

Bitdefender® ENTERPRISE

Bitdefender Cloud Security for Endpoints (CSE)

Endpoint security market. Trends & opportunities.



High potential for SaaS security solutions

➤ Key market trends

1. Need to externalize non-core tasks and onsite architecture
2. SMBs increasingly externalize antimalware security to MSPs
3. Increasing worker mobility requires real-time control outside the network
4. Higher adoption of SaaS security with more knowledge and better infrastructures

➤ Strong growth for Endpoint Security and SaaS in particular

- ✓ Growth Based on IDC, the SMB security market will exceed **\$5.6B by 2015** with an annual growth rate greater than 11%
- ✓ Growth of Cloud-based vs. traditional security: **26.7% vs. 6.8%**

Opportunities for security solution providers

- As the market changes, solution providers need to adapt
- SaaS provides opportunities to:
 - ✓ **Better address the small segment** (5-20) with a highly competitive business solution
 - ✓ **Gain new customers** and displace competitors with a more cost-effective solution
 - ✓ **Gain large deals** for securing geographically-dispersed organizations
 - ✓ **Reduce operational expenses** and transition to an Managed Service Provider (MSP) model

Why Bitdefender Cloud Security for Endpoints?



The ideal solution for SMBs

- Bitdefender Cloud Security for Endpoints provides the #1 ranked protection for PCs and an easy and cost-efficient way to manage it.
- Addresses all important SMB security issues and challenges:

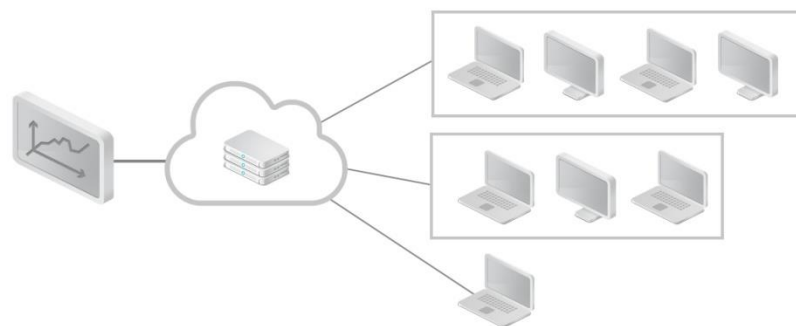
SMB Security Challenges	Bitdefender Cloud Security for Endpoints
As the company grows, maintaining security without a central admin console is becoming a chore	Gain an efficient and simple way to remotely administer security without added IT staff or servers
Traditional onsite solutions detract limited IT from more important tasks	Eliminate the costs and time associated with managing updates or maintaining onsite architecture
The current security solution does not provide adequate protection or real-time security control for offsite systems	Cloud Security for Endpoints uses #1 ranked protection technologies according to top independent testing organizations
Centralizing security for all offices is impossible or very inefficient with traditional solutions	Without added hardware CSE delivers centralized management for all remote offices in a single console

Simplified solution architecture

- Local client and centralized management console hosted by Bitdefender
- No onsite servers needed
- Centrally administer protection for any number of remote offices and employees with a simple web interface



Traditional approach



Cloud-based Security

Bitdefender SMB solution portfolio

	Small Business Packs	Cloud Security for Endpoints	On-premise Solutions 3.6
Target	Small Office / Home Office with 5 or 10 PCs, Macs or mobiles	SMBs that need centralized control (typically from 10 PCs up)	SMBs that have IT infrastructure and staff
Profile	Want simple protection without centralized mgt.	Lack onsite servers or want to eliminate the overhead and costs	Prefer to maintain control or want integrated protection for mail and collaboration.
Main value proposition	<ul style="list-style-type: none"> ✓ Protection ✓ Simple solution ✓ Covers Macs and mobiles 	<ul style="list-style-type: none"> ✓ Efficient ✓ Best protection ✓ Simple 	<ul style="list-style-type: none"> ✓ Increased control ✓ Integrated E-mail and SharePoint protection

Differentiators

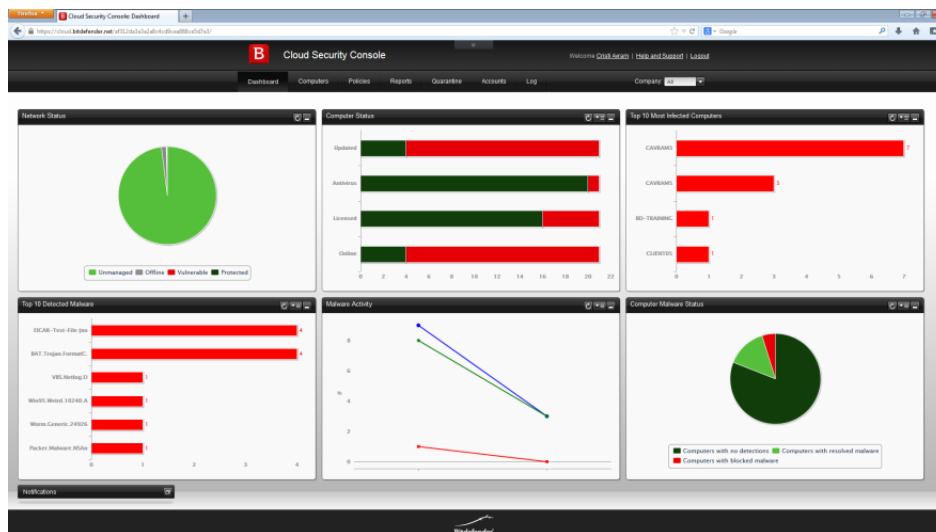
- #1 security technologies
- Easier to use solution with one console to manage all modules
- Web filtering and user control included in the standard offer

Solution architecture and functionality

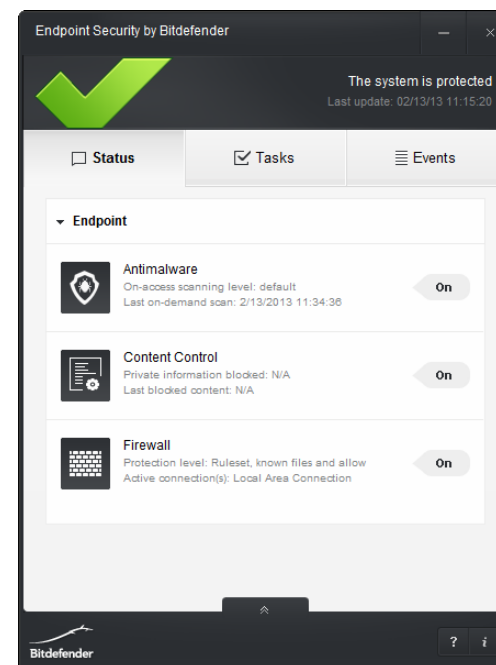


Solution architecture

Cloud Security Console



Endpoint Security (EPS)



Solution functionality overview

MSP accounts	<ul style="list-style-type: none">✓ Multi-tier partner and customer accounts✓ Monthly subscriptions✓ Custom branding options	Optimize operations by eliminating travel expenses and using a single console for provisioning and mgt.
Web and app control	<ul style="list-style-type: none">✓ Schedule or block employee Web and Application access	Increase productivity by restricting access to applications or websites.
Administering security	<ul style="list-style-type: none">✓ Standardized policies✓ Organization-wide monitoring with dashboard and reports✓ Run scans & address issues	Security is always on and up-to-date and an unified policy enforced.
Antimalware and data protection	<ul style="list-style-type: none">✓ 2 way-firewall with Intrusion Detection System✓ Virus and malware heuristics and signature based detection✓ Web filtering and data protection	Guard computers against viruses, rootkits, malware, phishing, data loss, web threats and much more. Block malware entry points with advanced heuristics, web filtering, search advisor or USB scanning
Installation	<ul style="list-style-type: none">✓ Auto-remove competitors✓ Remote installation✓ Automatic network discovery	Deploy security on all computers from the network in just minutes using only the web-based console.

Pricing and licensing

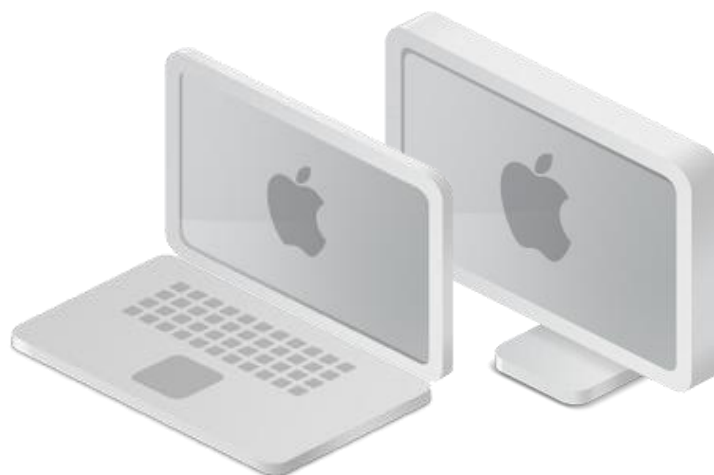
- Similar pricing for all Bitdefender SMB solutions
- Free trial: 30 day period, after which product ceases to function
- Subscriptions for 1 / 2 / 3 year models.
- Partners can implement flexible licensing models, billing customers monthly based on consumption
- Special discounts apply for government, competitive upgrade and renewal
- Licenses per endpoint (same price for server or workstation)

Monthly consumption-based subscriptions

- Designed for service providers based on consumption reports, no traditional licenses
- Reports can be generated monthly and on-demand (CSV)
- Partner is invoiced only for active endpoints
 - ✓ If during a month, an endpoint did not connect to the Bitdefender servers, it will not be included in the invoice
- Option is not available by default in Cloud Console
 - ✓ The consumption-based licensing can be activated based on request to the Account Manager
 - ✓ The partner will be assigned an endpoint limit (the total number of endpoints all his customers can deploy)
 - ✓ The partner divides his limit down to each reseller or customer

Coming next

- Integrated security management for mobile devices
- Integrated protection for MACs



CSE training summary

- Endpoint security is changing creating new opportunities for SaaS
- Bitdefender Cloud Security for Endpoints is the ideal solution for SMBs because it provides **#1 ranked protection** for PCs plus **simple and cost-effective** management
- Key target segments: SMBs with or without onsite architecture, geographically dispersed organizations and MSPs

Thank you!

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