Bitdefender®

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

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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

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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
Europe & US HQs

17 regional offices across US, Europe, Asia and Australia

CONTINUED INNOVATION
540+ patents

EMPLOYEES
2100+
More than half of Bitdefender's employees are security researchers and engineers

PARTNERS
35,000+ qualified partners and resellers
Distributed through partners in **170** countries

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

6B malware attacks in 2023 [1]

79% users worried about being hacked [3]

8 attacks/day against home networks [2]

49% users say they expect a solution from their ISP [4]

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 2023
2. Bitdefender, The 2023 IoT Security Landscape Report
3. Bitdefender US Telco Users Security and Privacy Study, 2023
4. Bitdefender Security and Privacy Study, Sep 2023

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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** [1] for better security

+ 62%

Users are also willing to pay an **extra 62% of product price** [2] 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

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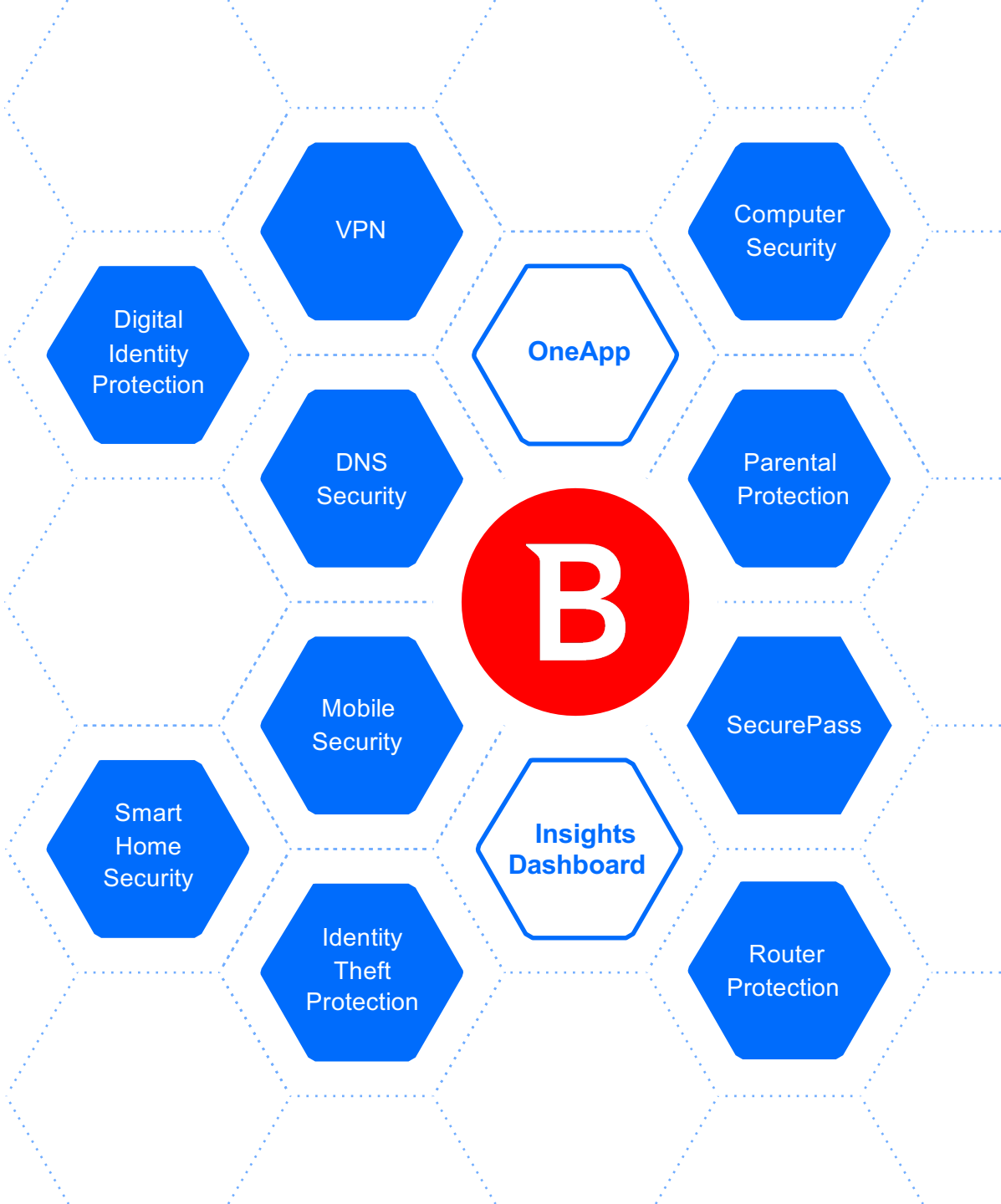
Introducing **Bitdefender Subscriber Protection Platform**

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.

- Endpoint Security & Privacy
- Smart Home Security
- Network Security



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Bitdefender Subscriber Protection Platform

Consumer-facing solutions

Service Provider-facing solutions

Smart Home

- Smart Home Security
- VPN at Home
- Router Parental Protection
- Router Adblocking & Antitracking

Endpoint

- Mobile Security
- Computer Security

Privacy

- SecurePass
- VPN
- Digital Identity Protection
- Identity Theft Protection
- Parental Protection

Network

- DNS Security

Service Provider-facing solutions

- Insights Dashboard
- Managed Subscription Platform
- Router Protection
- Open to external services
- Partner Success Portal

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Smart Home Security

- Protects all connected devices
- Covers smart devices
- No need for users to install an app

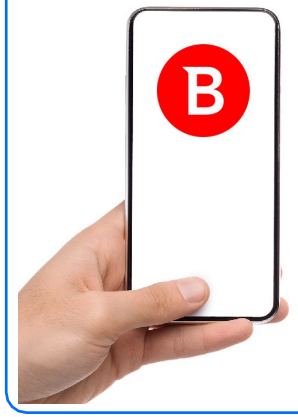
Offers router functionalities: VPN, Parental Protection & AdBlocker and Antitracker

Computer & 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.

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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.

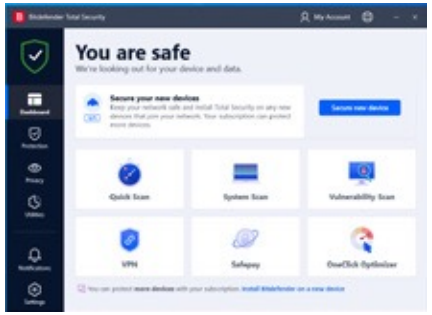
We’re Here to Help You All the Way

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.

Bitdefender

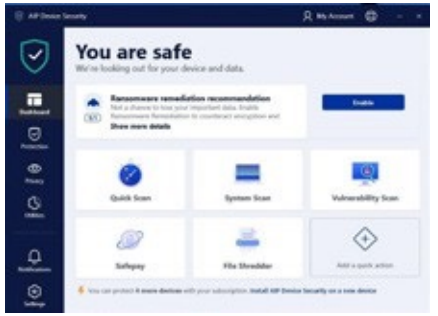
Craft your own cybersecurity offering. Our solution is tailored to your specific requirements and market strategy.

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

- Strong Global Brand Trust
- Fastest time to market



Co-branding

- Brand Synergy
- Custom look & feel

Custom integration

- Partner Brand Ownership
- Differentiation

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Cybersecurity Strategic Packaging options for Service Providers

Differentiation

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

HOW TO MONETIZE

50–80% attach rates

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

Technology upgrade

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

20–50% attach rates

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

Portfolio up-tiering

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

5–20% attach rates

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

Portfolio add-on

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

1–5% attach rates

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

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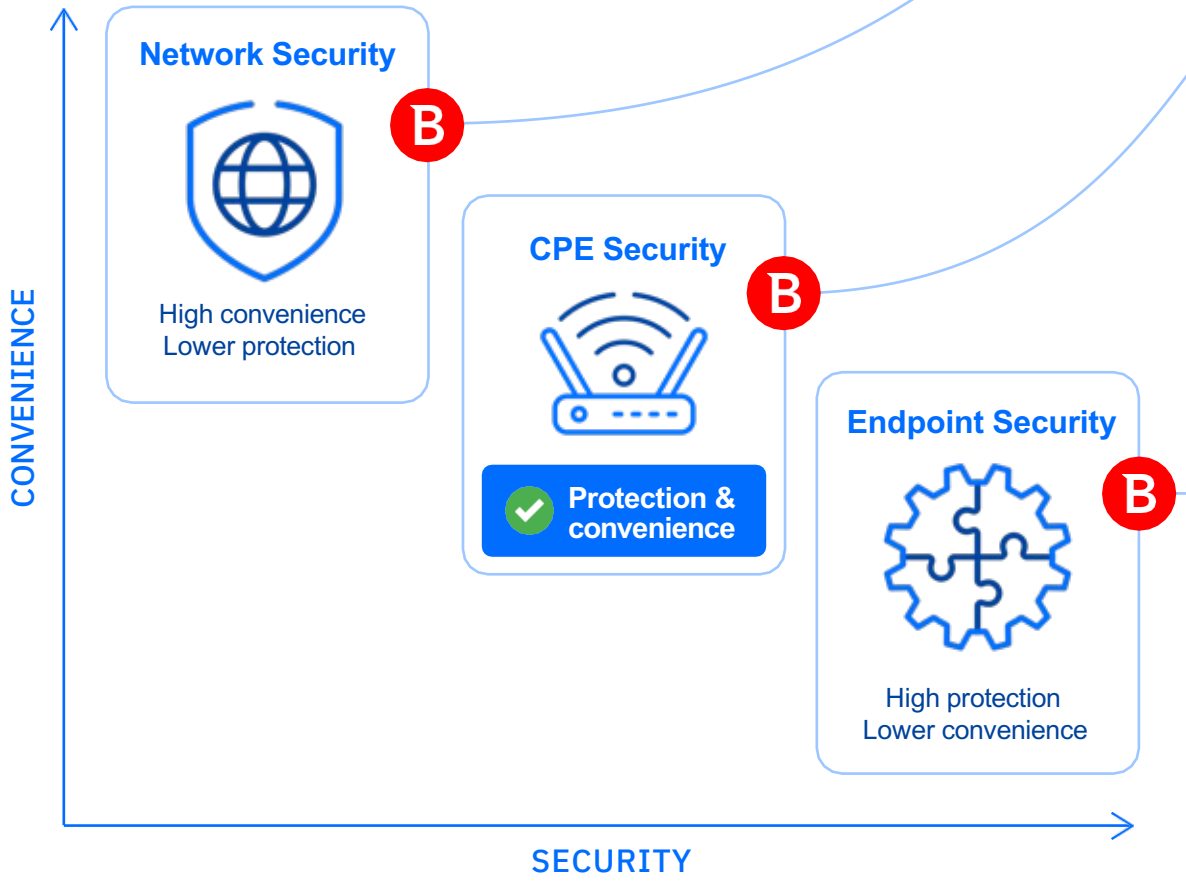
Customers' value proposition



DNS Security
Safe surfing blocking malicious sites in your mobile and fixed network

Smart Home Security
Protection of all of your devices in the home and protection of the router

VPN at Home
Protects your privacy and online presence by encrypting all Internet traffic.

Router Parental Protection
Digital help to parents and extra online safety for children when connected to the home router.

Router Adblocking & Antitracking
Network-wide adblocking and privacy protection

Computer & Mobile Security (Windows, Android, iOS, macOS)
Complete anti-malware protection, online protection, anti phishing, anti-spam, safe online banking, anti theft, social network protection

Digital Identity Protection & Identity Theft Protection
24/7 monitoring and alerts if your credentials are exposed in a data breach

Secure Pass
Create and store unique passwords for all of your services

VPN
Protects your privacy and online presence by encrypting all Internet traffic.

Parental Protection
Digital help to parents and extra online safety for children when connected to the home router or mobile network. Filter inappropriate content and limit connectivity time.

Bitdefender

There’s ‘award-winning’.
And then there’s **award domination.**

“Bitdefender has proven its cybersecurity efficacy and reliability each year that we’ve tested their solutions,” - AV-Comparatives’ founder and CEO Andreas Clementi. “With five Product of The Year Awards in 10 years, Bitdefender demonstrates its strength in protecting consumer data by detecting and stopping threats as they occur.”*

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.

”Bitdefender just works. In tests, the app silently monitored websites for any incoming attacks, allowed me to connect through a VPN, and it even blocked my webcam from prying eyes.” Tom’s Guide

”Bitdefender ranks high simply because it is among the best at stopping malware. Threats don’t have a chance to even touch your system, and the platform takes care of it all without much fuss” - TechRadar

*https://www.av-comparatives.org/tests/summary-report-2023/

Highest protection & performance scores in the cyber security industry*

PROTECTION

PERFORMANCE

*Protection Against Infections Windows. Overall score, January 2011 – December 2025. AV TEST.
Impact on Performance. Overall score, January 2013 – December 2025 AV TEST.

Award Winning Solutions for Any Platform

↳ 7 times 'Best Android Security' AV-Test yearly winner, more than any other cybersecurity vendor in the same period

↳ 2024 winner of 6 AV-Test "Best Awards" including: Endpoint, Mobile Security & macOS

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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

orange
WINDTRE
NETGEAR
KH
swisscom
Telefónica
SFR
ZYXEL NETWORKS
Viasat
altice
TELE2 PERCHÉ PAGARE DI PIÙ?
telenet
LIBERTY GLOBAL
T1 ISP in North America
proximus

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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.

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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