

McAfee SecurityAlliance™ Frequently Asked Questions (FAQs)

Introduction

This document supports the launch of the 2006 McAfee SecurityAlliance global partner program. These Frequently Asked Questions (FAQ's) have been designed to give you a quick understanding of the program elements and changes to the partner requirements and benefits. This document will be updated as program enhancements are made. This should be used to assist you with understanding the program at a high level. Additional partner deliverables are available that provide detailed understanding of the program. If you require information on how to obtain the additional deliverables or if you have I questions, please contact your McAfee Channel Account Manager (CAM).

McAfee SecurityAlliance Global Partner Program

Frequently Asked Questions

Q1. What is the McAfee SecurityAlliance?

- A. The McAfee® SecurityAlliance™ Global Partner Program is the global marketing and sales enablement program designed to meet the needs of our reseller partners in supporting end-user customers. It is a flexible, global program providing partner benefits based on their level of attainment of designated criteria. There is an extensive range of benefits, such as marketing development funds, incentives, co-marketing tools, training and certification offerings, lead generation, pre- and post-sales support, etc., that help to enhance profitability and business growth.

Q2. Why should a Partner join the McAfee SecurityAlliance?

- A. The McAfee SecurityAlliance is designed to support our partners' business needs. McAfee is committed to the goal of being 100 percent channel and will take direct only a relatively small number of designated accounts. Working together, we address the ever-evolving challenges of the security marketplace with industry-leading products and services. The McAfee product families provide resellers with the right solutions for securing their customers' business needs today—and a roadmap for providing ongoing value-added services as their needs change. The McAfee SecurityAlliance is designed to help Partners secure their customers' loyalty, so they can enhance business profitability.

Q3. How does the McAfee SecurityAlliance work?

- A. Our tiered program rewards partners based on their level of investment and participation. Three Partner designations provide flexibility, so as a partner's business expands, they can move through the levels gaining further benefits. The AssociatePartner is the entry level, requiring minimal achievement of designated criteria. The next level is PremierPartner, requiring a moderate level of achievement of designated criteria. The highest level is ElitePartner, requiring the greatest level of achievement of designated criteria. Achieving the PremierPartner or ElitePartner designations distinguishes the Partner as a leader that has invested in additional capabilities and skills to help businesses manage their network security needs.

Q4. What level of the McAfee SecurityAlliance is right for me?

- A. Each partner firm needs to determine what level of investment they want to make in order to achieve one of the three designated levels of the McAfee SecurityAlliance. Requirements for each of the three levels are determined by product solutions and may vary by geographic locations. Details on specific requirements and how to join the McAfee SecurityAlliance can be found at: <https://secure.nai.com/us/partners/channel/become/default.asp>.

Q5. Who determines what level a Partner firm will be designated to participate in the McAfee SecurityAlliance?

- A. The partner firm first determines what level of investment they want to make to achieve the designated level. They should then work with the appropriate McAfee CAM to ensure that the required criteria are attained. McAfee will then determine what level has been achieved and will verify to the partner. McAfee reserves the right to make final determination of level designation and corresponding benefits provided.

Q6. Will new Partners automatically receive a Partner designation?

- A. Actual designation for PremierPartners and ElitePartners will only occur once the designation criteria have been met and confirmed by McAfee.

Q7. What are the new names of the McAfee SecurityAlliance Tier Models formerly known as Anti-Virus and IPS/Foundstone/Entercept?

- A. The tier model formerly known as Anti-Virus is now System Security and Secure Content Management. The tier model formerly known as IPS and Foundstone is now Intrusion Prevention and Risk Management.

Q8. What are the requirements for a Partner to become an AssociatePartner, PremierPartner, or ElitePartner of McAfee SecurityAlliance?

- A. A reseller partner who wants to be an AssociatePartner (Intrusion Prevention and Risk Management), PremierPartner, or ElitePartner for Intrusion Prevention, Risk Management and System Security and Secure Content Management products must sign the Reseller Master Agreement. A partner must also meet the qualifications to be authorized to sell products. The partner has a ninety-day qualification period to meet all program requirements. Once requirements are met, McAfee will communicate and activate program status. AssociatePartners (Intrusion Prevention and Risk Management), PremierPartners, and ElitePartners meeting the criteria above will be enrolled into the program. The System Security and Secure Content Management AssociatePartner must register through McAfee Web site enrollment to participate in the McAfee SecurityAlliance at: www.mcafeesecurity.com/us/partners/default.asp. Look for “apply to become a partner” on the web site.

Q9. Are there different US and Canadian requirements? What are the differences?

- A. Each country has determined the appropriate criteria required by product solution and certification. The Canadian model has a separate and distinct partner tier designations from the US and it is based on the channel partner’s business structures and markets in which they sell. Details on specific requirements for each country and how to join the McAfee SecurityAlliance can be found at: www.mcafeesecurity.com/ca/partners/default.asp. For more details on the enhanced criteria and new benefits for our Partners please read the Partnering for Success with McAfee brochure and other program related materials, found here: <https://secure.nai.com/us/partners/channel/become/default.asp>

Q10. How will Partners be identified while they are pursuing a Partner designation?

- A. Partners that have completed the application process and have an approved contract, and are pending a Partner designation will be in a provisional status until all tier designation requirements are completed.

Q11. What does provisional status mean?

- A. Provisional status means that the partner firm has executed the McAfee Reseller Agreement, and begun the 90 day period to meet the basic accreditation requirements as listed in the authorized product exhibits of the agreement. The partner is also working toward meeting their self selected tier designation requirements, which are outlined in the SecurityAlliance Partner Brochure, found at: <https://secure.nai.com/us/partners/channel/become/default.asp> Partners who receive access to the online ePartner reporting facility can review their certification status by going to: <http://myadmin.netexam.com/> . This reporting facility is updated on a daily basis. Partners may also contact their McAfee CAM for assistance.

Q12. Are the designations of AssociatePartner, PremierPartner, and ElitePartner awarded at a global level or are they country-specific?

- A. Each geography will determine the appropriate criteria required by product solutions. There will be some difference in requirements and benefits, however, the basic designations and criteria structure will be the same.

Q13. What's new to McAfee's SecurityAlliance program in 2006?

- A. The McAfee SecurityAlliance program was first available in North America and EMEA in October 2004. The other geographies including APAC and LTAM began announcing their customized programs beginning in Q1 2005. McAfee has been tracking the success and progress of our Channel Partners worldwide, therefore, for 2006 we have incorporated additional program enhancements that support and enable our Partner's success. For more details on the enhanced criteria and new benefits for our Partners please read the Partnering for Success with McAfee brochure and other program related materials, found here: <https://secure.nai.com/us/partners/channel/become/default.asp>

Q14. Will SecurityAlliance partners have an Annual Revenue Requirement in 2006?

- A. Yes, all ElitePartners and PremierPartners will have annual revenue requirements in 2006. The McAfee CAM will work with the partner to develop the updated CHAMP Plan or Business Plan to establish and agree on annual revenue targets, sales and marketing activities.

Q15. What are The CHAMP Plan and The Business Plan?

- A. The CHAMP Plan is a formal document used to set annual marketing and sales goals. The CHAMP Plan is for Elite Partners, it is developed jointly by the McAfee CAM, McAfee Channel Marketing Manager and the designated partner representative. The plan is developed for a full calendar year and completed in January 2006 it will also be reviewed and update as needed on a quarterly basis. The Business Plan is a subset of the CHAMP Plan and will be completed jointly by all PremierPartners and their assigned CAM and Channel Marketing Manager in January 2006. Both documents are used to set annual marketing and sales goals and are updated quarterly.

Q16. When will criteria be established to determine tier requirements for 2006?

- A. The three levels of AssociatePartner, PremierPartner, and ElitePartner all have designated criteria and benefits to determine placement for Intrusion Prevention and Risk Management and System Security and Secure Content Management products. These criteria are available to our Partners effective December 1, 2005 through the CAM or McAfee Partner web site at www.mcafeesecurity.com/us/partners/default.asp.

Q17. What should a Partner do today in preparation for joining the McAfee SecurityAlliance?

- A. For those Partners that want to sell closed distribution product solutions and become an AssociatePartner (Intrusion Prevention and Risk Management only), PremierPartner, or ElitePartner are required to first sign the McAfee Reseller Master Agreement. For those Partners that want to sell open distribution System Security and Secure Content Management products only and participate as an AssociatePartner, they must enroll through the Web enrollment form.

Q18. What are the requirements to resell McAfee products that are in Closed Distribution?

- A. Closed Distribution products generally require more sales and technical skills than our Open Distribution products (i.e. System Security and Secure Content Management products), they generally also have a longer sales cycle whereby often times product evaluations are required. Therefore, we have required additional training certifications (based on partner tier) and contracts. The minimum requirements for reselling Closed Distribution products are as follows: Web enrollment into the SecurityAlliance program, a signed Master Reseller Agreement contract, plus two Sales and two Technical certifications.

Q19. When do I have to complete the signing of the Reseller Master Agreement?

- A. Once the contract process begins, there is a thirty-day period to complete signing by authorized individuals from the Partner firm and McAfee. Partners will work with their CAM to execute the Reseller Agreement. The term of the McAfee Reseller Agreement, unless the agreement is breached, is continued until it is terminated (upon 30 written notice) by one of the parties.

Q20. What are the major changes in the 2006 McAfee SecurityAlliance Partner program?

- A. The McAfee SecurityAlliance delivers consistent requirements and value-for-value benefits to our Partners around the world. New key enhancement areas include: free online training and technical certification, rebates, eCommerce Opportunity Management, end-user customers leads and an enhanced Partner Web site (log in credentials needed at <https://secure.nai.com/us/partners/default.asp> with new marketing and sales tools, etc.). McAfee's primary goal is to make it even easier and more compelling to sell our award-winning security solutions. New and enhanced requirements made to the partner level designation criteria include: annual revenue requirements for PremierPartners and ElitePartners for both Intrusion Prevention and Risk Management and System Security and Secure Content Management partners, new sales and technical product certifications modules and a McAfee SecurityAlliance eXchange (MAX) administrator certification and a single industry certification for ElitePartners for the Intrusion Prevention and Risk Management tier model.

Q21. What is MAX (McAfee SecurityAlliance eXchange)?

- A. MAX replaces the McAfee Partner-restricted Web site to simplify navigation, consolidate all systems' access into a single portal, and to improve overall usability. MAX is the enhanced partner relationship management infrastructure that SecurityAlliance members use to exchange information with McAfee. At a high level, MAX enhances communication, collaboration and commerce with our partners. Key MAX features include: Order Status Visibility (from placement to fulfillment), Integrated Quoting System, Product Configuration Assistance, Visibility to Assets and Support Renewals, Complete Customer Order History, Partner Single Sign On, SecurityAlliance™ Program Visibility to Authorizations and Certification Status. Partners can access MAX from the Partner section of the McAfee Website at: www.mcafee.com

Q22. Is there a fee to join the McAfee SecurityAlliance program?

- A. No. All functions of the McAfee SecurityAlliance are free, but consideration for selected benefits is determined by approved Partner level designations.

Q23. Where can a Partner firm go to find additional information about the program?

- A. Program details and access to an enrollment application are available online at www.mcafeesecurity.com/us/partners/default.asp.

Q24. How long do I stay at a specific level?

- A. Membership status is for a full calendar year. Annual qualification is required for AssociatePartner (Intrusion Prevention and Risk Management only), PremierPartner, and ElitePartner levels. Qualification will be done in Q4 of each year. The fourth quarter of 2005 is a transition period. Once the 2006 enhanced program is launched on January 1, 2006, current and new Partners are provided a ninety-day period to achieve partner tier requirements.

Q25. What leads will be given to McAfee SecurityAlliance channel partners?

- A. Leads are collected from various McAfee marketing activities and campaigns. Leads are then routed to our partners based on partner level of participation and program attainment. A McAfee Lead Management Representative qualifies customer prospects to determine viable revenue – generating opportunity and potential action for follow up. Qualified leads are assigned and routed directly to an ElitePartner or PremierPartner, following a pre-set criteria and sent to a partner via MAX. Non Qualified leads are assigned and routed to AssociatePartners.

Q26. What type of marketing support will Partners have access to in the program?

- A. All enrolled partners will have access to our MAX partner portal for sales and marketing support. The ElitePartner will be eligible for consideration of Marketing Development Funds based on the criteria outlined in our Marketing Development Fund Offering Guidelines document.

Q27. What are the benefits of an AssociatePartner, PremierPartner, and ElitePartner?

- A. There are four major benefit categories of the McAfee SecurityAlliance. They are Coverage and Account Management Support, Growth and Profitability, Enablement, and Communications. For additional details, please refer to the McAfee SecurityAlliance Program and Product Resource Guide available at www.mcafeesecurity.com/us/partners/default.asp.

Q28. How did the SecurityAlliance program benefits change?

- A. McAfee has made significant benefit enhancements offered to our partners during the last year in Growth and Profitability, and Enablement. Some of those offerings include Not for Resale Software Offerings; the Global Assistance Labs for technical support; Try and Buy Offerings; Service Delivery Guides; Request for Proposal Offering and Co-marketing activities. Additionally, throughout 2006, we will be providing a competitive set of new benefits to help our partners drive additional revenue. Partners who meet the SecurityAlliance program requirements for their partner designation will gain access to these added benefits as appropriate. Full details on specific program benefits can be found at: www.mcafeesecurity.com/us/partners/default.asp.

Q29. What does McAfee have available to Partners in Training and Certification Offerings?

- A. McAfee continues to put a high importance on the knowledge transfer and education of our partners' Sales and Technical Staff, therefore, we are delivering updated Sales and Technical training modules that mirror our product roadmap via our online training portal NetExam. All members in good standing of the McAfee SecurityAlliance are eligible to get trained and certified free of charge.

Q30. What are the enhancements to technical support programs?

- A. Eligible partners will gain access to technical support and pre-sales support via the three tiered offering that provides the highest level of support to our ElitePartners with assigned Technical Account Managers (TAMs). PremierPartners are provided phone support and AssociatePartners are provided web support. Partners also have access to the Deployment Assistance Program (DAP) for implementation assistance and product configuration.

Q31. What is new with the pre-sales support?

- A. ElitePartners and PremierPartners have access to pre-sales support from a McAfee Sales Engineer (SE) to assist in qualifying and closing sales opportunities. AssociatePartners also have access to pre-sales support from on-line tools like the McAfee product configurator and on-line price book.

Q32. What is the Beta- program?

- A. The Beta program is designed to help partners gain advanced insight into product progression and provide pre-sell and post-sell installation information. Selected partners will work in tandem with our Product Management group during a pre-release period to help build awareness, market share and shorten the sales cycle so that products are delivered to customers in the shortest time possible.

Q33. What type of post-sales support will I have access to as a McAfee SecurityAlliance Partner?

- A. The McAfee Technical Support Partner offering provides three different levels of support for registered and certified Partners.
- **AssociatePartner**—this Partner offering entitles AssociatePartners access to the Reseller Hotline as well as the McAfee ServicePortal (<https://mysupport.nai.com/>) for case creation and management, as well as the McAfee KnowledgeBase and self-help support tools. Access to the ServicePortal, include the following associated features:
 - Search our comprehensive collection of support tools with 24x7x365 access to our award-winning ServicePortal at <https://mysupport.nai.com>.
 - Find answers in our unmatched wealth of online technical documentation via the knowledge base, product FAQs, white papers, and user guides.
 - Stay productive by taking advantage of our product installation guides and video tutorials.
 - Easily find and download our daily DAT's, and unlimited product updates, upgrades and patches.
 - Create, track, and manage support cases on line — an easy-to-use way to monitor the history and progress of support incidents and resolutions.
 - Access innovative online tools, such as *Am I Up To Date?*, *Minimum Escalation Requirements* (MER), and Web Immune to accelerate problem resolution.
 - Retrieve the most current information on past and present threats via Security HQ and the virus information library.
 - Read and learn from online security alerting services

- **PremierPartner**—this Partner offering entitles PremierPartners access to the ServicePortal as described above, as well as access to Gold-level support, and to the 24x7 live chat and telephone support.

The Gold level of McAfee Technical Support provides a dedicated phone queue that's available 24 hours a day, 7 days a week. The phone queues are staffed by highly trained and certified Gold Support Technicians who specialize in the McAfee product line. PremierPartners will also have 24x7 access to live chat as well as telephone support, these associated features include:

- Live 24/7 telephone support
 - Monthly channel e-newsletter
 - Free subscription to MSAS (McAfee Security Alerting Service) for proactive alert notifications
 - Access to the McAfee Global Support Lab
 - Online Partner training
 - Facilitation of end-user training and demonstrations
- **ElitePartner**—this Partner offering entitles ElitePartners access to all of what is described above plus a named Technical Account Manager (TAM) offering Platinum-level support. Validated Partners for TAM support will receive direct contact information for their specific TAM (i.e., no queue for you to call).

Platinum Support for Partners is the premium support offering available from McAfee and provides the Partner with an assigned Technical Account Manager who is available twenty-four hours a day and is the central point of contact for any issue the Partner has. ElitePartner status delivers:

- Complete access to the McAfee ServicePortal and Gold Support, and all associated features
- Assigned Technical Account Managers available 24/7
- Access to the Platinum technical newsletter
- Beta participation availability
- Proactive communication of emerging viruses and vulnerabilities, product updates, security vulnerabilities, and announcements (MSAS)

McAfee, Inc. Reseller Sales Support

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