Bitdefender

Bundle Partnerships · Global Leader in Cybersecurity

Embed world-class cybersecurity in your bundle.

For credit bureaus, insurance carriers, fintech, banks, identity-protection providers, MSPs and family-protection brands.

VISIT OUR WEBSITE



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The Opportunity

Consumer Digital Life Protection is becoming the must-have add-on across financial services, identity, telco and tech.



$12.7B

Global CDLP market by 2030
4.8% CAGR (IDC, 2025)



$10.5T

Projected annual global
cybercrime cost in 2025



1 in 6

Confirmed 2025 breaches
involved AI-driven techniques

Source: Bitdefender Consumer Report 2025

Every brand that touches your customer's wallet is now a cybersecurity brand.

Bitdefender lets you become one fast, without building from scratch.

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The Threat Reality

AI-driven scams have changed what "protection" needs to mean.

Internal Bitdefender insight from the 2025 Consumer Report — the data your customers are already feeling.

$442B

Globally lost to scams in 2025

1 in 4

Millennials reported being an identity-theft victim in the past year

4×

Scam SMS volume nearly quadrupled between February and March 2025

1 in 6

Confirmed breaches involved AI-driven methods

19%

Of reported incidents driven by social engineering, the #1 vector

10%

Of Meta ad revenue estimated to come from scam ads (per Meta data)

78%

Of internet users are now more cautious about sharing personal data

Source: Bitdefender Consumer Report 2025 (Mastercard 2025, Aspen Digital 2025, KPMG 2025).

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Customer Demand

Your customers want all-in-one protection, and they want it from brands they already trust.



76% More concerned about cyber risks than two years ago (Mastercard 2025)

78% More cautious about sharing personal data online

50% Of consumers think about online safety at least weekly

Source: Bitdefender Consumer Report 2025; Mastercard 2025 New Cybersecurity Survey; Aspen Digital 2025; Bitdefender internal billings data.

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Why Bitdefender

Built to be bundled. Proven to lift attach rates across every partner segment.

Fast Time-to-Market

Ready-to-embed solutions or SDKs/APIs. Live partner deployments in months, not years.

AI-Native Since 2008

Pioneers in ML & deep-learning cyberdefense. Structural advantage vs. signature-only vendors.

Scam Protection Pro Suite

Category-leading suite covering email, SMS, web, chat, notifications and remote-access scams.

Two Flexible Models

Embed Bitdefender as-is or integrate via SDKs/APIs into your existing customer experience.

Award-Dominant Engine

Six AV-TEST 'Best' awards 2025. AV-Comparatives Gold ATP. IDC MarketScape Leader 2025.

Partner Growth in 2025

+53% endpoint revenue from T1 partners. NPS 60+ across all deployments.

WE EXIST TO MAKE YOUR BUNDLE THE ONE CUSTOMERS DON'T CANCEL.

Bitdefender

Our Consumer Portfolio

Choose one Bitdefender-branded plan to embed in your bundle. Each tier builds on the previous.

ENTRY

Total Security

Essential device protection



- ✓ 24/7 real-time protection — Windows / macOS / Android / iOS
- ✓ Scam Protection
- ✓ Password Manager
- ✓ Parental Control

POPULAR

Premium Security

Devices + sensitive data



Everything in Total Security, plus:

- ✓ Unlimited VPN — 4000+ servers, 50+ countries
- ✓ Scam Protection Pro (AI-powered)
- ✓ Adblocker & Anti-Tracker

GROWTH ENGINE

Ultimate Security

Devices + data + identity



Everything in Premium Security, plus:

- ✓ Continuous Dark Web Monitoring
- ✓ Identity Protection Score
- ✓ Real-Time Breach Notification

PREMIUM (US)

Ultimate Security PRO

All-out protection (US only)



Everything in Ultimate Security, plus:

- ✓ $1M ID Theft Insurance per household
- ✓ Bureau Credit Monitoring & Restoration
- ✓ Medical ID Fraud · SSN Tracker · Fraud Alerts

Partners embed one plan as the Bitdefender-branded offer. Ultimate Security PRO with $1M ID Theft Insurance and Bureau Credit Monitoring is US-only.

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Integration Models

Two paths to a live deployment, both deliver the same market-leading protection.

Pick the model that fits your brand strategy and customer experience.

FASTEST

Embedded Bitdefender

Use our solutions as they are. Plug Bitdefender directly into your app, dashboard, member portal or product bundle, Bitdefender-branded.

Time-to-market	**4–8 weeks**
Branding	**Bitdefender brand-trust halo**
Integration	**Lowest engineering lift**
Maintenance	**Updates handled by Bitdefender**

BEST FOR: Partners that want to launch fast with a globally trusted cybersecurity brand inside their offering.

MAX CONTROL

Tech-as-a-Service (TaaS) Model

Custom integration via SDKs and APIs. Bitdefender technology powers your experience; your brand stays front and center.

Time-to-market	**Scoped per integration**
Branding	**Full UX & brand ownership**
Integration	**Tailored feature stack via SDK/API**
Maintenance	**Joint roadmap, Bitdefender-supported**

BEST FOR: Partners with strong proprietary brand experiences (banks, fintechs, credit bureaus, insurance carriers, large platforms).

Bitdefender

Complement, Don't Replace

Bitdefender makes your core offering more valuable, not redundant.

Whatever sits at the heart of your bundle today, whether it's credit, identity, insurance, accounts, or services, Bitdefender adds the cyber and scam prevention layer your customers expect.

YOUR CORE PRODUCT

Reactive financial & identity protection

- Credit & financial monitoring
- Identity-fraud detection & restoration
- Insurance reimbursement & claims
- Banking & payments services

+ BITDEFENDER ADDS

Prevention-first cyber & scam protection

- AI scam protection across SMS, email, web, chat
- Multi-device anti-malware & ransomware
- Unlimited VPN, password manager, privacy stack
- Real-time breach response on the device

Instead of reacting to fraud, your customers get protection that prevents it.

Bitdefender

Partner Archetypes

Where we drive value across financial services, identity, telco and tech.

Trusted across financial services, identity, insurance, MSP, fintech and telco, globally.

Credit Bureaus & Identity Providers

Equifax (ID Watchdog) · IDIQ · Identity-monitoring brands

Play Add active prevention to credit & ID monitoring.
Outcome Move from reactive alerts to a complete protection bundle members renew.

Insurance Carriers

Allstate Identity Protection · Property & cyber insurers

Play Strengthen the cyber layer behind your identity & cyber policies.
Outcome Reduce paid claims with prevention. Differentiate vs. carriers offering only monitoring.

Banks & Fintech

Digital banks · Neobanks · Payment apps · Wealth platforms

Play Embed scam protection where money actually moves.
Outcome Cut fraud losses, deepen account engagement, justify premium account tiers.

MSPs & Family-Protection Brands

MSPs · ISPs · Tech-as-a-Service · Family bundlers

Play Turn a security add-on into a bundled family offering with insurance-backed identity.
Outcome Higher attach rates, stronger LTV, defensible differentiation in crowded markets.

Bitdefender

#1 in Independent Testing 2025 Awards

Bitdefender: the most awarded cybersecurity technology across all major independent labs.

AV-COMPARATIVES AWARDS 2025

AV-Comparatives (Austria) ISO 9001:2015 Certified

TOP-RATED PRODUCT 2025

Five Advanced+ ratings across seven tests

GOLD — Advanced Threat Protection

Plus Anti-Phishing Certification & Real-World Silver

AV-TEST AWARDS 2025

AV-TEST Institute (Germany) Six 'Best' Awards in 2025

BEST PROTECTION — Consumer · Mobile · macOS

Only security vendor to reach the maximum protection score.

PLUS · Named LEADER in IDC MarketScape: Worldwide Consumer Digital Life Protection 2025 · PCMag #2 Best Tech Brand 2025

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Proven Partner Growth

HOW TO MONETIZE

Hard Bundle

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

50–80% attach rates

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

Drive premium plan adoption

+ Up to 10 € extra / month in the premium plans

5–20% attach rates

- Strongest ARPU boost
- Helps partners grow premium tier penetration
- Easy to align with marketing (“Upgrade to Premium and get full protection”)
- Included in the plan

Bitdefender's strengths lie in its ability to deliver effective cybersecurity supported by advanced technology and user-focused design, addressing digital privacy, identity protection and asset security.

IDC MarketScape · Worldwide Consumer Digital Life Protection 2025 — Bitdefender named a Leader.

Bitdefender

Trusted by leading brands

Leading brands embed Bitdefender's technology directly into their own products and packages.



















Selected OEM and technology-licensing partners. Trademarks belong to their respective owners.

Trusted. Always.

Bitdefender

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

From first conversation to a live deployment in months. We partner with you on technology, subscriber management, marketing and ongoing support, built around your brand, your customers and your bundle strategy.

VISIT OUR WEBSITE

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



https://www.bitdefender.com/en-us/partners/bundle-solutions/