Bitdefender Awarded 5-Star Rating In CRN 2017 Partner Program Guide

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The 5-Star rating recognizes Bitdefender as a member of an elite subset of companies that offer solution providers the best partnering elements in their channel programs. The annual guide is the definitive listing of partner programs from technology vendors that provide products and services through the IT channel.

To determine 5-Star ratings this year, The Channel Company's research team assessed each vendor's partner program based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication.

The Bitdefender Partner Advantage Network is designed to enable partners to earn high profits, with account protection, lead generation campaigns, state-of-the-art training and the full backing of a world-leading Internet security vendor. Bitdefender's solid support, unique approach and dedication to partners have led program membership to more than double in the past two years alone. The program now consists of a network of knowledgeable partners in more than 150 countries.

'For solution providers, finding the right technology vendors to partner with is crucial to the health of their business, and the vast array of choices can be overwhelming,' said Robert Faletra, CEO of The Channel Company. 'Our annual Partner Program Guide and 5-Star ratings help them narrow the field, identifying the most rewarding partner programs and outlining their strengths and benefits.'

'One of our key philosophies is continuous improvement. As we never stop advancing, the most recent program's updates were based on partner input, reflecting our deep mutual confidence,' said Bitdefender's Worldwide Partner Program Manager, Raluca Cosciug. 'We know continuous success comes when results are directly rewarded, thus improving the deal registration program - The New Opportunity Registration program and the ordering process. These are only a few of our latest developments that will contribute to strengthening our relations even further and help our partners grow in an ever-changing market.'

The 2017 Partner Program Guide will be featured in the April issue of CRN and online at www.CRN.com/ppg.

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