

**Bitdefender**<sup>®</sup>  
SUBSCRIBER PROTECTION PLATFORM

**All-in-one cybersecurity**  
designed to add value  
to your subscribers

This presentation is exclusively available online,  
in English.

<https://www.bitdefender.com/partners/subscriber-protection-platform.html>





**Bitdefender**  
SUBSCRIBER PROTECTION PLATFORM

# Offer your subscribers award-winning protection for every aspect of their digital lives

**...and watch your ARPU jump by 5-8%\***

**Bitdefender Subscriber Protection Platform** is a comprehensive cybersecurity ecosystem tailored to the specific needs of service providers. Choose the solution with a proven track record in monetizing privacy and cybersecurity in our increasingly connected world.

\*Results reported by our existing partners. Values presented in this context are subject to variability and rely on a multitude of influencing factors

# Bitdefender is a Global Leader in Cybersecurity

## Protecting millions of consumer and business environments since 2001

We take pride in our Telco-oriented solutions that include Value-Added Services, Core Network Security and Management & Intelligence Platforms, as well as the partnerships we established with some of the biggest Service Providers in the world.

### HEADQUARTERS

Bucharest, Romania  
Santa Clara, California

### WORLDWIDE OFFICES

**North America:** United States - Santa Clara CA, San Antonio TX, Fort Lauderdale FL, Canada - Toronto, Vancouver

**EMEA:** United Kingdom, France, Germany, Spain, Denmark, Italy, Sweden, Netherlands,

**UAEAPAC:** Australia – Melbourne

### PARTNERS

**20,000+** qualified partners and resellers  
Distributed through partners in **170** countries

### CONTINUED INNOVATION

**440** patents

### EMPLOYEES

**1800**

More than half of Bitdefender's employees are security researchers and engineers



# Cyberattacks are on the rise and your customers are becoming **increasingly aware** of the risks

**5.5B** malware  
attacks  
in 2022 <sup>1</sup>

**74%** users worried  
about being  
hacked <sup>3</sup>

**8** attacks/day  
against  
home networks <sup>2</sup>

**49%** users say they  
expect a solution  
from their ISP <sup>4</sup>

As the world continues to grow more connected, cyberthreats are becoming more sophisticated. They exploit factors beyond the user's control, such as security vulnerabilities in their smart devices and online services. Attacks are automated and frequent. Simply “being careful” isn’t enough anymore.

1. Statista, Annual number of malware attacks worldwide from 2015 to 2022

2. Bitdefender, The 2023 IoT Security Landscape Report

3. Statista, Crimes Americans worry about most in 2022

4. Bitdefender Security and Privacy Study, Sep 2023

# Your subscribers want more, and they're **willing to pay more**

+ \$6–10

Users say they're willing to pay  
an **extra \$6–10/month** <sup>1</sup>  
for better security

+ 62%

Users are also willing to pay  
an **extra 62% of product price** <sup>2</sup>  
for a safer Wi-Fi router



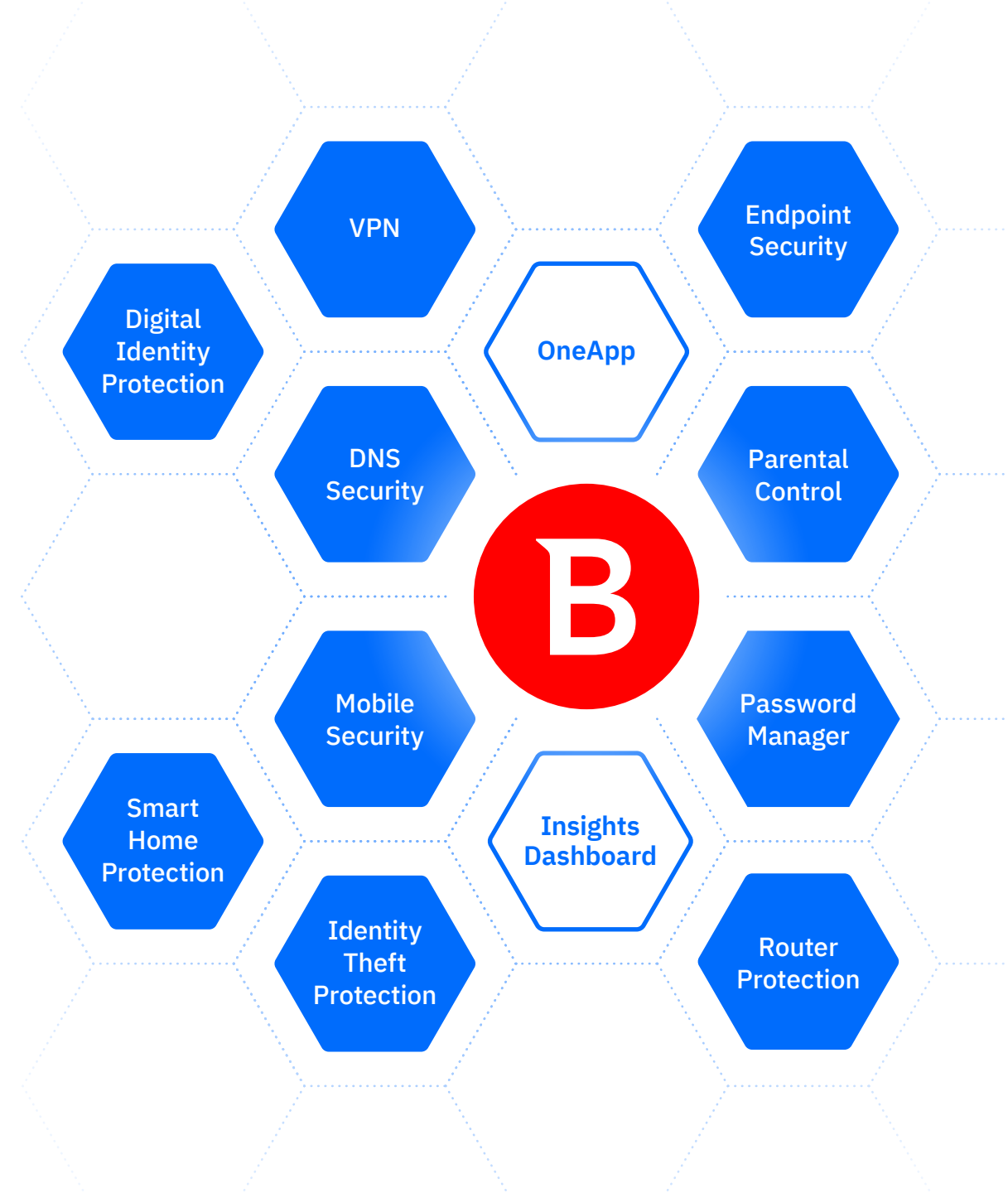
1. Bitdefender Security and Privacy Study, Sep 2023

2. Blythe, Johnson, Manning. What is security worth to consumers? Investigating willingness to pay for secure Internet of Things devices, Crime Science

# Introducing Bitdefender Subscriber Protection Platform

Your all-in-one, fully-customizable  
cybersecurity ecosystem

Multi-layered cybersecurity tailored to your needs, with flexible integration and modular design. Offers your subscribers a smooth experience, with one single app.





### Consumer-facing solutions

- Smart Home Protection
- Endpoint Security
- Parental Control
- Mobile Security
- Password Manager
- Digital Identity Protection
- Identity Theft Protection
- VPN
- DNS Security



## Bitdefender Subscriber Protection Platform



### Service Provider-facing solutions

- Intelligence Dashboard
- Managed Subscription Platform
- Local DDoS Protection
- Traffic Sanitization & Reduction
- Router Protection
- Open to external services



### Smart Home Protection

- ↳ Protects all connected devices
- ↳ Covers smart devices
- ↳ No need for users to install an app
- ↳ Offers router functionalities: VPN & Parental Control



### Endpoint & Mobile Security

- ↳ Works on Windows, MacOS, Android, iOS
- ↳ Protects against all new & existing threats
- ↳ Offers protection at home & on the go
- ↳ Award-winning protection & performance



### Privacy Solutions

- ↳ Help improve online privacy
- ↳ Allow digital identity management
- ↳ Protect online accounts
- ↳ Help protect children from online dangers



### The OneApp

One interface to manage everything

- ↳ Allows users to quickly check security status & take action
- ↳ Always notified & in control
- ↳ Makes upgrade and upsell easier

### SDKs/APIs

Ability to integrate with partner ecosystem / app by providing SDK / API based solutions across portfolio.



# 5 reasons to choose Bitdefender Subscriber Protection Platform



## One Solution for All Your Needs

No need to work with multiple vendors to cover all your cybersecurity needs. We offer a comprehensive ecosystem that protects all your subscribers' devices, privacy and data, at home and on the go.



## Choose what Suits You Best

We can provide solutions that are tailored to your specific brand's requirements. Integrate our solutions as they are, develop a co-branded solution together, or add our technology to your existing solution.



## Boost Your Business

Unlock new revenue streams while also boosting satisfaction. Our partners consistently report ARPU increases of 5-8%, reduced churn and a NPS of 62+.



## Award Winning Technology

We offer best-in-class technology with an unmatched track record of industry-leading detection and response, the result of decades of experience.



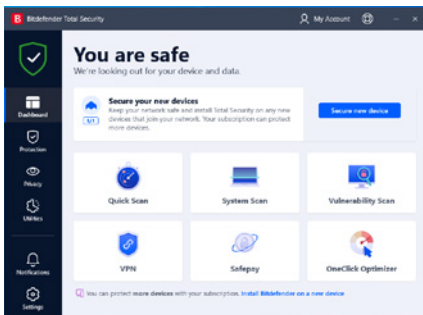
## We're Here to Help You All the Way

Going to market doesn't have to be hard. We're here to help you every step of the way in integrating our products and becoming a cybersecurity provider.

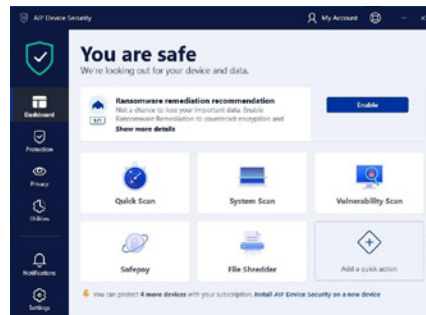
# Craft your own cybersecurity offering.

Our solution is tailored to your specific requirements and market strategy.

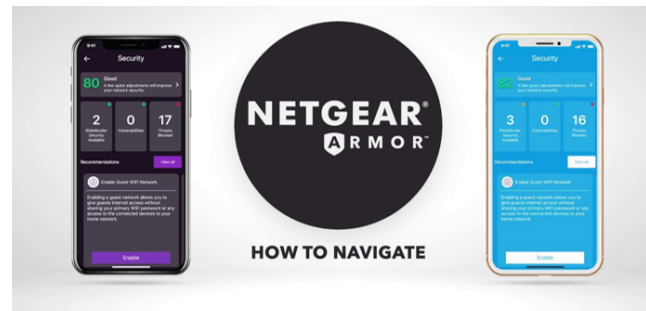
Each market has its own set of challenges and Telcos have different needs. Your subscribers will receive market-leading protection, regardless of which integration model you choose.



Bitdefender Solutions



Co-branding



Custom integration

# Cybersecurity Strategic Packaging options for Service Providers



## Differentiation

Basic security included for all base & promoted as part of the core service



## Technology upgrade

Embedded as portfolio feature for new technology such as 5G, FTTH, Wifi-6



## Portfolio up-tiering

Hard bundle it in the upper part of the portfolio on top of core services



## Portfolio add-on

Dedicated package with separate price & promo, sold on top of portfolio, with opt-out or opt-in approach

### HOW TO MONETIZE

50–80% attach rates

- ↳ Target & switch from competition cyber-savvy customers
- ↳ Decrease base churn
- ↳ Included in the plan

20–50% attach rates

- ↳ Accelerate technology migration
- ↳ Upsell to new technology on higher ARPU
- ↳ Included in the plan

5–20% attach rates

- ↳ Create additional up-tiering reasons and give customers extra reasons to up-sell
- ↳ Included in the plan

1–5% attach rates

- ↳ Targeted campaigns and commercial activities in the push and pull channels

# Commercial offering for end customers

VALUE DRIVER

For high value segments driving revenue & margin

Increased loyalty for households

Trusted Secure Network Protection

HIGH

LEVEL OF PROTECTION

Value added service 9,99€/m

## Security Premium **B**

- Total security**  
Security for online protection, anti phishing, anti-spam, safe online banking, anti theft, social network protection
- Digital Identity Protection**  
24/7 monitoring and alerts if your credentials are exposed in a data breach
- Password Manager**  
Create and store unique passwords for all of your services
- Smart Home Protection**  
Protection of all of your devices in the home and protection of the router

End Point and Mobile Security  
Privacy Protection  
Smart Home Security

Value added service 4,99€/m

## Security Home **B**

- Smart Home Protection**  
Protection of all of your devices in the home and protection of the router
- Basic Endpoint Security**  
To protect devices when they leave the home

Smart Home Security  
Router Parental Control

Value added service 1€/m

## Security Basic **B**

- DNS Security**  
Safe surfing blocking malicious sites in your mobile and fixed network
- Basic Smart Home Protection**  
Identification and safe surfing for all devices in the home

Basic DNS Network Protection

BITDEFENDER PROPOSITION

CUSTOMER SCALE / ADOPTION

# There's 'award-winning'. And then there's **award domination.**

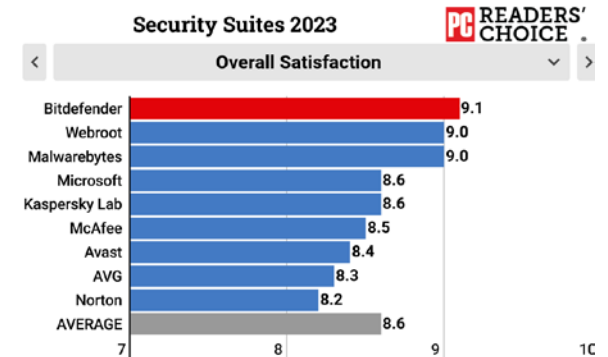
“Not only did Bitdefender receive the highest overall rating in this year’s test, but it has also now **won this coveted award five times**, which surpasses all other vendors assessed in the past decade.”

AV Comparatives Consumer Summary Report 2022  
<https://www.av-comparatives.org/consumer-summary-report-2022/>



Over the years Bitdefender products have constantly ranked high both in independent labs tests as well as in user preferences. This makes us more committed than ever to ensuring the digital safety and security of our clients and partners.

“Antivirus protection by Bitdefender Total Security’s Android edition swept the testing labs, with perfect scores from AV-Test, AV-Comparatives, and MRG-Effitas.”



## Industry acknowledgement



**“Bitdefender is the best in the market today. We looked at three, four different options and we all came to the same, unanimous conclusion, that Bitdefender is the most robust out there for consumer usage.”**

**Patrick Lo**  
Co-Founder  
**NETGEAR**



**“We’ve chosen to partner with Bitdefender, because the quality of the technologies clearly responds to customers’ needs and the company’s offering for ISPs was **the most versatile** we found.”**

**Grégory Rabuel**  
CEO  
**SFR**



**NETGEAR**



*Telefonica*



**Viasat**



**telenet**



**proximus**

# Boost ARPU

Our partners consistently report an **8% ARPU growth**, attributed to the heightened perceived value of their offers and plans.

# Less churn

Happy subscribers don't cancel their plans.

# Fewer calls

...and they make fewer calls to tech support.

# Higher customer NPS

The increase in user satisfaction is supported by a **NPS score of 60+**

# Upsell opportunities

Consumer demand for security keeps evolving. Connected to our product portfolio, you'll always stay ahead of the curve.



It can take as little as 3 months  
to deploy Bitdefender Subscriber  
Protection Platform.  
**Make the first step today.**

**VISIT OUR WEBSITE**

...and set up a meeting with one of our experts.  
**We look forward to hearing from you!**

**It's time to expand.**

We'll help you make the best decisions.  
We work closely with all of our Telco  
partners and provide assistance  
throughout the entire process of  
bringing a product to market.

- ↳ Tech & development
- ↳ Subscriber management
- ↳ Marketing support
- ↳ Analytics
- ↳ Support & maintenance

