Bitdefender®

Global Leader
In Cybersecurity



The Bundling Playbook

BUNDLE PARTNERSHIPS

How service providers embed world-class cybersecurity in their bundle. For credit bureaus, insurance carriers, fintech, banks, identity-protection providers, MSPs and family-protection brands.

Bitdefender

Why bundle cybersecurity now

Every brand that touches your customer's wallet is now a cybersecurity brand. Customers expect their providers to help keep their digital lives safe.

$12.7B

Projected global Consumer Digital Life Protection market by 2030, at a 4.8% CAGR

IDC, 2025

$442B

Lost globally to scams in 2025

Bitdefender Consumer Report 2025

76%

More concerned about cyber risks than two years ago

Mastercard 2025

43%

Of users think online service providers should be responsible for their cybersecurity

Bitdefender Website

54%

Of users fear financial fraud, the #1 cybersecurity concern

Bitdefender Website

$6-10

Extra that customers are willing to pay for better security

Bitdefender Website

Sources: Bitdefender Bundle Brochure 2026; Bitdefender Bundle Solutions page.

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What it can mean for your business

Two models, with very different attach rates. Figures are as reported by Bitdefender.

Hard bundle

50-80%
attach rate

Basic security is included for all base customers and promoted as part of the core service bundle.

- ↳ Targets and switches cyber-savvy customers from competitors
- ↳ Decreases base churn
- ↳ Included in the plan

Drive premium plan adoption

5-20%
attach rate

Premium plans carry up to 10 EUR extra per month.

- ↳ Strongest ARPU boost
- ↳ Helps grow premium tier penetration
- ↳ Easy to align with marketing: "Upgrade to Premium and get full protection"

Outcomes reported for service providers using Bitdefender-powered cybersecurity

- **5-8%** ARPU growth
- **Reduced** churn
- **NPS 60+** customer satisfaction
- **Upsell** and cross-sell potential
- **Standout** differentiation

Customers are willing to pay $6-10 extra for better security.

Source: Bitdefender Bundle Brochure 2026; Bundle Solutions page.

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Plays by partner type

Bitdefender adds a prevention layer to what you already offer. Find your segment and the play that fits it.

Credit bureaus and identity providers

Examples: Equifax ID Watchdog, IDIQ

Play Add active prevention to credit and ID monitoring.

Outcome Move from reactive alerts to a complete protection bundle that members renew.

Insurance carriers

Examples: Allstate Identity Protection, property and cyber insurers

Play Strengthen the cyber layer behind your identity and cyber policies.

Outcome Reduce paid claims with prevention. Differentiate against carriers offering only monitoring.

Banks and 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 and 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.

Source: Bitdefender Bundle Brochure 2026; Bundle Solutions page.

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Choose what to bundle

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

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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How to integrate: two paths

Two paths to a live deployment. Both deliver the same protection, so pick the one that fits your brand strategy and customer experience.

FASTEST

Embedded Bitdefender

How it works	Use Bitdefender solutions as they are, plugged 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

How it works	Custom integration via SDKs and APIs; Bitdefender technology powers your experience
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

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Why partners trust Bitdefender

Independent recognition, scale and partner results, as reported by Bitdefender.

+53%

Endpoint revenue from T1 partners in 2025

Bitdefender Bundle Brochure 2026

NPS 60+

Across all partner deployments

Bitdefender Bundle Brochure 2026

35,000+

Partners worldwide

Bitdefender Bundle Brochure 2026

6

AV-TEST 'Best' awards in 2025

Bitdefender Bundle Brochure 2026

Leader

IDC MarketScape: Worldwide Consumer Digital Life Protection 2025

Bitdefender Website

30%+

Growth reported in a partner case study

Bitdefender Website

Sources: Bitdefender Bundle Brochure 2026; Bitdefender Bundle Solutions page.

Bitdefender

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



NEXT STEP: 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 submit the form on our webpage.
We look forward to hearing from you!

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