

Endpoint Protection Powered by Bitdefender

A cost-conscious EP security option that is a level above KAV/KAM without any added costs

Solution Comparison

FUNCTIONALITY	KAV/KAM	Endpoint Security Powered by Bitdefender
Antimalware Scanning On-access/On-Demand	X	X
Advanced Threat Control	X	X
Risk Analytics		
Content Control (Web Content Filtering, Web Traffic Scan, Anti-phishing, Application Blacklisting)		X
Device Control		
Network Attack Defense/Network Protection	X	X
Advanced Anti-exploit		X

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FUNCTIONALITY OVERVIEW:



Advanced Threat Control

Continuous, 0-trust monitoring and automatic detection and remediation of malicious activity



Network Protection

Network attack defense and content control (web traffic scan, anti-phishing, web access control, application defense)



Antimalware Scanning

On-access/On-demand: Mature machine learning, cloud and local threat intelligence preventing known and new threats



Advanced Anti-Exploit

Advanced protection against 0-day and known exploits that detects exploit techniques in memory

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Consider These Questions

MSP AND MME CRITERIA:



- ✓ Does this customer currently utilize KAV or KAM today?
- ✓ Is this customer price-conscious?
- ✓ Is the customer missing key functionality for their business, like content control?
- ✓ Does this customer have an upcoming renewal?

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Overcoming Objections

HOW TO RESPOND:

Why should I switch from KAV/KAM to Endpoint Security powered by Bitdefender?

This product can be installed alongside your existing EP solution to simplify the migration process, and has additional functionality built in that you are not currently receiving from KAV/KAM today.

Why would I pay more for Endpoint Security powered by Bitdefender?

You're going to receive additional functionality for a minimal price increase. Additional protection for you and your customers at a lower overall total cost of ownership.

What are the key differences between KAV/KAM and Endpoint Security powered by Bitdefender?

You're going to receive additional functionality including but not limited to content control that includes web traffic scan, web access control & more as well as advanced anti-exploit capabilities, for a minimal overall cost increase, if any.

Can I use the Bitdefender integration with VSA?

Yes



Need More?

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