

Bitdefender[®] Global Leader
In Cybersecurity



Bitdefender's GravityZone Cloud MSP Security Playbook

**Become your customers' strategic
security partner**

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SECTION 1:
Cybersecurity Innovator



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The Need for Security

Phishing and ransomware attacks are on the rise and they are continuously becoming more sophisticated. More than half of companies having experienced some form of cyber threat in the past 12 months.

It's fair to say that no organization is immune from cyber attacks. The costs can be daunting, no matter the company's size. In 2022, the global average cost per data breach increased by over two percent to \$4.35 million.^{1,2}

Leading Risk Vulnerability:

- ↳ **Network vulnerabilities:** Weaknesses in hardware and operating systems (OS) that can expose the network to attackers. One of the common risks is using unpatched firewalls or unprotected Wi-Fi networks.
- ↳ **Operating system and application vulnerabilities:** These can cause damage, for example, by running additional code and letting attackers take control of the system.
- ↳ **Process and human vulnerabilities:** These are created by an administrator or user's risky behavior related to misconfiguration or weak password policies.



¹ BD_2023_Cybersecurity_Assessment_Report_Final (2).pdf
² <https://www.bitdefender.com/blog/businessinsights/top-10-security-risks-vulnerabilities-misconfigurations-and-user-behavior-to-avoid/>

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Why Partner with Bitdefender?

At Bitdefender, protecting what people value gives us purpose, inspires our passion, and guides our innovations. We represent one of the largest threat intelligence centers on the globe, efficiently leading customers into the best prevention, security hardening, detection, and response solutions in existence.

Our relentless commitment to comprehensive end-to-end protection makes it easier for our partners to sell, implement, support, and manage the Bitdefender solution. We empower performance through a seamless, modular, and infinitely scalable platform.

With the GravityZone platform, organizations can effectively manage the risks posed by vulnerabilities, security misconfigurations, and human error. Our layered security approach allows managed service providers to offer around-the-clock monitoring, sophisticated threat detection, and remediation capabilities, all while supporting their security teams that are struggling with staffing shortages, alert fatigue, and a need to streamline operations.



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Trusted Industry Leader

Awards:

Bitdefender provides 24/7 protection with elite security researchers, analysts, and threat hunters to protect you and your customers' environments.

Bitdefender consistently dominates advanced protection tests. Thanks to 30+ technology layers and mature AI, Bitdefender routinely ranks #1 for prevention and detection in independent antivirus (AV) and endpoint detection and response (EDR) tests.

[Learn more about our awards](#)

 <p>Recognized by peers as a 2021 North America Customers' Choice in Gartner® Peer Insights™ Voice of the Customer for Endpoint Protection Platforms</p> <hr/> <p>Recognized by analysts in 2022 Gartner® Hype Cycle™ for Endpoint Security under XDR, EDR, and EPP categories</p>	 <p>CRN Tech Innovator Award for MDR 2021</p>	 <p>A Strong Performer The Forrester Wave™: Endpoint Detection And Response Providers, Q2 2022</p> <hr/> <p>Named Among Notable Vendors Forrester report: The Managed Detection And Response Landscape, Q1 2023</p>
 <p>Top Overall Performer in Fourth Round of MITRE Engenuity ATT&CK® Enterprise Evaluations</p>	 <p>Highest Overall Performer in AV-Comparatives Endpoint Prevention & Response Report</p>	 <p>33 consecutive VBSpam+ awards</p>

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Compliance:

Industry-leading organizations and government authorities have established security standards and regulations that organizations must abide by if they store any sensitive data.

To meet changing data security demands, having the right cybersecurity compliance technology is essential.

GravityZone Cloud MSP Security provides a range of tools and services to ensure organizations stay compliant, such as policy and audit management, reporting, and monitoring.

GravityZone Cloud MSP Security ensures MSP have equipped their company and clients with a reliable solution for security compliance.

[Learn more about Bitdefender's Compliance Certifications](#)



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Resources

Working together. Simple, easy and straightforward.

Remote Monitoring Management (RMM)

We integrate with most Remote Monitoring and Management (RMM) tools, allowing for easy deployment and management of GravityZone Cloud MSP Security. This integration allows for the RMM to deploy and manage Bitdefender's endpoint security solution from a single console, simplifying the process of managing and updating multiple endpoints.

Distribution Partners

Through our unique channel-centric approach, Bitdefender has developed a strong network of distributors and partners around the globe, providing instant access to innovative resources and benefits that ensure each business's growth.

Find one of Bitdefender's trusted IT Distributors or Integrated Technology Partners through our [Partner Locator](#).

Partner Advantage Network

[The Bitdefender Partner Advantage Network](#) provides MSPs with an extensive library of materials and resources that enable MSPs to accelerate their Bitdefender business. Through the Partner Marketing Portal, MSPs can create personalized marketing campaigns and content to drive engagement with their customer base.



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Support

Working together. Achieving unprecedented security.

Because Bitdefender believes in things that are simple, easy, and straightforward:

- ↳ We welcome feedback, learn from it, and make improvements. You'll always be in the know, if you want to be! For some partners, a need to-know basis just works. For others, every detail matters. Either way, with 500 million protected endpoints, we're always driving improvement through real-time feedback.
- ↳ Our people-first mindset includes everyone. We have the right people in place to provide the right resources, from dedicated sales, marketing, and technical engineering teams to joint, go-to-market campaigns, and more.
- ↳ Integrated tools aren't just for security. We bring the same mindset to designing our partner programs that we do to our cybersecurity products. Developing new features is our standard practice.



SECTION 2:
GravityZone Cloud MSP Security Portfolio



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GravityZone Cloud MSP Security Console

Bitdefender's GravityZone Console is a cloud-based, multi-tenant security platform designed to help managed service providers (MSPs) manage, monitor, and secure their clients' IT environments.

The platform delivers a comprehensive solution, encompassing industry-leading prevention, security hardening, detection, and response services for networks of all sizes. Furthermore, it includes robust reporting and analytics tools that enable MSPs to gain valuable insights into their clients' IT infrastructure.

Bitdefender GravityZone MSP Console is designed to help MSPs reduce the complexity of managing multiple security solutions, as well as providing an efficient and secure way to deliver cyber resilience.



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GravityZone Cloud MSP Security Portfolio

Bitdefender GravityZone Cloud MSP Security is a comprehensive, multilayered security suite designed specifically for Managed Service Providers.

It minimizes security and operational overhead and maximizes profits with a single platform to manage security and provisioning for all customers and monthly, usage-based licensing.

Using the most advanced technologies for prevention and protection, GravityZone Cloud MSP automatically blocks advanced threats at pre-execution, drastically reducing manual detection and response efforts.

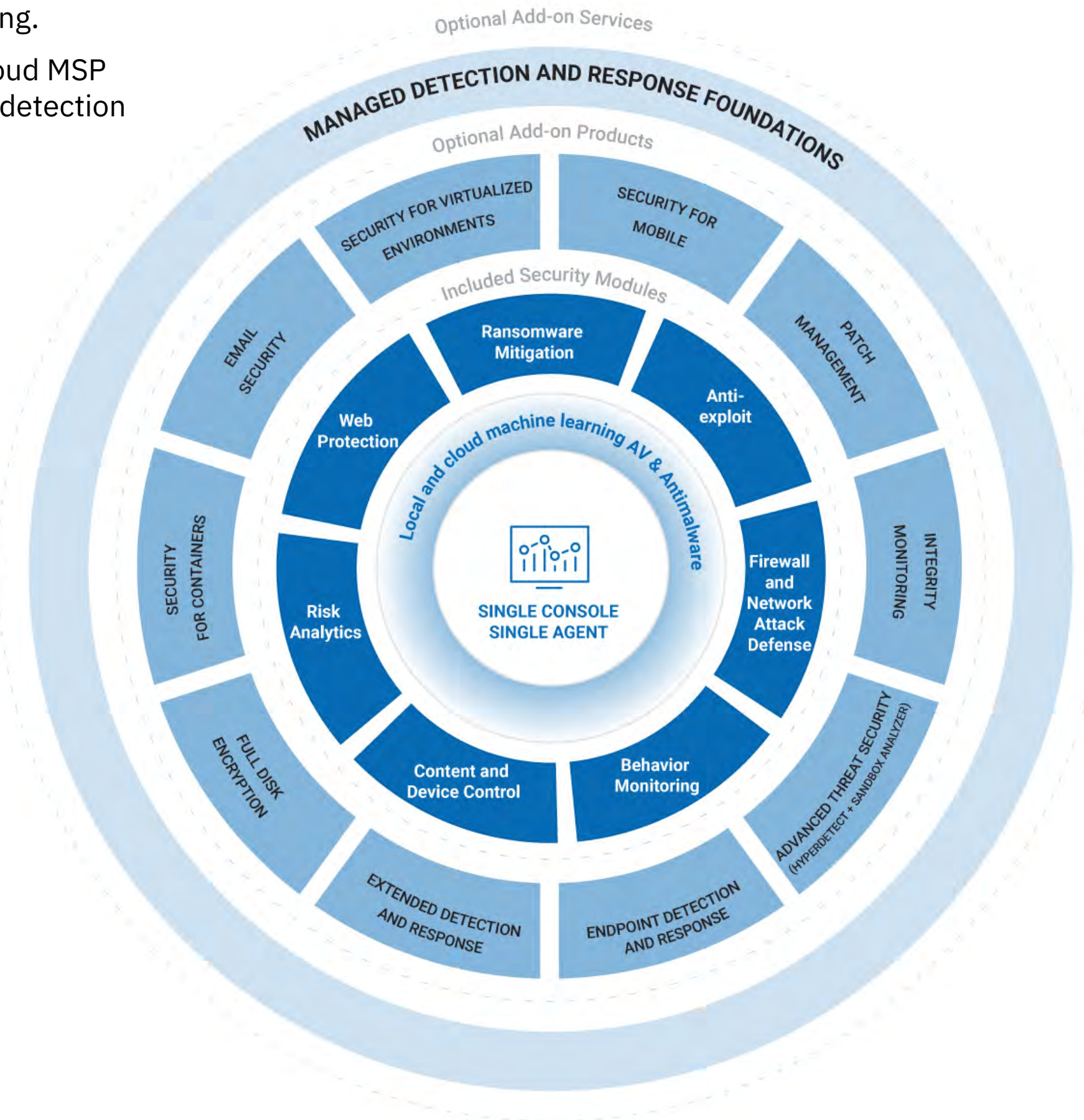


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Product Overview

- ↳ **Prevention:** Prevent the attack from happening
- ↳ **Security Hardening:** block an attack before it starts
- ↳ **Detection and Response:** Detect an attack and revert attack changes
 - MDR Foundations: Partner with our SOC for 24/7 monitoring and response

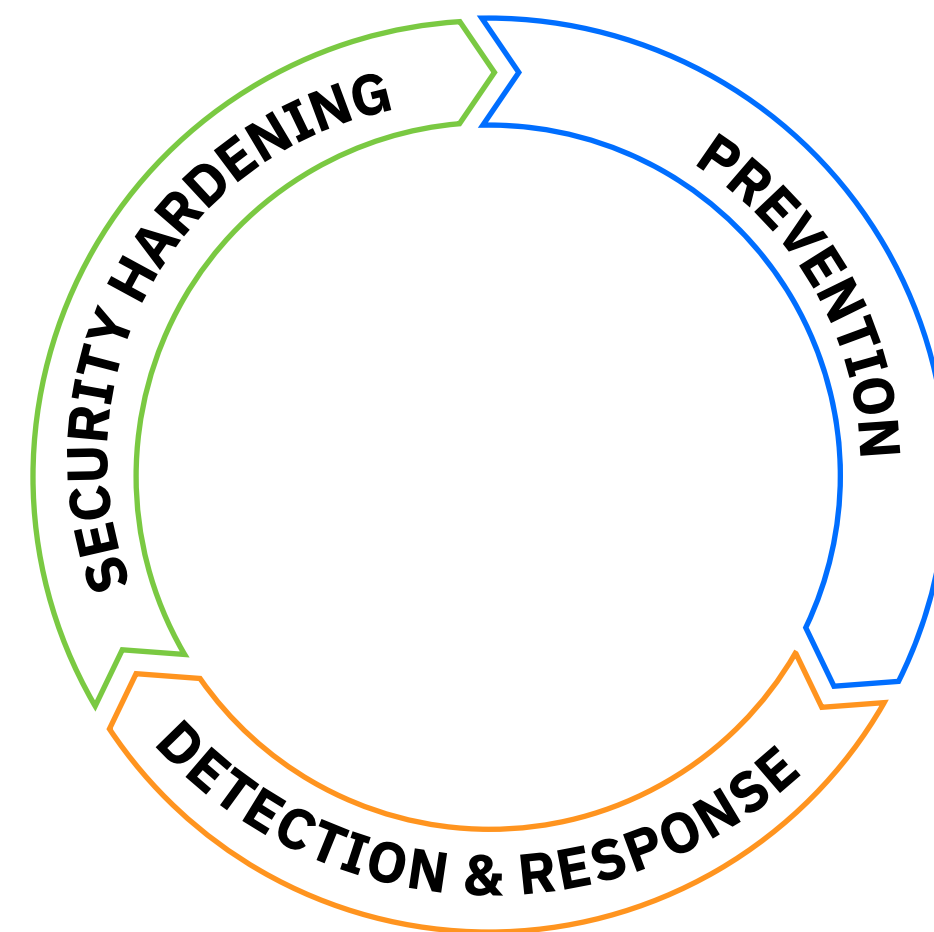


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GravityZone Cloud MSP Security Technology

GravityZone Cloud MSP Security is an endpoint security offering that provides robust protection against ransomware attacks, phishing and web threats. Designed to minimize risks for remote workers, Endpoint Security leverages mature AI, advanced risk analytics, content and device control, network defense and exploit defense to strengthen security across all servers, workstations and more.

Security attacks can happen in many ways and MSPs need to offer more than a single solution to completely secure their customers and be able to prevent an attack, defend against one, and recover if they're successfully compromised. The best way to do this is through layered security. This means having multiple tools, systems, and processes that overlap and provide preventative and proactive cybersecurity. These tools and systems should inform each other in order to create a more secure environment.

	PREVENTION	SECURITY HARDENING	DETECTION AND RESPONSE
Overview	<ul style="list-style-type: none"> ↳ Prevent an attack from happening 	<ul style="list-style-type: none"> ↳ Block an attack before it starts 	<ul style="list-style-type: none"> ↳ Detect an attack and revert attack changes
Focus	<ul style="list-style-type: none"> ↳ Risk management ↳ Attack surface management 	<ul style="list-style-type: none"> ↳ Attack entry points ↳ Identify and analysis 	<ul style="list-style-type: none"> ↳ Visibility and observability ↳ Revert capabilities
CORE Technologies	<ul style="list-style-type: none"> ↳ Exploit Defense ↳ Web Treat Protection ↳ Network Attack Defense ↳ Firewall ↳ Behavior Monitoring 	<ul style="list-style-type: none"> ↳ Risk Analytics ↳ Cloud intelligence and machine learning algorithms ↳ Content Control ↳ Device Control 	<ul style="list-style-type: none"> ↳ Ransomware Mitigation
Additional Layers	<ul style="list-style-type: none"> ↳ Advanced Threat Security (ATS) Email Security ↳ Security for Mobile ↳ Security for Virtual Environments (SVE) & AWS ↳ Security for Containers 	<ul style="list-style-type: none"> ↳ Patch Management ↳ Full Disk Encryption 	<ul style="list-style-type: none"> ↳ End-Point Detection and Response (EDR) ↳ Extended Detection and Response (XDR) ↳ MDR Foundations for MSPS ↳ Integrity Monitoring

SECTION 3:
How to Sell GravityZone Cloud MSP Security



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Key Pain Point Solved

↳ **Data Breach**

- Single platform, easy-to-deploy, low overhead agent with cloud-delivered management tool that is backed by 24/7 detection and response.
- Consistently dominates tests by routinely ranking #1 for prevention and detection in independent antivirus (AV) and endpoint detection and response (EDR) tests

↳ **Skills Gap**

- 24/7 protection with elite security researchers, analysts, and threat hunters to protect you and your customers' environments.
- 24/7 detection and response services are also offered at an affordable price with MDR Foundations – a managed detection and response service designed specifically with MSPs in mind.

↳ **Complex & Multiple Vendors**

- Easy to deploy and use, single multi-tenant dashboard to get a clear picture of incident response and risk across all of your customer environments.
- Offers end-to-end security with flexible options to add capabilities and add-ons when required, eliminating the need for multiple vendors.

↳ **More with Less**

- Using the most comprehensive layers of risk management, hardening AI prevention, and EDR, GravityZone Cloud MSP automatically blocks advanced threats at pre-execution, drastically reducing manual detection and response efforts.
- Pay-as-you-go, monthly usage-based licensing.

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Key Selling Points

↳ **Simplified Management Security**

- A cloud-based solution that simplifies security management by providing a single console for all security functions.
- Provides MSPs with a unified view of their customers' security status and alerts, allowing faster incident response times.

↳ **Multi-Layered Protection**

- Delivers multi-layered protection against all types of threats including malware, ransomware, phishing attacks, and zero-day exploits.
- Comprehensive security solution using advanced threat intelligence and machine learning algorithms to detect and prevent attacks before they can cause damage.

↳ **Flexible Deployment**

- Designed to be flexible and scalable, allowing MSPs to deploy security services to their customers in the way that best fits their needs.
- Offering a variety of deployment options.

↳ **Cost-Effective Security**

- Cost-effective security solution that helps MSPs save time and resources.
- Providing a single console for all security functions and a variety of deployment options, our solution streamlines security management and reduces the total cost of ownership.

↳ **Trusted Security Partner**

- With 20 years of experience in the cybersecurity industry, Bitdefender is a trusted security partner for MSPs.
- We are committed to providing our customers with the best possible security solutions and support, ensuring they are protected from the latest threats.

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Key Differentiators

Consumption-Based Billing

Consumption-based billing is a great way to ensure that you are only paying for the services that are actually needed and used. This billing model allows for MSPs to scale up or down as needed, without having to commit to any long-term contracts or upfront costs.

Unified Simple Multi-Tenant Console

GravityZone Cloud MSP Security is a security platform designed to automate and simplify security operations. It provides a central dashboard used to monitor, manage, and report on all devices, users, and security threats. It also provides an easy-to-use interface for creating custom reporting, and comprehensive audit and compliance reporting capabilities.



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Product Pitch

GravityZone Cloud MSP Security is a comprehensive cloud security platform designed to provide managed service providers (MSPs) with the tools they need to protect their clients' cloud environments from cyber threats.

Our platform offers advanced threat protection and security hardening, allowing MSPs to monitor, detect, and remediate threats in real time.

GravityZone Cloud MSP Security also provides a flexible pricing model and centralized management capabilities, allowing MSPs to easily manage and scale their security services and control costs.



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Target Customers

No threat too big. No customer too big. (or small!)

GravityZone Cloud MSP Security is an ideal solution for small to medium-sized businesses, service providers, and technology integrators who are looking for a robust and flexible security solution that can be easily managed and scaled.

Small businesses and medium-sized enterprises are often faced with limited resources and IT budgets, and as a result, they need a security solution that is affordable and easy to manage. GravityZone Cloud MSP Security provides a cost-effective solution that provides comprehensive protection against various cyber threats, including malware, viruses, phishing attacks, and more.

The solution is easy to set up and can be managed from a single, centralized console, allowing small business owners and IT managers to easily manage their security needs without requiring a dedicated IT team.

Service providers, on the other hand, require a security solution that is both scalable and customizable to meet the unique needs of their clients. Bitdefender Cloud Security for MSP offers a flexible platform that can be easily integrated with other systems and customized to meet the specific security requirements of different organizations. With features like multi-tenant management, customizable policies, and API integration, service providers can offer a tailored security solution that meets the needs of their clients.



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Key Opportunities

↳ **Key Opportunity:** Extended Detection and Response (XDR)

Become your clients' strategic partner.

In a hyperconnected world where cyber criminals seek to do harm 24x7 and organizations face unpredictable risks, becoming resilient is the goal.

This is where XDR comes in.

XDR technology enables MSPs to help meet their customers' critical needs. It allows them to gain actionable intelligence surrounding events while reducing alert overload and analyst fatigue by automatically analyzing and correlating activities across different security layers. Alerts can be resolved more effectively with integrated views of evidence for an investigation, while automation can increase operational efficiency by reducing repetitive tasks.

Bitdefender XDR for MSPs goes beyond EDR capabilities and fulfills the incident responders' need to integrate additional telemetry sources, deliver contextualized security incidents, and more comprehensive response capabilities.

[Why XDR Capabilities Need to Be a Top Priority for MSPs](#)



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↳ **Key Opportunity:** Managed Detection and Response Foundations for MSPs

Easily onboard MSP customers with MDR Foundations

Managed Detection and Response (MDR) Foundations enables MSPs lacking in-house security experts to offer the highest level of protection for their sensitive customers – stopping advanced persistent threats and minimizing the impact of attacks quickly and effectively.

MDR Foundations is a true 24/7 detection and response service, with expert, human-led, targeted and risk-based threat hunting, that augments MSPs’ capabilities and delivers threat hunting, detection, and response.

The cross-skilled SOC team has ‘eyes on the glass’ 24x7 to keep you and your customers secure.

Experience Our MDR Foundations Portal

In this interactive tour, you can explore various aspects of the MDR Foundations Portal to see exactly how our expert security analysts use it to keep you protected.

[Start Demo](#)



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↳ **Key Opportunity:** Industry Verticals for Layered Security

Vertical Delivered Solutions

To accommodate the varying levels of security required to maintain compliance across industries, Bitdefender offers vertical-specific security solutions tailored to meet the legal and regulatory requirements of your customers' specific business challenges. Give your customers peace of mind with remediated threat detection services and permanent security solutions to protect their business-critical assets while growing your portfolio and bottom line.

No matter what industry you're in, or what regulations you must meet, we have you covered.

Take a deeper dive by reviewing our [MSP Vertical Solutions Infographic](#)



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Qualifying Questions

↳ **MSPs struggle to prevent sophisticated attacks on customers' networks.**

When you hear:

- Prospect had pervious data breach
- Lacks the proper staff to keep up with attackers
- Current cybersecurity provider has faulted in some way

Things to say:

- Bitdefender consistently dominates advanced protection tests by routinely ranking #1 for prevention and detection in independent antivirus (AV) and endpoint detection and response (EDR) tests.
- Protection rates against new threats vary significantly between vendors and independent tests are the best indicator of effectiveness.
- Bitdefender offers 24/7 protection with elite security researchers, analysts, and threat hunters to protect you and your customers' environments.

↳ **MSPs struggle with the ability to streamline and automate security workflows.**

When you hear:

- They have multiple security vendors
- Too many security alerts
- They are doing too much work manually

Things to say:

- Bitdefender offers an easy-to-deploy and use, single dashboard to get a clear picture of incident response and risk across network and endpoints for all the customers you manage.
- GravityZone provides end-to-end security with flexible options to add capabilities and add-ons when required, eliminating the need for multiple vendors.
- With the simple checking of a box, MSPs can add many additional layers of security to harden the security offering.
- Bitdefender integrates with all major remote monitoring and management (RMM)/PSA solutions and APIs that help automate security and provisioning workflows.

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↳ **MSPs need to improve operational efficiency**

When you hear:

- Our system runs slowly
- We seem to have a lot downtime due to system upgrade and maintenance requirements
- Our staff is spending a lot of time on business needs, not cybersecurity

Things to say:

- GravityZone is a single platform easy-to-deploy, low overhead agent with cloud-delivered management tool that is backed by 24/7 detection and response so you don't need other vendors that slow your system down.
- GravityZone offers flexible options to add and remove capabilities when required from a single vendor.
- MSPs can leverage Bitdefender's industry-leading, award-winning security product portfolio and MDR services providing round-the-clock SOC expert security analysts.
- Pay-as-you-go monthly usage-based licensing helps improve your cash flow with our simple-to-deploy or uninstall protection. Plus, you get invoiced at the end of each month, and only for the active protected endpoints in the previous month.

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↳ **MSPs benefit from differentiating security offerings and grow revenues with affordable, effective security**

When you hear

- Budget has been restricted for the MSP and their customers
- Teams are working harder
- Need simpler, more profitable solutions

Things to say:

- Minimize security and operational overhead and maximize profits with a single platform to manage the security and provisioning for all your customers.
- Pay-as-you-go monthly usage-based licensing to improve your cash flow with our simple-to-deploy or uninstall protection. Plus, you get invoiced at the end of each month, and only for the active protected endpoints in the previous month.
- Using the most comprehensive layers of risk management, hardening AI prevention, and endpoint detection and response (EDR), GravityZone Cloud MSP Security automatically blocks advanced threats at pre-execution, drastically reducing manual detection and response efforts.
- Bitdefender provides 24/7 protection with elite security researchers, analysts and threat hunters through our MSP offering. We also offer 24/7 managed detection and response (MDR) services at an affordable price and designed specifically for MSPs through our MDR Foundations service.

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Sales Scenarios

#1 Understanding the Bitdefender Value Proposition

Scenario 1: An organization is dissatisfied with their current cybersecurity solution because they are falling behind on testing against advanced attacks.

Opening Dialogue:

- How would you rate your current security solutions against attackers?
- Are you using added security layers from different vendors?
- How long does your team spend solving issues?

Bitdefender Value Proposition:

Bitdefender can save you time, secure your platform, and make your life easier. Our protection against ransomware and advanced attacks consistently ranks first in real-world tests like AV-Comparatives. Our platform reduces your attack surface with extra risk management and hardening layers. Plus, it automates many routine security tasks, all from a single-pane-of-glass interface.

Learn more by reading this case study: [Ayone Computers](#)



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#2 Understanding the Bitdefender Value Proposition

Scenario 2: The MPS is burdened by the lack of qualified cybersecurity experts, which is having an impact on their ability to protect and service their customers effectively.

Opening Dialogue:

- Is your team able to keep up with evolving threats? Are you confident in their ability?
- How does the team stay on top of the threat landscape or compliance regulations, or vendor certification?
- Is your organization able to scale with security threats as needed? Is it able to provide 24/7 monitoring?

Bitdefender Value Proposition:

Bitdefender Managed Detection & Response (MDR) Foundations is designed for SMBs and MSPs, and gives you access to our elite team of cybersecurity experts who work around the clock to keep your organization and your customers cyber resilient. You can rest easy knowing MDR Foundations provides your organization 24/7 monitoring and response; proactive, research-based threat hunting; and expert recommendations to harden your environment and/or mitigate threats at an affordable price point.

Learn more by reading this case study: [Be Innova](#)



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#3 Understanding the Bitdefender Value Proposition

Scenario 3: An MSP has multiple clients all in different industries which are heavily regulated with compliance mandates and frameworks.

Opening Dialogue:

- What industries are your current customers in? Are you aware of all their compliance requirements?
- What action do you take to ensure your clients are staying compliant?
- Are you planning on expanding your business into more industry verticals and do you have the proper security in place to support that?

Bitdefender Value Proposition:

GravityZone Cloud MSP Security provides MSPs with the most up-to-date technology needed to meet compliance policies and processes, allowing them to quickly and easily update their clients' posture and keep their data secure. Bitdefender provides an end-to-end solution for compliance requirements for organizations of all sizes by automated efficiencies and increased visibility into their clients' IT Environments.

Learn more by reading this case study: [SafeSystems](#)



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Handling Objections

The Bitdefender Difference - not just another antivirus

↳ **All vendors say they are #1 in protection.**

- Answer: Other vendors rely on marketing and boast sporadic good results, Bitdefender ranks first consistently, across major testing organizations: Full MITRE ATT&CK coverage 2022, Maximum protection score in AV-TEST since 2022, the only vendor with 100% APT detection in both AV-Comparatives advanced attack tests.

↳ **Why do customers now require additional layers of security?**

- Answer: The threat landscape is evolving and bad actors are more sophisticated than ever. You are not protected with a simple AV solution and should have the freedom to build security layers if/when needed. Layered simply refers to having the right tool, systems, and processes that overlap and provide preventative and proactive cybersecurity.

↳ **Bitdefender is not as light as other tools:**

- Answer: Unlike other vendors, Bitdefender uses extra technologies that provide more protection and despite this, it remains light and doesn't cause slowdowns. Bitdefender's GravityZone Console is a cloud-based, multi-tenant security platform designed to help managed service providers (MSPs) manage, monitor, and secure their clients' IT environments.



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How to buy

Monthly Subscriptions and Consumption-Based Billing

↳ **Pay-as-you-go billing; reduces Capital Expenditures (CapEx) and synchronizes cash flow.**

- Dynamic monthly licensing allows you to pay for just the endpoints that you have active each month, letting you manage expenses and cash flow. It also streamlines provisioning as you will not need to procure or modify license keys for each customer.

↳ **MSP Price Bands are based on aggregated endpoints across all customers.**

- Bitdefender MSP tier-based pricing is highly profitable for MSPs as it is calculated based on the total aggregated number of endpoints the MSP protects across all customers. Unlike the traditional pricing based on the size of each client deployment, this gives even MSPs with small customers easy access to higher tiers and lower prices.
-



SECTION 4:
Strategic Knowledge



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Competitive Overview

Innovation separates you from the pack

Sophisticated cyber-attacks routinely evade antivirus detection, causing MSPs and customers to lose data, money, time, and reputation.

Adding new, unproven security layers from different vendors increases costs and operational efforts with limited security gains.

With Bitdefender's comprehensive and seamless platform, you can better protect your data, safeguard your reputation, and re-invest your time and money where your business needs it most.



Competitive Vendors

Innovation thrives on competition

SOPHOS	SENTINELONE	MICROSOFT	WEBROOT
<p>Bitdefender is integrated with major RMM/PSA platforms, SIEMs and AWS, Sophos has very limited integration.</p>	<p>GravityZone provides Endpoint Risk Analysis, including human risk, giving MSPs continuous visibility into their customers' security posture and allowing them to compare risks and display improvements or support compliance with system benchmark regulations. This feature is not available in the SentinelOne offering.</p>	<p>GravityZone provides integration with many existing Remote Monitoring & Management solutions currently used by most MSPs. Microsoft's Lightning does not integrate with as many RMM solutions as GravityZone and although we can't assume how the product will look in the future, at this point it is unlikely that Microsoft's product will offer integration in the near future.</p>	<p>Bitdefender Content Control filters unwanted websites and categories on the endpoint without charging extra for DNS Security</p>
<p>We provided Endpoint Risk Analysis, including human risk, giving MSPs continuous visibility into their customers' security position and allowing them to compare risks and display improvements or support compliance with system benchmark regulations. This feature is not available with Sophos.</p>	<p>Bitdefender offers one platform for all security features. SentinelOne platform lacks offering capabilities such as: Email Security, Patch Management, Full Disk Encryption, Security for Virtualized Environments, Security for Exchange and Web Control.</p>	<p>We offer varied agent deployment options available for Windows, Linux, and macOS operating systems from the GravityZone console, without requiring additional products</p>	<p>The Webroot MSP dashboard does not, in our view, contain security-relevant actionable controls.</p>
<p>Bitdefender offers easy manual and automatic vulnerability patching with scanning, scheduling, reports and option to postpone reboot, and the largest database of Windows and 3rd party security and nonsecure patches with the Patch Management add-on. Sophos doesn't offer Patch Management.</p>	<p>SentinelOne offers Patch Assessment, but no Patch Management features. Bitdefender Patch Management helps MSPs reduce time needed for patching. In addition, the add-on uses the same endpoint agent as endpoint security, minimizing slow downs and interruptions for users. It covers the widest range of 3rd party software patches and makes it easier to keep systems updated.</p>	<p>Bitdefender MDR Foundations for MSPs is a true SOC solution that provides 24x7 monitoring, alerting, response, and true threat hunting across multiple operating systems. Microsoft Threat Experts has less notification options doesn't provide threat hunting outside the scope of Microsoft products, and it seems, overall, to have a less functionality by comparison.</p>	<p>Bitdefender Risk Analytics simplifies and automates mitigation of vulnerable system configurations. Webroot does not have ERA capabilities.</p>
<p>GravityZone has an easy-to-use, intuitive interface that consolidates all features (threat protection, device, web & app control etc.) within a single policy for ease of management.</p>	<p>Bitdefender includes extra risk analytics, firewall, IDS, content and device control and optional advanced security addons with flexible licensing, helping MSPs maximize remote work protection and profits.</p>	<p>GravityZone XDR Network Sensor provides greater visibility into connections associated with threats and cyber-attacks, allowing security teams to better protect businesses</p>	<p>GravityZone delivers advanced security technology & add-ons Webroot does not offer, such as Security for Virtualized Environments, Email Security, Patch Management, Cloud Sandboxing, Tunable Machine Learning and EDR.</p>
<p>SVE is easy to use, and on offloading, we are still able to leverage all our protection layers. With Sophos, it's an extremely complex deployment and a completely different agent than Intercept X, On deployment, their virtual agent is limited to Signature based AV scanning and few heuristics.</p>			<p>Within the GravitZone console you get a unified view of both yours and your customers' security footprint. With Webroot, for an admin with access rights to both MSP security console and Business security console it is impossible to use the same browser to connect simultaneously on both consoles.</p>

Integrations

RMM Integrations ensure you can serve your customers from anywhere, anytime.

Technology integrators who specialize in providing technology solutions to businesses, require a security solution that is easy to integrate and manage. Bitdefender Cloud MSP Security provides integrators with a solution that can be easily integrated into existing systems and workflows, making it easy to offer comprehensive security services to their clients. The solution offers a wide range of features and tools that can be customized to meet the specific needs of different organizations, allowing integrators to offer a tailored security solution that meets their clients' needs.

Features	ConnectWise Automate (RMM)	ConnectWise Manage (PSA)	ConnectWise RMM/Command (RMM)	Kaseya VSA 9.5 (RMM)	Datto RMM (RMM)	Pulseway* (RMM)	NinjaOne* (RMM)	RG System* (RMM)	Atera* (RMM)	Syncro MSP* (RMM)
Inventory Sync	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Manual and Automatic Deployment	✓	N/A	✓	✓	✓	✓	✓	✓	✓	✓
Monitoring (installs and updates)	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
Protection status	✓	N/A	✗	✓	✓	✗	✗	✓	✓	✓
On demand scan	✓	N/A	✗	✓	✓	✗	✗	✓	✗	✗
Alerting and ticketing	✓	✓	✗	✓	✗	✗	✗	✓	✗	✓
Policy Assignment	✗	N/A	✗	✓	✗	✗	✗	✗	✗	✗
Subscription management	✓	N/A	✗	✓	✗		✗	✗	✗	✗

✓ - Yes

✗ - No

N/A - Not Applicable

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Supported Environment

Whatever you're defending, we're there.

Bitdefender's leading cybersecurity platform operates in a wide range of physical and virtual environments including workstations and servers running:

- ↳ Windows 7 and later, Windows Server 2008 R2 and later
- ↳ Mac OS X Mavericks(10.9.14) and later
- ↳ Linux
 - ↳ Ubuntu14.04LTS or higher
 - ↳ Red Hat EnterpriseLinux/ CentOS6.0 or higher
 - ↳ SUSELinuxEnterpriseServer11 SP4 or higher
 - ↳ OpenSUSELeap42.x
 - ↳ Fedora25 or higher(1)
 - ↳ Debian8.0 or higher
 - ↳ OracleLinux6.3 or higher
 - ↳ AmazonLinuxAMI 2016.09 or higher



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Ecosystem Overview

Proudly serving our customers. Dedicated to our partners.

From small businesses to enterprise sales, to technology integrators, and managed service providers, our team is invested in the relationships that drive our technology forward.

And, as a channel-exclusive vendor, Bitdefender is proud to share that success with tens of thousands of resellers and distributors worldwide.

Bitdefender can fit into any existing IT infrastructure and offer immediate advances in threat detection and defense, efficiency of use, and scalability. Together with our partners across the technology spectrum, we can take any ecosystem and make it better.



Bitdefender[®] Global Leader
In Cybersecurity