

McAfee® Security Innovation Alliance

Frequently Asked Questions (FAQ)



Protect what you value.

Q: What is the McAfee Security Innovation Alliance?

A: 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.

Q: What are the benefits of joining the McAfee Security Innovation Alliance?

A: Our program offers a number of benefits to technology partners that include:

- **Developer support**—Partners have access to McAfee software development kits (SDKs), online product training, developer support resources, and McAfee’s Technical Support KnowledgeBase.
- **McAfee security risk management (SRM) architecture**—APIs are leveraged through category-specific SDKs that fit your product within the SRM architecture.
- **Out-of-the-box compatibility**—Our team works with partners to ensure proper interoperability of our joint solution.
- **Use of the McAfee brand**—The “McAfee Compatible” logo distinguishes your product as interoperable with McAfee solutions, such as McAfee ePolicy Orchestrator® (ePO™).
- **Increased visibility**—Your solution will be listed in the McAfee *Security Innovation Alliance Partner Directory*. Technology Partners’ products and solutions will be listed in the McAfee *Security Innovation Alliance Solutions* catalog.
- **Joint promotional activities**—McAfee conferences and events present sponsorship and promotion opportunities that help you reach over 35,000 customers and prospects.

Q: Are there benefits for current McAfee channel partners?

A: McAfee’s channel partners also benefit from the Security Innovation Alliance:

- McAfee’s compatibility and validation process reduces sales cycle time and project implementation time for multi-product solutions, translating to increased profit margins.
- The expanding ecosystem helps McAfee channel partners extend their product portfolios and sell complete security solutions.

Q: What are the benefits for your customers?

A: Customers benefit in the following ways:

- The Security Innovation Alliance enables McAfee customers to leverage their investments in McAfee while adding complementary capabilities not found in McAfee’s core offerings.
- The Security Innovation Alliance makes SRM projects more efficient and effective, thanks to McAfee-compatible products in specific categories of interest.
- While customers often standardize on individual vendors for stable infrastructure categories like networking, the dynamic nature of the security market calls for a combination of a single leader, like McAfee, coupled with innovative solutions that address emergent threats. The Security Innovation Alliance makes this strategy achievable.
- Many of the McAfee program requirements were driven by our customers’ need to have greater interoperability between the security products and solutions they deploy.

Q: In addition to ePO, does McAfee plan to have other SDK categories?

A: Yes. McAfee ePO is the first category for the Security Innovation Alliance launch. It has a significant market presence and touches many other McAfee products. In addition, McAfee has a comprehensive set of product offerings to meet customers’ IT security risk management requirements. Going forward, the program roadmap will include a broader set of categories to increase customer value.

Q: Are there different levels of partnership?

A: There are two partner participation levels:

- Associate Partners have joined the alliance to use McAfee SDKs and developer support resources to produce McAfee-compatible products.
- Technology Partners have at least one McAfee-compatible product. They get all Associate Partner benefits, plus others such as use of our “McAfee Compatible” logo, inclusion in the McAfee *Security Innovation Alliance Solutions* catalog, and participation in McAfee events.

Q: What is the McAfee compatibility testing and validation process?

A. Instructions and checklists will be provided to partners upon acceptance into the program. When your product is ready for compatibility testing, the McAfee team will verify that you have met all compatibility criteria and submit your deliverable to us for validation.

Q: How long will it take for my company's products to become McAfee-compatible?

A: Actual time required to test and validate products varies by type and level of complexity of the product or application. Each partner product will be evaluated on an individual basis.

Q: How do I join the McAfee Security Innovation Alliance partner program?

A: Applying for membership is easy.

- Go to www.mcafee.com/sia and click on "apply now" to complete and submit your online application.
- The McAfee Security Innovation Alliance team will review your application and contact you regarding your acceptance status within 10 business days.

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