Battlecard | Bitdefender | Nov 2024

Bitdefender

Bitdefender overview

Founded: 2001; HQs in Bucharest, Romania & Santa Clara, CA
Revenue: $343M
Employees: 1,600
Customer base: 500M end users (consumer + corporate)

Bitdefender provides cybersecurity solutions with leading security efficacy, performance and ease of use to small and medium businesses, mid-market enterprises and consumers. Guided by a vision to be the world's most trusted cybersecurity solutions provider, Bitdefender is committed to defending organizations and individuals around the globe against cyberattacks to transform and improve their digital experience.

Why we win vs Bitdefender

- Bitdefender is notorious for having high network/resource usage
- Bitdefender endpoint security products require multiple agents and user consoles to manage. ThreatDown provides a single lightweight agent and a single user console to do the same.
- Our ability to find and remove threats that others miss, as proven in independent third-party testing
- User reviews report that configuration of Bitdefender deployments is overly complicated
- Security Advisor helps ThreatDown customers to understand their current security score, provides a prioritized list of actions needed to improve your security posture and offers recommendations for additional ways to improve overall risk reduction efforts by deploying new products & services.

Why we lose vs Bitdefender

- Bitdefender is commonly the low-cost option, which is an advantage when looking for highly price sensitive customers
- Bitdefender has a broader portfolio of security products and services, which may be appealing to some prospects (and may allow Bitdefender additional pricing/discounting power).

Bitdefender key products

Endpoint security products and services under the GravityZone product family name:
- EDR — link
- XDR — link
- Mobile Security — link
- MDR — link

Bitdefender also has solutions in other categories:
- Container Security
- Cloud & Server Security
- Email Security
- Storage Security
- Integrity Monitoring
- Patch Management
- Full-disk Encryption

ThreatDown™
Powered by Malwarebytes

Landmines to set

Bitdefender has ineffective detection capabilities
- ThreatDown automatically stopped 100% of potentially unwanted application (PUA) threats in the Q4 2022 MRG Effitas testing cycle. Bitdefender only managed to automatically stop 43% of the threats in the same test. Bitdefender improved somewhat in the Q2 2023 testing cycle but still fell well behind ThreatDown's results.

Inconsistent support
- How important is quick time to value as a factor in your selection criteria?
- What would the impact be to your team if the product has a steep learning curve? If the ongoing management is complex and not intuitive?

Multiple agents and consoles
- How important is it for you to be able to control your entire endpoint security solution from a single console using a single lightweight agent?

Handling objections

Bitdefender appears to do everything ThreatDown does, but at a lower price point.
- ThreatDown consistently outperforms Bitdefender in 3rd party testing
- End users have reported that Bitdefender is difficult to configure & manage, while ThreatDown receives rave reviews about how easy we are to install/configure/manage, both from our single-tenant console (Nebula) and multi-tenant console (OneView)

Bitdefender has a broader security portfolio than ThreatDown, which means they can protect me better.
- ThreatDown is focused on endpoint security, not in becoming a multi-product, multi-use case all-in-one security provider
- Our third-party testing results (MRG Effitas) show time and again that we find and remediate threats that others like Bitdefender don't.

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ThreatDown key differentiators vs Bitdefender

- **Ease of use** compared to Bitdefender.
- **Security Advisor** (included with EP, EDR, MDR and all bundles) provides end users with real-time info about their current state of security, prioritized recommendations on how to improve immediately and guidance on how to further reduce risk by deploying products and services outside current license entitlements
- **Single lightweight agent** works across all our products and services.
- We flag suspicious new files with engines across **multiple security layers**

Third-party validation

Effectiveness Tests
MRG Effitas: 100% score (3 years in a row)
MITRE ThreatDown receives high marks for detection
AV-TEST: Blocked 100% of advanced threats
AVLab: 100% of threats blocked

Awards
G2 Peer Awards (Spring 2024)
EDR
    Leader in both overall and mid-market grid reports
    Most Implementable
    Fastest Implementation
    Easiest to administer
    Best Usability
MDR

    Leader
    Most implementable

Customer & partner case studies

EDR
- City of Vidalia
- Network Computer Systems

MDR
- Drummond
- Richards Building Supply

EP
- Alden Central Schools

Partners
- Hooton Tech, LLC
- Nello
- Telx

Additional resources

- Homepage
- G2 reviews
- Blog
- Case Studies
- Competitor comparisons

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