

Bitdefender and SMS eTechnologies to Deliver Top-Notch Security in Australia and New Zealand

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BIDDEFENDER HQ, January 21, 2014 – Bitdefender, the creator of industry-leading antivirus software solutions, and leading IT security software republisher SMS eTechnologies today announced a partnership that will offer top-notch security in Australia and New Zealand. The Melbourne-based distributor became Bitdefender's main partner in the region.

The two companies joined specialties to facilitate access to the #1-ranked anti-malware technologies. Bitdefender's business solutions available in Australia and New Zealand through SMS eTechnologies include cloud security, endpoint protection, critical server and gateway services protection.

"We are delighted to start working with Bitdefender and to offer our business clients the world's most outstanding security solutions," SMS eTechnologies CEO Colin Westbury said. "Their multi-awarded technical expertise and our enriched local know-how make this alliance already successful."

This year alone, Bitdefender won three PCMag Editor's Choice awards, the global #1 spot in rigorous testing by independent analysis firm AV-TEST, Product of the Year by AV-Comparatives, and a VBSpam+ Award that made Bitdefender software the most awarded in the history of anti-spam testing by independent analysts from Virus Bulletin.

"As cyber-crime rates rise steadily in Australia, we needed a witty and tech-savvy partner in the region, and SMS eTechnologies came as the natural choice," Bitdefender Channel Marketing Manager Cristian Corabu said. "We trust that this new partnership will easily deploy the world's best antivirus software in companies that want to bring a new level of protection to their employees and customers."

Bitdefender delivers solutions in more than 200 countries through a network of value-added alliances, distributors and reseller partners.

About SMS eTechnologies®

A leading IT Security software republisher and distributor supplying resellers across Australia, New Zealand and throughout the Asia Pacific region, SMS eTechnologies prides itself in working with highly reputable and successful vendors whose priorities are cutting edge technology and innovation. Our range of industry leading products cover both Consumer and Business markets, with sales teams focused around the practical and strategic needs of specific segments.

About Bitdefender®

Bitdefender is the creator of one of the world's fastest and most effective lines of internationally certified internet security software. The company is an industry pioneer, introducing and developing award-winning protection since 2001. Today, Bitdefender technology secures the digital experience of around 400 million home and corporate users across the globe.

Recently, Bitdefender won a series of important awards and accolades in the global security industry, including "Product of the Year" by AV-Comparatives, "Best Repair 2012" by AV-Test, "Editor's Choice" and "The Best Antivirus for 2013" by PC Mag, that confirmed the antivirus software's leadership status among security products.

More information about Bitdefender's products is available from the company's security press room. Additionally, Bitdefender publishes the HOTforSecurity blog, where readers can find stories from the underworld of internet fraud, scams, malicious software - and gossip.