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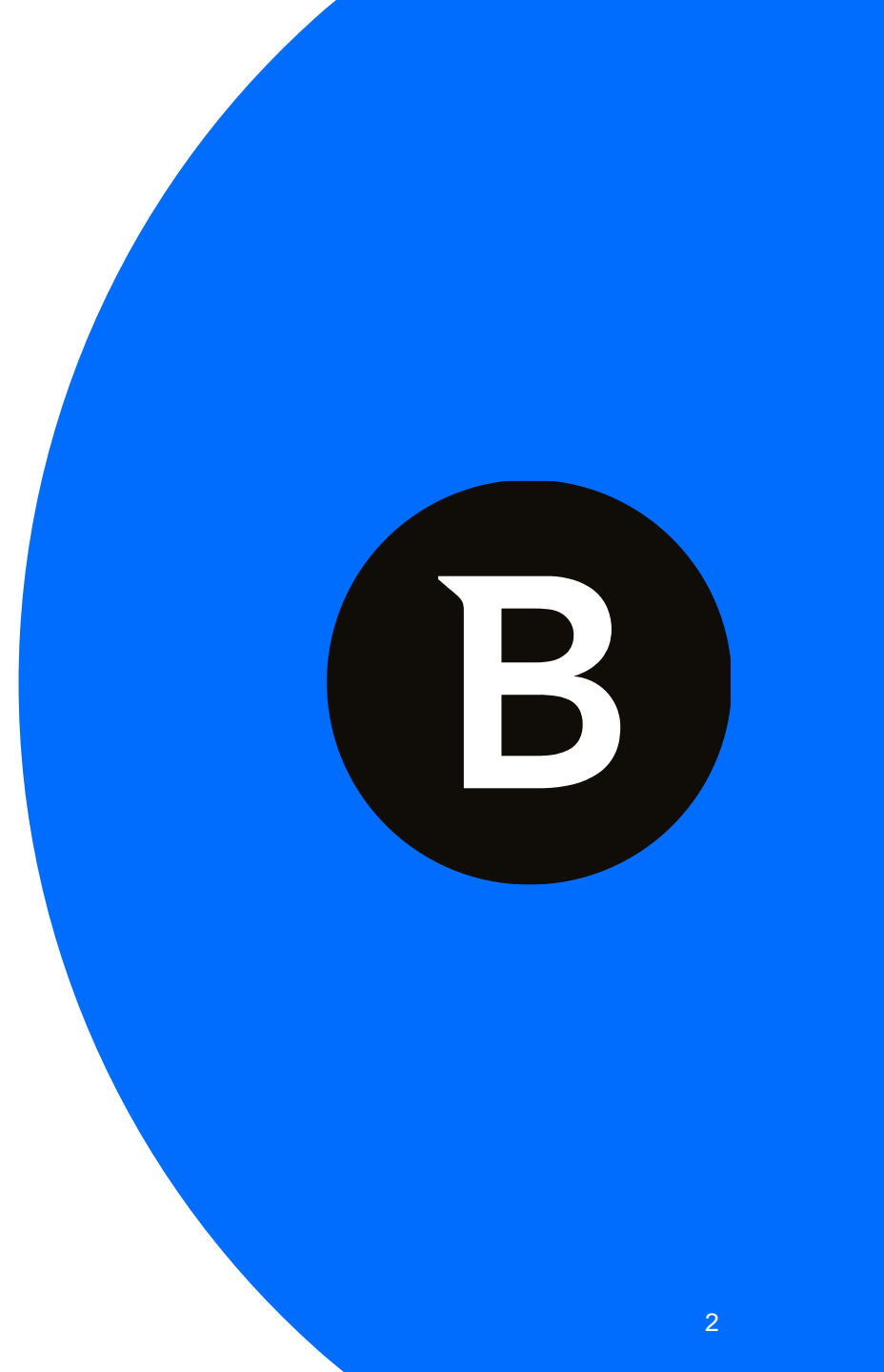
Bitdefender

Bitdefender New Business Portfolio

Channel Partners Webinar

Agenda

1. Introduction on the New Business Portfolio
2. Why changing?
 - Challenges and Opportunities
3. The New Business Portfolio
 - Structure and Benefits
4. Pricing & Migration to the new SKUs
5. Moving forward

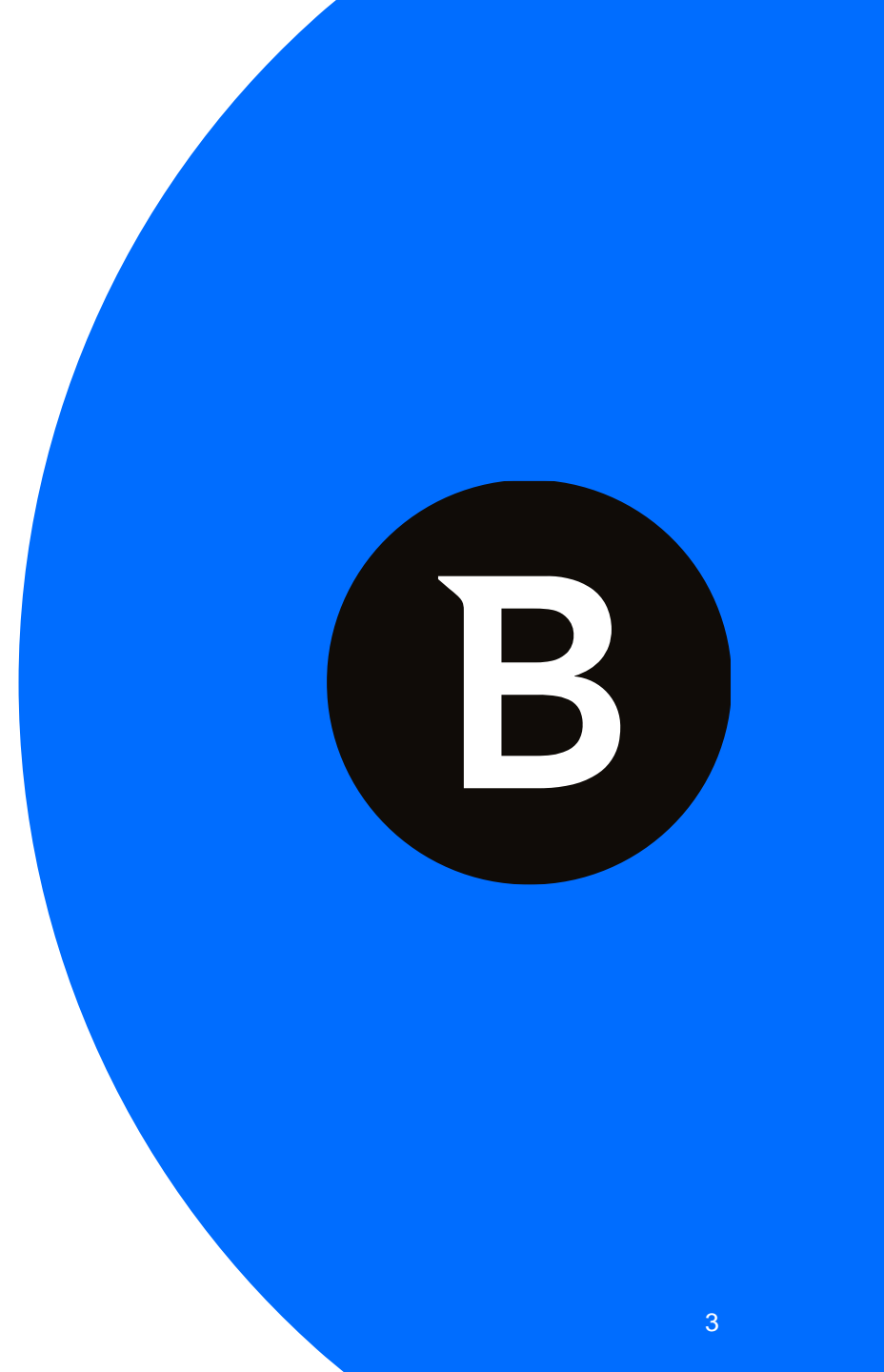


The importance of the **New Business Portfolio**

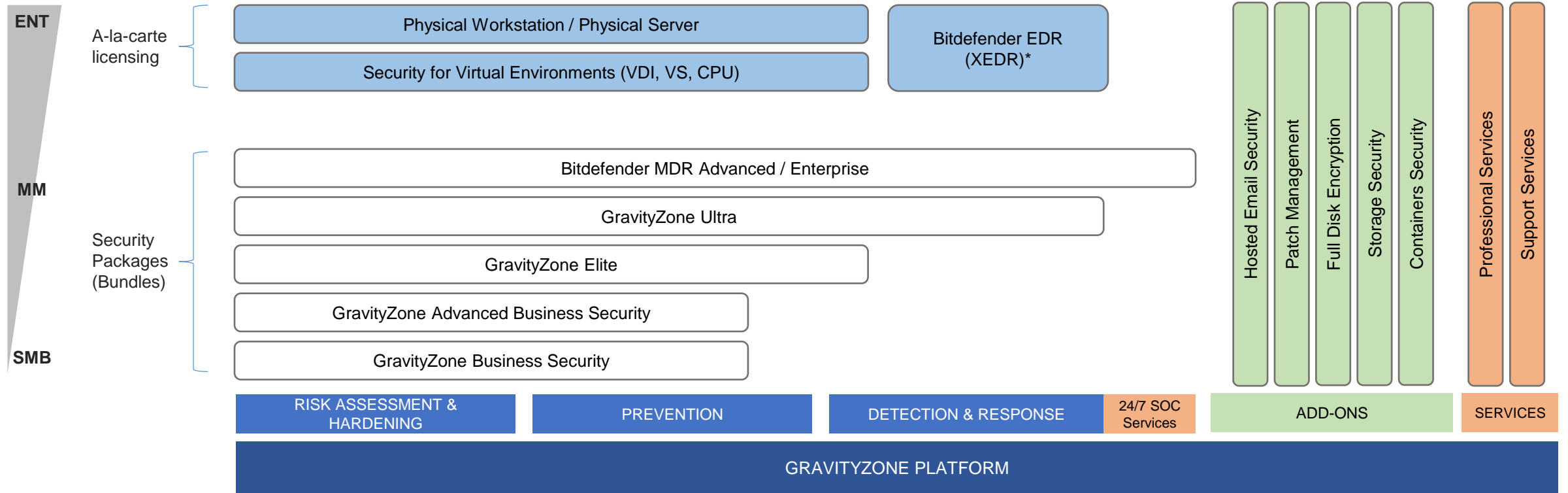


Emilio Roman

SVP of Global Sales and Channels



BSG Current Portfolio



! *XEDR available only for cloud deployments. Standard EDR available for on-premises deployments.

Current Portfolio Challenges

Challenges

Packages (bundles) can be confusing to prospects in some scenarios. Names do not clearly describe what the product does or how value grows (e.g. Advanced, Elite, Ultra all sound similar)

Packages diminish value for larger prospects who prefer more a-la-carte solutions (deployment of a la carte today only allows on-prem console)

Targeted customer cross-sell campaigns are also not well-served for the same reasons as above

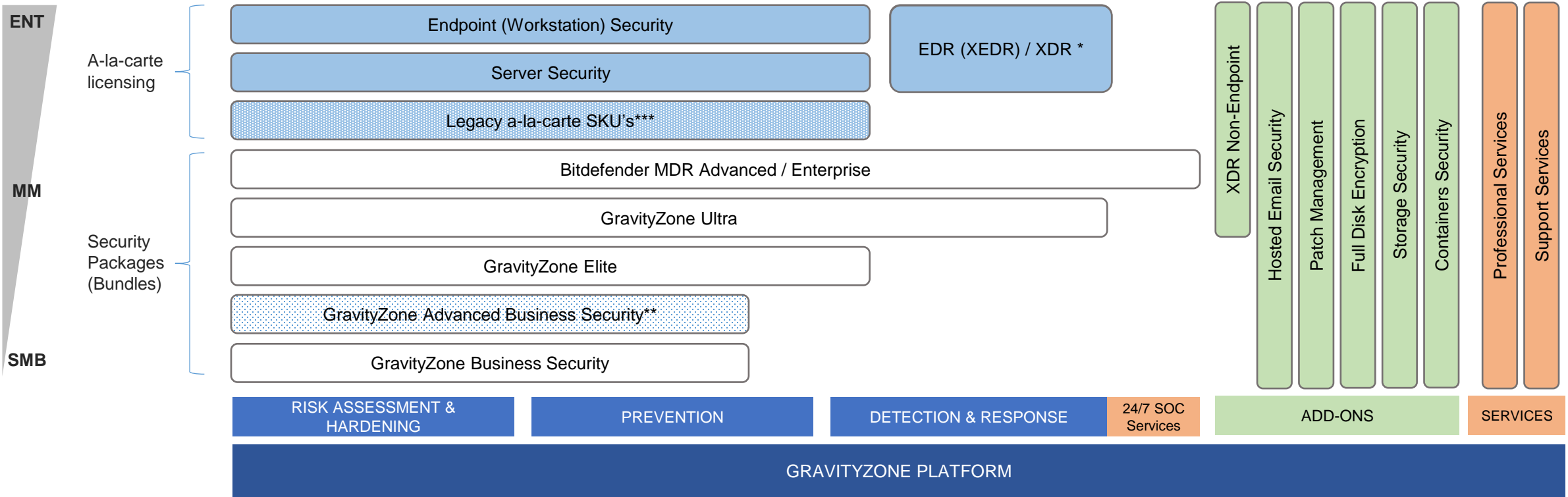
Inconsistency and length in a la carte names and also for MDR



Missed Opportunities

- Opportunity loss due to limited adaptability of packages to prospects needs, understanding of offering
- Diminished cross-sell abilities

New Portfolio Structure



! * XEDR and XDR available only for cloud deployments. Standard EDR available for on-premises deployments.
 ● **GravityZone ABS available only for renewals, up to 3 years, starting March 31st, 2022. Not available for new customers.
 ● ***Legacy a-la-carte SKU's available only for renewals, up to 3 years, starting March 31st, 2022. Not available for new customers.

New Portfolio Benefits



Missed Opportunities

- Opportunity loss due to limited adaptability of packages to prospects needs, understanding of offering
- Diminished cross-sell abilities



Incremental Benefits

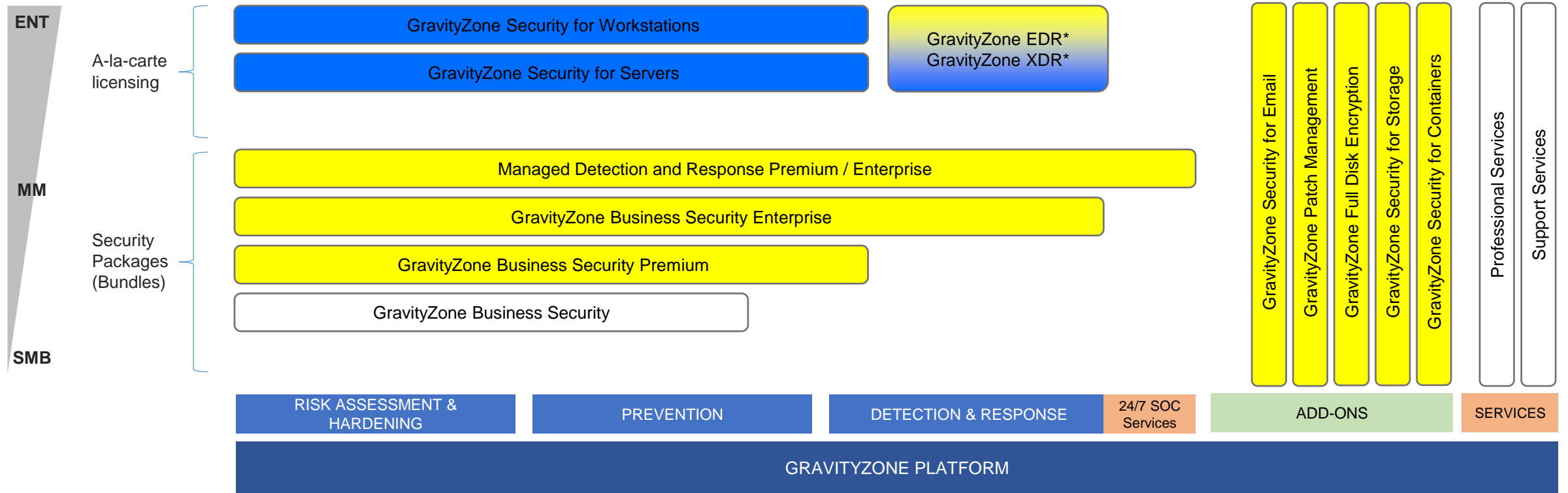
- Business Acquisition in Mid Market
- Land and Expand (Cross-sell) in mid market
- CWS Acquisition through GZ Cloud
- Differentiate versus competitors
- Portfolio & Communication Simplification

Renaming (sub)Project

Considerations:

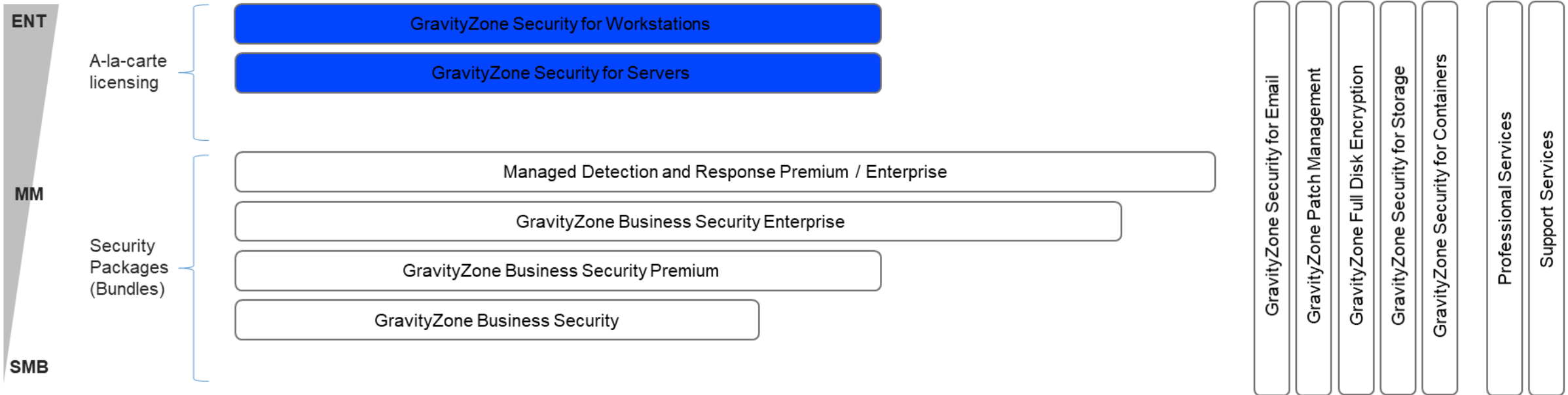
- Create clarity and differentiation in our package names
- Support driving greater awareness of our business solutions in market
 - Emphasize "Business Security" in package names Leverage "power of 3" / "good, better, best" for package naming
- Create greater simplicity and consistency in a la carte names
 - e.g. "for Servers" vs. "for Endpoints Physical Servers" and "for Virtualized Environments VS"
 - e.g. "for Workstations" vs. "for Endpoints Physical Workstations" and "for Virtualized Environments VDI"
 - e.g. MDR use same naming convention / tiering as packages vs. its own (e.g. Base w/o adjective, Premium vs. Advanced, Enterprise already aligned)

New Portfolio Naming



*XEDR and XDR available only for cloud deployments. Standard EDR available for on-premises deployments.

New Portfolio Pricing Updates



Considering the portfolio changes, the solutions where we will adjust prices to match the added value (the inclusion of HD, Sandbox Cloud and Incident Visualization) are:

- GravityZone Security for Workstations
- GravityZone Security for Servers

The pricing for the remaining solutions, are going to remain the same

MIGRATION SCENARIOS

Category	Legacy product	Product to migrate
Packages	- Bitdefender GravityZone Advanced Business Security	- GravityZone Elite (GravityZone Business Security Premium)
A la Carte	- GravityZone Security for Virtualized Environments VS - GravityZone Security for Endpoints Physical Servers - GravityZone Security for Virtualized Environments VDI - GravityZone Security for Endpoints Physical Workstations - GravityZone Security for Virtual Environments (CPU)	- GravityZone Security for Workstations - GravityZone Security for Servers
	- GravityZone Security for Virtualized Environments VS - GravityZone Security for Endpoints Physical Servers - GravityZone Security for Virtualized Environments VDI - GravityZone Security for Endpoints Physical Workstations - GravityZone Security for Virtual Environments (CPU) + - GravityZone HD (Sandbox cloud, HyperDetect)	- GravityZone Security for Workstations - GravityZone Security for Servers

- Focus on migration actions aligned with partners to migrate and retain customers
- Build dedicated migration campaigns for end customers and partners, around value drivers and simpler ease of use of the new portfolio products

Migration Campaigns

For existing customers

1. Existing customers engagement:

As of this year, together with partners support, we started to create Migration Campaigns with the end goal to create upgrade opportunities:

- ABS to Elite launched for existing customers in US and EMEA
- ABS to Ultra & MDR launched for existing customers in US (to be launched in EMEA)

2. Support tools:

We are developing Ready to Use Tools to be used by our partners as communication tools with the existing customers:

- E-mail templates and assets linked to individual campaigns
- Sales How To's: FAQs, key selling points, objections handling
- Social Media Banners
- Content Syndication

Next Steps and Timeline

- Deep-dive into the New Portfolio: Feb/March 2022
- GravityZone ABS / Current A-la-carte SKUs: March 31st, 2022
- New Portfolio Public Launch: April 4th 2022
- Upgrade Campaigns / Tools for partners

The image features the Bitdefender logo centered on a black background. The logo consists of the word "Bitdefender" in a white, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the tagline "BUILT FOR RESILIENCE" is written in a smaller, white, all-caps, sans-serif font. The background is decorated with a pattern of small, light blue dots arranged in a grid that appears to be receding into the distance, creating a sense of depth and a digital or network-like aesthetic.

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