

Bitdefender® PARTNER ADVANTAGE
NETWORK

PARTNER PROGRAM GUIDE

RESELLING CHANNEL PROGRAM



Contents

WELCOME TO THE BITDEFENDER PARTNER ADVANTAGE NETWORK!3

RESELLING CHANNEL PROGRAM4

PARTNERSHIP LEVELS7

BENEFITS AND REQUIREMENTS OVERVIEW.....9

PARTNER BENEFITS9

PARTNER COMMITMENTS 24

GETTING STARTED..... 26

ADVANCING IN THE BITDEFENDER PARTNER ADVANTAGE NETWORK 27

Welcome to the Bitdefender Partner Advantage Network!

Welcome to the Bitdefender Partner Advantage Network – Reselling Channel Program Guide!

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.

**According to these independent testing entities*



Reselling Channel Program

#1 ranked technology. Experts' choice.

Award-winning security. Proven Excellence

Passion and innovation sit at the core of everything we do at Bitdefender. This is how we have forged a culture of excellence that has taken Bitdefender to the top. With world leading quality comes recognition. Year after year, Bitdefender takes the most coveted awards in the industry.* Certified by experts, our reputation for excellence has been noted by the media and the public. Bitdefender has received rave reviews in prominent media outlets which have helped raise the company's profile and sales potential. Bitdefender's partners have the unique opportunity to gather momentum along with a powerful, innovative company on its way up, and to tap a growing global base of happy customers.

"flawless protection and extreme ease of use"

Andreas Clementi

CEO of AV Comparatives

Leading Technology. Easy to Deploy

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

President of Direct2Channel

Customer Loyalty. Built on Trust

Every day, millions of people across the globe trust Bitdefender technologies to keep them safe at home, in the office, and on the go. We take pride in the high-quality service we provide and in Bitdefender's innovative, industry-leading technology, which ensures the security and satisfaction of our users. The technology excellence translates into direct benefits for our partners. Customers save time by preventing infections, which results in reduced operational cost, and for partners, that means increased customer loyalty and satisfaction.

"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

Founder & Director of FlexVirtual – Netherlands

First in AV-Comparatives enterprise tests, far more than any vendor



Blocked 100% of threats with among the lowest FP Rates in AV-Comparatives Real-World Protection Test

[See more](#)



#1 in AV-Comparatives Advanced Protection Test 2023 Bitdefender was the clear leader in this test focused on techniques used in Advanced Persistent Threats, also stopping more scenarios at Pre-execution.

[See more](#)

AV-TEST Award 2023 for Best Protection. Best Performance



After consistently scoring top values throughout all AV-TEST corporate trials in 2023, Bitdefender earned the AV-TEST Award 2023 for Best Protection and Best Performance.

[See more](#)

Maximum scores in AV-Test enterprise tests since June 2022



Bitdefender Endpoint Security scored a perfect 6/6 for protection, performance, and usability in each of the last 8 trials for corporate products conducted by AV-TEST.

[See more](#)

Bitdefender was the only product in the ATP endurance test to achieve 105 out of 105 possible points.

[See more](#)

Working together. Simple, easy and straightforward

Always in the know

We at Bitdefender love to communicate. We are always working to improve our products and tools, and we know our partners need to stay on top of things. Moreover, we think it's important to listen to our partners — we trust them and we value their feedback. That's why we guarantee that through our improved system of communication our partners won't miss a thing, and will always find an open channel back to us.

"Maintaining a quality technical support organization has usually been a very challenging prospect with every software vendor we have dealt with, but I can say without a doubt that Bitdefender's Professional Services routinely go the extra mile for us. Whether it's performing remote assistance for our clients or working at hours that are helpful to us, we definitely feel the personal touch of a team that cares about the company and its reputation."

Carlos Zevallos

President of Direct2Channel

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. We have a dedicated team of sales, marketing and technical engineers that is driven to engage our partners and help them close deals.

We are building joint go-to-market campaigns to help partners build their business. We are focused on demand generation to provide our partners leads and tools to help them target their own customers and prospects. We also bring in partners on customer deals that we've been already engaged in.

Moreover, you get free sales and technical materials specifically created to assist you in positioning, selling and delivering Bitdefender security solutions.

"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

Integrated tools

Bitdefender's partners benefit from tools designed to help them get the best possible results. As we never stop improving, we are constantly fine-tuning the system and introducing new features to meet your needs. The PAN portal is the place where you can find everything, 24/7. Our eLearning platform offers free online sales and technical courses and certifications for our solutions. A powerful tool that can help you grow your business is the Partner Locator, an online directory where customers can search and find the Bitdefender partners active in their area.

"Our experiences have been nothing but positive in the areas of ordering, knowledge transfer, and the utilization of the partner portal."

Peter Rudolf

CEO of Mightycare Solutions

Lifetime Recurrent & Protected Revenues

Guaranteed Paid Performance

Great motivation drives great results, and we want you to know that we value, encourage and recognize committed partners who strive for excellence. A key philosophy at Bitdefender is that continuous success comes when results are directly and generously rewarded. That is why our partners earn high margins and bonuses for outstanding performance. And, because we want you to take advantage of every opportunity for growth, we always make sure you advance to the next level when you step up your game. Based on your performance you will rise to higher partnership levels, which come with even greater compensation.

Deal Registration

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.

Partnership Levels

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.

Bronze Partner

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.

Silver Partner

The **SILVER** level is designed for organizations that have achieved both commercial and technical certification for the program they are enrolled in and are committed to reaching annual revenue targets.

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.



Gold Partner

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.

Benefits and Requirements Overview

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.

Partner Benefits

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)	✗	✗	✓	✓
	Allocated Technical Solution Architect	✓	✓	✓	✓
	Quarterly Business Review (*by invitation only)	✗	✗	✓	✓
	Reference Program (*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)	✗	✓	✓	✓
	Allocated Channel Marketing Resource	✗	✗	✓	✓
	Marketing Assets & Resources	✓	✓	✓	✓
	Partners award (*by invitation only)	✗	✗	✗	✓

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	✗	✗	✗	✓
	Access to Knowledge Base	✓	✓	✓	✓
	Technical Assistance Contact Link	✓	✓	✓	✓
Education & Growth Benefits	Professional Certifications & Digital Badges	✓	✓	✓	✓
	Masterclass Training Program	✓	✓	✓	✓
	Private on Demand Classes & Hands-on Training Assistance	✗	✓	✓	✓
	Product Demos	✗	✓	✓	✓
	Self-paced online courses	✓	✓	✓	✓

Partner Commitments

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

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, 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.

Account Management

Bitdefender assigns a Channel Account Manager to work with Platinum, Gold, and Silver partners, and provides a contact mechanism to manage ongoing sales-related requests. The Channel Account Manager helps the partner develop effective sales and marketing 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.

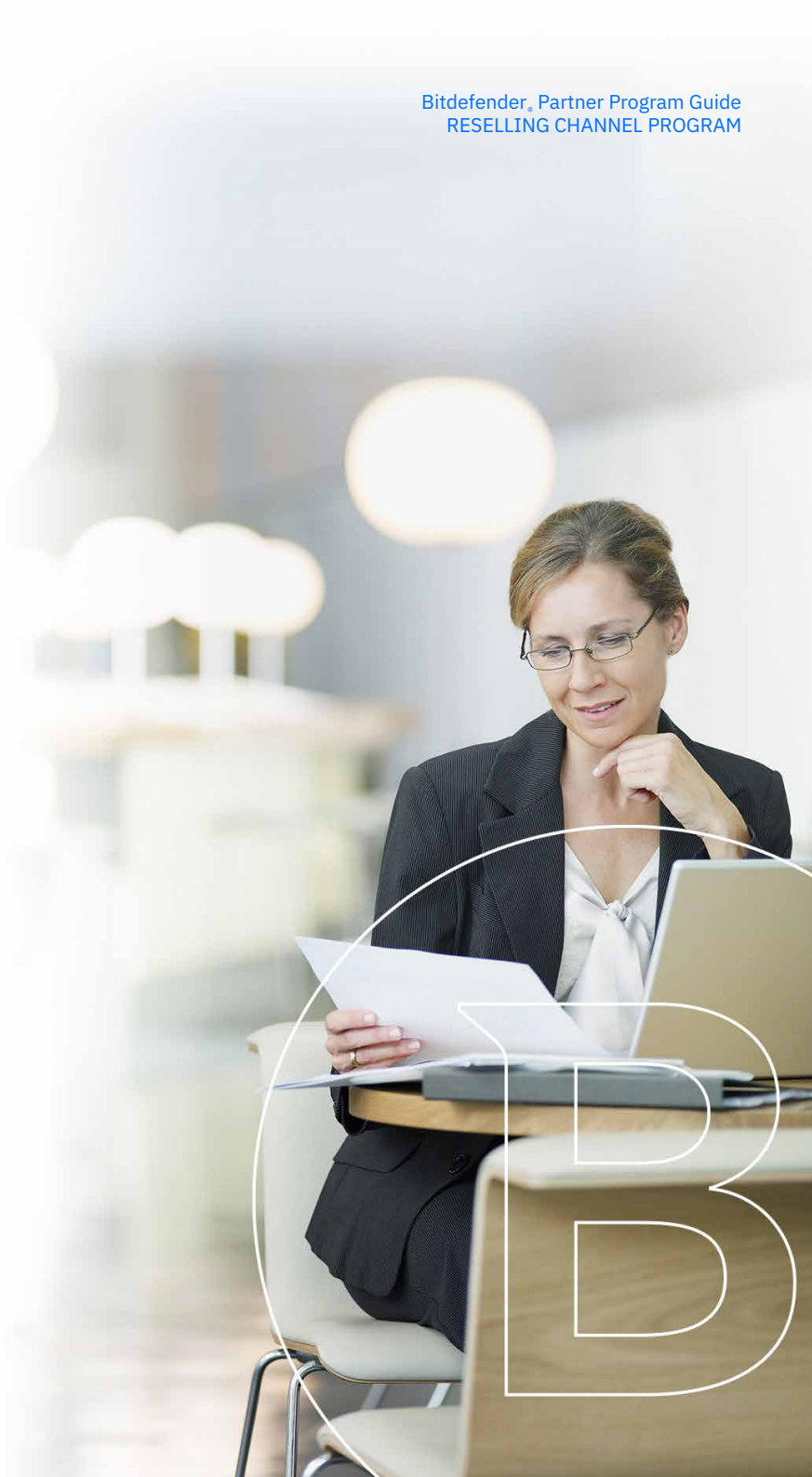
The assigned Account Manager's contact details are available in the partner's dashboard within the PAN Portal.

Partner Portal

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



- ↳ Sales enablement tools – deal registration, lead program, renewals, NFR license keys, exclusive promotions, webinars, demos, case studies, and references
- ↳ 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.

Partner Communications

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

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.

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 rewards partners who bring business opportunities and 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.

Financial Benefits

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.

Margins

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).

Deal Registration Margin

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

We offer a quick and easy process to register new opportunities on the PAN Portal to reward our partners for identifying, developing, and closing new deals.

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

- ↳ Immediate entitlement to the margin associated with your partnership level
- ↳ 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

End Customer Details:

- ↳ Company name
- ↳ Full address (country, state/province if required, city, ZIP code)
- ↳ Contact full name
- ↳ Contact phone number
- ↳ Contact email
- ↳ Industry
- ↳ Number of employees

Deal Details:

- ↳ Expected close date
- ↳ 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.

Incumbency Program Margins

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 – Renewal Protection

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.



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.

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.

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:



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. 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.

Sales Support Benefits

Bitdefender is committed to providing partners with resources to increase revenue and grow profits. The partners can access a variety of sales tools, new opportunity registrations, renewals support, and the NFR request form on the PAN portal. Additionally, Platinum, Gold and Silver partners are eligible for lead feed from various Bitdefender lead generation programs.

Demand Generation and 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.

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.

Business Leads Program

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.

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.



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 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.

Technical Benefits

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.

Beta Program

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.

Dedicated Technical Standard Support

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.

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

Technical Assistance Contact Link

Bitdefender is committed to delivering high value support to both customers and partners to ensure the appropriate solutions are acquired, installed and used, and that they work as intended. To satisfy this commitment, Bitdefender provides pre- and post-sales technical support communication channels to enable Bitdefender Partners to solve the most challenging issues for their customers. This support structure is customized to accommodate the different needs of our global partners, and is available regionally. Local support contact information is available on the PAN portal.

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.

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 **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.

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.

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**.

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.

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.



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, 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.

Program Requirements

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. Bitdefender will periodically review the accuracy of partner profile information, as this information will be visible also on the Partner Locator for end-users.

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.

Financial Requirements

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.



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 **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.

Getting Started

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.

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: www.bitdefender.com/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.



RESELLING CHANNEL PROGRAM

PARTNER PROGRAM GUIDE