

Partner Overview

A U.S.-based identity protection provider, a major insurance corporation delivers identity monitoring and protection services primarily through employer benefit programs and strategic partnerships. Backed by one of the largest insurance brands in the U.S., the company holds a strong market position in employee identity protection and digital risk mitigation.



Context

The U.S. identity protection and cybersecurity market is driven by:

- ↳ A continuous increase in **identity fraud, scams, and digital threats**
- ↳ Growing demand for **comprehensive digital protection** beyond traditional identity monitoring
- ↳ Employers seeking **high-value employee benefits** that improve financial and digital well-being

To stay competitive, identity protection providers increasingly bundle cybersecurity capabilities, such as device security, VPN, and password protection, into their offerings.

The Challenge

The company needed a **trusted, best-in-class cybersecurity partner** to complement its identity protection services and provide customers with advanced protection across devices and digital activities, without compromising user experience or scalability.

The Partnership

After evaluating multiple vendors, the company selected **Bitdefender** based on:

- ↳ Proven cybersecurity leadership and technology excellence
- ↳ Strong product performance compared to market alternatives
- ↳ Flexible commercial terms supporting long-term growth
- ↳ Ability to deliver a co-branded, scalable solution aligned with the partner's business model

Goals And Objective

The partnership aimed to:

- ↳ Strengthen the company's value proposition with advanced cybersecurity protection
- ↳ Enable fast access to Bitdefender's latest technologies for its customers
- ↳ Support business growth through higher adoption, retention, and engagement
- ↳ Build a scalable foundation for future expansion and innovation

The Technological Solution

The solution includes:

- ↳ **Central Portal** (Web)
- ↳ **Bitdefender Total Security** (Windows)
- ↳ **Antivirus for Mac** (macOS)
- ↳ **One App** (Android, iOS)
- ↳ **VPN Premium** (Windows, macOS, Android, iOS)
- ↳ **Password Manager** (Windows, macOS, Android, iOS)

Solution Implementation

Implementation followed a structured, phased approach:

- ↳ Contract negotiation and commercial alignment over several months
- ↳ Multiple delivery and enablement phases to support technical integration
- ↳ Close collaboration between Bitdefender and the partner's teams to ensure launch readiness and operational stability

Measurable Results

- ↳ Continuous year-over-year growth since 2022
- ↳ Increased adoption of cybersecurity services within the customer base

Qualitative Results

- ↳ Enhanced customer trust through association with a leading cybersecurity brand
- ↳ Stronger competitive positioning with a more comprehensive digital protection offering
- ↳ Improved perceived value of the company's services among partners and end users

Case Stories

The partnership enabled the company to offer customers an **all-in-one digital protection experience** that combines identity protection with device security, privacy, and online safety, contributing to sustained program growth and partner confidence.

Challenges

- ↳ Aligning user experience across multiple applications
- ↳ Coordinating timelines and requirements across multiple stakeholders
- ↳ All PII data had to reside in the US, which required dedicated US deployments for our Cloud and Telemetry services

These challenges were addressed through structured delivery processes, transparent communication, and Bitdefender's professional support and delivery teams.

Future View

The company plans to:

- ↳ Integrate new Bitdefender technologies, with a strong focus on scam prevention and fraud-related protection
- ↳ Expand into European markets using Bitdefender-branded solutions

Lessons Learned

- ✓ Successful partnerships require alignment across technology, commercial terms, and delivery execution
- ✓ Early planning for scalability and roadmap evolution is critical
- ✓ The partnership contributed to sustained business expansion, delivering over 30% YOY customer base growth.



Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, enterprise, and government environments, Bitdefender is one of the industry's most trusted experts for eliminating threats, protecting privacy, digital identity and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers hundreds of new threats each minute and validates billions of threat queries daily. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence and its technology is licensed by more than 200 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in 170+ countries with offices around the world.

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