



PARTNER PROGRAM OVERVIEW



Partner with McAfee

Who we are

From phishing scams to cyber espionage, today's information security threats are sophisticated and complex. At McAfee, we are relentlessly driven to develop innovative, proactive security solutions that keep known threats in check and overcome tomorrow's emerging risks. Our optimized portfolio, industry-leading research and development, strong recognizable brand, and continuing thought and market leadership have made us the largest dedicated security company in the world.

What we do

McAfee delivers proactive and proven solutions and services that help secure systems, networks, and mobile devices, allowing users to safely connect to the Internet, browse, and shop the web more securely. Backed by unrivaled global threat intelligence, McAfee creates pioneering products that empower businesses, the public sector, and service providers by enabling them to prove compliance with regulations, protect data, prevent disruptions, identify vulnerabilities, and continuously monitor and improve their security.

Why partner with McAfee?

Our ability to help our partners adapt and capitalize on the rapidly changing security market is foundational to our success. McAfee is deeply committed to delivering competitive value and differentiation for our partners. When our partners win new business and grow profitability, McAfee succeeds as well.

The McAfee Partner Ecosystem

The McAfee route to market is through our Partner Ecosystem, which encompasses a holistic framework centered around our partners. McAfee partners play a vital role in delivering McAfee® solutions to customers worldwide, and this ecosystem enables our partners to close more deals and drive profitability.

McAfee SecurityAlliance, our global partner program, was designed with our partners' core requirements in mind. McAfee SecurityAlliance provides partners with access to sales and marketing resources, partner sales and technical training, deal registration, technical support, sales promotions, market development funds (MDF), and rebate programs—all they need to attract new customers and build business.

How the McAfee SecurityAlliance Enables Partners

The McAfee SecurityAlliance is focused on delivering across five key strategic imperatives for our partners.

Agility

We recognize that it is critical to help our partners do business with us effectively and efficiently—we have developed our program to deliver on this key initiative.

Brand

McAfee is one of the most familiar brands in the market, with industry-leading, best-in-class security solutions and technology recognized by customers and analysts alike. Add to that the power of the Intel brand, and your customers will be even more confident when they purchase a McAfee product.

Collaboration

From partner-to-partner networking to social media engagement, McAfee is committed to two-way communication and collaboration.

Differentiation

Our program enables our partners to differentiate their unique value as trusted security advisors to their customers via our partnership levels in the McAfee SecurityAlliance. These tiers deliver a margin advantage to partners who commit to and invest in McAfee programs. The cornerstones of our program are our five security solution competencies: system security, data protection, risk and compliance, web and email security, and network defense. Newly introduced specializations will provide further recognition and differentiation: SMB Specialization, US Federal Specialization, and the Emerging Technology Initiative—Mobile Security Specialization.

Enablement

Customer satisfaction sits at the heart of the McAfee mission. We believe that a well-trained and well-enabled partner ecosystem is best prepared to deliver the highest level of customer satisfaction to our mutual customers.

The Depth and Breadth of McAfee Products

McAfee offers a breadth of products that appeal to a broad array of customers. With a focus on providing Security-as-a-Service, we give small businesses the confidence of having full-time security expertise without the need to hire IT staff. McAfee offers growing commercial businesses smart, simple, and secure solutions that provide better protection and are easy to manage. Large businesses can optimize their security investments and proactively protect their most important assets with our strategic, pragmatic Security Connected framework. The McAfee approach to providing connected security has become the de facto standard for enterprise security, with solutions to protect the entire infrastructure—from endpoints to the network, as well as mobile devices and embedded devices.

McAfee SecurityAlliance Program Categories

The McAfee SecurityAlliance has three partner program categories that encompass every type of partner. This three-pillar approach is based on partner business models, how partners interact with their customers, and how they interact with McAfee.

The McAfee Partner Program

This include partners who offer one or more areas of expertise in McAfee-based security solutions when addressing security challenges for our mutual customers. Reseller partners may have either a sales or technical go-to-market approach, with technology support, implementation, and/or services as a business focus. These partners are encouraged to complete solution competencies in one or more security arenas.

The McAfee Services Partner Program

This program provides a framework for service delivery, business growth, and positioning within the telecommunications and service provider market. Service partners deliver managed solutions for solution competencies in one or more areas.

The McAfee Tehcnology Program

This program includes partners who work with McAfee via one of three paths: integrating technologies, embedding technologies, or delivering complementary technologies. Leveraging the Security Connected approach from McAfee, technology partners can expand their value proposition to our mutual customers. Technology programs include the McAfee Security Innovation Alliance program and the McAfee Connected Program.

Differentiate through Certifications

The McAfee SecurityAlliance has partnership levels that provide flexibility to meet the needs of your growing business. Progressive investment in the relationship through offerings such as training and certification reap reciprocal rewards and increased commitment from McAfee to our partnership.

Attain various partnership levels

- *Select Partner*—This level is achieved through a broad focus on telesales and marketing as a go-to-market approach. Sales personnel complete certifications that enable them to provide guidance to customers to license and acquire their chosen solutions. Participation at this level provides access to a set of benefits that reflect a focus on endpoint/system security.
- *Associate Partner*—As an entry-level participant in the program, Associate Partners have stated a desire to provide customers with quality solutions and technologies. Members at this level have access to the McAfee Partner Portal for a range of online resources to help them stay current on the latest McAfee solutions.
- *Premier Partner*—Partners at this level are committed to working together with McAfee to meet customers’ ongoing security needs. Through investments in skills, competencies, and revenue growth, Premier Partners ensure 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 telephone-based management.
- *Elite Partner*—This is the highest level attainable, and it is achieved through a demonstrated, firm commitment to customer satisfaction, competency, and revenue growth. Elite Partners receive the highest level of privileges and rewards and have the closest working relationship with McAfee. They receive benefits such as qualified leads, a dedicated enterprise support technician available 24/7, and a named channel account manager.

| Requirements | | Premier Solution Provider | | | Elite Solution Provider | | |
|---|--|---------------------------|-----|-----|-------------------------|-----|-----|
| | | Country Set | | | Country Set | | |
| | | A | B | C | A | B | C |
| Contract Executed | | Yes | Yes | Yes | Yes | Yes | Yes |
| Joint Business Plan Finalized | | Yes | Yes | Yes | Yes | Yes | Yes |
| Competency Categories -System Security -Data Protection -Risk and Compliance -Network Defense -Web and Email Security | Minimum Required | 1 | 1 | 1 | 4 | 3 | 2 |
| | Certified Resources within Each Competency | | | | | | |
| | Sales Professionals | 4 | 3 | 2 | 4 | 3 | 2 |
| | Technical Professionals | 2 | 1 | 1 | 2 | 1 | 1 |

Figure 1. McAfee SecurityAlliance Partner Program—Reseller Partner Program Requirements.

Reap Benefits through Training Investments

McAfee solution competencies reflect the depth of a partner’s knowledge and skills in a particular technology solution area. The McAfee SecurityAlliance partner certification methodology offers several levels of training—Advocate, Professional, and Accredited Channel Engineer (ACE)—providing a strong foundation and a progressive learning path. The curriculum for each level concentrates on specific solution technology areas and offers a means for partners to differentiate themselves in the marketplace.

Competency categories

Partners have the ability to complete training in the following solution competency categories:

- System Security**
Antivirus, Anti-Malware, McAfee® ePolicy Orchestrator® software, McAfee Total Protection™ for Endpoint
- Data Protection**
Encryption, Data Loss Prevention, Removable Media Security
- Risk and Compliance**
Application and Change Control, Remediation Manager, Vulnerability Manager
- Network Defense**
Network IPS, NAC, Firewall Enterprise
- Web and Email Security**
Email Gateway, Web Gateway, Email and Web Security

Levels of Training

By achieving solution competency authorizations, partners prove that they have the technical and/or sales knowledge of McAfee-based security to offer advice on solutions in customer environments. That investment equates to additional partner profitability through program benefits.

The McAfee Sales Advocate

This course is ideal as an introduction to McAfee for sales-related job functions. This certification is for inside sales, telemarketers, and new sales associates.

The McAfee Sales Professional

These courses give individuals the ability to describe the value of McAfee solutions, recognize opportunities by business problems, differentiate features and benefits, and communicate competitive differentiators.

The McAfee Technical Professional

These learning paths give individuals technical solution competency, including competitive landscape, how to conduct demos, and solution sizing. An online exam/knowledge check is required.

McAfee ACE

This product training offers the highest level of training in the pre-sales technical arena, and partners are encouraged to have their best technical sales engineers earn this certification.

Differentiate with Specializations

Partners can attain official recognition within the McAfee SecurityAlliance that highlights:

- A specific market segment in vertical industries
- A partner capability
- A new product introduction

Each specialization has a specific set of eligibility, requirements, and benefits (for example, access to products or SKUs and program benefits). Eligible partners are encouraged to earn as many specializations as their business practice and resources support.

Available solution competencies, new specializations, and associated sales and technical course requirements can be viewed via the McAfee Partner Portal in the Partner Learning Center.

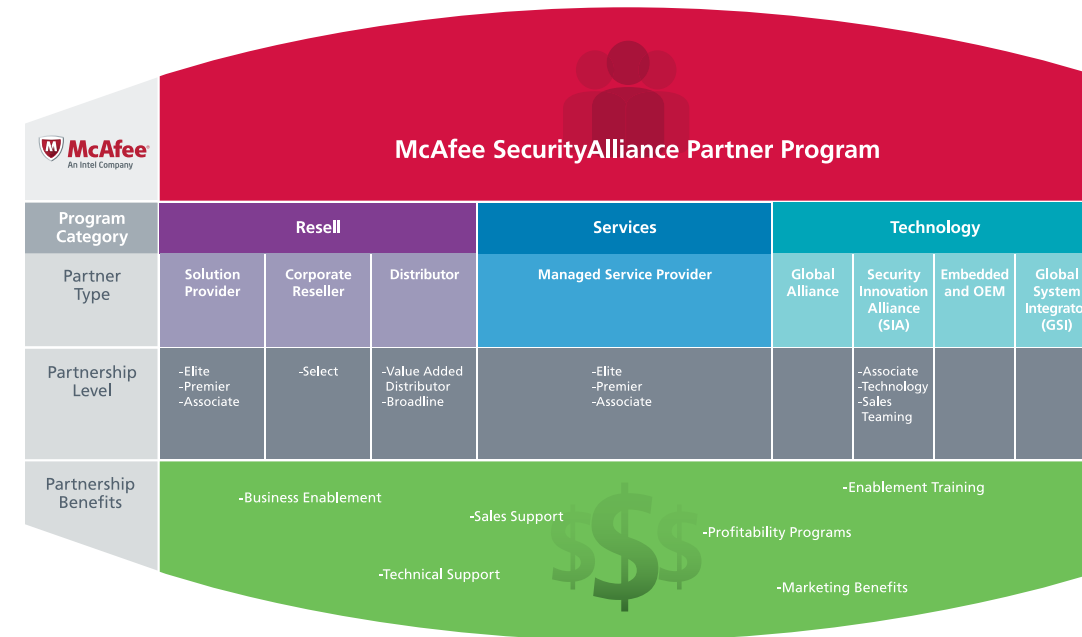


Figure 2. McAfee SecurityAlliance Partner Program Ecosystem.

The Many Advantages of Partnership with McAfee

Partnering with McAfee can connect you with myriad benefits across our profitability and enablement offerings.

Margin Advantage

McAfee Margin Advantage contains of a number of sales incentive programs with predictable, consistent earning expectations. These programs reward partners that are demonstrating investment and participating in both the enablement and profitability components of the McAfee SecurityAlliance Partner Program.

Enablement Advantage

Taking advantage of our eLearning and partner certification curriculum is easy. These self-paced sales and technical pre-sales certifications are available online, and courses are offered at no cost to our McAfee SecurityAlliance Partners.

The Security Connected Advantage

McAfee offers integrated security on every device and system, across networks and through the cloud, delivering intelligent security that protects your vital information like no other provider can. Our wide range of technologies spans the security space and is further extended through development partnerships with industry leaders to create integrated solutions that help you deliver customer protection from every angle.

Program Requirements

As a McAfee SecurityAlliance member, you are expected to complete certain program requirements to gain access to our different program benefit levels. For a brief overview of key program requirements, please consult the requirements chart in the McAfee SecurityAlliance Partner Program Guidelines, or contact us at: SecurityAlliance@McAfee.com.

Now is the Time to Become a McAfee Partner

At McAfee, we combine our security expertise with our partners as trusted advisors—to bring together the solutions that address our mutual customers' business needs. Together with our partners, we are going to lead the computing transformation by providing security innovation from the chip to the cloud. There has never been a better time to partner with McAfee.
www.mcafee.com/becomeapartner

About McAfee

McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), is the world's largest dedicated security technology company. McAfee delivers proactive and proven solutions and services that help secure systems, networks, and mobile devices around the world, allowing users to safely connect to the Internet, browse, and shop the web more securely. Backed by its unrivaled global threat intelligence, McAfee creates innovative products that empower home users, businesses, the public sector, and service providers by enabling them to prove compliance with regulations, protect data, prevent disruptions, identify vulnerabilities, and continuously monitor and improve their security. McAfee is relentlessly focused on constantly finding new ways to keep our customers safe.

www.mcafee.com

