



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.

CUSTOMER LOYALTY. BUILT ON TRUST

Bitdefender is committed to delivering best-in-class cybersecurity solutions, ensuring the protection 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.

DEAL REGISTRATION

As a Bitdefender partner, you have access to powerful tools such as Deal Registration, with a straightforward process designed to reward your sales efforts and protect your pipeline.

ACCOUNT PROTECTION AT RENEWAL

Ensures you will be the preferred partner to renew and develop new business in accounts that you've invested your time and effort into.

BENEFITS OVERVIEW

		BRONZE	SILVER	GOLD	PLATINUM
Program Benefits	Account Management	✗	✓	✓	✓
	24/7 Access to Partner Portal	✓	✓	✓	✓
	Personalized Partner Communications	✓	✓	✓	✓
	Partner Advisory Board (*by invitation only)	✗	✗	✓	✓
Financial Benefits	Basic Margin	✓	✓	✓	✓
	Deal Registration Margin	✓	✓	✓	✓
	Incumbency Margin at Renewal	✓	✓	✓	✓
Marketing Benefits	Access to Partner Marketing Portal	✓	✓	✓	✓
	Partnership Status Logo & Diploma	✓	✓	✓	✓
	Marketing Development Funds (MDF)	✗	✓	✓	✓
Sales Support Benefits	Demand Generation & Sales Resource Tools	✓	✓	✓	✓
	Business Leads Program	✗	✓	✓	✓
	NFR License Keys Program	✓	✓	✓	✓
	Partner Locator Visibility	✗	✓	✓	✓
Technical Benefits	Partner Beta Program (*by invitation only)	✗	✓	✓	✓
	Dedicated Technical Standard Support	✓	✓	✓	✓
	Business Support Premium	✗	✗	✗	✓
Education & Growth Benefits	Professional Certifications & Digital Badges	✓	✓	✓	✓
	Masterclass Training Program	✓	✓	✓	✓
	Private on Demand Classes & Hands-on Training Assistance	✗	✓	✓	✓
	Product Demos	✗	✓	✓	✓

REQUIREMENTS OVERVIEW

		BRONZE	SILVER	GOLD	PLATINUM
Program Requirements	Partner Agreements	✓	✓	✓	✓
	Company Profile	✓	✓	✓	✓
	Business Plan	✗	✓	✓	✓
Revenue	Annual Revenue Attainment Goals	✗	✓	✓	✓
Requirements	New Business (%) of Total Business	✗	✗	✗	✓
Training	Sales Professional Training & Certification	✗	✓	✓	✓
Requirements	Technical Professional Training & Certification	✗	✓	✓	✓