



# Partnering for Success with McAfee

McAfee SecurityAlliance  
*United States Partner Program*

**McAfee**<sup>®</sup>  
Proven Security™

### McAfee SecurityAlliance ElitePartner

McAfee SecurityAlliance ElitePartner status is the top level of partnership, which you achieve through a demonstrated, firm commitment to customer satisfaction, competency, and revenue growth. ElitePartners receive the highest level of privileges and rewards.

Partners at this level have the closest working relationship with McAfee. As an ElitePartner, you will receive benefits such as Market Development Funds, qualified leads, a dedicated enterprise support technician available 24/7, and a named channel account manager.

### McAfee SecurityAlliance PremierPartner

McAfee SecurityAlliance PremierPartners commit to working together with McAfee to meet customers' ongoing security needs. Through investments in skills, competencies, and revenue growth, PremierPartners demonstrate a high level of commitment ensuring that customers receive exceptionally high-quality solutions and services.

Participation at this level provides access to an extended level of benefits to help ensure customer success, including, as a minimum, telephone-based management.

### McAfee SecurityAlliance AssociatePartner

As an entry-level program participant, the McAfee SecurityAlliance AssociatePartner demonstrates a desire to provide customers with quality solutions and technologies.

At this level, you have easy access to a range of online resources to help you stay current on the latest McAfee solutions.

## Partnering for Mutual Success

McAfee® has a deep commitment to delivering competitive value for its partners. Our comprehensive set of offerings, strong, recognizable brand, and focus on expanding the market for our products makes McAfee your security partner of choice. Our proven, proactive security solutions effectively block attacks and prevent business disruptions. That's why McAfee is the largest dedicated security company in the world. You can count on McAfee to be your key partner for success—and, working together, we can secure your customers' critical business systems and applications, so they can focus on their business.

### A Program Designed with Our Partners In Mind

The world-class McAfee SecurityAlliance™ Global Partner Program provides an extensive range of services and benefits to support your specific level of participation. We offer substantial incentives, rebates, and co-marketing tools, as well as training and certification offerings to help you accelerate your business growth. Armed with these resources and skills, you will be limited only by how far you want to go.

Designed to meet your needs, the McAfee SecurityAlliance reflects our commitment to our partners. By developing and maintaining strong partnerships, together we can address the ever-increasing challenges of the security marketplace with industry-leading solutions and services. McAfee proven security offerings give you the right solutions to secure your customers' businesses today—as well as a strategy to provide ongoing value-added services as their needs change. We designed this program specifically to secure customer loyalty and to help you, our partner, enhance your profitability.

### Partnership Levels to Differentiate Your Business

Your McAfee SecurityAlliance partner level tells your customers that you are dedicated to helping them meet their evolving security needs, so they can concentrate less on security and more on running their businesses. Attaining AssociatePartner, PremierPartner, or ElitePartner status distinguishes you as a leader who is committed to meeting your customers' security requirements today—and tomorrow.

Our three partnership levels give you the flexibility you need to meet your ever-changing needs as your business evolves. Progressive investment in the relationship through offerings such as training and certification reap reciprocal rewards and increased commitment from McAfee to our partnership.

# Program Requirements

We offer our partners three participation levels: ElitePartner, PremierPartner, and AssociatePartner. Attaining status in any of these levels reaps reciprocal rewards and increased commitment from McAfee to our partnership.

Partner Requirements	McAfee Intrusion Prevention and Security Risk Management Solutions			McAfee System Security and Secure Content Management Solutions		
	ElitePartner	PremierPartner	AssociatePartner	ElitePartner	PremierPartner	AssociatePartner
<b>Yearly Bookings Based on Model</b>	<ul style="list-style-type: none"> <li>Required</li> </ul>	<ul style="list-style-type: none"> <li>Required</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>	<ul style="list-style-type: none"> <li>Required</li> </ul>	<ul style="list-style-type: none"> <li>Required</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>
<b>Capabilities</b>	<ul style="list-style-type: none"> <li>10 total sales certifications, 5 being in McAfee Network Intrusion Professional, and 5 being in McAfee Risk Management Professional</li> <li>10 total technical certifications, 5 being in McAfee Network Intrusion Professional, and 5 being in McAfee Risk Management Professional</li> <li>1 MAX™ training certification</li> <li>1 industry certification either 1 CISSP or 1 CompTIA Security+</li> <li>Signed partner agreement for McAfee IntruShield® and McAfee Foundstone®</li> </ul>	<ul style="list-style-type: none"> <li>4 sales certifications, either 4 being in McAfee Network Intrusion Professional, or 4 being in McAfee Risk Management Professional</li> <li>4 total technical certifications, either 4 being in McAfee Network Intrusion Professional, or 4 being in McAfee Risk Management Professional</li> <li>1 MAX training certification</li> <li>Signed partner agreement for IntruShield or Foundstone</li> </ul>	<ul style="list-style-type: none"> <li>2 sales certifications, either 2 being in McAfee Network Intrusion Professional, or 2 being in McAfee Risk Management Professional</li> <li>2 total technical certifications, either 2 being in McAfee Network Intrusion Professional, or 2 being in McAfee Risk Management Professional</li> <li>1 MAX training certification</li> <li>Signed partner agreement for IntruShield or Foundstone</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 200 sales reps selling McAfee portfolio</li> <li>50 total sales certifications, a combination of certifications in McAfee System Security Professional, McAfee Secure Content Management Professional, and SMB Systems Security Professional</li> <li>2 total technical certifications, a combination of certifications in McAfee System Security Professional or McAfee Secure Content Management Professional or SMB Systems Security Professional</li> <li>1 MAX training certification</li> <li>Signed contract</li> </ul>	<ul style="list-style-type: none"> <li>Minimum of 15 sales reps selling McAfee portfolio</li> <li>10 total sales certifications, a combination of certifications in McAfee System Security Professional or McAfee Secure Content Management Professional or SMB Systems Security Professional</li> <li>1 total technical certification, either in McAfee System Security Professional or McAfee Secure Content Management Professional or SMB Systems Security Professional</li> <li>1 MAX training certification</li> <li>Signed contract</li> </ul>	<ul style="list-style-type: none"> <li>Web registration disclaimer</li> </ul>
<b>Investment</b>	<ul style="list-style-type: none"> <li>Named technical contact</li> <li>Named marketing contact</li> <li>Annual CHAMP plan</li> <li>Annual qualification</li> </ul>	<ul style="list-style-type: none"> <li>Named technical contact</li> <li>Named marketing contact</li> <li>Annual business plan</li> <li>Annual qualification</li> </ul>	<ul style="list-style-type: none"> <li>Named technical contact</li> </ul>	<ul style="list-style-type: none"> <li>Named technical contact</li> <li>Named marketing contact</li> <li>Annual CHAMP plan</li> <li>Annual qualification</li> </ul>	<ul style="list-style-type: none"> <li>Named technical contact</li> <li>Named marketing contact</li> <li>Annual business plan</li> <li>Annual qualification</li> </ul>	<ul style="list-style-type: none"> <li>Named technical contact</li> </ul>
<b>Coverage Model</b>	<ul style="list-style-type: none"> <li>National/Regional/Local</li> </ul>	<ul style="list-style-type: none"> <li>National/Regional/Local</li> </ul>	<ul style="list-style-type: none"> <li>Regional/Local</li> </ul>	<ul style="list-style-type: none"> <li>National telesales center</li> </ul>	<ul style="list-style-type: none"> <li>Regional telesales center</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>

# Program Benefits

We offer our partners substantial incentives, rebates, and co-marketing tools, as well as training and certification offerings to help you accelerate your business growth.

McAfee Intrusion Prevention and Security Risk Management Solutions				McAfee System Security and Secure Content Management Solutions		
Partner Benefits	ElitePartner	PremierPartner	AssociatePartner	ElitePartner	PremierPartner	AssociatePartner
<b>Coverage/Support</b>						
<i>Executive Management Sponsor</i>	Named			Named		
<i>Account Management</i>	Named	Shared	Phone and online	Named	Shared	Phone and online
<b>Growth and Profitability</b>						
<i>Sales Lead Access (Selected)</i>	•	•		•	•	
<i>Partner Locator (Referrals)</i>	•	•		•	•	
<i>Marketing Development Funds Eligibility (Selected PremierPartner)</i>	•	•		•	•	
<i>Rebate Eligibility</i>	•	•		•	•	
<i>Deal Registration Eligibility</i>	•	•	•			
<i>Partner Rewards Eligibility</i>	•	•	•	•	•	•
<i>Try &amp; Buy Eligibility</i>	•	•		•	•	
<i>Partner Security Services Offering</i>	•	•	•	•	•	•
<i>MAX Partner-only Web Site Access</i>	•	•	•	•	•	•
<b>Enablement</b>						
<i>Online Sales and Technical Training/ Certification (Free)</i>	•	•	•	•	•	•
<i>Global Support Labs Access</i>	•	•	•	•	•	•
<i>Deployment Assistance Program</i>	•	•		•	•	
<i>Guided Sales and Service Tools Access</i>	•	•	•	•	•	•
<i>Technical Support</i>	Named 24/7 technical account manager and access to Web service portal	24/7 technical phone support and access to Web service portal	Access to Web service portal	Named 24/7 technical account manager and access to Web service portal	24/7 technical phone support and access to Web service portal	Access to Web service portal
<i>RFP/Proposal Response Tool</i>	•	•	•	•	•	•
<i>Not For Resale Software (Subject to Limits)</i>	•	•		•	•	•
<i>Electronic Sales Collateral &amp; Customizable Demand Generation Tools Access</i>	•	•	•	•	•	•
<b>Communications</b>						
<i>Customer Testimonials Involvement (Selected)</i>	•	•		•	•	
<i>Event Participation (Advisory Council, Symposium) Eligibility</i>	•	•		•	•	
<i>e-Communications</i>	•	•	•	•	•	•

# Dedicated Resources Help You Meet Your Customers' Needs

As a McAfee SecurityAlliance partner, you gain access to an extensive range of services and benefits keyed to support your participation level.

**McAfee SecurityAlliance eXchange (MAX)**—The backbone of our partner relationship management infrastructure empowers you with the following online tools:

- McAfee-qualified online sales lead access (PremierPartners and ElitePartners)
- Customer renewal, grant, and order data lookup
- Deal registration
- Real-time order acceptance status
- Partner-only Web portal for 24/7 resource access at [www.mcafee.com/partners](http://www.mcafee.com/partners)



**Training and certification**—Taking advantage of our great eLearning and partner certification curriculum couldn't be easier. Fully integrated within MAX, self-paced technical and sales certifications are available online. These flexible courses are available at no charge to our partners.

**Technical support**—The McAfee Global Support Lab is a real-world lab equipped with the latest McAfee technologies. Partners can plan, test, train, and demonstrate the latest McAfee hardware and software products to support your customers' network security implementations. Additionally, our Deployment Assistance Program (DAP) provides expert remote customer installation support services to help prevent problems before and during a critical implementation—and quick recovery if problems arise.

**Service delivery guides**—These quick-start guides, available at no charge, enable you to re-brand, price, sell, and deliver professional service engagements using a defined McAfee methodology. These

step-by-step guides help you create new sources of revenue and increased margins by creating pre-defined and chargeable service offerings that can broaden customer relationships and increase your win rates.

**Evaluation software**—First-hand experience with our products can rapidly give you the product knowledge and technical skills necessary to effectively sell our solutions. And with McAfee evaluation software, you can test and use McAfee security solutions in your own business.

**McAfee RFP/proposal response tool**—This easy-to-use sales enablement tool helps your sales team respond to customer proposals quickly by leveraging McAfee proven best practices. It's available on our MAX Web site, so you'll always have access to the most current McAfee product information.

# Core Performance Philosophy

At McAfee, we understand the vital role our partners play both in recognizing the ever-changing requirements of our mutual customers and bringing leading-edge security solutions to the global market to satisfy those needs. The McAfee SecurityAlliance provides a unique and complementary range of products, services, and skills that deliver the framework for business success.

The McAfee SecurityAlliance is founded on four core principles that drive the program. By applying these ideals to our decision-making process, we strive to bring programs to our partners that help build stronger, more successful businesses. We never make a decision without first considering how it fits into the goals reflected within the following core principles:

- Mutual profitability
- Optimal growth enablement
- Commitment-based solutions
- Unwavering dedication to our partners' success

By applying these ideals to our decision-making process, we bring programs to our partners that build stronger, more successful businesses. The McAfee SecurityAlliance is dedicated to helping you achieve your goals. And when we help you attain your goals, we succeed as well. That's what we mean by "partnering for success with McAfee"—and that's what we promise. Period.

## Join the McAfee SecurityAlliance Global Partner Program

To find out more about the McAfee SecurityAlliance or to become a member, please call us toll-free at 888.511.8301, or visit us online at [www.mcafeesecurityalliance.com](http://www.mcafeesecurityalliance.com).

McAfee, Inc. Reseller Sales Support, 888.511.8301  
North American Channel Operations, 5000 Headquarters Drive, Plano, Texas 75024

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## At a Glance

*McAfee, Inc., headquartered in Santa Clara, California and the leader in intrusion prevention and security risk management, proactively secures systems and networks, worldwide. Because our extensive and unmatched security expertise is built on continuous research, home users, businesses, service providers, the public sector, and partners trust McAfee to deliver comprehensive solutions with the proven ability to block attacks, and prevent disruptions. McAfee's focus on manageability is the result of our customer-driven commitment to ensuring ease of use and effective security management. Our practical approach allows you to plan, execute, and continuously improve your security posture, with the most effective use of available resources.*

*More information about McAfee and its products can be found at [www.mcafee.com](http://www.mcafee.com).*

