

The image features a red horizontal banner at the top. On the left side of the banner, the Bitdefender logo is displayed in white, with the word "Bitdefender" in a large, bold, sans-serif font and a registered trademark symbol (®) to its upper right. Below the logo, the words "PARTNER ADVANTAGE NETWORK" are written in a smaller, all-caps, sans-serif font. The background of the entire image is a low-angle, upward-looking view of a modern glass skyscraper. The building's facade is composed of numerous rectangular glass panels, creating a complex grid of reflections and refractions. The sky is a clear, deep blue. The overall aesthetic is clean, professional, and tech-oriented.

Bitdefender[®]
PARTNER ADVANTAGE NETWORK

#1 ranked technology. Experts' choice.

Ahead of the competition. Game-changing benefits.

Lifetime Recurrent & Protected Revenues.

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Welcome to the Bitdefender Partner Advantage Network!

There has never been a more exciting time to join Bitdefender's Partner Advantage Network! The momentum Bitdefender has built in recent years has surprised even our staunchest competitors in the last couple of years. Our reputation is spreading rapidly, our technology has clearly shot ahead of all competition, and our partnerships are stronger than ever. And this is just the beginning, as Bitdefender looks ahead to an even brighter future.

Our ascent as a company is no accident. It comes, in part, due to our history of commitment, innovation, and close cooperation with partners. Over the years, we've developed a tried and tested formula for success for both ourselves, and our partners.

As Bitdefender stands poised to pull even further ahead of the competition in 2014 and beyond, never has there been a better time to become a Bitdefender partner. Access to #1 ranked technology*, game-changing benefits, and revenue protection are awaiting those with the drive to succeed.

If you share our commitment to excellence, and believe solid effort should be well rewarded, you'll find you already share an important philosophy with Bitdefender.

In the following pages, you'll discover more about the Bitdefender Partner Advantage Network. You'll learn about the program levels, benefits, requirements, policies, and the resources that will be available to help you rise with us.

Bitdefender is now reaping the rewards of its company philosophy. And you can too.

* According to these independent testing entities



"Outstanding at
neutralizing new threats."

AV-Comparatives CEO Andreas Clementi
January 2014 | Bitdefender



"Bitdefender is this
year's winner"

January 2014 | PC MAG
Bitdefender Antivirus Plus 2013



"Smallest possible impact
on your PC performance."

AV-Test CEO Andreas Marx | January 2014
Bitdefender Internet Security

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Cutting-Edge Business Solutions.

The culture of innovation and original thinking at Bitdefender has raised the bar for the entire antivirus industry, and made the company the clear leader in its field. While Bitdefender has dominated industry awards for years, the most recent awards set the company even further ahead. The latest Best Antivirus of 2014 Award by PC Mag, the Best Protection and Best Performance spot by AV Test, the Gold Award for Proactive Malware Protection by AV Comparatives and its 14th consecutive VB100 award are among the dozens of its most recent accolades.

“Clear winner in the fight on malware.”
Andreas Clementi
CEO of AV Comparatives- 2014

Proven Excellence.

Bitdefender’s reputation for excellence has spread rapidly from antivirus experts to the mainstream media, and to the public. Prominent media outlets, including Stiftung Warentest, Virus Bulletin, Av-Test.org, ICESA Lab, Checkmark, PC World Top 100, CNET, Laptop, Magazine, PC PRO, Expert Reviews, WebUser, PC Achat, and Micro Hebdo - to name a few - helped raise Bitdefender’s profile, and sales potential, with rave reviews as the company’s ascent accelerated. Partners now have the chance to gather momentum along with Bitdefender, tapping a growing global customer awareness of the power of its technology.

“Bitdefender is on a roll.”
Neil Rubenking,
PC Mag – 2013.

Satisfied Users. Returning Customers.

Every day, millions of people across the globe trust Bitdefender technologies to keep themselves safe at home, in the office, and on the go. Bitdefender’s pride in high-quality service and technology ensures the security and satisfaction of our users. Our customers consistently renew their solutions, resulting in dependable and continual sales for our partners.

“FlexVirtual’s end-users are more than satisfied with Bitdefender solutions. The feedback received so far is that the Bitdefender solutions have given customers the feeling as if they have gained back the performance that had been lacking in their networks. Customers are confident that they are receiving the maximum level of security and performance possible, and they are willing to renew and upgrade annually.”
Alex Pelster, | Founder & Director of
FlexVirtual – Netherlands

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Low maintenance costs.

Bitdefender lowers costs for partners and keeps them low. The technology is easy to deploy. Customers won't be calling for extra support and maintenance. And the cost of services added to Bitdefender products can be an important source of extra revenue.

"We plan on providing the best customer support possible and earn the longevity in building key relationships within channel."
Robert Siemons,
CEO of Rain Networks- USA

Unique products.

Bitdefender's advanced technology allows partners to offer products not found anywhere else. Bitdefender Enterprise products lie on the cutting-edge of enterprise security technology. They are the first security management solutions to properly address the scalability and performance challenges enterprises face today.

"Ideal Integrations had decided to review the antivirus software that we had been recommending to our clients, as the previous option wasn't providing the level of security or peace of mind desired by our team of engineers. After careful analysis and testing, Bitdefender was the only product that was left standing. We immediately switched our clients over to Bitdefender and are providing our new clients with this solution. "

Valerie Levanduski, Marketing Manager of
Ideal Integrations - USA

Comprehensive support and tools.

Bitdefender is dedicated to arming partners with everything needed to generate sales. Its impressive arsenal of comprehensive support and tools include:

- **Bitdefender PAN Portal:** a one-stop-shop for the information on deals registrations, program offerings, product releases, sales and marketing tools, leads feed, renewals, and regional product promotions
- **Demand Generation & Marketing Programs:** designed to keep sales pipelines full and help you win new customers, as well as cross-sell to existing customers
- **Key Account and Channel Marketing Managers:** always ready to step in and assist you every step of the way to success. As a partner, you can rest assured that prompt help is just a call or e-mail away... at any time.
- **FREE Sales & Technical Materials:** specifically designed to help you position, sell, and deliver Bitdefender security solutions.

"It's good to know that we have additional resources available to help with technical questions and network specific issues. Everything correlates to faster response times all-around, which goes a long way with clients."

Michael Kupfer,
CEO of Black Diamond Solutions - USA

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High Profitability.

A key philosophy at Bitdefender is that success comes when results are directly and generously rewarded. Our partners earn high margins and bonuses for outstanding performance. As important, though, is their opportunity for growth. Based on their sales, partners rise to higher partnership levels, with even greater compensation.

Deal Registration.

Bitdefender offers Deal Registration to support and protect your sales efforts. By registering every lead, you know your business is secured. You also receive an extra discount in accordance with your partnership level.

Account Protection.

If you land it, you keep it! As a partner, you get Account Protection for sales of Bitdefender solutions. This ensures you will be the preferred partner to renew and develop new business in accounts that you've invested your time and effort into.

"Securisoft has been the country partner of Bitdefender, and has reached outstanding results in a very short period. Thanks to the quality of the product and the support of Bitdefender, Securisoft was able to gather more than 500 NEW customers and 80 NEW channels country wide, in just 8 months of operation."

Eduardo D'Antona,
CEO of Securisoft do Brasil. Brazil

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Partnership Levels

The Bitdefender Partner Advantage Network rewards a network of knowledgeable security resellers in more than 100 countries. The program has three membership levels: Bronze, Silver, and Gold. The benefits and requirements increase as our partners gain experience in selling and delivering Bitdefender solutions. Whether partners have a direct business relationship with Bitdefender or a relationship through a regional distributor, the commercial conditions remain the same.

Bronze Partner

The **BRONZE** level, the Bitdefender partnership entry point, offers a basic percent of margin. It allows partners to learn more about Bitdefender security solutions and the opportunities they provide. Bronze partners have access to free marketing and newsletters to keep them current with market trends and Bitdefender news.

Silver Partner

The **SILVER** level is for organizations that have achieved commercial and technical certification on Bitdefender products and are ready to commit to annual revenue targets. Silver partners receive a higher margin than Bronze partners, plus Marketing Development Funds, access to deal registration and an extra discount, leads from Bitdefender, account protection, and support in renewing licenses. Silver partners can provide the first level of support to end-users for all Bitdefender products and solutions they are entitled to sell, based on their trainings and certifications. In return, they receive an extra margin, and hands-on training, to maximize their revenue. Silver partners also enjoy helpful support from their designated Bitdefender Account Manager and Marketing Manager.

Gold Partner

GOLD, the highest partnership level, is available to partners with extensive experience in selling Bitdefender security solutions. Gold partners maintain more dedicated certified individuals in both sales and technical positions, have access to hands-on training, and commit to higher revenues. They can also offer the first level of support to end-users, appropriate to the segment of products for which they have obtained certifications, as they are eligible to receive the maximum level of margin, leads feed, and support from Bitdefender. Gold partners work more closely with the dedicated Bitdefender Account Manager and Marketing Manager to develop effective sales and marketing plans. They have account protection and full support in closing deals - this means the preferred partner for renewing next years in the same account and an exact pipeline amount. They can also receive a yearly bonus for overachievement, more Marketing Development Funds, and an extra discount for deals registered in Bitdefender's portal.



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Benefits and Requirements Overview

Partner Advantage Network benefits are tailored to support each partner type in the most effective way. The tables in this section outline the specific program benefits and requirements for Bronze, Silver, and Gold partners. The benefits and requirements listed are described in more detail throughout this document.

Bitdefender Partner Benefits Table

Items marked with an asterisk (*) indicate regionalized program elements.

Partner Benefits	Bronze	Silver	Gold
Program Benefits			
Account Management		✓	✓
Partner Portal	✓	✓	✓
Partner Communications	✓	✓	✓
Financial Benefit			
Margins*	✓	✓	✓
Deal Registration Discount		✓	✓
Overachievement Bonus*			✓
Credit Line*		✓	✓
Marketing Benefits			
Partnership Status Logo	✓	✓	✓
Co-Branded Collaterals		✓	✓
Marketing Development Funds (MDF) Program		✓	✓



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Partner Benefits	Bronze	Silver	Gold
Sales Support Benefits			
Demand Generation And Sales Resource Tools	✓	✓	✓
Deal Registration	✓	✓	✓
Account Protection		✓	✓
Leads Program*		✓	✓
NFR License Keys	after 2nd order	✓	✓
Partner Locator*		✓	✓
Technical Benefits			
First Level of Support		✓	✓
Hands-on Training		✓	✓
Access To Knowledge Base	✓	✓	✓
Direct Technical Support Link	✓	✓	✓
Beta Program		✓	✓
Training And Enablement Benefits			
Interactive Sales And Technical Online Courses	✓	✓	✓
On-Site Trainings			✓
Training Webcasts		✓	✓
Product Demos		✓	✓
Professional Certifications	✓	✓	✓
Easy Accessible Sales And Technical Training Materials			✓



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Partner Commitments	Bronze	Silver	Gold
Program Requirements			
Partner Agreements	✓	✓	✓
Company Profile	✓	✓	✓
Business Plan		✓	✓
Financial Requirement			
Annual Revenue Attainment Goals		✓	✓
Training Requirements			
Sales Professional Training And Certification		1	2
Technical Professional Training And Certification		1	2

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Program Benefits

The Bitdefender Partner Advantage Network offers a wide range of benefits to reward partners. These benefits include sales and marketing tools, financial protected incentives, deal registration, leads program, competitive training and certifications, hands-on training, extra margin for offering first level of support, Not-For-Resale (NFR) licenses, partner visibility on bitdefender.com, and use of the Bitdefender Partner logo for added marketing strength. Benefits depend on the partnership type and level in the Partner Advantage Network. The description of the benefits is included below. Feel free to ask your Bitdefender contact or your Regional Distributor for the benefits that apply in your case.

Account Management

Bitdefender assigns a Channel Account Manager to work with Gold and Silver partners, and provides a contact mechanism to manage ongoing sales-related requests. The Channel Account Manager helps the partner develop effective sales and marketing plans, provides sales support, and serves as a point of contact with Bitdefender teams.

Partner Portal

Bitdefender's online partner portal, PAN, will provide a framework for working with Bitdefender and serves as a central point of access to valuable tools and resources, including:

- Partner program information – partnership level, target acquired, certifications, partnership logo
- Marketing materials – co-branded materials, marketing campaigns, datasheets, comparatives, presentations, etc.
- Sales enablement tools – deal registration, leads program, renewals, NFR license keys, exclusive promotions, webinars, demos, case studies and references
- Technical support and product information
- Online sales and technical training resources

The PAN portal is your unique gateway to Bitdefender. You are invited to visit Bitdefender PAN frequently to receive the latest information on leads given to you, deal registrations, renewals, program offerings, product releases and end-of-life announces, sales and marketing tools, and regional product promotions. The Portal content is customized to your partner level and region, and lets you request more resources from the appropriate people.

Partner Communications

Bitdefender newsletters for partners regularly communicate relevant and timely information, such as:

- Product and training information
- News and events
- Customer/Partner Case Studies
- Partner Advantage Network updates
- White papers

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Financial Benefits

Bitdefender is committed to the financial success of its partners, and offers different margins (according to partnership level, marketing funds, overachievement bonuses, and product promotions) to partners that perform well and have potential for even better results. Bitdefender also maintains a close relationship with the distributors who implement the partnership program structure that may increase the profitability of Bitdefender resellers. Silver and Gold Partners may collaborate with their Channel Account Management to optimize sales. More information about these benefits can be provided by the local distributor or Bitdefender Channel Account Manager.

Margins

Partner margin depends on the partner's status in the Partner Advantage Network. A higher status gives the partner a larger margin. The margin level shall be stated in the Partner Advantage Network Conditions and is computed as a percentage discounted by Bitdefender from the End-User Price which will either be a MSRP or a NSP approved by Bitdefender.

Deal Registration Discount

Bitdefender offers Deal Registration to support and protect its partners' sales efforts. By registering every lead, partners are assured their business is sealed, and get an extra discount (depending on your partnership level) only for that specific deal, based on deal ID and placed on the order and invoice related to the deal.

Overachievement Bonus

Bitdefender rewards Gold partners for beating their yearly target. The unexpected performance offers the possibility of an extra bonus, depending on the level of extra sales. More information about this bonus can be provided by the local distributor or Bitdefender Channel Account Manager.

Credit Line

Only direct Bitdefender partners are eligible for a credit line. This request will be addressed directly to the Account Manager and will be approved on a case-by-case basis.

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Marketing Benefits

Bitdefender believes the most effective strategy to drive demand for its security solutions combines Bitdefender global marketing and lead generation with the local marketing and field expertise of its partners. As the primary contact with the market, Bitdefender's partners understand their customers', and prospects' needs. To help their marketing and sales, Bitdefender offers a variety of tools and support, including funding for approved marketing activities.

Partnership Status Logo

Members of the Bitdefender Partner Advantage Network can leverage association with the Bitdefender brand to add marketing strength. Correct use of Bitdefender branding allows partners to demonstrate their commitment to delivering quality products and customer satisfaction together with Bitdefender. This powerful tool can help create awareness and preferences for partner solutions and services in the marketplace.

The Bitdefender Partner Advantage Network offers branding to Bronze, Silver, and Gold Partners. Each advanced partnership level has a corresponding logo available.

Samples of the Bitdefender Partner Advantage Network and Bitdefender Partner logos are listed below:



All Bitdefender Partner logos are for use only on authorized partners' collaterals, website, online demand generation activities, e-mails, sales materials, business cards, stationery, and signage. Partners must comply with the Bitdefender Partner Advantage Network logo usage guidelines on the PAN portal.

Co-Branded Collaterals

Collateral branding - with the Partner's logo and the appropriate partnership logo - assures potential customers that the solutions and services provided by a partner comply with Bitdefender methodologies and best practices, and that the partner is authorized to sell, and is knowledgeable about, Bitdefender solutions. Bitdefender provides Silver and Gold partners with collateral customized to accommodate the addition of the Bitdefender Partner logo, and permission to distribute co-branded collaterals to prospective and existing customers. Partners must comply with the Bitdefender brand book placed on the PAN portal.

Marketing Development Funds (MDF) Program

Bitdefender offers Silver and Gold partners marketing development funds for prospecting and generating leads. Marketing development funds are offered for a maximum of 70% of the entire activity cost, in the limit of quarterly MDF as stated in the Partner Advantage Network Conditions, supported by Bitdefender for partners who commit to invest resources and revenues into Bitdefender-related activities in the following conditions:

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Bitdefender agrees to spend up to agreed percentage of EUP for marketing activities (trade marketing co-op funds, etc.), except for price promotion, but excluding expenses, such as travel, accommodations, meals, entertainment expenses, trainings, giveaways, provided that: (i) all marketing materials and promotions are approved in advance by Bitdefender, being accompanied by MDF ID; (ii) Partner complies with all Bitdefender Guidelines, and respect its payment obligations and the Business Plan submitted (iii) Partner submits the marketing report with the proves of the activities performed ; (iv) achievement of the quarterly targets. The MDF can be claimed at the end of the quarter only if the Partner has achieved and paid the Quarterly Commitments. The MDF is available at Partner's claim after the last payment for the previous Quarter, no sooner than 30 days, and no later than 365 days from the above mentioned date, and it will be deducted from the next invoice.

They are subject to approval before the action takes place. Without the pre-approval ID, the refund for the activity will not be paid after the proofing documents are submitted.

A partner needs to plan these actions as part of the business plan, and propose them, get approval by Bitdefender and ensure the proper execution. The entire flow will be available on the PAN portal. Marketing developments funds are calculated as a percentage of total revenues generated and paid to Bitdefender in the previous quarter.

To drive lead generation, educate customers, and assist partners in closing deals, Bitdefender supports Silver and Gold Partners with driven joint-promotional activities, such as: tradeshows, communications (newsletters, webinars, conference calls), customer briefings, and seminars. Bitdefender Channel Account Managers will help authorized partners in the planning and execution of the approved joint activities.

Sales Support Benefits

Bitdefender is committed to providing partners with resources to increase revenue and grow profits. The partners can access a variety of sales tools, deal registrations, renewals support, and the NFR request form on the PAN portal. Additionally, Gold and Silver partners are eligible for lead feed from various Bitdefender leads programs.

Demand Generation and Sales Resource Tools

To help effectively position Bitdefender solutions, Bitdefender equips its partners with marketing collaterals, datasheets, whitepapers, sales presentations, industry relevant news and studies, which is accessible on the PAN Portal. Bitdefender intends that all product positioning information is available on the PAN portal, and provide all needed argumentation for sales pitching. However, the customer may be supported to make its own comparisons as part of Pilot Installations and POCs. Positioning tools are confidential, and are subject to the Terms and Conditions in the Partner Advantage Network Program Agreement.

Deal Registration

We offer a quick and easy process to register new opportunities on the PAN Portal that will give you a significant competitive advantage and a higher discount, depending on the partnership level.

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Make sure you register every eligible deal to take advantage of all the benefits:

- Immediate entitlement to the discount of your partnership level
- Reduced conflict with your competitors by establishing a record of registration
- If the opportunity has a partial match to another record, the submission is flagged for further review by our channel account managers
- System automatically notifies the partner of the submission status (approved/rejected)
- In case a project is approved under special conditions, an e-mail will go directly to the customer with the price details mentioned - the partner that registered the deal into the system will be kept in all communications
- After deal registration is successfully submitted, a unique ID code will be generated. Partners will then use this unique ID to take advantage of their discount when ordering.

Required information to register an opportunity:

- Company name, primary address, and main phone number
- Primary contact's name and contact information (phone, e-mail)
- Products selected
- Expected close date (estimated)
- Number of users (of the customer)

Criteria to qualify for deal registration:

- Deal must be originated by the active partner (Bitdefender-supplied leads can not be registered, as no similar active opportunity exists in the Bitdefender CRM system for the prospective customer.)
- Customer has defined timeframe for purchase of a maximum timeframe of 90 days.
- Follow-up activity is agreed upon by both parties
- Partner provides necessary contact information
- One registered deal per opportunity
- The opportunity must be closed at least 2 days after the opportunity is approved by Bitdefender and the order can be placed within 90 days of approval (extensions are available for up to 30 days, subject to Bitdefender approval).

Deal Registration does not protect against client soliciting bids from other partners or if the client issues a request for quotation.

The registered deal will be reviewed for approval by Bitdefender within a maximum of 72 hours. The minimum amount for registering a deal is \$1000 / €1000.

Account Protection

Bitdefender offers Account Protection for active resellers on sales of Bitdefender solutions, by ensuring that the reseller that sold the Bitdefender solution initially in an account, will be the preferred reseller to renew and develop new business in accounts in which they've invested time and effort. Bitdefender will also help them close the deal by informing the end-user prior to the license expiration that he

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has to renew in a specified timeframe. The end-user will be informed of the details of the Bitdefender reseller that supplied him the solution in the first place, if the reseller is still active, keeping this reseller in all the communications for the specific account. Criteria to qualify for account protection: i) be an active partner; ii) comply with all the contractual obligations to Bitdefender. Notwithstanding anything to the contrary, Bitdefender can not interfere with the end user decision regarding its option for renewal.

Leads Program

To drive demand for Bitdefender security solutions and generate sales leads, Bitdefender executes regular sales and marketing programs, such as webinars, product demos, e-mail campaigns, and tradeshow. Bitdefender creates and executes the lead programs on a regional basis, and the Channel Account Managers distribute leads generated during these actions to eligible partners based on geographical location and a suitable match between a customer's needs and the partner's vertical market focus, skill set, and experience.

Partners have the possibility to update the status of all leads given through the PAN portal for a maximum of 48 hours or they will be given to another partner. A better sales ratio for leads given will attract more leads. Bitdefender will qualify some leads as "hot leads" based on possible sales of the opportunity.

NFR License Keys

NFR (Not-for-Resale) products are those that Bitdefender offers to eligible partners for their internal network, they are non-transferable and may not be resold or given to customers. Bronze partners are eligible to receive NFR key after the second order has been placed; Silver and Gold automatically qualify for an NFR key. The request must be made through the Partner Portal.

Partners are entitled to request one NFR license for a single product at choice, per year. Upon expiration of the license, a request for renewal or for another product can be placed. However, if membership status in the Partner Advantage Network is lost, or the partner does not comply with the NFR terms of use limitations, all usage rights automatically terminate.

Bitdefender encourages Bronze, Silver, and Gold Partners to complete technical training before attempting to install NFR products.

Partner Locator

Bitdefender offers Silver and Gold active partners public online listing in the Bitdefender Partner Locator on www.bitdefender.com. Searchable by partner type and geography, the Partner Locator directory may generate leads for partners by allowing end-customers to locate Bitdefender-qualified resellers in their area. Only active partners registered on the PAN portal will be listed, and their category will be determined by their info in the portal.

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Technical Benefits

The following technical benefits are available to all Bitdefender partners:

First Level of Support

Bitdefender has a special bonus offered for Silver and Gold partners who are staffed and ready to offer technical support to Bitdefender end-customers. This includes both pre-sales activities (such as technical opportunity identification, technical sales support, on demand demo running, on demand proof of concept delivery, enquiry handling during end customer trial period) as well as post-sales technical support (such as, but not limited to, e-mail and phone handling, face-to-face enquiries, first-level troubleshooting, escalation to Bitdefender specialists). Our special enablement trainers offer in-depth knowledge training to help your technical engineers support Bitdefender customers. As part of a close relationship with partners, Bitdefender stands ready to assist with clear, dedicated technical support training and help when needed.

Please contact your Account Manager for the eligibility criteria for the first level of Support. This section is subject to specific Terms and Conditions that can be found in the PAN Portal, under the "Technical Support" section.

Hands-on Training

To assure an easy-to-manage and clear pre-qualification process, Bitdefender Professional Services will help you perform five live product demonstration and product proof-of-concepts for free! The partner hands-on training is designed to offer Bitdefender Silver and Gold Partners all over the world a working pre-sales framework, easy-to-manage and adaptable to any type of lead, to maximize revenue. Our engineers will guide, assist, and teach you throughout the entire technical sale process:

- Identifying the opportunity from a technical perspective
- Pre-qualifying the opportunity and driving technical-sales
- Run a need-base demo or proof-of-concept
- Assist the customer with possible technical questions during the trial period

Access to the Knowledge Base

Bitdefender's extensive, searchable Technical Knowledge Base comprises a large warehouse of technical expertise on Bitdefender products, including:

- Video Tutorials
- Technical Whitepapers
- Product Documentation
- User Guides and Installation Manuals
- Troubleshooting Articles and How-to's
- Comparatives

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Direct Technical Support Link

Bitdefender is committed to delivering high value support to both customers and partners to ensure the appropriate solutions are acquired, installed and used, and that they work as intended. To satisfy this commitment, Bitdefender provides pre- and post-sales technical support communication channels to enable Bitdefender Partners to solve the most challenging issues for their customers. This support structure is customized to accommodate the different needs of our global partners, and is available regionally. Local support contact information is available on the PAN portal.

Beta Program

Bitdefender is committed to delivering innovative, effective security solutions. As technologies and threats evolve, Bitdefender continues to proactively develop and shape its solution portfolio. To ensure that the resulting new solutions and feature modifications are customer ready and of world-class quality, Bitdefender hosts beta campaigns before releasing its solutions to solicit feedback from customers and partners. Gold and Silver partners have the opportunity to enroll in Bitdefender's beta program, so they can make their voice heard in the development of Bitdefender solutions. Also, access to feedback and pre-release information gives these partners the unique opportunity to validate pre-released products, to influence the direction of future Bitdefender development and to better prepare themselves to sell upcoming solutions. Partners can find details on Bitdefender's Beta Program, including information on requirements and how to sign up, on Bitdefender PAN.

Training and Enablement Benefits

Bitdefender is committed to creating an independent, knowledgeable, and successful partner network. The training and continuous education are key components in achieving this strategic goal. The Partner Advantage Network provides easily accessible sales and technical training materials that enable its partners to effectively sell and implement Bitdefender security solutions. Bitdefender encourages all authorized partners to take advantage of these benefits to increase opportunities for success.

Below is an overview of the delivery methods for the sales and technical trainings Bitdefender currently offers its partners. Bitdefender continuously updates the existing courses and develops new ones, so please stay tuned for additions to the platform. All Bitdefender partner training courses are FREE of charge.

Interactive Sales and Technical Online Courses

A comprehensive library of E-Learning interactive audio-video courses and video tutorials, based on the live training sessions, is available. Different languages and different tracks (sales, technical and support-oriented) are available. These self-paced courses prepare professionals for both further in-depth training, and certain Bitdefender certification exams.

On-site Trainings

Through agendas tailored to fit only Gold partners' requirements, on-site training provides face-to-face guidance and a hands-on experience that matches job role requirements, preparing partners for real-life challenges. The on-site training is also the most flexible. It can be delivered in an organization's training facilities, at a Bitdefender office, or at another convenient location. As a Gold Partner, you will have access to live product training sessions delivered by Bitdefender trainers, tailored to the requirements of your organization. We aim to teach your team to be experts in our products, so contact your dedicated Account Manager to find out the eligibility details for

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live course enrollments. This section is subject to specific Terms and Conditions that can be found in the PAN Portal, under the “Training and Certifications” section.

Training Webcasts

At Bitdefender, remote product training sessions are equivalent to on-site product training, but without travel expenses, as they are delivered via interactive webinars to Gold and Silver partners. These webinars are hosted live by members of the Bitdefender training group, who act as virtual classroom training leaders dedicated to small groups of remote participants. To maintain the highest quality of training, Bitdefender does not outsource remote training - each and every remote training session is guided by an expert Bitdefender employee. Contact your dedicated Account Manager to find out the eligibility details for live webinars enrollments.

Product Demos

We help you discover our solutions by presenting them to you either live or online. Silver and Gold partners participate in our product demo sessions and learn how to install, configure, use, and discover each Bitdefender security solution.

Professional Certifications

The Bitdefender training group provides members of the Partner Advantage Network access to world-class training programs and certifications. These programs help our partners maximize sales and marketing potential, increase competitive advantage, and gain technical knowledge in managing customer security issues. Pass the online tests and obtain your diploma immediately.

Easily Accessible Sales & Technical Training Materials

Bitdefender regularly develops and publishes updated technical and sales training tools to the Bitdefender Partner Advantage Network portal. These tools allow Gold partners to develop and update their competitive advantages. Bitdefender channel newsletters notify Gold partners when new training materials are available. Also, we can share our training materials, including product videos and demos, to better support Gold partners' businesses.



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Partner Commitments

Bitdefender Partner Advantage Network requirements are structured to foster a skilled, knowledgeable, and ambitious partner community that is intended to perform at a high level in selling and implementing Bitdefender solutions.

Requirements that partners must meet to maintain or move up through the Partner Network Advantage levels are as follows:

Partners must fulfill core requirements to maintain their partner level: current profile information, the appropriate level of sales and technical certification for the corresponding level of partnership, the attainment of the minimum target and, for the Silver and Gold levels, a sustainable business plan.

Bitdefender will review the partner status and compliance milestones against program requirements every quarter, providing the information needed to review and adjust partner level. To maintain their Partner Advantage Network status, partners must meet their own sales targets of Bitdefender products, certified persons appropriate to their partnership level, complete and keep the business plan up-to-date and must maintain accurate company profile information on PAN.

Notwithstanding, Bitdefender has the right to cancel the partner account if the Partner:

- Fails to meet the sales targets and the certification requirements.
- Sells outside the designated territory.
- Conducts business in a manner considered inconsistent with Bitdefender business practices.
- Advertises or shows online pricing lower than that showed on Bitdefender website.
- Becomes insolvent or admits in writing its inability to pay its debts.
- Ceases to function as a going concern or to conduct its operations in the normal course of business.
- Does not comply with use of Bitdefender trademarks and trade names guidelines.

Program Requirements

Partner Agreements

Partners accepted into Bitdefender Partner Network Advantage must work according to the terms and conditions of the Partner Program Framework Agreement agreed upon by parties during the application process. The agreement sets forth terms, conditions, and operating expectations for both partners and Bitdefender. Partners must comply with the conditions of their agreement with Bitdefender to maintain their Partner Network Advantage membership status.

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Company Profile

All Bitdefender partners must complete and maintain current and accurate company information in their Company Profile declared in Bitdefender PAN. Bitdefender will periodically review the accuracy of partner profile information, as this information will be visible also on the Partner Locator for end-users.

Business Plan

Working together for strategic planning is critical to the success of our partnership. To facilitate this process, Bitdefender offers its partners not only simplified business plan templates, but also help setting realistic goals and identifying key opportunities to drive revenue. The business plan templates are available on the PAN portal, and the Channel Account Manager is ready to help all qualifying partners to fill them out and apply them successfully.

Silver and Gold partners are required to develop and use a Bitdefender business plan communicated and reviewed together with their Bitdefender Channel Account Manager. The business plan will contain and document partner-specific sales strategies and execution methods in the areas of lead generation and marketing, and will outline target customer profiles, revenue goals, and partner commitments. It also provides an objective format for measuring partner success. Partner business plan templates are located on the PAN portal, and the submission will be done online, with the possibility to update quarterly and check each action when completed for better communication between the two parties. Moreover, Silver and Gold partners must review and update their Bitdefender business plan with their Channel Account Manager.

Financial Requirements

Gold and Silver partners must establish and meet annual revenue commitments agreed with the Bitdefender Channel Account Manager. The annual revenue commitments will be divided evenly between each quarter, unless other arrangements have been agreed upon with the partner. Revenue commitments will vary by partner type and geographic location. After exceeding the target, a partner can be upgraded to next level, due to his request and must acquire his certifications. At the end of each year, Bitdefender will review all the revenues met by each partner and will update partnership levels and margins for all the partners. If the agreed revenue commitments are not met, Bitdefender has the right to downgrade Gold and Silver partners.

Training Requirements

Product knowledge is critical in enabling Bitdefender partners to sell, deploy, and support Bitdefender products effectively. Each partner has to acquire the necessary level of certifications, depending on the line of business they intend to target (Classic Line/ SMB/ Enterprise).

To ensure partners are equipped with all they may need to sell and implement Bitdefender products, they must meet the minimum training requirements of their partner level. The required training courses and certification processes are available on Bitdefender PAN, free of charge. Each Gold and Silver partner must acquire the specific number of certifications, as per their level, for each product category that they sell (Classic Line/ SMB/Enterprise), within 90 days from entering the program and qualifying for a certain membership. If the training requirements are not met, Bitdefender has the right to downgrade Gold and Silver partners.

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Getting Started

As a new Bitdefender Partner, your first 90 days of membership in the Bitdefender Partner Advantage Network will be vital to your success. To realize the benefits of the Bitdefender partnership as quickly as possible, we recommend you follow a few key steps. Doing so will quickly acquaint you with the resources available to you, and help you assimilate the product and positioning knowledge you'll need to build a strong foundation for success.

1. **Sign-up** for the Bitdefender Partner Advantage Network. Simply visit www.bitdefender.com/partners, create a brief profile for your company, and click the JOIN button.
2. **Activate** your Bitdefender Partner Advantage Network access, by using the given credentials for accessing the PAN portal. The Bitdefender Partner Advantage Network has an exclusive online resource center, where you can view a wide range of information, including: key sales, marketing, leads, renewals, deal registrations, marketing development funds, trainings and certifications, special promotions, and technical information (based upon your authorized partner level), and more.
3. **Complete** your sales and product training. The sooner you gain the knowledge, the sooner you can start selling Bitdefender and reaping the rewards. Silver and Gold partners will have a timeframe of 90 days to complete the trainings and certifications, otherwise they will be downgraded to the Bronze level.
4. **Build** your Bitdefender business plan. Silver and Gold partners will receive Bitdefender's help accessing and updating the business plan template, visualizing targets, building a plan to achieve success with prospected customers in the most effective manner, maximizing revenue-making potential, and using a consistent method for measuring their success.
5. **Start** selling! Leverage the tools on the Bitdefender Partner Advantage Network, and the relationships you've forged with Bitdefender and its distribution system, to uncover new opportunities and close deals. Your success is our success.

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Advancing in the Bitdefender Partner Advantage Network

The Bitdefender Partner Network Advantage Program provides a clear growth track toward higher levels of support, rewards, and recognition for members. Bitdefender encourages partners who desire a higher level of partnership to request a partner status assessment. Requests can be submitted at any time during the 12-month validity of your partner program status, or if you believe you are entitled to a higher level.

Partners must provide evidence that they comply with Bitdefender Partner Advantage Network requirements for the higher level of partnership, apart from the revenue objectives, which are an important part of upgrading.

Are You Ready To Share Success With A True Market Leader?

Joining the Bitdefender Partner Advantage Network is easy. Simply tell us a bit about yourself and enjoy immediate status as a registered partner. A Bitdefender sales specialist will contact you as soon as possible to explain you the benefits of becoming our partner and to advance you in one of the three partnership levels, due to your performance commitment. It's that simple!

To apply, click the "Join" button at: www.bitdefender.com/partners and complete the short form!

Questions?

Contact us at partnerprogram@bitdefender.com

Program Changes and Reservation of Rights

This guide is provided for informational purposes only. Our delivery and offerings are subject to Bitdefender then-current policies and guidelines. All information in this guide was accurate at the time of printing, but is subject to change without prior notice. Partners are encouraged to refer to Bitdefender's online portal, Bitdefender Partner Advantage Network, for the most up-to-date version of program guidelines. Bitdefender reserves the right to administer and modify the programs referenced herein at its discretion, and is not responsible for program members' reliance on specific terms of this guide that have subsequently been modified by Bitdefender. The terms of this guide are subject to the terms of the Partner Advantage Network program agreement between Bitdefender and the partner.

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