

Close partnership drives business success at Pragma Computers

IT integrator credits partnership with consistent double-digit growth of endpoint security revenue year after year and successful project outcomes



Founded in 1992, Pragma Computers handles integration, design, implementation, and support of IT systems and networks. The company also resells workstations, printers, servers, software licenses, and other solutions. Pragma Computer's information security areas of expertise include cybersecurity, digital forensics, and incident response (DFIR), and threat prevention and analysis.

BUSINESS CHALLENGE

In the early years of business operations, Pragma Computers did not steer customers to a particular security solution. That all changed when the company formed a strategic partnership with Bitdefender about ten years ago. By joining forces with Bitdefender, Pragma Computers gained access to new growth opportunities in the cybersecurity world, as well as new technical skills and abilities. As a result, Pragma Computers capitalized on the newly acquired advantages, and business development exceeded expectations in a short period of time.

Cosmin Gheorghita, Business Development Manager, Pragma Computers, says, "We decided to formalize our relationship with Bitdefender because their cybersecurity solutions consistently received top ratings from the independent testing firms. We liked how Bitdefender was committed to jointly developing business opportunities with us and training our staff to learn more about their solutions. From the start, Bitdefender showed it was just as invested in our success as their own."

PARTNERSHIP SCOPE

Pragma Computers resells a broad range of Bitdefender GravityZone business solutions, including GravityZone Ultra, GravityZone Elite, GravityZone Patch Management, GravityZone Full-Disk Encryption, and others. GravityZone Ultra, for example, provides endpoint protection, detection, and response (EDR) capabilities. GravityZone Patch Management enables automated patching of operating systems and applications while GravityZone Full-Disk Encryption handles the cryptographic keys of encrypted workstations.

Since partnering with Bitdefender, Pragma Computers has installed GravityZone at several hundred customer locations spanning tens of thousands of endpoints across Romania.

In addition to deployment services, Pragma provides customers with tier-one technical support and retains the option to engage Bitdefender technical resources if needed.

Industry

IT Systems

Headquarters

Bucharest, Romania

Business Challenge

- Lacked a recommended security solution for customers
- Limited growth of endpoint security business
- Slow endpoint performance during scans

"The support at Bitdefender is stellar," observes Gheorghita. "I've never encountered a support team that is so well trained and responsive. Since we're dealing with cybersecurity, such excellent support makes us feel safe."

BUSINESS OUTCOME

Soon after formalizing the relationship, Pragma Computers became a Bitdefender Gold Partner. Each of the last three years, Bitdefender recognized Pragma Computers as Partner of the Year in Romania. Comments Gheorghita, "Since we became a Bitdefender Gold Partner seven years ago, we've seen double-digit growth of our endpoint security business year after year." As a Gold Partner, Pragma Computers benefits extensively from Bitdefender resources, such as product training and staff certifications. With this deep knowledge and proficiency, Pragma offers high-quality first-tier support, deployment, and consultancy services to customers.

"Bitdefender is strategic because they help us develop and grow the business," Gheorghita explains. "On several occasions we had trouble winning a Bitdefender sale. Bitdefender got involved and we closed the deal. I've always felt Bitdefender has been by our side, no matter the challenge. We can count on someone at Bitdefender, at any hour, by email or phone, to advise on a technical or sales issue, or a business decision. Bitdefender always has our back in any situation." He continues, "We work with nearly all the IT vendors but when it comes to endpoint security, Bitdefender is the best. If we're working on a networking, server, or virtual deal, we're always going to recommend Bitdefender for endpoint security, even if the customer is asking for a different solution."

Recommending Bitdefender is not just about winning business. It is also about improving outcomes for the customers, says Gheorghita: "If we deploy Bitdefender along with other systems, the risk of failure goes down, and our confidence in success of the project goes way up. Bitdefender does a stellar job of protecting our customers from threats. That's insurance and value for us and our customers."

The high quality of Bitdefender technologies also has contributed to the partnership's success. Gheorghita notes, "When Bitdefender detects an issue, the resolution is smooth without any disruption. Even our smaller customers without any IT staff, often can handle it. This saves us a lot of time. Both our customers and our staff like the GravityZone console because it's so easy to use and customer friendly. They don't need a Ph.D. in rocket science to use Bitdefender."

"GravityZone is flexible enough to fit every type of customer, from small businesses with less than 10 endpoints managed in the cloud, to large enterprises with tens of thousands of endpoints managed by load balanced on-premises consoles," he continues. "The scalability of the solution is fabulous. Plus, because Bitdefender has such a small footprint, there is hardly any impact on endpoint performance. We've seen endpoints slow down when other solutions are running in our customer environments."

A close-knit, committed team approach is the foundation of the partnership. Gheorghita comments, "Bitdefender is a great team player across every aspect of our business. They are always available to give us advice whether we have a technical question or need a price quote or solution recommendation. That's the essence and value of the partnership. When we're doing business with Bitdefender, we feel like we're all part of the same family and working for the same company."

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Business Outcome

- High probability of overall project success
- Double-digit growth of endpoint security business annually
- Significant time savings due to simplified threat resolution and management
- Team approach yields positive outcomes for partnership