

SPEED AND SAFETY: AN OXYMORON?

IObit and Bitdefender Join These Two Features in One Software Product

THE CHALLENGE

Today's PCs are extremely powerful, yet the never-ending stream of bloatware, spyware and malware unexpectedly finds its way to machines, creates a drag on their performance and erodes the confidence of their users. According to Jason Johnson, president of IObit, "Our users, both individuals and businesses, asked us for an integrated antimalware solution. It seemed like a good fit to round out our product and capture part of the market we have not captured before."

Identifying and integrating a new technology that retained Advanced SystemCare's hallmark simplicity presented an important challenge to IObit.

"We are all about simplicity and usability. Our products offer simplicity for the novice or average user, as well as a robust panel of tools for the power user," said Johnson. "We needed an antivirus capability that fit with the intuitive nature of our products."

THE SOLUTION

Bitdefender offered IObit impressive malware detection rates while maintaining Advanced SystemCare's hallmark simplicity. Using the Bitdefender Antivirus Software Development Kit (SDK), IObit's engineering team easily integrated Bitdefender's powerful antivirus scanning engine with Advanced SystemCare's robust tune-up and cleaning functionality. The SDK allowed IObit to easily integrate the new antimalware technology in a way that preserved Advanced SystemCare's ease of use and customer interface.

"Bitdefender and Advanced SystemCare seemed like a natural match," Johnson said. "Bitdefender was also a great fit in business terms," he added.

"This is the first time we have licensed a technology to incorporate into our product line," he noted. "That speaks volumes for the quality of Bitdefender's anti-malware, as well as its ease of installation."

Beyond Bitdefender's technical superiority and ease of integration, Johnson observed the importance of the relationship forged by IObit and Bitdefender.

IObit's management team places great importance on relationships based on trust. Bitdefender earned that trust, he said, by sharing risk, understanding IObit's culture and strategy, and by showing flexibility on the licensing terms and the many challenges inherent in a partnership. "With Bitdefender, we found a partner who would work with us to create a win-win situation," Johnson said.

In a testimony to the partnership, IObit chose to feature the Bitdefender brand prominently as it launched Advanced SystemCare Ultimate. **"We feel that 'Powered by Bitdefender' has had a positive impact. Bitdefender has the number one anti-malware engine, and we felt that our product line could benefit from the Bitdefender brand and awards. And, we believe that Bitdefender's antimalware technology is allowing us to offer products in new markets, including government institutions,"** Johnson said.

The IObit logo features the word "IObit" in a sans-serif font. The "IO" is in blue, and "bit" is in black. The "i" has a blue dot. The background of the entire page is a large, pixelated, blue-toned image of a person's head and shoulders, looking towards the right.

With 130 million downloads, IObit's flagship product, Advanced SystemCare, is the most frequently downloaded PC care tool available. Every day, millions of consumers worldwide use Advanced SystemCare to swiftly and simply protect, repair, clean and optimize their computers—in short to make them run more quickly and efficiently. What if this explosively popular utility could, with one click, also scan for malware and repair any virus-related damage? By incorporating #1 ranked Bitdefender[®] anti-virus technology, IObit now offers this new one-stroke solution: Advanced SystemCare Ultimate, providing users with industry-leading anti-virus capability and proven, comprehensive tune-up functionality for a faster-performing, safer computer.

THE CONCLUSION

The partnership between IObit and Bitdefender ushers in a new product, Advanced SystemCare Ultimate, a single solution that both boosts PC performance and protects against malware. Advanced SystemCare Ultimate provides always-on protection against viruses, spyware, phishing, freezing and system crashes.

With one click, it scans and repairs PC problems without system slowdown, working continuously, automatically and quietly in the PC's background—a powerful cleanup and protection tool.

“Bitdefender fit our concept of simplicity and usability, and allowed us to integrate antimalware and round out our utility products with Advanced SystemCare Ultimate,” Johnson said.



About Bitdefender® OEM

Bitdefender has become a preferred choice for leading Independent Software Vendors (ISVs), hardware vendors, service providers, and marketing companies worldwide, who want to license content security technology and implement them within their products. More information about Bitdefender and its OEM products are available at the company's OEM solutions portal. More press release information is available at the OEM press room.

About Bitdefender®

Bitdefender is the creator of one of the world's fastest and most effective lines of internationally certified internet security software. Since 2001, the company has been an industry pioneer, introducing and developing award-winning protection. Today, Bitdefender technology secures the digital experience of around 500 million home and corporate users across the globe.

Recently, Bitdefender won a series of important awards and accolades in the global security industry, including “Editor's Choice” by PC Mag for Bitdefender Antivirus Plus 2013 and the “GoldAward” by TopTenREVIEWS that confirmed the software's top spot among 25 tested security products. Bitdefender antivirus technology has also finished top in leading industry tests from both AV Test and AV-Comparatives. More information about Bitdefender's antivirus products is available from the company's security solutions press room. Additionally, Bitdefender publishes the HOTforSecurity blog, a sizzling blend of steamy computer security stories and stimulating visuals that spotlights the seedy underworld of internet fraud, scams, malicious software – and gossip.

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