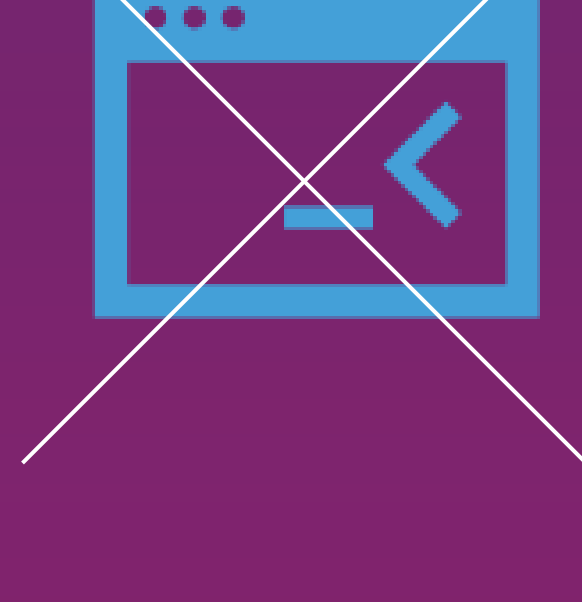


# How to do solution selling right with Bitdefender.

The modern technology market is hyper connected. Everything must work together. Users demand solutions, not products. Is your selling strategy aligned to your customer's business outcomes?

## The analogy: Are you only selling ideas and paperweights?



Software without hardware is just an idea.



Hardware without software is just a paperweight.



Neither software *nor* hardware can work without connectivity.



Technology is the by-product of the problem you're solving. **Solution selling is about selling the outcome.**

## Why now: Market trends dictate the need for solution selling.

### TREND #1: Multi-cloud is changing the way we work

82%

of infrastructure workloads already reside in the cloud

67%

of enterprise infrastructures are currently cloud-based

81%

of all enterprises already have multi-cloud strategies

**Multi-cloud strategies will reduce vendor lock-in for two-thirds of organizations, by 2024\***

\* <https://www.gartner.com/smarterwithgartner/4-trends-impacting-cloud-adoption-in-2020/>

### LESSON: FOCUS ON THE DELIVERY NOT THE PRODUCT

### TREND #2: There is exponential growth of "everything on-the-go"

36/day

the number of cloud-based services used by the average person

32%

is the cloud computing market share held by Amazon web services (the largest)

56%

is the currently projected adoption rate of Platform-as-a-Service

<https://techjury.net/blog/cloud-computing-statistics/>

### LESSON: BUNDLE THE CLOUD WITH ADDED VALUE

### TREND #3: Open interoperability is not going away

Solutions must be vendor agnostic *without* vendor lock-in. Users want a turnkey solution for WFH, office, and hybrid. Current models make access broader, but security risk is higher.

### LESSON: OFFER FLEXIBILITY AND PARTNERSHIPS WITH SECURITY

## Evolve or fall behind: Modern examples show migration from offering traditional commodities and products to service-based models.

#### Hardware

Devices, servers, on-premise rental and management; software updates, endpoint and access security

#### to IaaS

PaaS and SaaS models deliver a package solution, allowing you to control the outcome with increased interoperability

#### Laptops

+ desktops + endpoints  
Hard to deliver, manage and secure

#### to VDI

Virtual Desktop Infrastructure  
lives remotely in the cloud

#### Pay up front

Blockbuster DVD rental model, pay each time, costly inventory management, high overhead

#### to Subscription

Pay as you go, MRR frees money from CAPEX to OPEX, requires less human capital, more focus on the customer

Offerings are now interconnected and bundled into solutions.

#### Devices

Endpoints, routers, switches, servers

#### with Data

Storage, databases, data warehouses

#### with Identity

SSO, authentication, access

## Deliver value: (not products) What is your core competency?

Don't just sell pieces. Sell the outcome. Sell it like no one else can. Consolidation of platform, vendors, and partners creates a win-win opportunity. Bitdefender as a partner can bolster your brand and reach.

#### TRUST

150

OF THE WORLD'S MOST RECOGNIZED TECH BRANDS

use Bitdefender-licensed technology.

#### COMPETENCY

#1

BITDEFENDER CONSISTENTLY RANKED

number one for unmatched attack prevention.

#### OPENNESS

1<sup>ST</sup>

BITDEFENDER WAS FIRST SECURITY PLATFORM

integrated for endpoint, network & cloud.

## Need help with solution selling? Start the conversation.

Reach out to [MSP@BITDEFENDER.COM](mailto:MSP@BITDEFENDER.COM) to get the conversation started.