



#1 ranked technology. Experts' choice.

Reviews touting top detection and stability were a major influence on Direct2Channel's decision to sell Bitdefender solutions. "We have decades of collective experience in the endpoint security market, with most of our employees coming from several different security vendors. No company is perfect, but in our opinion, Bitdefender matches a quality product, with an innovative vision, and an awesome support team both on a local and global basis. Whenever we interact with the Bitdefender team we get the feeling that each person's highest priority is to ensure our success. When any of our customers have issues with the product, which I'm happy to say is a rarity, Bitdefender is extremely responsive to our requests," says Carlos Zevallos, President of Direct2Channel.

As a VAD with experience selling Cloud-based solutions, Direct2Channel knows that Cloud is a product that is becoming more and more attractive to SMB as well as MSP partners. It's easy to manage, and it offers a wealth of features while maintaining the functionality that 95% of our user-base needs. Virtualization is also a "must have" for their business. "In the past, our partners and customers in the virtualization space have had to make the choice between security and performance. Bitdefender's exciting GravityZone platform, however, has ensured that both protection and performance can be achieved in virtual environments", says Mr. Zevallos.

Top-ranked signature-based detection, coupled with behavioral and cloud-based technology have been essential tools that have helped Direct2Channel's partners win end-users in a highly-competitive market. Offering "killer apps", such as GravityZone Security for Virtualization, with its tiny footprint, short scan times, and the ability to run in any hypervisor, have also been key differentiators when trying to cut above marketing noise of competitors.

Direct2Channel's resellers are overwhelmingly enthusiastic about selling Bitdefender's solutions. After performing their own research, studying comparatives, and running in-house demonstrations, end-users usually end up choosing Bitdefender because it works so well. The feedback that Direct2Channel frequently receives is commonly related to the ease-of-use and low maintenance of Bitdefender's business products, as well as their ability to reliably detect a wide range of zero-day threats.

Working together. Simple, easy and straightforward

Bitdefender solutions have added value to Direct2Channel's customer base by giving them a great "foot in the door" with end-user prospects: a respected, high-quality and innovative product, coupled with an organization that is willing to try new things in order to meet the needs of the market. Bitdefender has also given Direct2Channel the autonomy to train and support their partners, while giving Direct2Channel critical logistical support whenever requested.

Although it took Direct2Channel a few months to gain traction, it was definitive once it started. "We got to meet some really, really great people in the U.S. and in Romania, and have raised our profile in the channel considerably," says Mr. Zevallos.

Compared to the market, Direct2Channel has found Bitdefender's features to be unique, especially in terms of the Virtualization protection. Discussing the feature set and performance of Bitdefender's Security for Virtualized Environments products has proven to be great way to start up conversations with prospective customers.



Headquartered in Los Angeles, Direct2Channel is a boutique Value-Added Distributor with a focus on business and enterprise security products. Founded by a team of professionals with many years of experience in security software, they took a fresh approach toward servicing the channel by offering sales and technical training and support, increasing revenue for their partners and vendors, and providing new and innovative technologies to the channel. Direct2Channel measures their success by partner satisfaction, revenue growth, and new partner acquisition and retention.

About Bitdefender

Bitdefender is a global company that delivers security technology in more than 200 countries through a network of value-added alliances, distributors and reseller partners. Since 2001, Bitdefender has consistently produced award-winning security technology, for businesses and consumers, and is one of the top security providers in virtualization and cloud technologies. Through R&D, alliances and partnership teams, Bitdefender has created the highest standards of security excellence in both its number-one-ranked technology and its strategic alliances with some of the world's leading virtualization and cloud technology providers.

Direct2Channel has also found Bitdefender's Partner Portal to be a great asset, appreciating how the Portal keeps them in the loop, and helping them improve the customer experience with various tools from ordering and forecasting, to being able to generate keys instantly. Even though the Portal allows them to lookup information on their own, they are never far away from Bitdefender's hands-on support. Maintaining a quality technical support organization has usually been a very challenging prospect with every software vendor we have dealt with, but I can say without a doubt that Bitdefender's Professional Services routinely go the extra mile for us. Whether it's performing remote assistance for our clients or working at hours that are helpful to us, we definitely feel the personal touch of a team that cares about the company and its reputation," says Mr. Zevallos.

Lifetime Recurrent & Protected Revenues

"Partnering with Bitdefender has been a great experience for us. As a VAD, we are delighted to hear from our partners that they are receiving spontaneous leads from local end-users who find them in the Partner Locator. As for us, it's a great thing to be associated with such a highly respected product, as it increases our standing among our partners and the channel community," stated Mr. Zevallos.

Bitdefender's support team is also a key asset, as it enables Direct2Channel to respond quickly to their reseller partners' technical and commercial needs. The company points out that a product that is highly rated in detection and reliability does not exactly sell itself in the U.S. market, but is a compelling offering nonetheless. They have found that once the customers decide to try the product for themselves, they usually want to keep it.

As far as keeping the sales pipeline full, Bitdefender continues to assist Direct2Channel and their resellers with new lists, lead generation campaigns, and business renewals as well as providing the company with a continuous flow of interested prospects.