



Partnership in Protection

BullGuard Advantage

Everything your business
needs for success

BullGuard[®] 

BullGuard Advantage is one of the best business decisions you'll make.

The BullGuard Advantage Partner Programme is all about putting our channel partners first – helping them boost their profits and grow their businesses whilst keeping their customers safe online.

Our channel partners are absolutely central to our business, and critical to our success. So it's important to us that, as a partner, you share in the rewards of that success through the benefits of our Advantage Partner programme.

As well as great box margins, our industry-leading revenue share scheme maximizes your profits on every sale. And we help you stand out in the retail space with free in-store promotional material, up-to-the-minute market insights and comprehensive partner resources.

All complemented by experienced sales and technical support teams.

BullGuard is a win-win product for us and our customers.

**Rob Butler,
TDR Computers, UK.**



For the second year running, BullGuard has won the PCR Award for Vendor, Software, Service and Support. It's testament to why BullGuard is such a highly renowned and well-respected vendor to the channel.



BullGuard Advantage today
means business
advantage tomorrow.

Working with BullGuard is a rewarding experience, both for ourselves and our customers. It's a great product for the customer, we get to add value to our PCs, receive a rebate and an invitation to Advantage + events.

Jon Carter, Fierce PC, UK.

As a leading provider of cyber-security products, our mission at BullGuard is to keep your customers safe against cyber-threats with best-in-class protection and ease of use.

We're continually delivering new innovations in the industry, like our award-winning Game Booster technology, and advanced machine-learning to stay ahead of the latest malware threats.

BullGuard consistently wins awards for the strength of its protection which not only ensures your customers stay safe online but gives you the benefit of BullGuard's competitive advantage.

Award-winning products, great service & support plus industry-leading profit earnings mean that BullGuard will help you deliver customer satisfaction and improved business results.

BullGuard Advantage is about sharing our success with you into the future. You'll receive 25% of license renewals for the life of every product. And for our resellers that represents a substantial long-term revenue stream.

- 1** Award-winning consumer products, designed for home users and small businesses.
- 2** Some of the highest profit margins in the industry.
- 3** 25% Revenue Share on all license renewals for the life of the product.
- 4** Expert 24/7 support for you and your customers.
- 5** Free in-store support, POS and product information.
- 6** Online Marketing to generate additional revenue from your website.

BullGuard's Revenue Share has made us over £165,000

Mary Blackbourn,
121 Computers, UK.

The best Revenue Share
in the industry.
Count me in!

Revenue Share has been the cornerstone of our partner programme from the beginning. Sharing the success and popularity of our products every time a license is renewed is one of the ways we demonstrate our commitment to our partners.

In addition to great box margins, our partners enjoy an additional profit stream through our revenue share – every time their customers renew their licenses online – for the life of that product, whilst they remain an active BullGuard reseller.

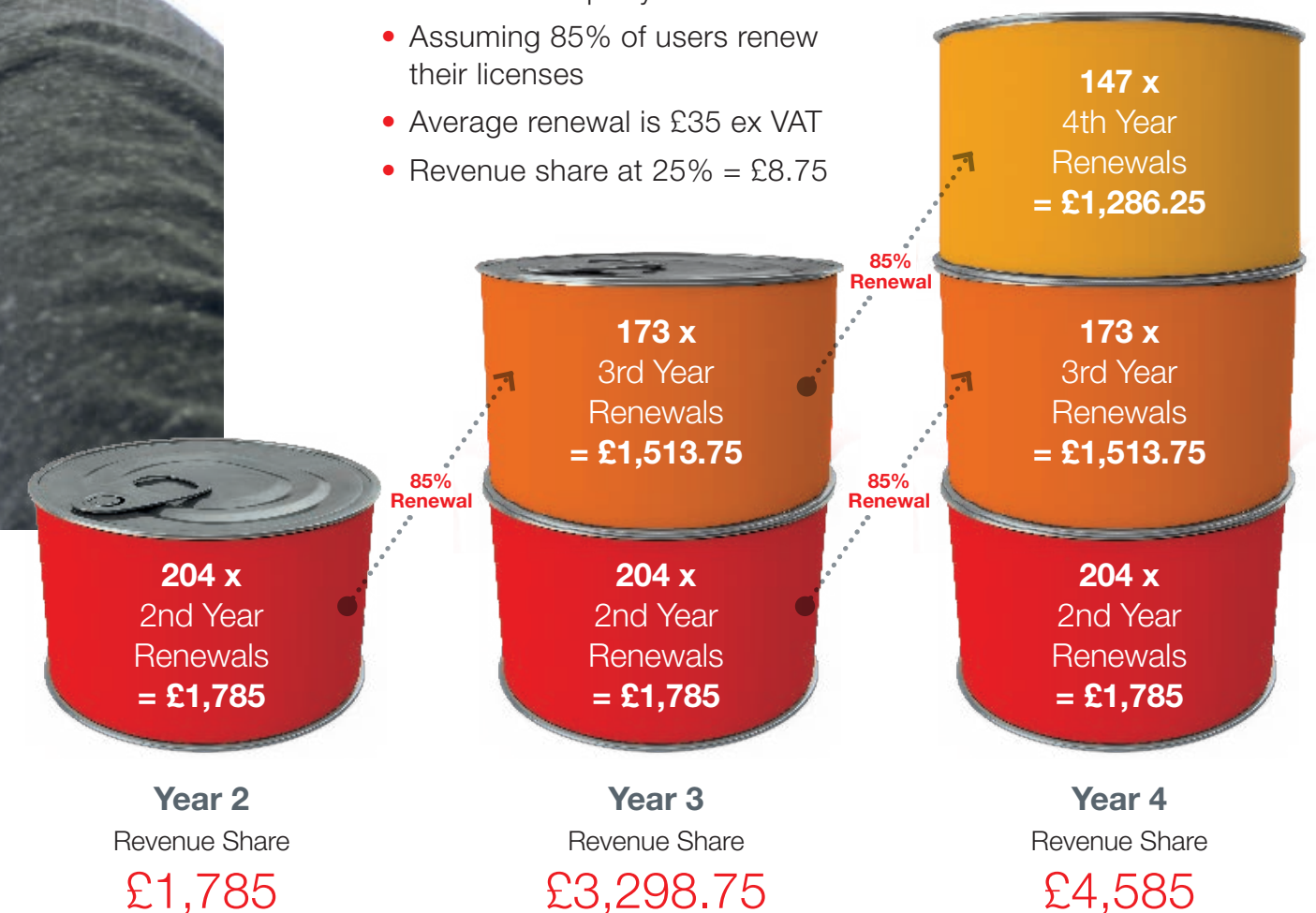
And with customer satisfaction levels being some of the highest in the industry, 85% of our customers renew their license each year, so BullGuard partners enjoy a significant uplift in their profits compared to competitor's products.

Make revenue share part of
your business future.

Here's how Revenue Share works for you...

Based on:

- Assuming 20 licenses sold each month, 240 licenses per year
- Assuming 85% of users renew their licenses
- Average renewal is £35 ex VAT
- Revenue share at 25% = £8.75



BullGuard Advantage+

BY INVITATION ONLY

Top performing partners* enjoy the added benefits of our Advantage+ programme which gives an additional 5% revenue share on customer renewals.

- 5% additional Revenue Share making 30% in total
- More extensive sales support
- Collaborative marketing campaigns
- Annual event providing networking and collaboration opportunities

Advantage+ partners are also involved in BullGuard's future product roadmap and direction, which gives them a heads-up on where the consumer security industry is moving and how they can profitably address the emerging trends.

** Exceeding 500 new activations per year*

I love the revenue share.
My customers love
the products!



AV Comparatives, 2018
✓ 100% Protection



AV-Test, November 2018
Protection against malware infections
such as viruses, worms or Trojan horses
✓ 100% Protection



AV-Test, October 2018
✓ 100% Protection

Innovative, simple to use and light on system resources, BullGuard's range of online protection continually comes out top in performance and best-buy tests.

Industry-leading features like next generation anti-malware; home network scanner; our unique game booster and a full suite of parental controls make BullGuard the most effective online protection you can give your customers.

| BullGuard | 18/18 |
|-----------|---------|
| F-Secure | 17.5/18 |
| McAfee | 17.5/18 |
| AVG | 17/18 |
| avast | 17/18 |
| Microsoft | 17/18 |

Industry-leading innovation.



Next Gen Anti-Malware

Our next gen anti-malware gives intelligent triple layer protection;

- 1 It recognises trusted sites and applications.
- 2 It continually scans code for signatures and anomalies associated with malware.
- 3 Any malware it detects is locked down in quarantine and then neutralised.



Home Network Scanner

Every connected device in the home is a potential open door to hackers, putting personal and financial information at risk. Our latest version of Premium Protection includes Home Network Scanner that continuously monitors the home wi-fi network, standing guard over all connected devices to ensure they don't become an open door to cyber attack.



Game Booster

Gamers are the most vulnerable group to cyber attack. Our Game Booster feature optimises CPU performance while blocking pop ups and other annoying interruptions. So gamers enjoy noticeably smoother gaming without any lag and without interruptions.

We've experienced the highest renewal rates in the industry with BullGuard. This ensures we maximise our revenue share earning potential.

**Ronald Schuyten,
Ataf Compu & Co, Belgium.**



Flexible product delivery

And our products are available in forms to suit your business approach:

- Retail packs for in-store and online.
- Attach products for bundling with PCs, laptops, Tablets and smart devices.
- Trial for Free cards so your customers can try out BullGuard for free for 90 days. So no cost, no risk and a guaranteed revenue share when licenses are renewed – now and every year that license is renewed in the future!

Welcome to a Partnership that's so much more than great revenue share.

Award-winning Support – Technical, Sales and Marketing

Partner support is at the heart of the BullGuard Advantage programme.

24/7 Gold Partner Support. In-country product support is available for partners and end users on a 24/7 basis with guaranteed 15 minute response time. For more urgent enquiries, our online chat option gives you and your customers immediate access to our support team.

In-Store Sales Support. Advantage resellers benefit from in-store sales support with free Point of Sale materials in the form of pop-up display stands, store posters and branded banners as well as easy-to-understand product literature.

Channel Sales and Marketing support

Our dedicated local Channel Sales team focus on helping you provide the very best online protection for your customers and get the most out of your BullGuard partnership; providing you with the help you need when you need it, including a full range of marketing tools including campaign eshots, compelling content, pack shots and banner ads for online use.

We have found BullGuard customer service second to none; whenever we need assistance, our Account Manager is always just a mobile phone call away or if our customers need help, then we can rely on BullGuard's support services to assist around the clock.

Ben Miles, ChillBlast, UK.

BullGuard®

Advantage

Over £13,500,000
paid to our resellers
in Revenue Share
since 2010...
...and counting.

Give your business the advantage –
the BullGuard Advantage.

For more information and to sign up as
a reseller partner, visit us at

bullguardadvantage.com

