

Bitdefender®, the award-winning provider of innovative antivirus solutions

Cosmin Pavel

Abstract

We are living in a world full of security threats that can harm our computers, the information in them, our businesses and most important our financial data. Bitdefender provides the best security solution available worldwide.

Key words: Internet intrusions, antivirus solutions, technology

JEL Classification: L86, M15

E-threats in the 21st century

Today, the rates of Internet intrusions are the highest they have ever been. The total financial damage did by hackers in 2012 was of approximately 1.000.000.000 \$. Yes, surprisingly the number is correct but not to mention people around the world that just don't know they were victims of financial fraud. Sadly not only financial threats exist. Some learn the hard way. Imagine what consequences can an unsecure folder in an unsecure company computer cause. It isn't that pleasant to know that marketing campaigns, company strategies, future plans leaked and revealed to hackers that ultimately sell the information to interested parties.

Malware authors go to great lengths to distribute their wares, and they invest significant resources into finding victims and avoiding detection by antimalware products. Attackers experiment with different methods and mechanisms for distributing malware, ranging from exploits to pure social-engineering-based approaches. Vulnerabilities are weaknesses in software that enable an attacker to compromise the integrity, availability, or confidentiality of the software or the data that it processes. Some of the worst vulnerabilities allow attackers to exploit the compromised system by causing it to run malicious code without the user's knowledge.



Source: <http://www.hotforsecurity.com/blog/one-in-two-us-execs-worried-about-data-security-and-cybercrime-study-shows-3141.html>

“We need to be smart, we need to be more agile,” says Motorola’s Senior Manager - Information Security Solutions, Paul Carugati. “My biggest concern right now and one of the things we’re focusing on is information sharing.” Some of us learn the hard way the benefits of a good security solution. Mark Patterson learned the lesson when hackers planted a Trojan named Zeus in his company managing in stealing bank account usernames and passwords causing in just a week more than one million dollars that were moved overseas. As Patterson puts it: “*I think an AV is worth the investment*”.



Source: <http://www.hotforsecurity.com/blog/hollywood-celebrity-hacker-sent-to-jail-4856.html>

What is the answer?

Bitdefender’s mantra is “*Awake*” – meaning that it is always aware and ready to protect sensitive information, from known and unknown internet assailants for home users and corporate users. The developed software protects over 400 million users worldwide that benefit from the best security solution available at the moment. In its 17 years of activity, Bitdefender has been an industry pioneer and many new technologies were introduced and patented to modernize and innovate the ability to deflect security threats like “B-HAVE” or “Active Virus Control”.



Source: <http://www.hotforsecurity.com/blog/fbi-software-pinpoints-top-phrases-used-by-corporate-fraudsters-4935.html>

Bitdefender includes a technology called Auto Pilot that can make security decisions for you. So once you install the software and adjust the settings initially it will not bother you again. However, if you are the type that likes to tweak and customize your security software you can do this with Bitdefender too. This internet security software also actively combats phishing efforts that attempt to trick you into sharing your usernames, passwords or credit card numbers. Another level of personal protection is chat encryption that will encrypt your chat conversation on Yahoo Messenger. Bitdefender opens a secure browser whenever it detects that you are banking or shopping online. SafePay™ is used to protect transactions details while shopping or banking online while SafeGo™ enhances Facebook™ and Twitter™ protection. The scanning system enhanced by SmartScan™ not only performs scans at user demand but also scans the device while it is in idle mode. Continuous quality protection updated to the latest virus definitions. Web sites are scanned element by element and are displayed only after Bitdefender clears them. We can only imagine the speed of the scan since web pages are displayed in real time, without delay.



Source: <http://www.hotforsecurity.com/blog/cyber-crooks-steal-180000-from-small-business-via-advanced-persistent-threat-4290.html>

The Bitdefender products feature antivirus and antispyware, personal firewall, privacy control, user control and backup for corporate and home users. PC Tuneup and Performance Optimizer are available in the Total Security Suite. The independent organizations which reward their outstanding results through numerous prizes and certifications are: Av-Test.org, Virus Bulletin, ICSA Lab, Checkmark, PC World Top 100, just to name but a few.

Austrian antivirus testing institute AV-Comparatives declared Bitdefender Antivirus 2013 the best antivirus of the year. Andreas Clementi, CEO of AV-Comparatives declared: *“Bitdefender has become the industry leader thanks to a strong mix between signature-based detection and behavior-based detection. Bitdefender software is a powerful tool and we could see test after test. Bitdefender clearly deserves this award”*. *“The pace at which new threats are developed is becoming more alert, so antivirus technologies have quite a bit slower market place. The secret of our success is a good ratio between automated processes and human resource involved”* said Viorel Canja, head of Bitdefender anti-malware laboratory.

Thankfully, Bitdefender understands that their customers do not just use their computers from 9 to 5. Maybe you opened an infected email at 2 a.m. and you need assistance right away. They offer free telephone support 24/7 to Australia, New Zealand, Romania, the United Kingdom and the United States of America. They also provide telephone support during set business hours to Brazil, Canada, France and Spain. Free chat support and e-mail support is available as well.

Bitdefender is an organization that believes in heroism, integrity, inquisitiveness, and innovation.

References

“A Marketing Survival Guide”, <http://www.technologyevaluation.com/research/special-offers/a-marketing-survival-guide-20378/>

David Gorodyvansky – “Best Way to Keep Your Company Computers Safe”, <http://www.inc.com/david-gorodyvansky/antivirus-software-still-a-necessary-tech-expense.html>

Robert McMillan – “Is Antivirus Software a Waste of Money?”, <http://www.wired.com/wiredenterprise/2012/03/antivirus/>

Virus Protection Brochure,

www.researchandmarkets.com/%2Freports%2F238661%2Fantivirus_market_opportunities_strategies_and.pdf&ei=BB0QUf38CifJswaCh4HwBg&usg=AFQjCNEX_NAmOIBLIsSm3F6mwLII8LOq1w

<http://en.wikipedia.org/wiki/Bitdefender>

www.hotforsecurity.com (Blog Bitdefender)

<http://ro.stiri.yahoo.com/bitdefender-2013-fost-declarat-produsul-anului-catre-av-110038157.html>

<http://www.zdnet.com/blog/security/which-is-the-most-popular-antivirus-software/12608>