

Bitdefender® PARTNER ADVANTAGE
NETWORK

GUIDE DES PROGRAMMES POUR LES PARTENAIRES

PROGRAMME DE REVENTE CHANNEL



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Bienvenue dans Bitdefender Partner Advantage Network !

Bienvenue dans Bitdefender Partner Advantage Network - Guide de Programme de revente Channel !

There's never been a better time to be part of the Bitdefender Partner Advantage Network. With over 20,000 resellers 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.

**Selon les organismes de test indépendants.*



Programme de revente Channel

Des technologies classées N°1, recommandée par les experts.

Sécurité primée. Une excellence reconnue

La passion et l'innovation animent toutes nos actions. C'est grâce à elles que nous avons forgé une véritable culture de l'excellence, qui a mené Bitdefender au sommet. Notre savoir-faire technologique nous a permis de disposer d'une excellente réputation au niveau mondial. Année après année, Bitdefender remporte les récompenses les plus prestigieuses de l'industrie.* Certifiée par les experts, notre réputation en matière d'excellence a été remarquée par les médias et le public. Bitdefender a aussi reçu de très bonnes critiques dans de nombreux médias, ce qui contribue à développer sa notoriété et sa capacité à vendre ses solutions. Les partenaires de Bitdefender ont ainsi une occasion unique de tirer profit de l'élan offert par une entreprise innovante, mais également d'une base de clients satisfaits au niveau mondial.

« Une protection parfaite et d'une facilité extrême »

Andreas Clementi

PDG d'AV-Comparatives

Premier dans les tests entreprises d'AV Comparatives, devant n'importe quel autre fournisseur



A bloqué 100% des menaces avec l'un des taux de faux positifs les plus bas dans le test de protection dans le monde réel d'AV-Comparatives

[En savoir plus](#)



N°1 du test de Protection Avancée d'AV-Comparatives en 2023. Bitdefender est le leader incontesté de ce test axé sur les techniques utilisées par les menaces persistantes avancées et stoppe davantage de scénarios en phase de pré-exécution.

[En savoir plus](#)

Des technologies de pointe. Faciles à déployer

Sales channel players can benefit from partnering with Bitdefender to deliver GravityZone—the unique security solution designed to reduce the total cost of securing endpoints across physical, virtualized, and cloud environments. With highly efficient management and top-rated protection and performance, GravityZone makes security deployment simple and scalable.

Built on advanced machine learning and real-time threat detection, GravityZone offers complete coverage with minimal memory footprint, no manual updates, and low CPU usage—giving customers a seamless experience and partners a powerful value proposition.

“Top-ranked signature-based detection, coupled with behavioral and cloud-based technology have been essential tools that have helped Direct2Channel's partners win end-users in a highly competitive market.”

Carlos Zevallos

Président de Direct2Channel

Prix AV-TEST 2023 pour la Meilleure Protection et la Meilleures performances



Après avoir obtenu les meilleures notes dans tous les tests AV-TEST pour les entreprises en 2023, Bitdefender a reçu les récompenses AV-TEST Best Protection et Best Performance 2023.

[En savoir plus](#)

Customer Loyalty. Built on Trust

Tous les jours, des millions de personnes dans le monde font confiance aux technologies Bitdefender pour les protéger, que ce soit à leur domicile, au travail, ou en déplacement. Nous sommes fiers de nos services de grande qualité et de nos technologies innovantes qui excellent dans leur domaine, assurant la satisfaction et la sécurité de nos utilisateurs. Cette excellence technologique se traduit par des bénéfices directs pour nos partenaires et nos clients. Les clients gagnent du temps en évitant les infections, ce qui a pour résultat de diminuer les coûts opérationnels.

“FlexVirtual's end-users are more than satisfied with Bitdefender solutions. The feedback received so far is that the Bitdefender solutions have given customers the feeling as if they have gained back the performance that had been lacking in their networks. Customers are confident that they are receiving the maximum level of security and performance possible, and they are willing to renew and upgrade annually.”

Alex Pelster

Fondateur & Directeur de FlexVirtual - Pays-Bas

Scores maximums dans les tests entreprises d'AV-TEST depuis juin 2022



Bitdefender Endpoint Security a obtenu la note parfaite de 6/6 en protection, performance et utilisation dans les 8 derniers tests entreprises réalisés par AV-TEST.

[En savoir plus](#)

Bitdefender a été le seul produit du test d'endurance ATP à obtenir 105 points sur 105.

[En savoir plus](#)

Une collaboration simple, facile et directe.

Toujours à l'écoute

Chez Bitdefender, nous sommes de fervents défenseurs de la communication. Nous travaillons en permanence pour améliorer la qualité de nos produits et nous faisons en sorte que nos partenaires soient au courant des évolutions. De plus, nous pensons qu'il est important d'écouter nos partenaires ; nous leur faisons confiance et leurs retours d'expérience sont importants à nos yeux, c'est pourquoi nous ferons toujours en sorte d'être à leur écoute et de partager nos informations avec eux.

« La qualité de l'assistance technique a toujours été un point délicat pour tous les distributeurs de logiciels avec lesquels nous avons travaillé, mais les services professionnels de Bitdefender font régulièrement ce petit effort supplémentaire qui fait la différence à nos yeux. Que ce soit en assurant une assistance à distance pour nos clients ou en travaillant à des heures plus pratiques pour nous, nous pouvons clairement sentir la touche personnelle d'une équipe qui se soucie vraiment de l'entreprise et de sa réputation. »

Carlos Zevallos

Président de Direct2Channel

Un support complet

Le personnel qualifié est le bien le plus précieux de Bitdefender. Quels que soient vos besoins, Bitdefender met à votre disposition, à tout moment, des personnes pour vous aider à évoluer et réussir. Nous disposons d'équipes commerciales et techniques dédiées qui ont pour seul objectif d'aider nos partenaires à développer leurs ventes.

Nous créons également des campagnes conjointes pour aider nos partenaires à générer des opportunités commerciales. Nous sommes particulièrement focalisés sur la fourniture de leads et d'outils marketing qui aident nos partenaires à cibler leurs propres clients et prospects et nous les mettons également en contact avec des prospects pré-qualifiés par nos soins.

De plus, nos partenaires peuvent disposer d'un soutien commercial et avant-vente leur permettant de valider techniquement la solution chez leurs clients et ont accès à des outils d'aide à la vente, marketing et techniques.

« Les experts de Bitdefender sont très impliqués et nous soutiennent avec professionnalisme, rapidité et gentillesse ».

Ingo H. Neumann

DG d'IQ Sales

Des outils intégrés

Les partenaires de Bitdefender bénéficient d'outils conçus pour les aider à obtenir les meilleurs résultats possibles. Le portail Partenaires regroupe des outils mis à la disposition de nos partenaires, 24h/24 et 7j/7. Notre module d'e-learning propose des formations en ligne, certifiantes et gratuites. Le Partner Locator qui est une base de données consultable sur le site Bitdefender, permet aux partenaires de se référencer et aux clients finaux de localiser ceux qui sont les plus proches de chez eux.

« Nos expériences n'ont été que positives quant au transfert de connaissance et à l'utilisation du portail Partenaires ».

Peter Rudolf

PDG de MightyCare Solutions

Des programmes de marges additionnelles

Performances rémunérées

Une forte motivation permet d'obtenir d'excellents résultats. Nous avons toujours à cœur de récompenser les partenaires les plus investis et qui aspirent à l'excellence. La philosophie clé chez Bitdefender est que le succès durable se produit lorsque les résultats sont directement et généreusement récompensés. C'est pourquoi nos partenaires bénéficient de marges et de bonus complémentaires lorsque leurs performances sont exceptionnelles. Et parce que nous voulons que vous profitiez de toutes les opportunités de croissance possibles, nous nous assurons toujours de vous faire progresser vers le niveau supérieur lorsque vous intensifiez vos efforts de vente. Sur la base de votre performance, vous progresserez vers des niveaux de partenariat plus élevés et une rémunération encore plus importante.

Enregistrements d'opportunités

We know that great sales require hard work, and we want you to rest assured your efforts never go unnoticed. As a Bitdefender partner, you have access to powerful tools such as Deal Registration—a simple, transparent process designed to reward you for identifying, developing, and closing new business opportunities. Regardless of your partnership level, you'll benefit from extra discounts that protect your deals and maximize your returns.

Incumbency Program

If you land it, you're at an advantage! As an incumbent partner, you receive additional renewal protection and greater rewards for investing in long-term relationships with customers. This includes enhanced compensation for maintaining and renewing Bitdefender solution licenses, recognizing the critical role you play in ongoing customer success.

Niveaux de partenariat

The Bitdefender Partner Advantage Network rewards a network of knowledgeable security reselling partners in more than 170 countries, with over 20,000 resellers worldwide. The current Reselling Channel 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. Whether partners have a direct business relationship with Bitdefender or a relationship through a regional distributor, the commercial conditions remain the same.

Partenaire Bronze

The **BRONZE** level represents the entry point into the Bitdefender Partner Advantage Network. It is designed for new partners to become familiar with Bitdefender's security solutions and the opportunities they bring.

In the Reselling Channel Program, Bronze partners receive a base margin along with additional margin for deal registrations. Bronze partners also benefit from free marketing tools and regular newsletters to stay updated on market trends and Bitdefender developments.

Partenaire Silver

Le niveau **SILVER** est destiné aux entreprises possédant une connaissance commerciale et technique approfondie du Programme et qui sont prêtes à s'engager sur un chiffre d'affaires annuel.

Silver partners benefit from higher margins than Bronze partners, are eligible to receive leads from Bitdefender, participate in the Incumbency Program, access Marketing Development Funds (MDF), and receive support for license renewals. They also receive support from a dedicated Bitdefender Account Manager and are included in the Partner Locator listing.



Partenaire Gold

The **GOLD** level is for partners with a proven track record and extensive experience in selling Bitdefender solutions. Gold partners have more dedicated certified individuals in both sales and technical roles, participate in hands-on training, and commit to higher revenue goals.

They receive higher margins, qualified leads, and enhanced support from Bitdefender. Gold partners work closely with a dedicated Bitdefender Account Manager and Marketing Manager to develop effective sales and marketing strategies. They benefit from renewal protection and support in closing deals.

Gold partners are also eligible for increased Marketing Development Funds and extra margin for deal registrations in Bitdefender's portal.

Platinum Partner

The **PLATINUM** level is an exclusive tier available to only a select handful of top-performing partners globally. This level is reserved for those who have demonstrated exceptional commitment, performance, and alignment with Bitdefender's strategic vision.

Platinum partners receive everything mentioned above from the previous tiers, plus increased financial benefits, the most competitive margins and premium business support. They gain priority access to business planning resources, advanced market insights, early access to new technologies, and a close strategic partnership with Bitdefender leadership.

Platinum partners are also included in exclusive marketing initiatives, co-branded campaigns, and receive enhanced renewal protection and full support in closing deals.

Aperçu des avantages et prérequis

The Partner Advantage Network offers tailored benefits to effectively support each partner tier. The tables in this section outline the specific program benefits and requirements for **Bronze**, **Silver**, **Gold**, and **Platinum** 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.

Avantages pour les partenaires

APERÇU DES AVANTAGES

		BRONZE	SILVER	GOLD	PLATINUM
Suivi commercial et communication	Channel Account Manager dédié	✗	✓	✓	✓
	Accès au portail des partenaires 24 heures sur 24, 7 jours sur 7	✓	✓	✓	✓
	Communications personnalisées avec les partenaires	✓	✓	✓	✓
	Partner Advisory Board(*uniquement sur invitation)	✗	✗	✓	✓
	Allocated Technical Solution Architect	✓	✓	✓	✓
	Quarterly Business Review (*by invitation only)	✗	✗	✓	✓
	Reference Program (*by invitation only)	✗	✗	✓	✓
Avantages financiers	Marge de base	✓	✓	✓	✓
	Marge sur l'enregistrement d'opportunité	✓	✓	✓	✓
	Marge en cas de renouvellement	✓	✓	✓	✓
Avantages Marketing	Accès au Portail marketing partenaires	✓	✓	✓	✓
	Logo et diplôme correspondant au niveau de partenariat	✓	✓	✓	✓
	Fonds de développement marketing (MDF)	✗	✓	✓	✓
	Allocated Channel Marketing Resource	✗	✗	✓	✓
	Marketing Assets & Resources	✓	✓	✓	✓
	Partners award (*by invitation only)	✗	✗	✗	✓

Support aux ventes	Outils d'aide à la vente à la demande	✓	✓	✓	✓
	Programme de leads	✗	✓	✓	✓
	Clés de licences NFR	✓	✓	✓	✓
	Présence dans le Partner Locator	✗	✓	✓	✓
Avantages techniques	Programme Bêta Partenaires (*uniquement sur invitation)	✗	✓	✓	✓
	Support technique standard dédié	✓	✓	✓	✓
	Support premium aux entreprises	✗	✗	✗	✓
	Accès à la base de connaissances	✓	✓	✓	✓
	Technical Assistance Contact Link	✓	✓	✓	✓
Avantages en matière de croissance et de formation	Certifications professionnelles et badges numériques	✓	✓	✓	✓
	Programme de formation (masterclass)	✓	✓	✓	✓
	Cours privés à la demande et assistance à la formation pratique	✗	✓	✓	✓
	Démonstrations produits	✗	✓	✓	✓
	Cours en ligne adaptés au rythme de chacun	✓	✓	✓	✓

Engagements des partenaires

		BRONZE	SILVER	GOLD	PLATINUM
Conditions du programme	• Contrats Partenaire	✓	✓	✓	✓
	• Profil de l'entreprise	✓	✓	✓	✓
	• Business Plan	✗	✓	✓	✓
Revenue Requirements	• Objectif annuel de chiffre d'affaires	✗	✓	✓	✓
	• Nouveau Business (en % du nombre total de transactions)	✗	✗	✗	✓
Prérequis de formation	• Formation et certification de vos commerciaux	✗	✓	✓	✓
	• Formation et certification de vos techniciens	✗	✓	✓	✓

Suivi commercial et communication

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, financially protected incentives, deal registration, lead programs, 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 reselling partners. For specific information on the benefits that apply to your case, please contact your Bitdefender representative or Regional Distributor.

Channel Account Manager dédié

Bitdefender assigne un Channel Account Manager à chaque partenaire Platinum, Gold et Silver, afin de gérer toutes les demandes liées aux ventes. Le Channel Account Manager aide le partenaire à définir des plans marketing et de vente efficaces, fournit du support commercial et sert d'intermédiaire avec les équipes Bitdefender. Les partenaires Platine bénéficient d'une collaboration stratégique encore plus étroite, avec un soutien renforcé adapté à leur rôle à fort impact dans l'écosystème.

The assigned Account Manager's contact details are available in the partner's dashboard within the PAN Portal.

Accès au portail Partenaires

Bitdefender's online partner portal, [PAN Portal](#), provides a comprehensive framework for working with Bitdefender and serves as the central hub for accessing valuable tools and resources. It is your one-stop shop for everything you need to grow your Bitdefender business.

Through PAN, partners can access:

- ↳ Partner program information – partnership level, targets achieved, certifications, partner logo, and diploma
- ↳ Marketing materials – co-branded content, ready-to-use campaigns, datasheets, comparisons, presentations, and more



- ↳ Outils d'aide à la vente - enregistrement de nouvelles opportunités, programme de générations de leads, renouvellements, clés de licence NFR, promotions exclusives, webinaires, démos, études de cas
- ↳ Technical support, and access to online sales and technical training resources

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.

Communications Partenaires

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

Partner Advisory Board

La participation au Bitdefender Enterprise Advisory Board ne se fait que sur invitation. Is se déroule sous la forme d'un forum au cours duquel nos partenaires les plus stratégiques peuvent partager et explorer des stratégies de croissance, discuter des défis qu'ils rencontrent, influencer sur le développement des produits et interagir directement avec les équipes produit de Bitdefender.

Allocated Technical Solution Architect

As part of the Partner Advantage Network, you have access to Bitdefender's team of Solution Architects for personalized, expert guidance in designing, deploying, and optimizing advanced cybersecurity solutions. Our specialists work closely with you to ensure each solution aligns with your customers' specific security requirements, business objectives, and technical environments.

To access this resource, please reach out to your designated Account Manager for next steps.

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.

Reference Program

Bitdefender récompense les partenaires qui apportent des opportunités commerciales et investissent dans notre partenariat. Le Reference Program aide les partenaires à communiquer sur leurs réussites via les études de cas et des opportunités de prise de parole, permettant ainsi de faire mieux connaître leur entreprise.

Avantages financiers

Bitdefender is committed to the financial success of its partners by offering competitive margins based on partnership level, marketing contributions, and promotional programs. Distributors work closely with Bitdefender to implement a program structure that supports reseller profitability. **Silver, Gold, and Platinum partners** may collaborate with their Channel Account Manager to further optimize sales strategies. For more information, partners can contact their local distributor or Bitdefender Channel Account Manager.

Taux de marge plancher

Partner margins are based on the partner's status within the Bitdefender Partner Advantage Network. Higher tiers are rewarded with increased margin levels. These margins are defined in the Partner Advantage Network Conditions and calculated as a discount off the End-User Price (either MSRP or NSP approved by Bitdefender).

Marge sur l'enregistrement d'opportunité

Bitdefender rewards partners for proactively registering new sales opportunities through **deal registration**. By registering each eligible opportunity above the required minimum value, partners receive an additional margin specific to that deal. The margin is applied directly to the order and invoice associated with the approved deal ID. This mechanism helps ensure that partners are recognized and rewarded for their business development efforts.



Deal Registration Program

Nous proposons un processus rapide et simple de déclaration de leads sur le portail Partner Advantage Network pour récompenser nos partenaires lorsqu'ils identifient, développent et signent de nouveaux contrats.

Make sure you register every eligible opportunity in the PAN Portal to take full advantage of all available benefits:

- ↳ Bénéfice immédiat de la marge associée à votre niveau de partenariat
- ↳ Simplified deal submission and tracking throughout the deal lifecycle
- ↳ If the opportunity partially matches an existing record, it is flagged for review by a Channel Account Manager
- ↳ System automatically notifies you of the submission status: Waiting for Approval, Approved, Declined, or Expired
- ↳ Upon approval, a unique Deal ID is generated—this must be referenced when placing the order to access the approved margin

Required Information to Register a new Deal

Détails du client final :

- ↳ Nom de l'entreprise
- ↳ Adresse complète (pays, état/province si nécessaire, ville, code postal)
- ↳ Nom complet du contact
- ↳ Téléphone
- ↳ E-mail de contact
- ↳ Secteur
- ↳ Nombre d'employés

Détails de l'offre :

- ↳ Date de clôture attendue
- ↳ Expected deal value
- ↳ Expected user count
- ↳ Contract term (12, 24, or 36 months)
- ↳ Selected product categories (from dropdown)

Criteria to Qualify for Deal Registration

- ↳ The deal must be originated by the active partner (Bitdefender-supplied leads are not eligible)
- ↳ No similar opportunity may exist in Bitdefender's CRM for the same customer
- ↳ The customer must have a defined purchase timeframe of up to 90 days
- ↳ Follow-up activity must be agreed upon by both parties

- ↳ Only one registered deal per opportunity is allowed
- ↳ The opportunity must be closed at least 2 days after approval
- ↳ The order must be placed within 90 days of approval (with a possible 30-day extension, subject to approval)

Note:

- ↳ Deal registration does not guarantee exclusivity or prevent the customer from soliciting offers from other partners or issuing RFQs.
- ↳ Only deals exceeding a specified value threshold are eligible for additional margin. This threshold will be communicated by your Bitdefender Sales Representative.
- ↳ Registered opportunities are reviewed within 72 hours of submission.

Marges associées à l'Incumbency Program

The Incumbency Program offers enhanced protection and financial rewards at the time of renewal. Partners who originally closed a deal and maintain the customer relationship are entitled to a higher margin upon renewal than non-incumbent partners, recognizing their continued investment and account development.

Incumbency Program - Protection relative aux renouvellements

The incumbent partner (authorized reseller with a valid open Renewal Lead who placed the latest order—either a new purchase or a renewal—for the customer key(s) contained in the Renewal Lead) receives additional renewal protection and greater rewards for maintaining and strengthening the relationship with the customer and ensuring the renewal of Bitdefender solution licenses. The incumbent partner is entitled to a higher margin at renewal than a non-incumbent partner.

Bitdefender will also support the incumbent partner in closing the renewal by notifying the end user before the license expiration. The customer will be informed that renewal is required within a specific timeframe and will be provided with the contact details of the Bitdefender reseller who originally supplied the solution—if that reseller is still active. This partner will be included in all renewal-related communications for the respective account.

Criteria to qualify for renewal protection: i) be an active partner; ii) fulfill accurate End-User Details when placing any type of order; iii) comply with all the contractual obligations to Bitdefender. Notwithstanding anything to the contrary, Bitdefender cannot interfere with the end user decision regarding its option for renewal.



Avantages Marketing

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.

Accès au Portail marketing partenaires

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.

Logo et diplôme correspondant au niveau de partenariat

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.

Voici des exemples de logos de Bitdefender Partner Advantage Network :



Programme de développement marketing (MDF)

Bitdefender supports **Silver, Gold, and Platinum partners** with **Marketing Development Funds (MDF)** to drive lead generation, customer education, and deal acceleration. These funds are available for approved joint marketing activities and must be aligned 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. Activities may include trade shows, webinars, email campaigns, customer briefings, and other demand-generation efforts.

To be eligible, partners must:

- ↳ Include the 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 follow 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. Bitdefender Channel Account Managers are available to support partners in planning and executing these joint initiatives.

Allocated Channel Marketing Resource

Gold and Platinum partners benefit from access to a dedicated **Channel Marketing Resource**, assigned based on their region. This specialist provides strategic marketing support, helps align local campaigns with Bitdefender initiatives, and assists in the execution of joint marketing activities to drive demand and visibility.

The contact information for your assigned Channel Marketing Manager is readily available in your PAN Portal dashboard.

Marketing Partner Awards

Bitdefender honors exceptional marketing performance through **invitation-only, regional Marketing Partner Awards**. These recognitions are offered to partners who demonstrate excellence in campaign execution, lead generation, brand engagement, and overall marketing impact. Awards vary by region and celebrate those who actively drive visibility and demand for Bitdefender solutions through standout marketing initiatives.



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, co-brandable content, and brand guidelines to support effective and consistent marketing efforts.

Support aux ventes

Bitdefender est déterminé à fournir à ses partenaires des ressources pour augmenter leur chiffre d'affaires et accroître leur rentabilité. Les partenaires ont accès à de nombreux outils de vente, à l'enregistrement de nouvelles opportunités, au support lié aux renouvellements et aux demande de clés de licence NFR sur le portail Partner Advantage Network. De plus, les partenaires Platinum, Gold et Silver sont éligibles à des campagnes de génération de leads de la part de Bitdefender.

Génération de leads et outils de support aux ventes

Pour aider à positionner de manière efficace les solutions Bitdefender, Bitdefender fournit à ses partenaires des outils marketing, des fiches produits, des livres blancs, des présentations commerciales, de l'actualité et des études de l'industrie, tous accessibles depuis le portail Partner Advantage Network. Le portail comprend également des vidéos de démonstration pour aider les partenaires à utiliser la plateforme de manière efficace et à tirer le meilleur parti des outils de vente disponibles.

Partners have access to competitive positioning content such as **battle cards**, and can use the **Pricing Simulator**, available within the quoting tool, to quickly estimate pricing and build offers. Bitdefender ensures that all product and sales enablement information is readily available in the portal and provides the necessary support for effective sales pitching.

Customers may also be supported in making their own evaluations through Pilot Installations and Proof of Concepts (POCs). All positioning tools and resources are confidential and subject to the Terms and Conditions outlined in the Partner Advantage Network Program Agreement.

Programme de leads

To drive demand for Bitdefender security solutions and generate sales leads, Bitdefender runs regular sales and marketing initiatives such as webinars, product demos, email campaigns, and tradeshow. These lead generation programs are executed on a **regional basis**, and the resulting leads are distributed to eligible **Silver, Gold, and Platinum partners** by Channel Account Managers. Distribution is based on geographic coverage and a suitable match between the customer's needs and the partner's vertical market focus, expertise, and experience.

Assigned leads are **visible directly in the partner's PAN Portal dashboard**, where partners can view details and update the status of each lead. Partners are expected to update the lead status **within 48 hours** of assignment; otherwise, the lead may be reassigned to another partner. A strong lead conversion or follow-up rate increases the likelihood of receiving additional leads in future rounds.

Some leads may be flagged as **"hot leads"** by Bitdefender based on the opportunity's sales potential and urgency.

Clés de licences NFR

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.



Présence dans le Partner Locator

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 resellers 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.

Avantages techniques

Bitdefender provides a range of technical benefits to its partners, with access and scope depending on the partner's level within the Partner Advantage Network. Higher-tier partners receive extended support and resources to better serve their customers and manage deployments effectively.

Accès aux programmes Bêta

Bitdefender is committed to delivering innovative, effective security solutions. As technologies and threats evolve, Bitdefender continues to proactively develop and enhance its solution portfolio. To ensure new features and products meet the highest standards, Bitdefender runs beta campaigns before official release, gathering valuable feedback from selected partners and customers.

Platinum partners are offered direct access to Bitdefender's Beta Program, while **Gold and Silver partners** may participate **by invitation only**. This exclusive access allows partners to evaluate pre-release products, influence future product development, and prepare for upcoming launches. Participating partners gain early insight into new technologies, helping them stay ahead in positioning Bitdefender solutions to their customers.

Support technique standard dédié

Bitdefender provides **Bronze, Silver, Gold, and Platinum partners** with access to dedicated technical standard support to ensure a reliable and responsive experience when managing customer environments. This benefit includes timely follow-up on open cases, clear updates on resolution progress, and assistance with identifying and applying suitable workarounds when needed.

The support team collaborates closely with partners to analyze complex issues, confirm resolution effectiveness, and ensure that each case is fully addressed. This level of support empowers partners across all tiers to deliver high-quality service and maintain customer satisfaction when deploying or managing Bitdefender solutions.

Business Support Program

Exclusively available to selected **top-tier Platinum partners**, the **Bitdefender Business Support Program** delivers elevated, highly responsive assistance tailored to strategic accounts and complex business needs. This premium benefit ensures **rapid access to dedicated resources**, personalized guidance, and priority handling technical requests.

Partners enrolled in the program benefit from **direct collaboration with senior Bitdefender teams**, accelerated issue resolution, and proactive support designed to streamline sales cycles, optimize partnership performance, and maximize customer impact. The Business Support Program reflects Bitdefender's commitment to empowering its most strategic partners with the attention, agility, and support required to drive exceptional business outcomes.

Accès à la base de connaissances

La base de connaissances techniques complète de Bitdefender est une vaste base de données consacrée à des articles techniques sur les produits Bitdefender, dont :

- ↳ Tutoriels vidéo
- ↳ Livres blancs techniques
- ↳ Documentations produits
- ↳ Guides d'utilisation et manuels d'installation
- ↳ Articles et tutoriaux de dépannage
- ↳ Comparatifs

Technical Assistance Contact Link

Bitdefender s'engage à fournir un support de grande qualité à ses clients comme à ses partenaires pour être sûr que les solutions appropriées sont achetées, installées et utilisées, et qu'elles fonctionnent comme prévu. Pour satisfaire à cet engagement, Bitdefender fournit des outils de communication de support technique avant et après vente qui permettent à ses partenaires de répondre aux problèmes les plus complexes de leurs clients. Cette structure de support est personnalisée pour s'adapter aux différents besoins de nos partenaires dans le monde et est disponible au un niveau de chaque pays. Les informations de contact du support local sont disponibles sur le portail Partner Advantage Network.

Avantages en matière de croissance et de formation

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**.

Toutes les formations en ligne Bitdefender sont GRATUITES.

Certifications professionnelles et badges numériques

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 **Bitdefender Technical Solutions Professional (TSP)**—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.

Programme de formation (masterclass)

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.

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**.

Démonstrations produits

A partir du niveau Bronze, vous pouvez solliciter une démonstration personnalisée de la solution Bitdefender GravityZone, selon vos besoins et disponibilités. Les partenaires Silver et Gold participent à nos démonstrations produits et découvrent comment installer, configurer, utiliser chaque solution de sécurité Bitdefender.

Cours en ligne adaptés au rythme de chacun

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.



Engagements des partenaires

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, revenue 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 sales 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.

Conditions du programme

Contrats Partenaire

Les partenaires acceptés au sein du Programme Partenaires Bitdefender doivent respecter les Conditions Générales de l'Accord du programme de partenariat Bitdefender convenu entre les parties pendant le processus de candidature. L'accord définit les termes, conditions et attentes opérationnelles aussi bien pour le partenaire que pour Bitdefender. Les partenaires doivent respecter les conditions de leur accord avec Bitdefender pour conserver leur statut de membre du Programme Partenaires Bitdefender.

Profil de l'entreprise

Tous les partenaires Bitdefender doivent compléter et tenir à jour les informations concernant leur société sur le portail PAN. Bitdefender vérifiera régulièrement les informations de profil des partenaires, ces informations étant visibles sur le Partner Locator du site Bitdefender.

Bitdefender Listing as Vendor on Web

Starting from the **Silver level**, partners are required to publicly list **Bitdefender** as a vendor on their official website. This demonstrates active engagement in the partnership and increases visibility for Bitdefender solutions.

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.

Prérequis financiers

Silver, Gold, and Platinum partners must establish and meet **annual revenue commitments**, defined in agreement with their **Bitdefender Channel Account Manager**. These targets are typically distributed evenly across each quarter unless otherwise arranged. Commitments may vary based on partner type and geographic region.

In addition to meeting revenue targets, **Platinum partners** have an additional commitment to generate a significant portion of their revenue from **new business opportunities**.

Partnership levels and margins are reviewed annually, based on actual performance. Partners who exceed their targets may request an upgrade to a higher tier, provided all certification requirements are also met. Conversely, Bitdefender reserves the right to **downgrade partners** who fail to meet their agreed revenue commitments.



Prérequis de formation

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 **Service Provider** solutions are optional, while those for **Business Solutions** 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 financial requirements** are both fulfilled.

Pour commencer

As a new Bitdefender Partner, you will initially be approved under the **Bronze** level. Once you meet the **certification** and **financial 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.

Sign up for the Bitdefender Partner Advantage Network

Visit www.bitdefender.com/partners, complete a brief company profile, and click the **JOIN** button.

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, deal registration, renewals, MDF, training and certifications, promotions, technical documentation, and more—tailored to your partnership level.

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.

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 Channel Account Manager to help you create a plan that drives growth, strengthens customer acquisition, and supports long-term success.

Start selling

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.

Aller plus loin dans Bitdefender Partner Advantage Network

Le Programme Bitdefender Partner Advantage Network vous donne accès à des outils de qualité vous permettant d'activer de nouveaux leviers de croissance. Bitdefender encourage les partenaires qui désirent accéder à un niveau de partenariat plus élevé à en discuter avec leur Channel Account Manager.

Les demandes de modification du niveau de partenariat peuvent être soumises pendant toute la durée du contrat, celui-ci étant valable un an. Les partenaires Silver et Gold doivent fournir la preuve qu'ils ont respecté, pendant deux trimestres consécutifs, les prérequis de Bitdefender Partner Advantage Network, à l'exception des objectifs de chiffre d'affaires et des certifications requises qui sont des étapes obligatoires pour être à ces niveaux.

Êtes-vous prêt à accéder au succès avec un véritable leader technologique ?

Rejoindre Bitdefender Partner Advantage Network est simple. Pour obtenir immédiatement le statut de partenaire Bronze, il vous suffit de remplir quelques informations sur votre activité. Un Channel Account Manager Bitdefender vous contactera au plus vite pour vous expliquer les avantages de devenir un partenaire Bitdefender.

C'est aussi simple que cela !

Pour accéder au Programme Partenaires, cliquez sur le bouton "**Rejoindre**" sur <https://www.bitdefender.com/fr-fr/partners/> et remplissez simplement le formulaire !

Vous avez des questions ?

Contactez-nous à l'adresse suivante : **Channel-sales@bitdefender.fr**

Modifications du programme et réserve de droits

Ce guide est fourni à titre informatif uniquement. Nos offres et avantages sont soumis aux politiques et règles de Bitdefender en vigueur. Toutes les informations de ce guide sont exactes au moment de l'édition du document, sauf erreurs ou omissions, mais sont sujettes à des modifications sans préavis.

Les partenaires sont encouragés à consulter le portail en ligne **Bitdefender Partner Advantage Network** pour la dernière mise à jour des règles du programme. Bitdefender se réserve le droit d'administrer et de modifier les programmes mentionnés dans ce document, à sa discrétion, et ne pourra être tenu pour responsable de la dépendance d'un partenaire à des conditions spécifiques de ce guide qui auront pu être modifiées par Bitdefender par la suite.



PROGRAMME DE REVENTE CHANNEL

GUIDE DES PROGRAMMES POUR LES PARTENAIRES