

# McAfee® Security Innovation Alliance

Extending the value of security—together



Protect what you value.



## McAfee Security Innovation Alliance

The McAfee® Security Innovation Alliance is a technology partnering program that accelerates the development of interoperable security products and simplifies the integration of those products with complex customer environments. McAfee and our alliance partners deliver on the “triple promise” of threat protection, risk reduction, and compliance management.

### PARTNERSHIP ADVANTAGES

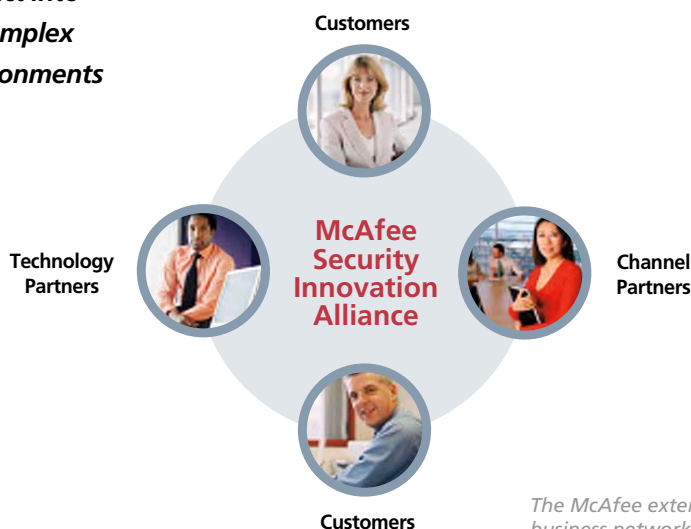
- **Extend product value by offering out-of-the-box interoperability with McAfee security solutions**
- **Gain exposure to more than 35,000 McAfee enterprise customers through alliance marketing activities**
- **Simplify the deployment of your product into customers’ complex security environments**

Enterprises continually face new security threats, increasingly complex technology management issues, and overwhelming pressure to protect their brands while adhering to compliance requirements. The Security Innovation Alliance was created to address these challenges. McAfee’s commitment to intelligent security and compliance optimization within its own security risk management (SRM) solutions is at the heart of the program. By opening up our SRM architecture and supporting technology partners through the Security Innovation Alliance, McAfee helps enable effective and stable heterogeneous customer environments.

### A Program Designed to Enable Joint Success

With more than 35,000 enterprise customers already invested in our SRM architecture—protecting over 55 million endpoints—participation in the Security Innovation Alliance allows you to leverage this investment to extend your reach and create new revenue opportunities by adding complementary capabilities not found in McAfee’s core offerings.

By implementing products that are compatible with McAfee solutions, customers enjoy faster time to deployment and lower total cost of ownership. However, the benefit of our partnership reaches even deeper into an extended business network that includes McAfee channel partners. By reselling your complementary products, our channel partners can expand their product portfolios, sell complete security solutions, and drive implementation efficiencies through a better understanding of your product and how it fits within McAfee’s SRM architecture. The result is a win-win scenario for you, our customers, our channel partners, and McAfee.



*The McAfee extended business network.*



## Partner Participation Levels

The two partner classifications within the McAfee Security Innovation Alliance provide benefits that accumulate as you strengthen your commitment to the partnership.

### ASSOCIATE PARTNER

Associate Partners use McAfee software development kits (SDKs) and developer support resources to make their products compatible with McAfee solutions.

### TECHNOLOGY PARTNER

Technology Partners actively market at least one McAfee-compatible product. They receive all Associate Partner benefits, plus use of our “McAfee Compatible” logo, inclusion in the *Security Innovation Alliance Solutions* catalog, and participation in McAfee events.

***Leverage McAfee’s expertise in security risk management to extend your reach and grow your business.***

## Program Benefits

McAfee Security Innovation Alliance partners enjoy an extensive range of benefits tailored to each participation level.

### Technical Support Benefits

Once you enter the program as an Associate Partner, you can access a number of tools and resources that are designed to help you succeed in developing your product. You can leverage APIs through category-specific SDKs, participate in online training, access our Technical Support KnowledgeBase, and utilize developer support resources. When your product is ready for compatibility testing, the McAfee team provides tools and guidance that allow you to verify that you have met all McAfee compatibility criteria. Alliance managers are available to assist you whenever questions and needs arise.

### Sales and Marketing Benefits

McAfee provides a number of vehicles for you to increase product awareness and generate sales leads. For starters, all partners are listed in our Security Innovation Alliance Partner Directory and McAfee-compatible products are featured in our *Security Innovation Alliance Solutions* catalog. Use the “McAfee Compatible” logo to distinguish yourself as a McAfee partner and assure your customers that your products interoperate with McAfee solutions. Select partners can also participate in McAfee events to reach key prospects and customers, develop joint business plans, leverage market development funds (MDFs), and execute go-to-market strategies and programs with McAfee.

**McAfee®**  
**COMPATIBLE**

*The “McAfee Compatible” logo distinguishes your product as interoperable with McAfee solutions.*

## Key Program Benefits at a Glance

Technical Program Benefits	ASSOCIATE PARTNER	TECHNOLOGY PARTNER
Software Development Kit (SDK)	✓	✓
McAfee Developer Support	✓	✓
Online Training	✓	✓
McAfee Compatibility Testing Program	✓	✓
Technical Support KnowledgeBase	✓	✓
Joint Product Development		<i>By Invitation</i>
Sales/Marketing Program Benefits		
Security Innovation Alliance Partner Directory	✓	✓
McAfee Event Exhibition and Sponsorship	<i>By Invitation</i>	✓
"McAfee Compatible" Logo		✓
Security Innovation Alliance Solutions Catalog		✓
Joint Business Plans		<i>By Invitation</i>
Market Development Funds		<i>By Invitation</i>

## Applying for Membership Is Fast and Easy

**Go to [www.mcafee.com/sia](http://www.mcafee.com/sia) and click on "apply now" to complete the online application.**

The McAfee Security Innovation Alliance team will review your application and contact you regarding your acceptance status within 10 business days.

To learn more about the McAfee Security Innovation Alliance, visit [www.mcafee.com/sia](http://www.mcafee.com/sia) or email us at [sia\\_information@mcafee.com](mailto:sia_information@mcafee.com).

### About McAfee

McAfee protects what the world values—from personal photos and music to the confidential records of global enterprises. Our products are unique in how they work together to make security affordable and manageable. From the largest enterprise to the enterprise of one, McAfee helps the world manage IT risk. The threats are tougher, and the perpetrators are trickier. But as we have for nearly 20 years, McAfee delivers superior protection that is trusted by millions of people worldwide.

McAfee, Inc. 3965 Freedom Circle, Santa Clara, CA 95054, 888.847.8766, [www.mcafee.com](http://www.mcafee.com)

McAfee, ePolicy Orchestrator, ePO, and/or other noted McAfee related products contained herein are registered trademarks or trademarks of McAfee, Inc., and/or its affiliates in the US and/or other countries. McAfee Red in connection with security is distinctive of McAfee brand products. Any other non-McAfee related products, registered and/or unregistered trademarks contained herein is only by reference and are the sole property of their respective owners. © 2007 McAfee, Inc. All rights reserved. 4-cor-sia-001-1207

