



McAfee Security Innovation Alliance Program Guide 2021

This guide provides an overview of the McAfee Security Innovation Alliance program. It explains program details, including participation levels, partner benefits and requirements, training opportunities, co-marketing programs, and compatibility testing guidance. This information may change from time to time as reflected in updated versions of this guide. All program benefits are offered to Partners at McAfee sole discretion. The program guide may be updated by notice or posting later versions to the SIA Partner Portal. This program guide supersedes all previous program guides.

Program Value

McAfee Security Innovation Alliance is a technology partnering program that accelerates and simplifies the development of interoperable security products for complex customer environments.

Successfully managing security risks requires a formal methodology for organizing the people, processes, and technologies associated with security solutions. McAfee helps provide this structure based on best practices, business values, relevant regulations, and risk mitigation. By supporting technology partners through the Security Innovation Alliance, McAfee shows its commitment to provide even greater value for our customers and partners.

Partnership Advantages

Partners can extend the reach of their solutions to more customers and increase their market presence and market share by joining the McAfee ecosystem. By working with McAfee engineering, partners are assured that their integrations are lab tested and follow best practices. Our proven processes, supported by assistance from McAfee experts, streamline development, ensure compatibility, reduce the need for costly and time-consuming onsite testing, and helps prevent missteps and delays. At the core of our open and innovative approach to security solutions are advanced technologies like Data Exchange Layer (DXL), which streamlines integration with partner solutions.

As a McAfee Security Innovation Alliance member, you can create value for your company and customers in a number of ways:

- Extend product value, improve efficacy, and simplify deployment by offering out-of-the-box interoperability with McAfee software solutions
- Help customers resolve threats faster by providing specialized security products that meet the unique requirements of a wide range of industries and government compliance mandates Strengthen the threat defense lifecycle by enhancing and maximizing the capabilities of McAfee products.
- Differentiate yourself from competitors who are not directly working with a security industry leader, McAfee.
- Gain exposure to McAfee Enterprise customers through sales teaming, channel partners, and co- marketing activities to expand your market reach.

Partner Participation Levels

The McAfee Security Innovation Alliance (SIA) is a tiered partner program consisting of Associate, Technology, and Sales Teaming (STP) partner levels.

▪ Associate Partner

Associate Partners may use the appropriate McAfee Software Development Kit (SDK) where available. At the discretion of McAfee, developer support resources may be available to assist in product compatibility with McAfee solutions.

■ **Technology Partner**

Associate Partners are promoted to Technology Partner status once their integration to a McAfee product has passed interoperability/compatibility testing and is recognized as McAfee Compatible. For certain McAfee products such as ePO, you must follow the compliance requirements in utilizing the ePO SDK to achieve McAfee Compatible certification. Technology Partners receive the same Associate Partner benefits as well as additional benefits at the discretion of McAfee to help promote their McAfee Compatible product(s).

Technology level partners may be invited to participate in sales teaming which encourages McAfee Sales to work closely with sales teaming partners on identifying opportunities for joint sales collaboration. Partners participating in sales teaming provide a revenue share to McAfee for mutually agreed and registered opportunities that are sold by the participating SIA Partner. Additional SIA Program terms and conditions apply.

■ **Sales Teaming (STP) Partner**

Technology level partners may be invited to participate at the Sales Teaming (STP) partner level. STP partners provide a revenue share to McAfee for mutually agreed-upon and registered opportunities in McAfee Salesforce Application and sold by the participating STP partner with McAfee. STP partners will be assigned a dedicated SIA Business Development Manager (BDM) and have access to marketing resources to construct business development and marketing plans. Participation at the STP level is by invitation only (and) at McAfee Technology level partners. Additional SIA Program terms and conditions apply.

Program Benefits

McAfee Security Innovation Alliance partners enjoy a range of benefits that generally increase within the three partnership levels. The precise mix of Partner benefits will be extended at McAfee discretion.

Enablement Benefits

Welcome Letter

Upon acceptance into the McAfee Security Innovation Alliance, we will email you a Welcome Letter that includes links to several important online resources to start your development effort. These resources may include information on developer support, online training, and compatibility testing, and downloading your SDK where applicable. You will be provided with a grant number used to gain access to these online resources.

McAfee Software Development Kit (SDK) and what the SDK includes (where applicable)

When you become a McAfee Security Innovation Alliance partner, you may gain access to an SDK with tools and Application Programming Interfaces (APIs) for developing a McAfee Compatible solution. Where applicable, you can apply to download Not for Resale (NFR) McAfee software for SIA development efforts.

Not-For-Resale (NFR) Product(s)

Select McAfee Security Innovation Alliance partners may be eligible to receive Not-For-Resale (NFR) products to facilitate demos, interoperability, and internal training or education purposes; new or upgrade product versions may be made available as part of the NFR benefit. As part of the McAfee Security Innovation Alliance NFR Program, McAfee software is available at no charge while McAfee hardware products are available at significantly discounted prices. The NFR Product(s), NFR Product access, and the limits of number of licenses, nodes, and Hardware is described in the sections below.

Software. EULA that accompanies the software including without limitation the limitations of liabilities as contained therein. NFR Product(s) software may not be resold at any time.

Software for Select on premise software solutions: There is no ordering requirement. These products are accessible via the McAfee Software Download Site using the McAfee Partner Grant Number, provided to qualifying partners. The McAfee Software Download Site can be found at: <http://www.mcafee.com/us/downloads/downloads.aspx>

McAfee Security Innovation Alliance Partners have limits on software nodes/users, SaaS/Cloud applications, and Virtual Appliances within the NFR program. Limits are 25 nodes/users and up to 20,000 IP at no cost. SaaS/Cloud applications and Virtual Appliances are limited to three (3) per product family per calendar year. Zero dollar orders are necessary for proper provisioning and licensing of SaaS/Cloud and Virtual Appliances. Contact your McAfee business partner account manager for eligible SKUs and order processing.

Two NFR Software SKUs are available for McAfee Security Innovation Alliance Partners unless otherwise noted by specific Product SKU:

NFR SOFTWARE ALL INCLUSIVE	SKU SPPT-SIA-MFE	(SIA General entitlement)
NFR ESM/SIEM SOFTWARE ONLY	SKU SPPT-SIA-SIEM	(SIA SIEM entitlement)

Grant Numbers are produced containing the above SKUs which provide access to product select software downloads and technical support.

Hardware. All NFR Product(s) Hardware must be purchased with the first year of Hardware technical support. Company must renew Hardware technical support annually to maintain eligibility of the Hardware for future technical support. NFR Product(s) Hardware may not be resold at any time.

McAfee Security Innovation Alliance Partners may purchase up to three (3) Hardware appliances per product family per calendar year. For all initial Hardware purchases, the first year of Hardware technical support must be purchased with the Hardware and is available at zero cost but must be listed as a line item on the order. Partner must renew, at zero cost, Hardware technical support annually to maintain eligibility of the Hardware for future RMA and technical support. Contact your McAfee business partner account manager for eligible SKUs and order processing.

Software Support. Company shall be entitled to receive a Grant Number, which can be used to obtain software technical support for the NFR Product(s) software.

Audit. Notwithstanding any other audit obligations, Company agrees that it will provide to McAfee information about the location and installation of the NFR Product(s), promptly upon request.

Changes. McAfee reserves the right to modify the list of NFR Product(s), or cease to offer NFR Product(s) at all, without cause at any time. Usage and eligibility rules including McAfee Security Innovation Alliance Partner Program requirements are defined by the guidelines posted on the McAfee Security Innovation Alliance partner portal.

Online Technical Product Training

McAfee makes online product training available to most partners through the Partner e-Learning Center. Courses are offered in modules to make it easier to fit into your schedule, and learn about McAfee products at your own pace. <https://www.mcafee.com/enterprise/en-us/services/education-services/product-training.html>

SIA Partner Portal

The SIA Partner Portal is designed to streamline partner communication and collaboration. The portal centralizes all technical, and marketing resources, templates, agreements, brand guidelines, logos, sales tools, document collaboration, event information, program news, and more. Active SIA partner organizations can designate employees and consultants with partner company domain email addresses to request individual Login accounts under the official organization account name by self enrolling in the Partner Portal.

Alliance Management

Associate Partners have access to technical experts to assist with the integration development effort; Technology Partners have access to business and technical experts through the McAfee Security Innovation Alliance Partner management team. Key contact information is furnished in the Welcome to SIA letter.

Marketing Development Funds (MDF)

Technology and STP level partners may receive Marketing Development Funds (MDF) for use in co-marketing activities. Request and use of MDF for co-marketing must follow the policy and guidelines as stated in the McAfee MDF Global Handbook. Visit the SIA Partner Portal to download the latest version of the McAfee MDF Global Handbook.

Product Development and Support Benefits

McAfee Security Innovation Alliance Developer Conference (DevCon)

The SIA Developer Conference gives you the opportunity to learn about McAfee products product roadmaps, attend feedback sessions and participate in networking events McAfee reserves the right to limit or restrict attendance to selected partners.

McAfee Support

McAfee offers two types of technical support one for standard McAfee products only and the other for integration development support:

- **Technical Support Service Portal:** Your one-stop support resource for standard McAfee products. The Service Portal which houses a repository of an extensive KnowledgeBase, simple- to-follow video tutorials, and other self-help solutions. If you have a support question or issue for the standard McAfee product, log it directly in the Service Portal at <https://support.mcafee.com>. You receive a case number that you can use to track the issue to resolution via the Service Portal. Please note that this is for standard McAfee products only and does not provide support on product integration development.
- **SIA Engineering Support:** If you have questions or issues on integration to McAfee products, please contact SIA Engineering Technical Support. For support regarding your integration development in accordance with the SIA Agreement, please send an email via SIA_Support@McAfee.com.

Marketing and Sales Benefits

McAfee Security Innovation Alliance Partner Directory and Solution Directory

Most partners are featured in our online Security Innovation Alliance Partner Directory. At our discretion, we include your logo, 150 word company description, and click through to your website. The Partner Directory by Solution helps customers find partner solutions based on market categories and can be accessed via <https://www.mcafee.com/enterprise/en-us/partners/security-innovation-alliance/directory.html>.

McAfee Security Innovation Alliance Sales Teaming

Technology level Partners may be invited to participate in sales teaming (STP) level. Sales Teaming partners work closely with McAfee to identify opportunities and financial incentives for joint sales collaboration. Additional SIA Program terms and conditions apply.

McAfee Event Exhibition Sponsorships

Select partners may be invited to participate as exhibitors or sponsors of McAfee events and tradeshow. These events allow you to network with McAfee employees, customers, and prospects, and meet with media and financial and industry analysts. These are great ways to increase the visibility of your product and generate sales leads.

McAfee Compatible Logo

Use the McAfee Compatible logo to distinguish yourself and to assure your customers that your security software products have passed compatibility testing with McAfee Solutions. You may add the logo to your web site, marketing collateral, and presentations. Logo usage guidelines must be adhered to in accordance with McAfee logo guidelines on the SIA Partner Portal.

McAfee Sales, SE and Channel Sales Announcements

Once your product is McAfee Compatible, at McAfee discretion we may announce your solution to the McAfee field sales team and channel partners through a variety of communication vehicles, such as regional conference calls, newsletters, emails and the Channel Partner Portal a information and resource center for McAfee Channel Partners.

McAfee Sales, SE and Channel Sales Resources

Once your product is McAfee Compatible, at McAfee may work with you to create sales tools for our sales collaboration teams. These may include but are not limited to customer presentations, solution briefs, SE training sessions, white papers, and customer case studies.

Market Development Funds

Sales Teaming partners may be offered Market Development Funds (MDF) at McAfee's discretion for approved marketing activities that help achieve revenue targets and business objectives.

Promotion and Customer Webinars

Once your product is McAfee Compatible, select Technology partners may be invited to participate in a partner webinar event and/ or promotional activities led by McAfee

Press Releases

Upon joining the McAfee Security Innovation Alliance, Associate Partners will have access to the SIA Public Relations Kit, which provides guidelines and McAfee policy on announcing new members and supporting partner-issued press releases to announce a new McAfee Compatible integrated solution. Any announcement must be reviewed and approved by McAfee prior to its release. Visit the SIA Partner Portal to download the SIA Partner Press Release Kit.

SIA Partner of the Year Award

Each year, McAfee recognizes one McAfee Security Innovation Alliance partner with a Partner- of-the-Year Award. This award is presented to the SIA partner that best leverages the McAfee Security Innovation Alliance Program to deliver joint customer value. This award is presented at McAfee Recipients of awards can promote this honor on their website, social media and other external communications. McAfee may promote award winners via the web properties, social medial and newsletters.

Table: Summary of Benefits for SIA Partners

McAfee determines the precise mix of benefits to offer to partners. The following table the type of benefits that may generally be offered.

Enablement Benefits*	Associate Partner	Technology Partner	Sales Teaming (STP) Partner
Welcome Kit	✓	✓	✓
Access to the SIA Partner Portal	✓	✓	✓
Access to McAfee Security Innovation Alliance Technical Director	✓	✓	✓
Online Technical Product Training	✓	✓	✓
SIA Developers Conference (DevCon) - Attendance may be restricted by McAfee	✓	✓	✓
Product Development & Support Benefits*			
Access to McAfee Software Development Kit (SDK) where applicable	✓	✓	✓
Access to Technical Support Knowledge Base	✓	✓	✓
Access to McAfee Developer Support	✓	✓	✓
Not-for-Resale Product Download Relevant to the Alliance	✓	✓	✓
Marketing & Sales Benefits*			
Security Innovation Alliance Partner Directory and Solutions	✓	✓	✓
Directory Listing	✓	✓	✓
McAfee Quarterly Press Release	✓	✓	✓
Press Release (Refer to PR Kit Guidelines)	✓	✓	✓
McAfee-branded Solution Brief (customer facing)	✓	✓	✓
Sales Teaming: Compensate McAfee Sales Teams (Refer to SIA Agreement)			✓
Sales Teaming Guide for McAfee Sales and SE teams			✓
Promotion and Lead Generation Market Development Funds (MDF) Joint whitepaper			✓
Joint customer case study		✓	✓
Security Connected Webcast		By Invitation	By Invitation
McAfee Event Exhibition and Sponsorship		By Invitation	By Invitation
PPT for McAfee and channel partner Sales teams		By Invitation	By Invitation
McAfee Sales Engineering training on joint solution		By Invitation	By Invitation

Program Requirements

Application Acceptance and Program Agreement

Prospective partners must complete the program application, which can be found online at www.mcafee.com/sia. Once submitted, McAfee will review your application. Prospective partners must sign the SIA Agreement to enter into the program and will only receive program benefits while the agreement is active.

Primary Contacts

McAfee requires that you name certain contacts within your company a Business Development or Security Innovation Alliance manager dedicated to McAfee for non-technical communications; a marketing contact to coordinate marketing activities; and two technical development contacts authorized to use McAfee developer support resources.

Press Release Announcing Compatibility

Once the product has been determined by McAfee to be McAfee Compatible, the Technology partner may issue a press release announcing its availability within 60 days of receiving Integration Certification. Your press release may include an McAfee quote and must be pre- approved by McAfee prior to release. Refer to the SIA PR Kit Guidelines located under Marketing resources on the SIA Partner Portal.

McAfee Logo Use and Branding Guidelines

The SIA Agreement references the McAfee Brand Guidelines that set requirements for use of the McAfee brand (name, logo and images). All newly-created collateral, website content and pages, McAfee logo image in compliance with the McAfee Brand Guidelines. The McAfee Compatible Logo image may only be used by Technology, and Sales Teaming level partners. Branding guidelines are located under Marketing Resources on the SIA Partner Portal.

Web Page on Primary Web Site

Each Technology Partner may establish and maintain at least one web page on its primary web site for each of its McAfee Compatible products, describing the certified integrated solution. It must be displayed on this page.

Program Membership and Compatibility Testing Fees

McAfee charges an annual program fee of \$7,500 to cover costs associated with testing, certification, updates, and support with an annual renewal membership fee of \$2,500. The fee to initially test or update versions of your product is dependent on the relevant Product Management team for the specific McAfee product relating to your integration.

McAfee Compatible Product within Six Months of Joining

McAfee requires Associate Partners to make a commercially reasonable effort to develop at least one McAfee Compatible product within six months of having joined McAfee Security Innovation Alliance. Failure to do so may result in termination of your participation in the SIA Program.

Joint Business Plan

McAfee may work with select Sales Teaming partners to develop a joint business plan to identify new market opportunities, execute go-to-market plans and programs, and generate revenue.

Table: Summary of Requirements by Partners

SIA Partner Requirements*	Associate Partner	Technology Partner	Sales Teaming (STP) Partner
Program Agreement	✓	✓	✓
Assigned Alliance Manager	✓	✓	✓
Assigned Marketing Contact	✓	✓	✓
Two Assigned Development Contacts	✓	✓	✓
Annual Program Fee (maximum)	\$7,500k	\$2,500k	\$2,500k
Compatibility Testing Fee (ePO full test)	\$5,000k	\$5,000k	\$5,000k
Compatibility Testing Fee (ePO re-test)	NA	\$2,500k	\$2,500k
McAfee Compatible Logo Usage on Marketing Materials			✓
Interoperability Testing with Each Major Release			✓
Provide Monthly Sales Reports and Associated Sales Teaming Fees			✓



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