

# ADVNET grows endpoint security business by 30 percent

High-value partnership leads to high customer satisfaction, improved cybersecurity protection, and GDPR compliance



ADVNET SRL is a leading Italy-based systems integrator and value-added reseller specializing in advanced IT systems and cybersecurity. The company's differentiators include a staff with advanced technological knowledge and skill sets combined with a strong commitment to exemplary client service.

## BUSINESS CHALLENGE

When the European Union adopted the General Data Protection Regulation (GDPR), businesses needed to reevaluate and potentially update their IT environments and security posture. Otherwise, they could be facing stiff fines if they experienced privacy or data breaches.

ADVNET, an information technology systems integrator and value-added reseller, paid close attention to GDPR and soon determined that its Sophos security solution was not up to the challenge of complying with the new data protection requirement. The company sought an alternative and evaluated Trend Micro and Bitdefender.

Fabio Gastaldi, Managing Director and President, ADVNET, says, "We selected Bitdefender because it provided the best protection at a competitive cost and enabled our customers to comply with GDPR. We also liked that there was minimal impact on endpoint performance and the solution was easy to use and deploy as either an on-premises or cloud solution."

## PARTNERSHIP SCOPE

ADVNET SRL resells a broad range of Bitdefender cybersecurity solutions, including GravityZone Ultra, a comprehensive endpoint protection, detection, and response (EDR) solution, and GravityZone Elite, an integrated endpoint protection, risk management, and attack forensics solution.

In addition, ADVNET's Bitdefender portfolio includes GravityZone Ultra Plus eXtended Detection and Response (XDR), an integrated solution that combines EDR and network traffic analytics.

Since forming the partnership, ADVNET has installed Bitdefender at numerous customer locations to protect a total of 6,000 workstations. In addition to Bitdefender deployment services, ADVNET also provides customers with first-line customer support and engages Bitdefender technical support resources when needed.

In addition, ADVNET depends on Bitdefender to protect its internal infrastructure and endpoints.

### Industry

IT Systems

### Headquarters

Thiene, Italy

### Business Challenge

- Introduction of stringent data protection regulations
- Prior security solution offered limited compliance with new requirements
- Reduced endpoint performance at customer sites during security scans

## BUSINESS OUTCOME

ADVNET credits the Bitdefender partnership with healthy growth and expanded presence in the cybersecurity market.

"Partnering with Bitdefender has been an excellent choice for us," states Daniele Masi, Sales and Marketing Director. "We have seen 30 percent growth in our endpoint protection business since we began offering Bitdefender solutions. The Bitdefender sales and technical teams are helpful, knowledgeable, and competent, which has contributed to us closing some extremely competitive deals."

In fact, one opportunity pursued by Trend Micro and ADVNET led to the customer choosing ADVNET to install Bitdefender across 2,000 endpoints.

Technical support has been a positive experience for ADVNET, according to Alessandro Barbieri, Managing Director, ADVNET: "When we have occasionally needed to escalate to second- or third-level support, Bitdefender's customer support teams consistently provide fast, effective solutions."

Not surprisingly, Bitdefender's highly advanced, innovative technologies also have contributed to the strength of the partnership. In three years, there has not been a single cybersecurity breach at an ADVNET customer site. In addition, ADVNET appreciates that the lightweight Bitdefender solutions scan all endpoints and network traffic without degrading system performance. In fact, since moving from Sophos to Bitdefender, ADVNET has seen a 40 percent improvement in overall endpoint performance at customer sites.

"The endpoint risk analytics and EDR capabilities provide us with deep insights and risk mitigation before any vulnerabilities turn into issues," notes Masi. "The Bitdefender GUI is a pleasure to work with because it is so easy to use. With improved protection and more streamlined security management, we're able to spend more time on supporting our customers and focusing on developing innovative services."

Looking ahead, ADVNET sees a continued bright and profitable future with Bitdefender. Barbieri comments, "We feel Bitdefender's commitment to us as a partner and our customers very strongly. Our customers are extremely satisfied with the Bitdefender solutions, which leads to more repeat business. The partnership is very solid, and we look forward to many more years of joint success and growth."

*"Partnering with Bitdefender has been an excellent choice for us. We have seen 30 percent growth in our endpoint protection business since we began offering Bitdefender solutions."*

Daniele Masi, Sales and Marketing Director, ADVNET

### Business Outcome

- 30 percent growth of endpoint protection business
- High customer satisfaction and repeat business
- Streamlined protection and management creates more time for innovation
- Compliance with rigorous GDPR requirements