



SecurityAlliance Program Benefits

As an accredited SecurityAlliance partner, you are entitled to various world-class McAfee program benefits, depending on your partner level.

Feature	SecurityAlliance Level		
	Associate	Premier	Elite
PARTNER RESOURCES			
Channel Account Management	No	Yes	Yes
Inside Channel Support	Yes	Yes	Yes
Sales Engineer Support	No	Yes	Yes
Partner Advisory Council	No	Yes	Yes
Partner Conference	Yes	Yes	Yes
Reseller Hotline	Yes	Yes	Yes
Reseller Email Support	Yes	Yes	Yes
MARGIN ADVANTAGE PROGRAMS			
Deal Registration	No	Yes	Yes
Tiered Pricing	No	Yes (ANZ only)	Yes (ANZ only)
Teaming Plan	Yes	Yes	Yes
Market Development Funds (MDF)	No	Yes	Yes
Rebates	No*	Yes	Yes
Renewal Protection (Incumbency)	No	From Q4	From Q4
Deal Protection	No	Yes	Yes
Incentive Programs (McAfee Rewards, SPIFFs)	Yes	Yes	Yes
Promotions Playbook	Yes	Yes	Yes
Quote Assistance	Yes	Yes	Yes
SALES ENABLEMENT			
Price Book Availability	Yes	Yes	Yes
Product Information	Yes	Yes	Yes
Competitive Information	Yes	Yes	Yes
Evaluation (not for resale) Software	Security Action Pack	Yes	Yes
Demo Hardware	No	Yes	Yes
MARKETING RESOURCES			
Dedicated Marketing Manager	No	No	Yes
McAfee Partner Portal	Yes	Yes	Yes
Partner Locator	No	Yes	Yes
Annual Marketing Plans	No	Yes	Yes
Marketing Campaign Kits	Yes	Yes	Yes
Lead Distribution System	No	Yes	Yes
McAfee Events and FOCUS 2010	No	Yes	Yes