



McAfee Accredited Channel Engineer (ACE) Program

Differentiate Yourself



Learn what an ACE can do for you and how to get started.

The McAfee Accredited Channel Engineer (ACE) program is a valuable opportunity for qualified Partners to gain a unique competitive edge with a true inside advantage.

McAfee's Partner Enablement methodology has defined a "Path to Enablement" for Technical Resources. And ACE is a key component. These targeted paths are designed to take an individual from New to Producing by prescribing training that helps grow knowledge of the McAfee Solutions.

Each stage builds on the previous one and addresses specific learning objectives of individuals as they develop. We view enablement as three key developmental stages:

- Discover – "Advocate"
- Position – "Technical Professional"
- Drive – "Accredited Channel Engineer" (ACE)

ACE is the highest McAfee Pre-Sales Technical certification offered in the McAfee SecurityAlliance™ Partner Program. And having one in your firm can provide a valuable inside edge.

The McAfee ACE program

McAfee's ACE program provides the resources, tools and hands-on experience to enable Partners to effectively drive the pre-sales technical win. Intended only for the best-of-the-best pre-sales systems engineers (SEs), this advanced technical training and certification program provides your company with an invaluable "McAfee Insider" asset to provide the confidence and technical expertise your team needs to truly stand out.



“Very refreshing to get some hands-on training and real-world advice on new product evaluations/implementations. ACE classes are a very good idea.”

—EMEA Elite Partner



“In addition to the technical knowledge, which enables me to effectively drive the customer’s pilot/proof of concept deployment, networking with McAfee’s Enterprise Solution Architects and peer SEs is absolutely invaluable.”

—Sean Slattery
Technical Director &
McAfee Instructor
Caribbean Solutions Lab

The inside advantage of an ACE in your organization

The benefits to your organization revolve around exclusivity—beginning with true differentiation and ending in greater profitability.

Your ACE will be trained by top McAfee SEs—engineers who have been in the field driving opportunities. They will share their experiences, tips and tricks and secrets for driving the technical win.

At this advanced level, ACEs are truly invited into the McAfee fold, with high expectations and the exclusive benefits that come with it. The ACE program provides the following advantages to your organization:

- Increased opportunity through greater differentiation
- Enhanced customer relationships
- Advanced, hands-on technical training—free of charge
- Ability to leverage your ACE as your own in-house McAfee technical resource

Advantages for the ACE—best-in-class and beyond

Only your most qualified pre-sales systems engineers should be considered for the advanced-level training of the ACE program. The bar is high, but so are the rewards of being brought into the McAfee organization with inside access to valuable tools and cross-functional teams. Once an ACE completes the program, he or she will benefit from:

- Distinguished status as go-to resource for both your internal sales team and McAfee Account Managers
- The ability to add more value throughout the sales process
- Access to McAfee SE organizations, technical support, product management team and more
- Access to the tools and resources used by McAfee’s own SEs
- Eligibility to participate in McAfee events and opportunities exclusive to the ACE community
- ACE Reward Program points throughout the year

The McAfee ACE Technical Enablement Program

We’ve designed this advanced enablement offering to mirror what is required of McAfee’s own SEs—providing the same experience and deliverables.

The advanced 3-step ACE training consists of:

1. **Program Accreditation and Online Pre-work**
Through E-learning, ACEs will learn about the McAfee product and basic pre-sales technical positioning.
2. **Classroom Training**
Top McAfee SEs will provide valuable hands-on lab training.
3. **Field Validation of Proof of Concept (PoC) Capabilities**
ACEs will demonstrate their understanding and capabilities in the field.

The ACE classroom training consists of five segments:

1. **Pre-qualification**
 - What to look for in a potential customer
 - Questions to ask
2. **Product Overview and Positioning**
 - Instructor-led demo overview
 - Market drivers
 - Solution overview
 - Competitive analysis
3. **Proof of Concept and Labs**
 - Product setup
 - Configuration
 - Use Case Labs
 - Best Practices
4. **Student Demos**
 - Team demonstrations of the McAfee product
5. **Resources and Images to Take Away**

Available ACE Courses
ACE certification is available for the following McAfee technologies:
• Firewall
• Web Gateway
• ePO/VirusScan
• Network Security Platform (IPS)
• Application Control
• Vulnerability Manager
• Enterprise Mobility Management



Benefits of being an ACE



"The hands-on lab sessions were incredibly useful."

—EMEA Elite Partner

Differentiate yourself—with an inside edge

McAfee's ACE program is a valuable opportunity for qualified McAfee Partners to develop expertise and competence to generate more McAfee business. You will be able to deliver best-in-class optimized security to your customers—with the added confidence that working with an ACE is just like working with one of McAfee's SEs.

To get started, reference the Sales and Marketing Portal in *Insight*, where you'll find all the resources you need to learn more and get involved with the ACE program, including:

- 123 ACE – Program Overview
- Getting Started – Identifying and Qualifying Your ACE Candidate
- What to Expect with ACE Classroom Training
- Optimizing Your New ACE
- ACE FAQs

The McAfee Accredited Channel Engineer (ACE) Program

Differentiate Yourself



2821 Mission College Boulevard
Santa Clara, CA 95054
888 847 8766
www.mcafee.com

McAfee and the McAfee logo are registered trademarks or trademarks of McAfee, Inc. or its subsidiaries in the United States and other countries. Other marks and brands may be claimed as the property of others. The product plans, specifications, and descriptions herein are provided for information only and subject to change without notice, and are provided without warranty of any kind, express or implied.
Copyright © 2011 McAfee, Inc.
32501br_ace-program-online_1111