

# Why become a Bitdefender MSP Partner?



## Scaled Profitability

### Dedicated Rewards and Business Empowerment

#### Tiered pricing and partnership incentives by level

As your partnership level increases, enjoy tiered pricing and complimentary licenses for a comprehensive endpoint security solution to safeguard your infrastructure.

#### Business growth through expert training

Bitdefender offers partners interactive live trainings that help you grow. Online courses, Masterclass sessions, and certifications to enhance cybersecurity skills, ensuring expert services for your clients.

#### Drive Value with NFR Access to MDR Services

The Not for Resale (NFR) Program offers MSP partners heavily discounted access to Bitdefender's Managed Detection and Response (MDR) service for internal use. Available through the PAN Portal, it enables you to evaluate MDR capabilities on your own infrastructure—perfect for gaining hands-on experience.

## Best Protection

### Technology at its Excellence

#### Recognized Global Cybersecurity Leader: Proven 1st-Rate Protection

Bitdefender consistently ranks first in major independent tests for demonstrating the best protection against cyber-threats with the fewest false positives and smallest performance impact on protected systems.

#### Unified security and risk analytics comprehensive MSP platform

Bitdefender [GravityZone Cloud MSP](#) is a unified security and risk analytics platform that provides advanced endpoint protection including detection and response (EDR), extended detection and response (XDR) and cloud security for physical, virtual, and multi-cloud environments. The platform delivers deep security context to detections and offers a direct path to Bitdefender MDR services for 24x7 threat monitoring, detection and response, and proactive human-led threat hunting.

## Streamlined licensing

### Working together seamlessly

#### Simplified licensing & provisioning – pay as you go

Manage protection for all customers from the GravityZone single cloud hosted console with dynamic monthly billing. Automate tasks and streamline management using the API integrations with major RMM/PSA platforms.

#### 24/7 Partner Advantage Network (PAN) Portal access

Streamline billing, lead generation, and sales efforts with centralized access to essential tools and resources through the PAN Portal. By linking your GZ account with your [PAN Portal account](#), you unlock a seamless experience across platforms—including sales, product, and marketing assets, as well as the e-learning and marketing self-service platforms—for maximum efficiency.

# Industry Recognition and Leadership

## Award-winning Prevention, Protection, and Detection & Response Platform



## Proven Cybersecurity Leadership

Founded in 2001, customers in 170 countries, 440 patents (and counting)

**\$1.6 Billion**

30+ free decryptors stop ransomware, disrupt cybercrime

**487+**

Threats discovered every minute

**20,000+**

Qualified MSP partners globally

## Recognized by Leading Industry Analysts



Named a **Visionary** in the 2024 Gartner® Magic Quadrant™ for Endpoint Protection Platforms

[↪ See more](#)

Named a **Representative Vendor** for the third consecutive time in the 2024 Gartner® Market Guide for Managed Detection and Response

[↪ See more](#)



Named a **Customers' Choice in EMEA in the 2024** Gartner® Peer Insights™ Voice of the Customer for Endpoint Protection Platforms

[↪ See more](#)



Named a **Strong Performer** in The Forrester Wave™: Extended Detection And Response Platforms, Q2 2024

[↪ See more](#)



2025 CRN Partner Program Guide Award

[↪ See more](#)

## BENEFITS OVERVIEW

	BRONZE	SILVER	GOLD	PLATINUM	
<b>Program Benefits</b>	<a href="#">24/7 Access to Partner Portal</a>	✓	✓	✓	✓
	Personalized Partner Communication	✓	✓	✓	✓
	Account Management	✗	✓	✓	✓
	Technical Account Management	✗	✗	✓	✓
	Reference Program	✗	✓	✓	✓
	Partner Advisory Board	✗	✗	✓	✓
	MSP Online Community & Executive MSP VIP Program	✗	✗	✗	✓
	Business Reviews Meetings	✗	✗	✓	✓
<b>Financial Benefits</b>	MSP consumption based monthly billing with aggregated tier-based pricing	✓	✓	✓	✓
<b>Marketing Benefits</b>	Partnership Status Logo & Diploma	✓	✓	✓	✓
	Access to Partner Marketing Portal	✓	✓	✓	✓
	Co-Branded Collaterals & Marketing Assets	✓	✓	✓	✓
	Marketing Development Funds & Consultancy	✗	✓	✓	✓
<b>Sales Support Benefits</b>	Usage breakdown visibility per Customer	✓	✓	✓	✓
	NFR License Keys	✓	✓	✓	✓
	<a href="#">Partner Locator Visibility</a>	✓	✓	✓	✓
	Sales Resource Tools	✗	✓	✓	✓
<b>Technical Benefits</b>	Multi-tenant platform	✓	✓	✓	✓
	Extensive integrations	✓	✓	✓	✓
	Product Management Support	✗	✗	✓	✓
	Access to Knowledge Base	✓	✓	✓	✓
	Dedicated Technology Teams for Level 2 Support	✓	✓	✓	✓
<b>Education &amp; Growth Benefits</b>	<a href="#">Masterclass Training Program</a>	✓	✓	✓	✓
	Self-paced Online Courses	✓	✓	✓	✓
	Professional Certifications & Digital Badges	✓	✓	✓	✓
	Private on demand classes & Hands – on training assistance	✗	✓	✓	✓
	New Product Demos	✗	✓	✓	✓

In establishing a robust foundation for our MSP Program, we have defined clear entry requirements that serve as the gateway to a mutually beneficial partnership. Upholding a commitment to providing level 1 support and presenting a comprehensive business plan, these prerequisites lay the groundwork for a well-defined and achievable trajectory towards sustained growth.

**JOIN NOW**  
the Bitdefender Partner Advantage Network MSP Partner Program!