

CRN SECURITY 100

WIN THE TRIFECTA: Tackle Malware, Protect Your Customers, Build Your Business

Q. Malwarebytes offers threat detection, protection and remediation. Do you see your products augmenting existing security solutions or replacing them?

A. Malwarebytes does both. We can augment with Malwarebytes Endpoint Security by providing an additional layer of threat detection to existing solutions. This presents an opportunity for solution providers to land and expand—upsell and fortify their customers' defenses. However, while our foothold in augmentation is strong, many customers who have used our solutions soon decide to outright replace their existing AV solutions.

Malwarebytes Breach Remediation platform is another way in which we augment solutions, by filling a common gap in the solutions portfolio: remediation. This product automates the remediation process to restore endpoints to their healthy states. It is lightweight and works without burdening users with downtime or interruptions.

Q. How does Malwarebytes provide layered protection and why is that a good security strategy?

A. Many security solutions employ a single method for threat detection, which leaves them vulnerable as a single approach won't work against every threat. Malwarebytes offers a layered approach by leveraging multiple approaches, many of which are signatureless, to proactively catch zero-day threats.

Q. Describe the market segments that are most in need of your security solutions and why.

A. Every business is fair game when it comes to malware, so our solutions can help customers across all verticals. Entities that are particularly cost-sensitive, like health-care providers, educational institutions, and state and local governments, are just a few that see immediate benefits from Malwarebytes solutions. We also see interest from large organizations on the remediation side. Our product easily enables threat hunting—meaning if one endpoint is breached, Malwarebytes Breach Remediation can sweep the others in search of that malware. Partners can expand an opportunity with remediation or use it to open a door.

Q. What makes your channel program particularly attractive to partners?

A. Malwarebytes can make a channel partner look like a hero in a customer's time of need. We provide generous margins on registered deals and protect the partner throughout the entire sales cycle. Our team creates a recipe for success for partners to better protect customers and earn rich margins in the process.

Malwarebytes



MARCIN KLECZYNSKI
Chief Executive Officer

Malwarebytes presents an opportunity for solution providers to land and expand—upsell and fortify their customers' defenses.



BECOME A MALWAREBYTES PARTNER AT
[MALWAREBYTES.COM/PARTNERS](https://malwarebytes.com/partners)