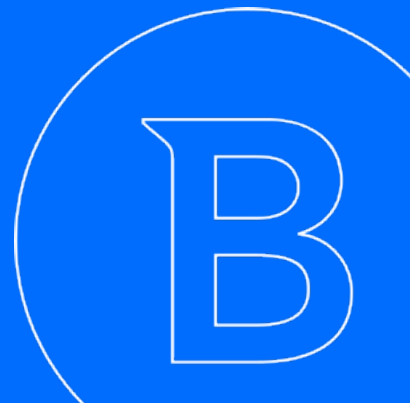# Bitdefender®

Technology Alliance Partner Program Guide

Trusted. Always.

Bitdefender Technology Alliance Partner Program Overview

Introduction

The Bitdefender Technology Alliance Partner (TAP) program is designed to enhance cybersecurity for Bitdefender customers by ensuring validated interoperability between Bitdefender and TAP partner solutions. In today's complex distributed computing environments, organizations rely on multiple vendors' security solutions to protect and defend themselves from cyber threats. Within this context, customers expect their security investments to integrate efficiently and effectively, to improve security posture and achieve their desired cybersecurity outcomes.

Today, vendors offer integration points in their products and platforms through public and private APIs, allowing customers the flexibility to innovate by leveraging these capabilities. Customers, however, often lack the time and resources to take full advantage of these opportunities on their own. As a result, they frequently look to vendors to collaborate and deliver solutions that enhance security and drive operational efficiency.

Program Goals

The Bitdefender TAP program aims to simplify the process of **building, testing, validating, and documenting integrations** between partner technologies and the Bitdefender Gravity-Zone Platform. The program also aims to provide customers, resellers and consultants easy access to detailed technical resources and ecosystem information, including a catalogue of joint customer benefits, accessible via the Technology Alliances Marketplace on Bitdefender's public website.

When evaluating new partnerships and integration use cases, we focus on key customer outcomes: Will this collaboration **improve security efficacy, reduce time to detection, reduce time to respond,** and **lower total cost of ownership?** Will it **help our sellers win by reducing friction and enhancing the fit of our solutions to customer needs?** If the answer is yes to any of these questions, then let's partner!

Purpose of This Guide

This guide is designed to accelerate our partnership by saving you time and providing access to essential documentation. We will update it as needed, and your feedback is always appreciated to ensure it remains valuable and relevant.
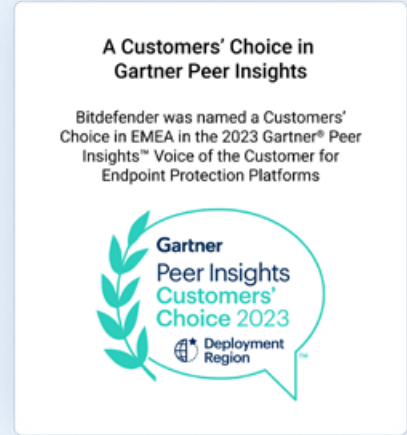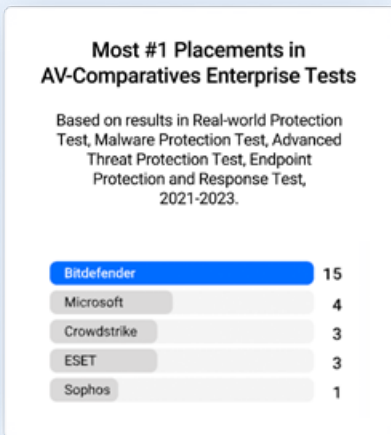
Bitdefender and the Platform

About Bitdefender

Bitdefender is a global cybersecurity leader delivering best-in-class threat prevention, protection, and detection and response solutions worldwide. Guarding millions of consumers, enterprises, and government environments, Bitdefender is one of the industry's most trusted experts for defeating threats, protecting privacy, digital identities and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers hundreds of new threats every minute and evaluates 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 180 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in over 170 countries with offices around the world. For more information, visit www.bitdefender.com.

Bitdefender Competitive Edge – Doesn't Everyone want the Best?

↳ A unified platform for threat prevention, protection, detection & response

↳ Unrivalled threat intelligence to stay ahead of emerging threats

↳ Unmatched protection against sophisticated attacks

↳ Scalable detection and response capabilities for companies of all sizes

↳ Patented, tamper-proof ransomware mitigation for enhanced resilience

Bitdefender.

Most #1 Placements in AV-Comparatives Enterprise Tests

Based on results in Real-world Protection Test, Malware Protection Test, Advanced Threat Protection Test, Endpoint Protection and Response Test, 2021-2023.

Bitdefender	15
Microsoft	4
Crowdstrike	3
ESET	3
Sophos	1

Named a Visionary by Gartner

Bitdefender was named a Visionary in the 2023 Gartner® Magic Quadrant™ for Endpoint Protection Platforms.

Gartner.

A Customers' Choice in Gartner Peer Insights

Bitdefender was named a Customers' Choice in EMEA in the 2023 Gartner® Peer Insights™ Voice of the Customer for Endpoint Protection Platforms

Gartner Peer Insights Customers' Choice 2023
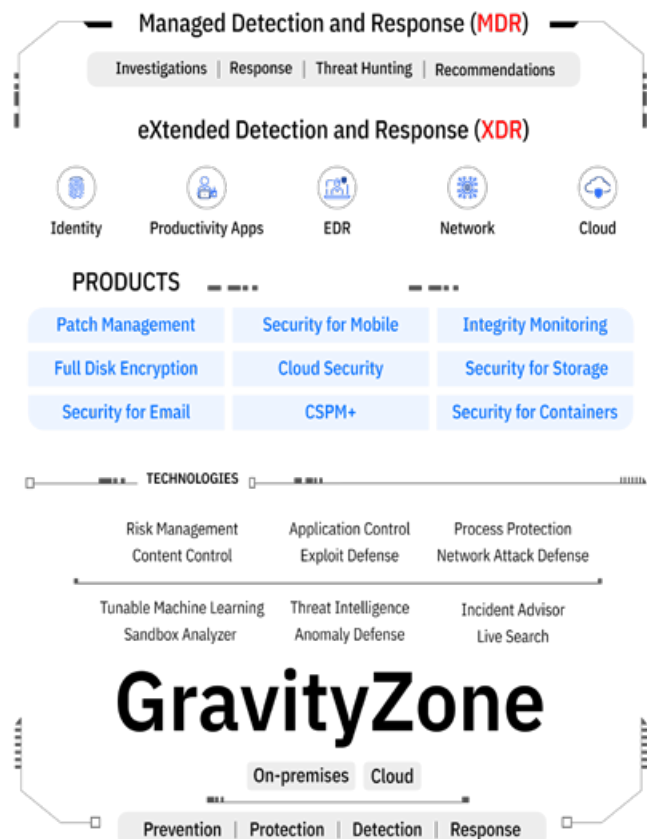Deployment Region

The GravityZone Platform

Bitdefender provides a flexible platform with multiple integration points across its architecture. Various protocols, interfaces, and APIs enable technology partners to seamlessly integrate their solutions with GravityZone. An illustration of these integration options is provided below, with detailed API descriptions available in a later section.

Unified Platform Securing the Entire Organization

↳ Maximize Operational Efficiency - Increase administrative efficiency by up to 70%

↳ Stop Attacks More Effectively - Identify and mitigate risks faster, achieve 100% patch compliance, and reduce attack resolution time by up to 50%

↳ Optimize Security Investments - Consolidate vendors and solutions to reduce operational costs by up to 50% while maintaining effectiveness

Managed Detection and Response (MDR)

Investigations | Response | Threat Hunting | Recommendations

eXtended Detection and Response (XDR)

Identity   Productivity Apps   EDR   Network   Cloud

PRODUCTS

Patch Management	Security for Mobile	Integrity Monitoring
Full Disk Encryption	Cloud Security	Security for Storage
Security for Email	CSPM+	Security for Containers

TECHNOLOGIES

Risk Management   Application Control   Process Protection
Content Control   Exploit Defense   Network Attack Defense

Tunable Machine Learning   Threat Intelligence   Incident Advisor
Sandbox Analyzer   Anomaly Defense   Live Search

GravityZone

On-premises   Cloud

Prevention | Protection | Detection | Response

GravityZone Security Layers

Bitdefender employs multiple layers of security to defend against a wide variety of threats, both anticipated and unexpected. Built on four key pillars - Prevention, Protection, Detection, and Response – the Bitdefender GravityZone security architecture delivers a comprehensive set of security technologies through a single, unified management platform. This consolidated approach reduces the risk profile of organizations by leveraging layered defenses, significantly increasing the likelihood of defeating advanced attacks before they can cause damage.
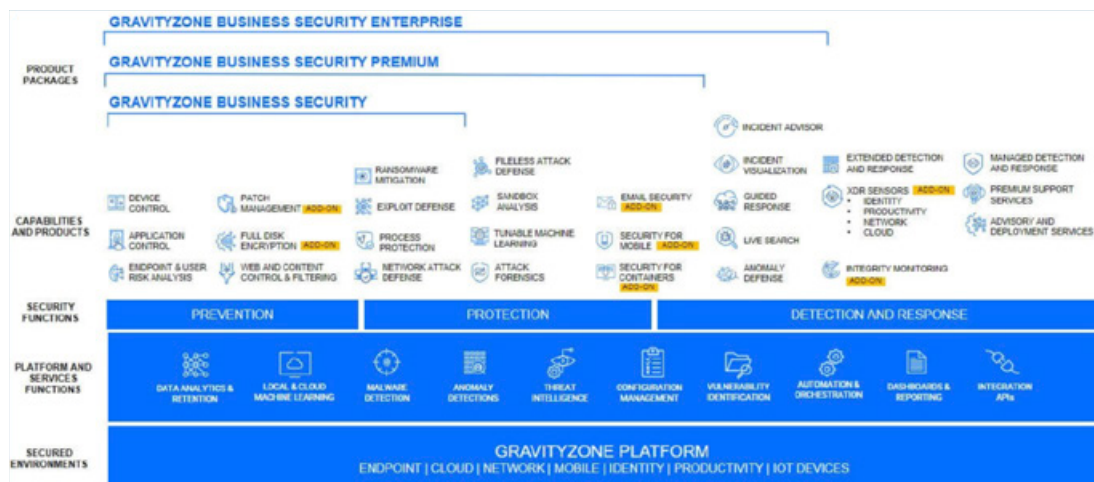
Partnering with Bitdefender

Program Features and Benefits

Every technology partnership is unique and develops its own distinct personality. At Bitdefender, we are committed to exploring and discussing all possible opportunities to maximize the impact of our collaboration. Whether we formalize our partnership through the Bitdefender TAP agreement or your preferred partner agreement, the following are the key features of the Bitdefender program that we bring to the table.

Promoting the Partnership

↳ **Dedicated Partner URL** - A unique page on the Bitdefender TAP website to highlight our collaboration

↳ **Reciprocal Branding and Trademark Usage** – Leverage branding opportunities to promote the partnership effectively

↳ **Access to NFR Software and API Documentation** – Access to software and essential API resources to support integration efforts

5

Bitdefender.

Joint Marketing and Selling Opportunities

↳ **Participation in Sales Events** – Engage in field, channel, and regional sales activities

↳ **Events and Tradeshow Co-Sponsorship** – Collaborate on high-impact industry events, including:

  - Lunch-and-Learns and targeted user group activities
  - Joint Webinars to educate and engage audiences

↳ **Joint Selling** – Partner on sales efforts to drive mutual success

Collateral We Can Create (Beyond Web Content)

↳ **Joint Solution Brief** – Highlight the combined value of our integrated solutions

↳ **Integration Guide** – Provide detailed, step-by-step documentation for seamless implementation

↳ **Customer Case Study** – Showcase real-world success and customer outcomes

↳ **Product Integration Video** –Demonstrate the integration process and benefits visually

↳ **Joint White Paper** – Deliver in-depth insights on impacts and advantages of the combined solutions

Go-to-Market Activities

When supported by a strong business case, we can pursue opportunities to engage with counterparts, mutual customers, and prospects. We can also explore joint webinars hosted by either Bitdefender or your organization, targeting key audiences including field sales teams, sales engineers, and channel partners.

Bitdefender Training

At Bitdefender's discretion, partners will gain access to our internal training platform, **Learning @ Bitdefender.** The system offers on-demand training courses and materials to help partners enrich their understanding of Bitdefender GravityZone and related professional services. Additional training opportunities can be requested and will be evaluated and approved on a case-by-case basis.

Brand Guidelines

Like all successful cybersecurity companies, Bitdefender places great importance on its brand and its usage. Partners can access official branding guidelines, company logos, and usage instructions on Bitdefender's dedicated branding website.

Bitdefender.

APIs and Integration Points

Security Telemetry and Integration

Like most cybersecurity technologies offering protection, detection and response, the Bitdefender portfolio generates high-fidelity security alerts and detailed informational logs. This telemetry can be sent to almost any platform capable of collecting this type of data.

Command-and-Control Platform and Data Integration

Bitdefender GravityZone serves as the centralized command-and-control platform, providing a unified user interface for managing endpoints, as well as performing incident analysis and response. Both the GravityZone platform and the Bitdefender Endpoint Security Tools (BEST) generate valuable security data which can be sent to SIEMs and other data analytics solutions for further processing.

Alerts and Data Transmission

GravityZone generates logs referred to as 'Alerts'. The specific alerts produced is the result of the security modules that the customer has purchased and enabled. These events and alerts are [described here in detail](#).

GravityZone offers two methods for sending alerts. The data is sent in a JSON 2.0 RPC format and/or via syslog as follows:

Method 1 (Preferred)
↳ **Event Push Service** for SIEMs that have an HTTP Listener
↳ Find more information here:
  • [Support Link 1](#)
  • [Support Link 2](#)

Method 2
↳ **Event Push Service** for SIEMs that do NOT have an HTTP Listener for GravityZone Cloud implementations
↳ Requires a connector to facilitate HTTPS to Syslog
↳ Find more information here:
  • [Support Link](#)

Note: On-premises GravityZone deployments can send syslog natively directly from the platform without the need to run a connector on a separate machine or on the target SIEM platform.

Endpoint Agents can send a range of 'raw telemetry' events. These events are not security events but can be very useful when threat hunting or gathering additional context around security events generated by GravityZone and other log sources. Configuring endpoints to send this telemetry is done through the GravityZone console. The required steps are detailed here:

- Support Link

GravityZone Public API

The Bitdefender Public API is a RESTful API that supports automation and workflows. API calls are performed as HTTP requests with JSON-RPC messages as payload. HTTP POST method MUST be used for each API call. Also, it is required that each HTTP request have the Content-Type header set to application/JSON. Details for developers are here.

Important information about dependencies:
↳ The **Maintenance** function requires enablement of the Patch Management module.

↳ The **Incidents** function requires the enablement of any of the EDR or XDR add-ons.

↳ The **Companies** and **Licensing** functions are only available to Resellers and MSPs servicing Bitdefender customers.

Use Case Examples

↳ **Remediation:** A third-party application can carry out changes on endpoint agents such as Respond to critical events with blocking actions.

↳ **Management:** Manage the GravityZone platform through another application.

GravityZone Cloud Security API – Available when using the CSPM+ module

The Bitdefender Cloud Security API is a RESTful API that allows developers to automate business workflows via the Cloud Security Posture Management product. The API calls are performed as HTTP requests with raw JSON messages as the payload. Both GET and POST endpoints requests are available. Multiple endpoints are available, with each one targeting distinct areas or functionalities in the product. Details for developers are here.

RMM SDK Tools

The Bitdefender RMM SDK Tools is a CLI utility which can be used, along with the Gravity-Zone Public APIs, to instrument agent integration actions with Bitdefender GravityZone. The Bitdefender RMM SDK Tools CLI allows you to perform actions including agent deployment, updating, and acquiring information including status on updates. Information on the SDK Tools is in the Bitdefender online [documentation found here](#).

Use of the tools requires a significant commitment by both the partner and Bitdefender Product Management and Engineering teams. Completion of the TAP partner agreement (see next section) for these partnerships requires an approved Statement of Work (SOW).

Program Requirements and Rules

Partners are required to apply for, and receive, acceptance to participate in the TAP Program. Bitdefender holds sole discretion over participation. In general, the participating partners are required to sign a Technology Alliance Partner Agreement and show measurable progress towards a joint, marketable solution. Bitdefender reserves the right to modify any aspect of the TAP program at any time at its sole discretion.

Terms & Conditions

For detailed Terms and Conditions of the TAP program, please refer to the TAP Partner agreement.

Trusted. Always.