directly to provide enhanced security, while increasing performance, simplifying maintenance and distribution, and eliminating the need to determine which vendor owns a specific process.
- Supports both incremental and on-the-fly updates, for comprehensive anti-malware protection without interruption.

Flexible Business and Licensing Options

BitDefender has the unique ability to work with you at many different levels. You will have an assigned BitDefender Business Development Manager, who will work one-on-one with you to determine your specific business goals and objectives, and design a program that best serves them. You can choose an existing program, or design a unique one to meet your specific business needs. Choose from the following options:

- **Re-Branding or Co-Branding**
  Add security to your existing offering - and either utilize your own brand, or add your brand alongside the BitDefender brand. While most security providers do not provide this licensing option at all, BitDefender offers re-branding and co-branding as part of an overall customized solution which includes:
    o The ability to select only the desired features and functionality
    o Support for multiple languages
    o The fastest turnaround in the industry

- **Hardware/Software Bundling**
  Bundle BitDefender products with your own products, to quickly and easily add security to the solution you offer your customers. You can even bundle a free time limited evaluation version and upsell the users for commercial, paid version.

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- **Software Integration**
  Integrate BitDefender technology into your existing applications for a customized, transparent solution.
- **Up Selling/Reference Selling**
  Standard BitDefender products provide the fastest, easiest way to add a security solution to your existing product line.

  Choose any of the program options discussed above, or combine two or more of them for a truly customized solution that meets your specific business needs.

Modular Structure

BitDefender offers a variety of features and functionality that can be easily integrated into your existing solution.
Each technology is modular in nature, so you can choose only the module(s) that best fit your needs. You get everything they want in a security solution, without taking anything you don't want.

Software Development Kits

Choose from a wide range of SDKs, including:

- **The BitDefender High-Level SDK**
  provides quick integration capabilities and access to commonly used functions such as on-demand and on-access scanning, on-the-fly updates, in-memory and stream scanning, and anti-rootkit capabilities. With the functionality most partners require already built in, this SDK minimizes your programming effort.
- **The BitDefender Core SDK**
  provides a maximum level of granularity and control over the scanning engine and process. This SDK is ideal for partners who have specialized security needs - and the technical wherewithal to modify the code accordingly
- **The BitDefender On-Access SDK**
  enables the partner application to call the scanning engine. This SDK enables software vendors to scan files created with their product each time those files are opened.
- **The BitDefender Client-Server SDK**
  enables antivirus scanning as a server-side process. This SDK is ideal for Gateway providers who wish to add perimeter security to their solution.
- **The BitDefender Anti-Spam and Anti-Phishing SDK**
  enables the addition of powerful anti-spam engines and anti-phishing technology to newly-developed or existing products.
- **The BitDefender Mirroring SDK**
  is used to mirror the BitDefender anti-malware database. This SDK is perfect for partners who wish to add their own anti-malware capabilities. The database is updated every 90 minutes on average, and can be integrated with push, pull, or cloud-based services - for a customized solution.

  All BitDefender SDKs are designed to be easily integrated into your existing applications.

Stream Signature Technology Integration

Partners who already possess a matching engine can integrate BitDefender Stream Signatures - a database containing the signatures, virus names, and threat level of more than 40,000 known, dangerous malware. Stream signatures are an excellent choice for those who cannot afford to give up the system resources required for complete scans, but still need protection against the most prolific malware.

QuickScan Rapid Assessment

BitDefender QuickScan is an advanced online tool which rapidly detects threats in memory - with nothing resident to install on the end-user's system. QuickScan assesses the system for known and unknown files. Known "clean" files are promptly verified against the BitDefender database, while unknown files uploaded for in-depth in-the-cloud scanning. Since a full scan is only performed on the small percentage of system files where threats are most likely to occur, the entire process can be completed in less than 30 seconds. QuickScan is ideal for rapidly checking the overall health of a system, prior to performing any sensitive work such as on-line banking. QuickScan can be invoked on-demand by the user, or it can be enforced by policy at the network or ISP level.

Cross-Platform

The BitDefender SDK works across the major operating systems - Windows, Mac, and Linux - as well as with other major hardware platforms such as x86, PowerPC, and MIPS. Furthermore, as all BitDefender SDKs have common APIs, it results into major resource savings and faster-go-market to our partners: they need to develop the integration only once and then cross-leverage it on all platforms of their choice. The SDK was also built from the ground up with portability in mind, so it can easily be ported to additional platforms in the future. While most competitors require up to a year to port to a new environment, with BitDefender it can be accomplished in as little as three weeks.

Easy to Develop and Integrate

BitDefender SDKs have been developed to make it easy to integrate with existing hardware and software solutions - significantly reducing the burden on your scarce development resources. BitDefender also supplies comprehensive documentation, including step-by-step "how-to" guides and descriptive examples of all SDKs, to make it easy for developers who are unfamiliar with security software to successfully integrate BitDefender solutions with ease.

Industry-Leading Support

BitDefender is the only security provider to offer you guaranteed response times for submissions of known or suspected malware. This unrivaled SLA enables you to provide an extraordinary level of service to your customers - without the need to become a security expert. You simply focus on your own core competencies, and we'll take care of the security.

Feature	Benefit
State-of-the-art technology	Provides your customers with the most comprehensive protection available.
Supports most major platforms	Supports a wide range of operating environments, including Windows, Mac, Linux, and UNIX. Also provides full native support for 64-bit CPUs.
Portable SDK	You can have the solution ported to the computing platform of your choice, in as little as three weeks.
Flexible business and licensing models	Enables you to choose an existing program - or design a unique one - to meet your specific business needs.
Modular structure	Allows you to "mix-and-match" program components for a truly customized offering.
User-Friendly Documentation	Makes it easy for developers who are unfamiliar with security technology to integrate BitDefender technologies.
Unique SLA	Enables you to provide an extraordinary level of service to your customers - without the need to become a security expert.

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