

Partnering for Mutual Success

McAfee® has a deep commitment to delivering competitive value for its partners. Our comprehensive set of offerings, strong, recognisable brand, and focus on expanding the market for our products makes McAfee your security partner of choice. You can count on McAfee to be your key partner for success and, working together, we can secure your customers' critical business systems and applications, so they can focus on their business.

A Program Designed with Our Partners In Mind

The world-class McAfee SecurityAlliance™ Global Partner Program provides an extensive range of services and benefits to support your specific level of participation. We offer substantial incentives, rebates, and co-marketing tools, as well as training and certification offerings to help you accelerate your business growth. Armed with these resources and skills, you will be limited only by how far you want to go.

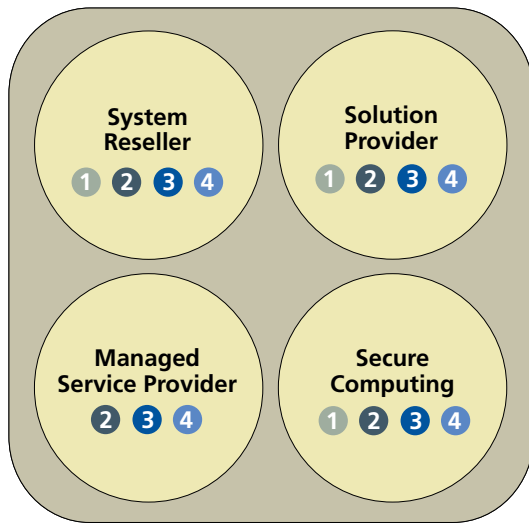
Program Category types and Partnership Levels to Differentiate Your Business

Your McAfee SecurityAlliance program category type and partner level tells your customers that you are dedicated to helping them meet their evolving security needs, so they can concentrate less on security and more on running their businesses. Your partner type and status will distinguish you as a leader who is committed to meeting your customers' security requirements today and tomorrow.



Partner Program Categories

McAfee SecurityAlliance



System Reseller – Designed for highly focused resellers dedicated to helping customers meet their ever-evolving security needs. Predominantly focussed on (but not limited to) System Security, and likely to have a high focus on sales and marketing as a go-to-market approach.

Solution Provider – Designed for technically competent resellers that offer one or more areas of expertise in McAfee security solutions, when addressing security challenges. Typically more technically competent, security specializations can be one or more of those listed below, may have either a sales or technical led go-to-market approach, with technology support, implementation and /or services as a business focus.

Note: Partners accredited in the Data Protection certification specialization may only resell to similarly authorized Data Protection certified partners.

Managed Service Provider – Provides a framework for service delivery, business growth and positioning within the telecommunications and service provider market, delivering managed solutions for security specializations in one or more of those listed below.

Secure Computing – Designed for technically competent resellers that offer network security expertise when addressing security challenges. Typically more technically competent, may have either a sales or technical led go-to-market approach, with technology support, implementation and /or services as a business focus.

Note: Authorization is on a per-country basis, with the exception of:

- EMEA Regional partnership Level
- Managed Service Provider Partner Program Category

Country Sets and Definitions

McAfee has certification commitment requirements to reflect the diverse range of partners across the region. Partners shall have a different set of requirements, as identified below, based on their country of registration within the McAfee SecurityAlliance Exchange.

Set A Country Definitions – Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom.

Set B Country Definitions – Africa, Austria, Belgium, Eastern Europe countries, Ireland, Luxembourg, Mediterranean countries, Middle East countries, Norway, Portugal, South Africa and Switzerland.

Program Participation Partnership Levels

McAfee SecurityAlliance Partner Program offers up to four levels of participation: EMEA Regional, Elite, Premier, and Associate, each representing greater capabilities in technical and/or sales competency.

McAfee SecurityAlliance 1 EMEA Regional Partner

A pan-European level available to partners that have the capability to supply and support McAfee solutions to customers from multiple countries, with in-country competence to local customer locations.

McAfee SecurityAlliance 2 ElitePartner

McAfee SecurityAlliance ElitePartner status is the top level of partnership, which you achieve through a demonstrated, firm commitment to customer satisfaction, competency, and revenue growth. ElitePartners receive the highest level of privileges and rewards.

McAfee SecurityAlliance 3 PremierPartner

McAfee SecurityAlliance PremierPartners commit to working together with McAfee to meet customers' ongoing security needs. Through investments in skills, competencies, and revenue growth, PremierPartners demonstrate a high level of commitment ensuring that customers receive exceptionally high quality solutions and services. Participation at this level provides access to a mid-range level of benefits.

McAfee SecurityAlliance 4 AssociatePartner

As an entry-level program participant, the McAfee SecurityAlliance AssociatePartner demonstrates a desire to provide customers with quality solutions and technologies. At this level, you have easy access to a range of online resources to help you stay current on the latest McAfee solutions.

Available Certification Specializations

McAfee® certification specializations reflect a partner’s knowledge, and skills depth, in a particular technology area. The SecurityAlliance Training & Certification Program offers different levels of knowledge: Advocate, Professional, and Expert, providing a strong foundation level and a progressive learning path. These specializations concentrate on specific technology areas and offer a way for partners to differentiate themselves in the marketplace.

For detailed program requirements please refer to the SecurityAlliance Program Documentation located at: http://www.mcafee.com/uk/local_content/misc/partners/securityalliance_program_guidelines.pdf

By achieving specializations, partners have proven they have the technical and/or sales knowledge of McAfee security to offer advice on solutions in customer environments.

Available Certification Specializations				
System Security	Network Security	Risk & Compliance Management	Data Protection	Secure Computing

Available certifications, and associated course requirements, for Sales, Technical, or MAX disciplines can be viewed via the McAfee SecurityAlliance Exchange (MAX) in the Partner eLearning Center.

Available Products	
Open re-sale (no authorization required to sell)	Partners may distribute the McAfee products and services as identified in the then current McAfee price book, as updated from time to time, excluding those products flagged as requiring Authorization (to sell) within the McAfee price book available from authorized distributors.
Closed re-sale (authorization required to sell)	Authorized Partners may distribute the McAfee products and services as identified in the then current McAfee price book, as updated from time to time, including those products flagged as requiring Authorization (to sell) within the McAfee price book available from authorized distributors.

SecurityAlliance Program Categories and Level Requirements

Program Category	Solution Provider			
Set A Country Definitions				
Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	Not applicable	Not applicable	Not applicable	Not applicable
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open and Closed Re-sale	Open re-sale
Qualifications	<p>Sales eLearning for 10 people, per certification specialization, to the Professional level</p> <p>At least 1 McAfee certified Sales Professional in each registered office, per certification specialization</p> <p>Technical eLearning for 6 people, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 3 people. Price and duration as published in the then current McAfee price book.</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership.</p>	<p>Sales eLearning for 5 people, per certification specialization, to the Professional level</p> <p>Technical eLearning for 3 people, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 2 people. Price and duration as published in the then current McAfee price book.</p>	<p>Sales eLearning for 3 people, per certification specialization, to the Professional level</p> <p>Technical eLearning for 2 people, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book.</p>	<p>Web registration only</p>
Requirements	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual Regional CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification • Headquarters Regional business contact/ Partner nominated relationship manager 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	

SecurityAlliance Program Categories and Level Requirements

Program Category	System Reseller			
Set A Country Definitions				
Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	USD \$5,000,000 net bookings to McAfee	USD \$500,000 net bookings to McAfee	USD \$150,000 net bookings to McAfee	
Available Products	Open Re-sale	Open Re-sale	Open Re-sale	
Qualifications	<p>Sales eLearning for 30 people, each certified in the System Security Specialization, to the Professional level</p> <p>At least 1 McAfee certified Sales Professional in each registered office, holding 1 specialization</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership</p>	<p>Sales eLearning for 5 people, each certified in the System Security Specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Sales eLearning for 3 people, each certified in the System Security Specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Web registration only</p>
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SecurityAlliance Program Categories and Level Requirements

Program Category	Managed Service Provider		
Set A Country Definitions			
Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom			
Level	Elite	Premier	Associate
Yearly Bookings	USD \$500,000 in Managed Service Provider (MSP) bookings	Not applicable	Not applicable
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open Re-sale
Qualifications	<p>Technical eLearning for 3 people, per certification specialization used in any service offering from the MSP, to the Professional level</p> <p>For Data Protection products, completion of Technical class-room training for 2 people. Price and duration as published in the then current McAfee price book</p> <p>For Secure Computing products, Technical certification (class-room training, exam, and implementation test pass) for 3 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p>	<p>Technical eLearning for 2 people, per certification specialization used in any service offering from the MSP, to the Professional level</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book</p> <p>For Secure Computing products, Technical certification (class-room training, exam, and implementation test pass) for 2 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p>	<p>Web registration only</p>
Services	MSP to own and maintain its own SOC, and/or NOC AND provide Tier 1 and Tier 2 (first and second line) Technical support to the end users	MSP to own and maintain its own SOC, and/or NOC AND provide Tier 1 and Tier 2 (first and second line) Technical support to the end users	
Requirements	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	



SecurityAlliance Program Categories and Level Requirements

Program Category	Secure Computing			
Set A Country Definitions				
Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden and United Kingdom				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	USD \$3,500,000 net bookings to McAfee	USD \$800,000 net bookings to McAfee	USD \$400,000 net bookings to McAfee	Not applicable
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open and Closed Re-sale	Open Re-sale
Qualifications	<p>Sales eLearning for 4 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 6 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>At least 1 McAfee certified Sales Professional in each registered office, per certification specialization</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership.</p>	<p>Sales eLearning for 3 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 3 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Sales eLearning for 2 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 2 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p>	Not applicable
Requirements	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual Regional CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification • Headquarters Regional business contact/Partner nominated relationship manager 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	

SecurityAlliance Program Categories and Level Requirements

Program Category	Solution Provider			
Set B Country Definitions				
Africa, Austria, Belgium, Eastern Europe countries, Ireland, Luxembourg, Mediterranean countries, Middle East countries, Norway, Portugal, South Africa and Switzerland				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	Not applicable	Not applicable	Not applicable	
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open and Closed Re-sale	
Qualifications	<p>Sales eLearning for 10 people, per certification specialization, to the Professional level</p> <p>At least 1 McAfee certified Sales Professional in each registered office, per certification specialization</p> <p>Technical eLearning for 6 people, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 3 people. Price and duration as published in the then current McAfee price book</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership.</p>	<p>Sales eLearning for 3 people, per certification specialization, to the Professional level</p> <p>Technical eLearning for 2 people, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book</p>	<p>Sales eLearning for 2 people, per certification specialization, to the Professional level</p> <p>Technical eLearning for 1 person, per certification specialization, to the Professional level</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book</p>	Web registration only
Requirements	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual Regional CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification Headquarters Regional business contact/ Partner nominated relationship manager 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	

SecurityAlliance Program Categories and Level Requirements

Program Category	System Reseller			
Set B Country Definitions				
Africa, Austria, Belgium, Eastern Europe countries, Ireland, Luxembourg, Mediterranean countries, Middle East countries, Norway, Portugal, South Africa and Switzerland				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	USD \$5,000,000	USD \$250,000	USD \$100,000	
Available Products	Open Re-sale	Open Re-sale	Open Re-sale	
Qualifications	<p>Sales eLearning for 30 people, each certified in the System Security Specialization, to the Professional level</p> <p>At least 1 McAfee certified Sales Professional in each registered office, holding 1 specialization</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership</p>	<p>Sales eLearning for 3 people, each certified in the System Security Specialization, to the Professional level.</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Sales eLearning for 2 people, each certified in the System Security Specialization, to the Professional level.</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Web registration only</p>
Requirements	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual Regional CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification Headquarters Regional business contact/ Partner nominated relationship manager 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	

SecurityAlliance Program Categories and Level Requirements

Program Category	Managed Service Provider		
Set B Country Definitions			
Africa, Austria, Belgium, Eastern Europe countries, Ireland, Luxembourg, Mediterranean countries, Middle East countries, Norway, Portugal, South Africa and Switzerland			
Level	Elite	Premier	Associate
Yearly Bookings	USD \$250,000 in MSP bookings	Not applicable	Not applicable
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open Re-sale
Qualifications	<p>Technical eLearning for 2 people, per certification specialization used in any service offering from the MSP, to the Professional level</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book</p> <p>For Secure Computing products, Technical certification (class-room training, exam, and implementation test pass) for 3 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p>	<p>Technical eLearning for 1 person, per certification specialization used in any service offering from the MSP, to the Professional level</p> <p>For Data Protection products, completion of Technical class-room training for 1 person. Price and duration as published in the then current McAfee price book</p> <p>For Secure Computing products, Technical certification (class-room training, exam, and implementation test pass) for 2 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p>	Web registration only
Services	MSP to own and maintain its own SOC, and/or NOC AND provide Tier 1 and Tier 2 (first and second line) Technical support to the end users	MSP to own and maintain its own SOC, and/or NOC AND provide Tier 1 and Tier 2 (first and second line) Technical support to the end users	
Requirements	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	<ul style="list-style-type: none"> • Named technical contact in MAX • Named marketing contact in MAX • Annual CHAMP plan • Partner agreement signed by McAfee and Partner • Annual qualification 	



SecurityAlliance Program Categories and Level Requirements

Program Category	Secure Computing			
Set B Country Definitions				
Africa, Austria, Belgium, Eastern Europe countries, Ireland, Luxembourg, Mediterranean countries, Middle East countries, Norway, Portugal, South Africa and Switzerland				
Level	EMEA Regional	Elite	Premier	Associate
Yearly Bookings	USD \$3,500,000 net bookings to McAfee	USD \$400,000 net bookings to McAfee	USD \$200,000 net bookings to McAfee	Not applicable
Available Products	Open and Closed Re-sale	Open and Closed Re-sale	Open and Closed Re-sale	Open re-sale
Qualifications	<p>Sales eLearning for 4 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 6 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p> <p>Geographic Coverage; A registered office in a minimum of 4 countries in EMEA (defined by McAfee as Europe, Middle East & Africa)</p> <p>At least 1 McAfee certified Sales Professional in each registered office, per certification specialization</p> <p>Registered offices, as well as other qualifying subsidiary companies, must be registered with McAfee via the SecurityAlliance partner program, in order to have access to any benefits of the partnership.</p>	<p>Sales eLearning for 3 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 3 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p>	<p>Sales eLearning for 2 people, in the Secure Computing certification specialization, to the Professional level.</p> <p>Technical certification (class-room training, exam, and implementation test pass) for 2 people, in any of the following products: McAfee Email Gateway, McAfee Web Gateway, McAfee Firewall Enterprise or McAfee Network User Behavior Analysis products. Price and duration as published in the then current McAfee price book.</p> <p>MAX Partner Portal: 1 MAX certification</p>	Not applicable
Requirements	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual Regional CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification Headquarters Regional business contact/ Partner nominated relationship manager 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	<ul style="list-style-type: none"> Named technical contact in MAX Named marketing contact in MAX Annual CHAMP plan Partner agreement signed by McAfee and Partner Annual qualification 	

Program Benefits

Partner Benefits by Level	EMEA Regional	Elite	Premier	Associate
Coverage/Support				
<i>Executive Management Sponsor</i>	Named	Named		
<i>Account Management</i>	Named	Named	Shared	Phone and online
Growth and Profitability				
<i>Sales Lead Access</i>	•	•	•	Selected
<i>Partner Locator (Referrals)*</i>		•	•	
<i>Marketing Development Funds Eligibility</i>	•	•	Selected	
<i>Rebate Eligibility*</i>	•	•	•	
<i>Deal Registration Eligibility*</i>	•	•	•	
<i>Partner Incentive Program Eligibility</i>	•	•	•	•
<i>Partner Security Services Offering</i>	•	•	•	•
<i>MAX Partner Web Site Access</i>	•	•	•	•
Enablement				
<i>Online Sales and Technical Training/ Certification (Free)</i>	•	•	•	•
<i>Global Solutions Labs Access</i>	•	•	•	•
<i>Deployment Assistance Program</i>	•	•	•	
<i>Guided Sales And Service Tools Access</i>	•	•	•	•
<i>Technical Support</i>	Named Support Account Manager, 24/7 access to Product Specialists and access to Web service portal for Solution Provider category Named Support Account Manager, 24/7 access to Product Specialists and access to Web service portal for System Reseller category	Named Support Account Manager, 24/7 access to Product Specialists and access to Web service portal	24/7 technical phone support and access to Web service portal	Access to Web service portal
<i>RFP/Proposal Response Tool</i>	•	•	•	•
<i>Not For Resale Software (Subject to Limits)</i>	•	•	•	Security Action Pack
<i>Electronic Sales Collateral & Customisable Demand Generation Tools Access</i>	•	•	•	•
Communications				
<i>Customer Testimonials Involvement (Selected)</i>	•	•		
<i>Event Participation (Advisory Council, Symposium) Eligibility</i>	•	•	•	Selected
<i>e-Communications</i>	•	•	•	•

* These benefits are not available to the Managed Service Provider and Secure Computing partner program category/type

Dedicated Resources Help You Meet Your Customers' Needs

As a McAfee SecurityAlliance partner, you gain access to an extensive range of services and benefits keyed to support your participation level.

Gold Technical Support –

McAfee Customer Care provides the maximum depth of protection for our customers, by ensuring access to our Customer Care teams, whenever it might be needed. For software customers, the standard bundled option is Gold Technical Support, which includes support over the phone 24 hours a day, 365 days a year, as well as access to the rich support content and services available at the online Service Portal. We have concentrated our Gold Technical Support to four operating centres world wide. In EMEA our support hub is located in Aylesbury.

Platinum Technical Support –

McAfee Platinum Technical support provides for a more proactive support plan to optimize product performance and maximize business uptime. McAfee Platinum Technical Support provides all the benefits of Gold such as the Service Portal access, 24/7/365 telephone support, software upgrades but additionally provides a named regional Support Account Manager (SAM), a customer advocate to assist with business reviews and solutions planning assistance, and 24/7 access to Product Specialists who are certified technicians with deep product expertise to help resolve technical issues rapidly.

McAfee SecurityAlliance eXchange (MAX) –

The backbone of our partner relationship management infrastructure empowers you with the following online tools:

- McAfee-qualified online sales lead access (PremierPartners and ElitePartners)
- Customer renewal, grants, and order data look-up

- Deal registration (Elite and Premier level Partners)
- Real-time order acceptance status
- Partner-only Web portal for 24/7 resource access at www.mcafee.com/em/partners

Training and certification

– Taking advantage of our great eLearning and partner certification curriculum couldn't be easier. Fully integrated within MAX, self-paced technical and sales certifications are available online. These flexible courses are available at no charge to our partners.

Technical support – The McAfee Global Solutions Lab is a real-world lab equipped with the latest McAfee technologies. Partners can plan, test, train, and demonstrate the latest McAfee hardware and software products to support your customers' network security implementations. Additionally, our Deployment Assistance Program (DAP) provides expert remote customer installation support services to help prevent problems before and during a critical implementation – and quick recovery if problems arise.

Service delivery guides – These quick-start guides, available at no charge, enable you to re-brand, price, sell, and deliver professional service engagements using a defined McAfee methodology. These step-by-step guides help you generate new sources of revenue and increased margins by creating pre-defined and chargeable service offerings that can broaden customer relationships and increase your win rates.

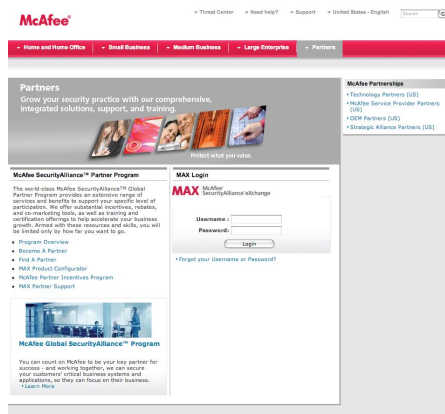
Evaluation software*–

First-hand experience with our products can rapidly give you the product knowledge and technical skills necessary to effectively sell our solutions. And with McAfee evaluation software, you can test and use McAfee security solutions in your own business.

McAfee RFP/proposal

response tool – This easy-to-use sales enablement tool helps your sales team respond to customer proposals quickly by leveraging McAfee proven best practices. It's available on our MAX Web site, so you will always have access to the most current McAfee product information.

MAX Support – MAX Support enables our customers to create service requests with the option to allow visibility to their preferred Partner for collaboration on issues, progress and resolution. Partners can also create and track service requests for their customers. MAX will automatically send an email notification to the Customer contact, keeping them updated on our efforts to resolve and expedite their support requirements.



* EMEA Regional, Elite and Premier level Partners

McAfee At a Glance

McAfee protects what people value. Whether the photos and music of an individual home user, or the sensitive records of a global enterprise—McAfee delivers innovative solutions for comprehensive security risk management. These integrated solutions block attacks and prevent disruptions, while reducing the complexity of deployment and management. So even small businesses can leverage advanced technology, and the enterprise can remain compliant with policies and regulations. Today's threats are tougher, and perpetrators are trickier. For almost two decades, McAfee has continued to deliver the protection that's trusted by millions of people worldwide. Find more information about McAfee and its products at www.mcafee.com.

Core Performance Philosophy

McAfee understands the vital role our partners play in recognizing the ever changing requirements of our mutual customers and bringing award-winning security solutions to the global market. The McAfee Security Alliance is driven by four core principles:

- Mutual profitability
- Optimal growth enablement
- Commitment-based solutions
- Unwavering dedication to our partners' success

By applying these ideals to our decision making process, we provide a world-class program that helps our partners build stronger, more successful businesses. We never make a decision without first considering how it fits into the goals reflected within our core principles. When we help you attain your goals, we succeed as well. That's what we mean by "partnering for success with McAfee" — and that's what we promise. Period.

Join the McAfee SecurityAlliance EMEA Partner Program

To find out more about the McAfee SecurityAlliance or to become a member, please call us on our International Freephone number **00800 12255624**, or visit us online at www.mcafeesecurityalliance.com