

Bitdefender® PARTNER ADVANTAGE
NETWORK

PARTNER PROGRAM GUIDE

MSP PARTNER PROGRAM GUIDE



Contents

WELCOME TO THE BITDEFENDER PARTNER ADVANTAGE NETWORK!3

MSP PARTNER PROGRAM4

PARTNERSHIP LEVELS5

BENEFITS AND REQUIREMENTS OVERVIEW.....7

PARTNER BENEFITS..... 10

EDUCATION AND GROWTH BENEFITS..... 16

PARTNER COMMITMENTS 19

GETTING STARTED..... 22

ADVANCING IN THE BITDEFENDER PARTNER ADVANTAGE NETWORK 23

Welcome to the Bitdefender Partner Advantage Network!

Welcome to the Bitdefender Partner Advantage Network – MSP Partner Program Guide!

There’s never been a better time to be part of the Bitdefender Partner Advantage Network. With over 20,000 managed service providers (MSP) across more than 170 countries, our global community continues to grow, thrive, and drive cybersecurity innovation forward.

Bitdefender’s momentum in recent years has set us apart - our technology consistently leads the market, our partnerships are stronger than ever, and our continued recognition by industry experts and channel analysts confirms our leadership. But what excites us most is what lies ahead.

Our success is no coincidence. It’s the result of relentless innovation, a deep commitment to our partners, and a shared vision of delivering trusted, effective cybersecurity solutions. Together, we’ve built a partner ecosystem rooted in mutual growth and lasting success.

As we look toward the future, our focus remains on empowering our partners. Through access to award-winning technology, a simplified business experience, and strong revenue protection, we provide everything you need to succeed in a competitive market.

If you value collaboration, results, and excellence, then you’re already aligned with Bitdefender’s core philosophy.

In the pages that follow, you’ll find everything you need to navigate the Bitdefender Partner Advantage Network - details on program levels, benefits, requirements, and the many resources available to help you grow with us.

Bitdefender is now reaping the rewards of its company philosophy - recognized through numerous partner program awards - and you can too, as our journey continues and we invite you to grow with us.

**According to these independent testing entities*



MSP Partner Program

Scaled Profitability

Dedicated Rewards and Business Empowerment

Tiered pricing and partnership incentives by level

As your partnership level increases, enjoy tiered pricing and complimentary licenses for a comprehensive endpoint security solution to safeguard your infrastructure.

Business growth through expert training

Bitdefender offers partners interactive live trainings that help you grow. Online courses, Masterclass sessions, and certifications to enhance cybersecurity skills, ensuring expert services for your clients.

Drive Value with NFR Access to MDR Services

The Not for Resale (NFR) Program offers MSP partners heavily discounted access to Bitdefender's Managed Detection and Response (MDR) service for internal use. Available through the [PAN Portal](#), it enables you to evaluate MDR capabilities on your own infrastructure—perfect for gaining hands-on experience.

Best Protection

Technology at its Excellence

Recognized Global Cybersecurity Leader: Proven 1st-Rate Protection

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 security and risk analytics comprehensive MSP platform

Bitdefender [GravityZone Cloud MSP](#) is a unified security and risk analytics platform that provides advanced endpoint protection including detection and response (EDR), extended detection and response (XDR) and cloud security for physical, virtual, and multi-cloud environments. The platform delivers deep security context to detections and offers a direct path to Bitdefender MDR services for 24x7 threat monitoring, detection and response, and proactive human-led threat hunting.

“flawless protection and extreme ease of use”

Andreas Clementi

CEO of AV Comparatives

Streamlined Licensing

Working together seamlessly

Simplified licensing & provisioning — pay as you go

Manage protection for all customers from the GravityZone 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 Advantage Network (PAN) Portal access

Streamline billing, lead generation, and sales efforts with centralized access to essential tools and resources through the [PAN Portal](#). By linking your GZ account with your PAN Portal account, you unlock a seamless experience across platforms — including sales, product, and marketing assets, as well as the e-learning and marketing self-service platforms — for maximum efficiency.

“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

Partnership Levels

The Bitdefender Partner Advantage Network rewards a network of knowledgeable security MSP partners in more than 170 countries, with over 20,000 MSP partners worldwide. The current MSP Partner Program has four membership levels: Bronze, Silver, Gold, and Platinum. The benefits and requirements increase as our partners gain experience in selling and delivering Bitdefender solutions.

Bronze MSP Partner

The **BRONZE** level marks the entry point into the Bitdefender MSP Partner Program. It is ideal for new managed service providers starting with Bitdefender's . At this level, partners gain access to the **24/7 Partner Portal, self-paced online courses**, and essential tools like **usage breakdown reports per customer**. Bronze partners can start building their services with Bitdefender's core resources and benefit from **monthly consumption-based billing**, depending on the agreement with their distributor, which simplifies customer management and pricing.

Silver MSP Partner

The **SILVER** level is intended for MSPs that have progressed beyond the entry tier and are actively expanding their engagement with Bitdefender. Silver partners receive all the benefits available at the Bronze level, plus enhanced opportunities such as access to **Marketing Development Funds** (upon request and subject to the submission and approval of a detailed activity plan; while approval isn't guaranteed, each request is carefully evaluated on a case-by-case basis). They are also assigned a dedicated **Account Manager**, whose contact details are visible directly in the Partner Advantage Network (PAN) portal. Silver partners may be admitted to the **Reference Program**, which can be published on the MSP Program webpage alongside written endorsements. In addition, they benefit from live or online **product demos**, helping them gain deeper insight into Bitdefender's solutions through guided presentations.

Gold MSP Partner

The **GOLD** level is designed for MSPs with a solid track record in delivering Bitdefender solutions and a growing portfolio of managed clients. Gold partners receive all the benefits included at the Silver level, along with additional resources that support technical enablement and strategic alignment. At this tier, partners are assigned a dedicated **Technical Account Management** team, with direct contact details visible in the Partner Advantage Network (PAN) portal, ensuring faster access to expert support and guidance. Gold



partners are also invited to participate in **business review meetings**, offering the opportunity to align on strategy, explore growth opportunities, and strengthen collaboration with Bitdefender.

Platinum MSP Partner

The **PLATINUM** level is reserved for top-performing MSPs who demonstrate consistent growth, deep technical expertise, and strong alignment with Bitdefender's strategic goals. Platinum partners receive all the benefits of the Gold tier, along with exclusive advantages that reflect their elite status in the program. At this level, partners gain access to the **MSP Online Community**, where they can collaborate with peers, share insights, and stay up to date with the latest developments. They are also invited to join the **Executive MSP VIP Program**, which offers premium engagement opportunities and direct dialogue with Bitdefender leadership. In addition, Platinum partners are entitled to a greater number of **Not for Resale (NFR) license keys** for internal use, allowing them to further explore and showcase Bitdefender's technologies within their own environments.

Benefits and Requirements Overview

The Partner Advantage Network MSP Partner Program offers tailored benefits to effectively support each partner tier. The table in this section outline the specific program benefits and requirements for **Bronze**, **Silver**, **Gold**, and **Platinum** MSP partners. Each level builds on the previous one: **Silver** partners receive all **Bronze** benefits plus more, while **Gold** partners are among the most rewarded based on their performance and commitment. **Platinum** partners, our top-tier allies, receive all benefits from the lower tiers along with exclusive, premium advantages.

Partner Benefits

BENEFITS OVERVIEW		BRONZE	SILVER	GOLD	PLATINUM
Program Benefits	24/7 Access to Partner Portal	✓	✓	✓	✓
	Personalized Partner Communication	✓	✓	✓	✓
	Account Management	✗	✓	✓	✓
	Technical Account Management	✗	✗	✓	✓
	Reference Program	✗	✓	✓	✓
	Partner Advisory Board	✗	✗	✓	✓
	MSP Online Community & Executive MSP VIP Program	✗	✗	✗	✓
	Business Reviews Meetings	✗	✗	✓	✓
Financial Benefits	MSP consumption based monthly billing with aggregated tier-based pricing	✓	✓	✓	✓
Marketing Benefits	Partnership Status Logo & Diploma	✓	✓	✓	✓
	Access to Partner Marketing Portal	✓	✓	✓	✓
	Co-Branded Collaterals & Marketing Assets	✓	✓	✓	✓
	Marketing Development Funds & Consultancy	✗	✓	✓	✓
Sales Support Benefits	Usage breakdown visibility per Customer	✓	✓	✓	✓
	NFR License Keys	✓	✓	✓	✓
	Partner Locator Visibility	✓	✓	✓	✓
	Sales Resource Tools	✗	✓	✓	✓

BENEFITS OVERVIEW

		BRONZE	SILVER	GOLD	PLATINUM
Technical Benefits	Multi-tenant platform Extensive integrations	✓	✓	✓	✓
	Product Management Support	✗	✗	✓	✓
	Access to Knowledge Base	✓	✓	✓	✓
	Dedicated Technology Teams for Level 2 Support	✓	✓	✓	✓
Education & Growth Benefits	Masterclass Training Program	✓	✓	✓	✓
	Self-paced Online Courses	✓	✓	✓	✓
	Professional Certifications & Digital Badges	✓	✓	✓	✓
	Private on demand classes & Hands – on training assistance	✗	✓	✓	✓
	New Product Demos	✗	✓	✓	✓

Partner Commitments

		BRONZE	SILVER	GOLD	PLATINUM
Requirements	Sales Certifications	✗	✓	✓	✓
	Technical Certifications	✗	✓	✓	✓
	Requirement - Minimum number of endpoints managed monthly	✗	✓	✓	✓
	Minimum Qualification Criteria	✗	✓	✓	✓
	Annual Business Plan	✗	✓	✓	✓
	Level 1 Support	✓	✓	✓	✓
	Provide Service to Customers	✓	✓	✓	✓
	Bitdefender Partnership Tenure	< 1 year	1-3 years	3+ years	5+ years

Partner Benefits

Program Benefits

The Bitdefender Partner Advantage Network offers a wide range of benefits designed to reward and support our partners. These benefits include sales and marketing tools, competitive training and certifications, hands-on training, Not-For-Resale (NFR) licenses, partner visibility on bitdefender.com, and the right to use the Bitdefender Partner logo to enhance marketing efforts.

Benefits vary depending on the partner level within the Partner Advantage Network. The benefits and requirements listed in the above tables are described in more detail throughout this document, which serves as a comprehensive guide for our MSP partners. For specific information on the benefits that apply to your case, please contact your Bitdefender representative or Regional Distributor.

24/7 Access to Partner Portal

Gain round-the-clock access to the [Bitdefender Partner Advantage Network Portal](#), your centralized hub for all partner program resources, tools, and benefits - including sales and marketing assets, training, not-for-resale license keys program, and more.

Please note that the MSP Partner Program benefits are available through the PAN Portal. In order to maximize your visibility and partner profile in PAN, it is essential to integrate your GravityZone account with your PAN Portal account. To facilitate this, partners can [watch this short how-to demo video](#).

Additionally, PAN enables Single Sign-On (SSO) access to several tools like Bitdefender e-Learning platform and the Partner Marketing Platform, allowing seamless navigation between systems and centralized management of your training and campaigns.

You are encouraged to visit the Bitdefender PAN Portal regularly to stay informed on leads, deal registrations, renewals, program updates, product news, and region-specific sales and marketing resources. Portal content is tailored to your partner level and region, with easy access to support and additional materials.



Personalized Partner Communication

Through the PAN Portal, partners have access to the latest, relevant information about Bitdefender programs, solutions, and updates. Key communications are sent to the email address used to register the PAN account.

If you've unsubscribed or stopped receiving emails, you can easily resubscribe from your PAN Portal dashboard.

Partners receive regular updates on:

- ↳ Product and solution news
- ↳ Training resources and certifications
- ↳ Program and portal changes
- ↳ Marketing campaigns and materials
- ↳ Events and webinars
- ↳ Customer and partner success stories
- ↳ Industry insights and white papers

Account Management

Bitdefender assigns a Channel Account Manager to work with Platinum, Gold, and Silver partners, and provides a contact mechanism to manage ongoing requests. The Cloud and MSP team helps the partner develop effective business plans, provides sales support, and serves as a primary point of contact with Bitdefender teams. Platinum partners benefit from an even closer strategic collaboration, with enhanced support tailored to their high-impact role in the ecosystem.

Technical Account Management

Partners are assigned a dedicated Technical Account Management member, whose direct contact details are available in the Partner Advantage Network (PAN) portal dashboard. This ensures faster access to expert support, personalized guidance, and proactive assistance to help you maximize the value of Bitdefender solutions.

Reference Program

Bitdefender rewards partners who 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 & Executive MSP VIP Program

The MSP Online Community is crafted to foster collaboration, share invaluable insights, and exchange best practices among our esteemed MSP partners. As a key part of our commitment to building a robust partner network, this platform is reserved exclusively for members of the Partner Advisory Board (PAB) Committee, providing them with a dedicated space for meaningful engagement and strategic discussions.

In addition, our Executive MSP VIP Program is designed to recognize and nurture strong, long-term relationships with top-performing MSP partners. This exclusive initiative offers high-level engagement opportunities, tailored support, and strategic collaboration to accelerate mutual growth and success.

Quarterly Business Review Meetings

As part of the program, partners also have access to Bitdefender Quarterly Business Review meetings, where strategic goals, performance metrics, upcoming opportunities, and joint business plans are discussed. These sessions help strengthen collaboration and drive continued growth.

Financial Benefits

Bitdefender is committed to the financial success of its partners by offering support, marketing contributions, and promotional programs. Distributors work closely with Bitdefender to implement a program structure that supports partner profitability. **Silver, Gold, and Platinum partners** may collaborate with their MSP & Cloud Account Manager to further optimize sales strategies. For more information, partners can contact their local distributor or Bitdefender MSP & Cloud Account Manager.

MSP consumption based monthly billing with aggregated tier-based pricing

This financial benefit allows MSP partners to be billed monthly based on actual usage, with pricing calculated using aggregated volumes across all their customers. Offered through authorized distributors, this model provides greater flexibility, predictable costs, and improved profitability for our MSP partners.



Marketing Benefits

Bitdefender believes that the most effective way to drive demand for its security solutions is through a combination of global marketing and lead generation efforts, supported by the local market expertise of its partners. As the primary point of contact with customers and prospects, Bitdefender partners are well-positioned to understand market needs. To support their sales and marketing initiatives, Bitdefender provides a variety of tools, resources, and funding for approved marketing activities.

Partnership Status Logo & Diploma

Members of the Bitdefender Partner Advantage Network can leverage their association with the Bitdefender brand to enhance visibility and marketing strength. Proper use of Bitdefender branding demonstrates a partner's commitment to delivering trusted, high-quality cybersecurity solutions in collaboration with Bitdefender.

Each partner level - **Bronze, Silver, Gold, and Platinum** - has a corresponding **status logo and official partnership diploma** available in the PAN Portal, reflecting the partner's tier and commitment within the program.

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



Access to Partner Marketing Portal

Bitdefender provides **Bronze, Silver, Gold, and Platinum partners** from focus regions with access to the **Partner Marketing Portal (PMP)** via **Single Sign-On (SSO)** through the PAN Portal. To access it, log in to the PAN Portal, navigate to the [Marketing section](#), and click **“Login Now”** to be redirected. This platform offers ongoing marketing support designed to generate and nurture leads. Partners can easily launch “Marketing-in-a-Box” campaigns using co-branded and localized assets, manage communications through the integrated emailing platform, and leverage tools such as social media automation, content syndication, lead nurturing workflows, and an online process for MDF requests.

Marketing Development Funds (MDF) Program

Bitdefender supports Silver, Gold, and Platinum partners with **Marketing Development Funds (MDF)** to drive lead generation, customer education, and deal acceleration. MDF funds are available upon request and subject to the submission and approval of a detailed activity plan. While approval isn't guaranteed, each request is carefully evaluated on a case-by-case basis to ensure alignment with Bitdefender's brand and business objectives.

MDF requests are submitted and managed through the **Partner Marketing Portal (PMP)**, accessible via SSO from the PAN Portal. Eligible activities may include trade shows, webinars, email campaigns, customer briefings, and other demand-generation efforts.

To qualify, partners must:

- Include planned MDF activities in their business plan

- ↳ Submit proposals in advance for Bitdefender approval and obtain a valid MDF ID
- ↳ Use only pre-approved materials and adhere to Bitdefender branding and usage guidelines
- ↳ Submit a final report with proof of execution to validate the activity and trigger reimbursement

Please note that price promotions and general expenses (e.g., travel, accommodation, entertainment) are not eligible. Only pre-approved activities with a valid MDF ID are reimbursable.

Marketing Assets & Resources

Partners have access to a wide range of marketing materials through the PAN Portal, including the **Starter Pack**, **Files Repository**, and **Brand Portal**. These resources offer ready-to-use assets and brand guidelines to support effective and consistent marketing efforts.

Sales Support Benefits

Bitdefender is committed to empowering MSP partners with the resources they need to drive revenue and grow their business. Through the PAN Portal, partners have access to a variety of valuable sales tools, including the Not-For-Resale (NFR) license key program, designed to support product familiarity and protect their own infrastructure.

Usage breakdown visibility per Customer

The Bitdefender Partner Advantage Network (PAN) Portal has been enhanced to streamline collaboration and simplify your operations. Partners can now access monthly **license usage reports** and detailed invoicing, including a breakdown of the number of devices protected with each MSP product, per customer.

To enable these features, it is essential to **integrate your GravityZone** account with your PAN Portal account. To help with this process, partners can watch [a short how-to demo video](#) available in the PAN portal.

NFR License Keys Program

Bitdefender offers several types of **Not-for-Resale (NFR)** licenses to eligible **Bronze, Silver, Gold, and Platinum partners**, with benefits increasing by partnership level. NFR licenses are non-transferable and may not be resold, shared, or provided to customers. They are intended for internal use, demonstration purposes, or short-term customer evaluations, depending on the type of NFR issued.



The primary and most important type is the **Internal Use NFR**, which allows partners to deploy Bitdefender products in their own environments to gain practical experience. Additional NFR types include **Marketing NFRs**, used to showcase Bitdefender solutions at events, and **Trial NFRs**, which can be used to support short-term customer evaluations and proof-of-concept engagements.

Partners can request NFR licenses directly through the **PAN Portal**, under the **Toolbox** section being granted automatic access. Higher-tier partners benefit from broader access and extended NFR options.

NFR licenses can be requested as a **single key** covering multiple endpoints or as **multiple keys**, depending on the partner's internal structure and usage needs. Renewals or new product requests can be submitted once the original license expires after 12 months, subject to approval.

If a partner loses their status in the Partner Advantage Network or violates the NFR usage terms, all NFR rights are revoked. Bitdefender strongly encourages partners to complete relevant **technical training** prior to installing or using NFR products.

All NFR usage is subject to the **Terms and Conditions** outlined in the **Bitdefender Partner Advantage Network Program Agreement**. Most NFR licenses are provided free of charge through the PAN Portal Toolbox, while certain types may be offered at a discounted price, available for purchase through the ordering system depending on the intended use and the partner level.

Sales Resource Tools

To help effectively position Bitdefender solutions, Bitdefender equips its partners with marketing collateral, datasheets, whitepapers, sales presentations, and industry-relevant news and studies, all accessible through the PAN Portal. The portal also includes how-to demo videos to guide partners in using the platform efficiently and leveraging available sales tools to their full potential.

Partner Locator Visibility

Bitdefender offers **Platinum, Gold, and Silver** active partners a public listing in the **Bitdefender Partner Locator** on www.bitdefender.com. Searchable by partner level and geographic location, the Partner Locator helps generate visibility and potential leads by enabling end customers to find Bitdefender-qualified partners in their region.

Active, certified partners are prioritized in the listing, and their display category is determined by the information provided in the PAN Portal. This benefit supports customer trust and recognition while reinforcing the value of certified partnership with Bitdefender.

Technical Benefits

Bitdefender offers a comprehensive range of technical benefits to its partners, with access and scope tailored to their level within the Partner Advantage Network. Higher-tier partners enjoy enhanced support, advanced tools, and additional resources to streamline deployment and optimize customer protection. By leveraging Bitdefender's top-notch technology—such as the GravityZone multi-tenant platform with extensive integrations, partners can manage environments more efficiently and deliver superior security services across their client base.

Multi-tenant platform. Extensive integrations

Bitdefender GravityZone offers a powerful, cloud-native multi-tenant platform designed specifically for MSPs. It enables efficient management of multiple customer environments from a single console, with features like centralized policy control, role-based access, and automated deployment.

GravityZone also supports extensive integrations with leading RMM, PSA, and SIEM tools—seamlessly fitting into your existing ecosystem to streamline operations, boost visibility, and enhance service delivery.

Product Management Support

Gold and Platinum partners benefit from direct access to Bitdefender's Product Management team for strategic guidance, early insights into product roadmaps, and the opportunity to provide feedback that shapes future developments. This exclusive support helps partners align more closely with Bitdefender's innovation and stay ahead in the market.

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

Dedicated Technology Teams for Level 2 Support

Bitdefender provides Bronze, Silver, Gold, and Platinum partners with access to dedicated Level 2 technical support to ensure a reliable and responsive experience when managing customer environments. This includes timely follow-ups, status updates, and workarounds for unresolved issues. The support team works closely with partners to verify resolution effectiveness and ensure high-quality service delivery across all partner tiers.



Education and Growth Benefits

Bitdefender is committed to building an independent, knowledgeable, and successful partner network. Training and continuous education are essential to achieving this strategic objective. Through the **Partner Advantage Network**, Bitdefender offers easily accessible sales and technical training materials that empower partners to effectively position, sell, and implement Bitdefender security solutions.

All authorized partners are strongly encouraged to take advantage of these resources to enhance their expertise and increase their business success.

Below is an overview of the available delivery methods for Bitdefender's partner training programs. The content is regularly updated, and new courses are added on an ongoing basis - so stay tuned for updates in the **Partner E-learning Platform**.

All Bitdefender partner training courses are provided free of charge.

Masterclass Training Program

Bitdefender is committed to supporting partner success through continuous learning and professional development. All **Bronze, Silver, Gold, and Platinum partners** are invited to participate in **live, interactive training sessions** designed to strengthen both technical capabilities and business knowledge.

Through our [Masterclass training series](#), partners gain direct access to Bitdefender experts for real-time Q&A, in-depth guidance, and practical demonstrations of core products and security strategies. Training is available in multiple **languages and regions**, including English, Romanian, Spanish, French, German, and Italian, ensuring relevance and accessibility across our global partner network.

The session calendar is **planned and published online**, allowing partners to schedule and attend sessions that best support their growth. Training topics include Product Onboarding for GravityZone and MDR, Product Onboarding for MSPs, Best Practices, Use Cases, Risk Management and Compliance, Troubleshooting, and Cybersecurity Foundations.

All sessions are **free of charge** and designed to help partners deepen their expertise, improve solution delivery, and increase customer impact using Bitdefender technologies.

Self-Paced Online Courses

Bitdefender offers all members of the **Partner Advantage Network** access to a wide range of **self-paced online courses** through the **Partner E-learning Platform**. These courses are designed to help partners build technical expertise, strengthen sales and marketing skills, and stay competitive in a dynamic cybersecurity landscape. Partners can learn at their own pace, access updated course content anytime, and validate their knowledge by completing online assessments. Upon successful completion, certificates are issued automatically through the platform.

Professional Certifications & Digital Badges

Bitdefender offers all **Bronze, Silver, Gold, and Platinum partners** the opportunity to showcase their cybersecurity expertise through **professionally verified certifications and digital badges**. These credentials are designed to recognize partners' technical skills, enhance professional credibility, and demonstrate commitment to excellence in delivering Bitdefender solutions.

Partners who successfully complete certifications—such as the **GravityZone Cloud MSP Security Technical Training** - receive a **digitally verified badge**, which can be shared across platforms including LinkedIn, websites, and email signatures. Each badge is uniquely identifiable and verifiable via Bitdefender's official company verification page.

Upon passing the exam, partners receive an official certificate and digital badge automatically through the **Partner E-learning Platform**.

This program empowers partners to distinguish themselves in the market, build customer trust, and strengthen their professional and business profiles with visible, verified achievements.

Private On-Demand Classes & Hands-On Training

Bitdefender offers **Silver, Gold, and Platinum partners** access to **private, on-demand training sessions** designed to deliver the same depth and quality as in-person product training - without the need for travel. These interactive classes are delivered live by Bitdefender's internal training experts, ensuring a high-quality, hands-on learning experience tailored to small groups of participants.

Each session functions as a virtual classroom, focusing on real-world application and deep product understanding. Bitdefender does not outsource these sessions; all training is led by certified Bitdefender professionals to maintain consistency, accuracy, and expertise.

For eligibility details and to request a private session, partners are encouraged to contact their **dedicated Account Manager**.

New 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.



Partner Commitments

The **Bitdefender Partner Advantage Network** is designed to cultivate a high-performing, knowledgeable, and growth-oriented partner ecosystem. The program structure ensures that **Bronze, Silver, Gold, and Platinum partners** are equipped with the tools, expertise, and support needed to effectively promote, sell, and implement Bitdefender solutions.

To maintain their current tier or advance within the program, partners must meet a defined set of requirements tailored to each level. These include appropriate **sales and technical certifications, targets performance, business planning**, and ongoing **engagement**.

All partners are expected to keep their **company profile information up to date** in the PAN Portal and maintain certifications aligned with their partnership level. **Silver, Gold, and Platinum partners** are required to submit and maintain an **annual business plan** as part of their commitment to long-term growth. **Platinum partners** have additional expectations regarding the proportion of new business generated within their total Bitdefender activity.

Bitdefender conducts **quarterly reviews** of partner compliance to ensure alignment with program requirements. These assessments help determine whether partners retain their current status or need reclassification based on performance.

Bitdefender reserves the right to cancel a partner account under the following conditions:

- ↳ Failure to meet targets and certification requirements
- ↳ Unauthorized sales outside of the assigned territory
- ↳ Business conduct inconsistent with Bitdefender's policies and standards
- ↳ Advertising or displaying pricing below the public pricing listed on bitdefender.com
- ↳ Non-compliance with Bitdefender trademark and trade name usage guidelines
- ↳ Insolvency or written admission of inability to pay debts
- ↳ Ceasing normal business operations or trading activity

By meeting these commitments, partners reinforce their alignment with Bitdefender's mission and help deliver trusted, world-class cybersecurity solutions to customers worldwide.

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.

Company Profile

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

Annual Business Plan

Starting from the **Silver level**, partners are required to create and maintain a **Bitdefender Business Plan**, developed in collaboration with their **Channel Account Manager**. This plan outlines sales strategies, marketing initiatives, target customers, revenue goals, and key partner commitments.

Gold and Platinum partners are expected to take a more strategic approach, with **regular reviews and updates** of their business plan to ensure continued alignment and growth. Templates and submission tools are available in the **PAN Portal**, with built-in tracking and update features to support ongoing planning and communication.

Target Requirements

MSP Partner Performance Requirements

MSP partners are not subject to traditional sales targets but must manage a minimum number of protected endpoints, which varies by partner level and geographic region. The higher the partnership tier - Silver, Gold, or Platinum - the greater the required number of endpoints.

These thresholds are clearly displayed in the Partner Advantage Network (PAN) Portal and are communicated directly by the MSP & Cloud Account Management team. They are reviewed annually based on actual performance. Partners who exceed their requirements may request an upgrade to a higher tier, provided all certification criteria are met. Bitdefender reserves the right to adjust a partner's tier if the required thresholds are not maintained.



Training Requirements

Product knowledge is essential for Bitdefender partners to effectively sell, deploy, and support Bitdefender solutions. All partners are required to meet the **minimum training and certification requirements** associated with their partnership level. Certifications for **Consumer** and **Business Solutions** are optional, while those for **Service Provider** are mandatory.

Training and certification resources are available **free of charge** via the **Bitdefender PAN Portal**. **Silver, Gold, and Platinum partners** must obtain the specific number of certifications required for their level. These certifications must be completed for a partner to qualify for or maintain their status. An upgrade to a higher level is only possible once **training and target requirements** are both fulfilled.

Getting Started

As a new Bitdefender Partner, you will initially be approved under the **Bronze** level. Once you meet the **certification** and **target requirements** outlined in the program, your partnership can be upgraded to **Silver, Gold, or Platinum**, based on performance and alignment with program criteria.

To start realizing the full benefits of the Bitdefender partnership as quickly as possible, we recommend following these essential steps. They will help you navigate available resources, build foundational knowledge, and begin driving results.

1. Sign up for the Bitdefender Partner Advantage Network

Visit <https://www.bitdefender.com/en-us/partners/msp-partners/>, complete a brief company profile, and click the **JOIN** button.

2. Activate your PAN Portal account

Use the credentials provided to access the **Bitdefender Partner Advantage Network**, a dedicated online resource hub where you'll find everything you need: sales and marketing tools, MDF, training and certifications, technical documentation, and more - tailored to your partnership level.

3. Complete your training and certifications

To qualify for **Silver, Gold, or Platinum** status, you must complete the required sales and technical training for your target level. The sooner you complete your certifications, the sooner you can unlock the benefits of a higher-tier partnership.

4. Build your Bitdefender Business Plan

Silver, Gold, and Platinum partners are required to maintain a business plan. Bitdefender will support you with templates, target tracking tools, and guidance from your Account Manager to help you create a plan that drives growth, strengthens customer acquisition, and supports long-term success.

5. Start

Use the tools and resources available through the **Partner Advantage Network**, and collaborate closely with Bitdefender's team to uncover new opportunities, accelerate deal closure, and grow your business.

At every stage, your success is our success.



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 the benefits of becoming our partner.

It's that simple!

To apply, click the **“Join”** button at: <https://www.bitdefender.com/en-us/partners/msp-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's 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.





MSP PARTNER PROGRAM GUIDE

PARTNER PROGRAM GUIDE