

# Partnering for Success

McAfee SecurityAlliance.

*APAC PartnerProgram*



A man with dark, wavy hair, wearing a light-colored shirt with thin vertical stripes, is sitting on the floor in a server room. He is looking down at a silver laptop computer that is open on his lap. His right hand is on the keyboard, and his left hand is resting on the back of the laptop. The background shows rows of white server racks in a brightly lit room.

Partnering  
for Mutual Success



**McAfee® has a deep commitment to delivering competitive value for its partners. Our comprehensive set of offerings, strong, recognizable brand, and focus on expanding the market for our products makes McAfee your security partner of choice. Our proven, proactive security solutions effectively block attacks and prevent business disruptions. That’s why McAfee is the largest dedicated security company in the world. 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.**

**Simply adding new standalone products to combat new threats adds a new layer of complexity and costs with every deployment.**

The world-class McAfee SecurityAlliance™ 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. Designed to meet your needs, the McAfee SecurityAlliance reflects our commitment to our partners. By developing and maintaining strong partnerships, together we can address the ever-increasing challenges of the security marketplace with industry-leading solutions and services.

McAfee proven security offerings give you the right solutions to secure your customers’ businesses today—as well as a strategy to provide ongoing value-added services as their needs change. We designed this program specifically to secure customer loyalty and to help you, our partner, enhance your profitability.

Our three partnership levels give you the flexibility you need to meet your ever-changing needs as your business evolves. Progressive investment in the relationship through offerings such as training and certification reap reciprocal rewards and increased commitment from McAfee to our partnership.

**Partnership Levels to Differentiate Your Business.**

Your McAfee SecurityAlliance 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. Attaining AssociatePartner, PremierPartner, or ElitePartner status distinguishes you as a leader who is committed to meeting your customers’ security requirements today—and tomorrow.

**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. Partners at this level have the closest working relationship with McAfee. As an ElitePartner, you will receive benefits such as Market Development Funds, qualified leads, a dedicated enterprise support technician available 24/7, and a named channel account manager.

**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 an extended level of benefits to help ensure customer success, including, as a minimum, telephone-based management.

**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. And are eligible to start accumulating McAfee Reward Dollars.

**Program Benefits.**

We offer our partners substantial incentives, rebates, and co-marketing tools, as well as training and certification offerings to help you accelerate your business growth.

Partner Benefits	Associate Partner	Premier Partner	Elite Partner
<b>Coverage Support</b>			
Access to closed re-sale products	No	Yes <sup>1</sup>	Yes <sup>1</sup>
Senior Management Contact	No	Yes	Yes
Direct Contact with McAfee	Yes	Yes	Yes
Onsite Business Reviews	No	Yes	Yes
<b>Growth &amp; Profitability</b>			
Lead Referrals	Yes	Yes	Yes
Deal Registration	Yes <sup>2</sup>	Yes	Yes
Rebate Eligibility	Yes <sup>3</sup>	Yes	Yes
Marketing Development Funds	No	Yes	Yes
Joint Marketing Activities (Business Plan)	No	Yes	Yes
Inclusion in McAfee Advertising (Partners Named)	No	Yes	Yes
Sales Incentives (Business Case Approved)	Yes	Yes	Yes
Partner Locator at <a href="http://www.mcafee.com">www.mcafee.com</a>		Yes	Yes
<b>Enablement</b>			
Security Alliance Partner Website	Yes	Yes	Yes
Sales Tools & Materials	Yes	Yes	Yes
Access to Customisable Demand Generation Marketing Tools	Yes	Yes	Yes
Free eLearning Certification	Yes	Yes	Yes
Discounted Training	Yes	Yes	Yes
Pre Sales Support	Yes	Yes	Yes
Technical Support (and access to Web Service Portal)	Yes <sup>4</sup>	Yes <sup>5</sup>	Yes <sup>6</sup>
Free Internal Usage Products (NFR)	Yes <sup>7</sup>	Yes	Yes
Discounted Demonstration Units	No	Yes	Yes
Beta Program Participation	Yes	Yes	Yes
Welcome Pack	No	Yes	Yes
Online McAfee SecurityAlliance eNewsletter	Yes	Yes	Yes
Invitation to McAfee Product Update Seminars	Yes	Yes	Yes
Joint Customer Testimonials & Press Releases	No	Yes	Yes
<b>Recognition</b>			
Partner Status Certificate	No	Yes	Yes

<sup>1</sup> Upon achieving authorization requirements  
<sup>2</sup> Associate Partners can benefit from deal registration by ensuring deal protection. However, no additional margin will be paid to Associate Partners  
<sup>3</sup> By Invitation  
<sup>4</sup> Access to Web Service Portal  
<sup>5</sup> 24/7 Technical Phone Support  
<sup>6</sup> Named 24/7 Support Account Manager  
<sup>7</sup> Security Action Pack

**Program Level and Program Requirements - Set A.**

Australia & New Zealand.

Program Category	Solution Provider		
Level	Elite	Premier	Associate
Minimum Yearly Bookings	By invitation	\$200,000	Web registration only
Available Products	All Products	All Products	
Qualifications (National Partners – operating in three (3) or more states)	<ol style="list-style-type: none"> <li>1. Sales eLearning for 5 people, in 2 specializations</li> <li>2. Technical eLearning for 5 people, in 2 specializations</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales eLearning for 5 people, in 1 specialization</li> <li>2. Technical eLearning for 5 people, in 1 specialization</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	
Qualifications (Partners operating in two (2) states or less)	<ol style="list-style-type: none"> <li>1. Sales eLearning for 3 people, in 2 specializations</li> <li>2. Technical eLearning for 3 people, in 2 specializations</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales eLearning for 2 people, in 1 specialization</li> <li>2. Technical eLearning for 2 people, in 1 specialization</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	
Requirements	<ol style="list-style-type: none"> <li>1. Named technical contact in MAX</li> <li>2. Named marketing contact in MAX</li> <li>3. Annual Business plan</li> <li>4. Signed partner Agreement</li> <li>5. Annual qualification</li> </ol>	<ol style="list-style-type: none"> <li>1. Named technical contact in MAX</li> <li>2. Named marketing contact in MAX</li> <li>3. Annual Business plan</li> <li>4. Signed partner Agreement</li> <li>5. Annual qualification</li> </ol>	

**Program Level and Program Requirements - Set B.**

India, Malaysia, Indonesia, Singapore, China, Korea, Taiwan, Vietnam, Hong Kong, Philippines, Thailand, Sri Lanka, Bangladesh, Fiji.

Program Category	Solution Provider		
Level	Elite	Premier	Associate
Minimum Yearly Bookings	By invitation	\$200,000	Web registration only
Available Products	All Products	All Products	
Qualifications	<ol style="list-style-type: none"> <li>1. Sales eLearning for 3 people, in 2 specializations</li> <li>2. Technical eLearning for 3 people, in 2 specializations</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	<ol style="list-style-type: none"> <li>1. Sales eLearning for 2 people, in 1 specialization</li> <li>2. Technical eLearning for 2 people, in 1 specialization</li> <li>3. MAX Partner Portal: 1 MAX certification</li> </ol>	
Requirements	<ol style="list-style-type: none"> <li>1. Named technical contact in MAX</li> <li>2. Named marketing contact in MAX</li> <li>3. Annual Business plan</li> <li>4. Signed partner Agreement</li> <li>5. Annual qualification</li> </ol>	<ol style="list-style-type: none"> <li>1. Named technical contact in MAX</li> <li>2. Named marketing contact in MAX</li> <li>3. Annual Business plan</li> <li>4. Signed partner Agreement</li> <li>5. Annual qualification</li> </ol>	

**McAfee Rewards**

When you sell one or more eligible McAfee products, you earn reward dollars, redeemable for merchandise, entertainment and leisure activities.

- Sales representatives, sales engineers and sales managers are all eligible for rewards from our diverse online catalogue
- McAfee Rewards is just one of the benefits of being a McAfee SecurityAlliance partner

Join the McAfee SecurityAlliance Program and sign up for McAfee Rewards.

Join McAfee SecurityAlliance at [www.mcafeepartner.com](http://www.mcafeepartner.com)

Register for McAfee Rewards at [www.mcafeepartner.com/rewards](http://www.mcafeepartner.com/rewards)

**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.

McAfee SecurityAlliance eXchange (MAX)—Management infrastructure gives you visibility into all McAfee customer data.

- McAfee-qualified online sales lead access (PremierPartners and ElitePartners)
- Customer renewal, grant, and order data lookup
- Deal registration
- Partner-only Web portal for 24/7 resource access at [www.mcafeepartner.com](http://www.mcafeepartner.com).

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 Support 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.

McAfee provides Technical Support to Authorized partners, according to their partnership level, as a benefit of the SecurityAlliance partner program.

Partner Benefits	Associate Partner	Premier Partner	Elite Partner
24/7 Support Web Portal	Yes	Yes	Yes
Chat Support	Yes	Yes	Yes
Knowledge Base	Yes	Yes	Yes
Product Documentation	Yes	Yes	Yes
FAQs	Yes	Yes	Yes
24/7/365 Gold Telephone Support	No	Yes	Yes
Response Charter	No	Gold	Platinum
Global Solutions Lab	No	Yes	Yes
Product Updates and Upgrades	No	Yes	Yes
Deployment Assistance Program	No	Yes	Yes
Product Configuration Videos	No	Yes	Yes
Platinum Support	No	No	Yes
Product Planning Assistance	No	No	Yes
Enhanced Alerting Service	No	No	Yes
Named Support Contacts	No	No	Yes
Product Specialist Access	No	No	Yes
Assigned Support Account Manager	No	No	Yes



### Core Performance Philosophy

At McAfee, we understand the vital role our partners play both in recognizing the ever-changing requirements of our mutual customers and bringing leading-edge security solutions to the global market to satisfy those needs. The McAfee SecurityAlliance provides a unique and complementary range of products, services, and skills that deliver the framework for business success.

The McAfee SecurityAlliance is founded on four core principles that drive the program. By applying these ideals to our decision-making process, we strive to bring programs to our partners that help build stronger, more successful businesses. We never make a decision without first considering how it fits into the goals reflected within the following 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 bring programs to our partners that build stronger, more successful businesses. The McAfee SecurityAlliance is dedicated to helping you achieve your goals. And 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.

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## About McAfee, Inc.

McAfee Inc., the leading dedicated security technology company, headquartered in Santa Clara, California, delivers proactive and proven solutions and services that secure systems and networks around the world. With its unmatched security expertise and commitment to innovation, McAfee empowers home users, businesses, the public sector, and service providers with the ability to block attacks, prevent disruptions, and continuously track and improve their security.



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Find your local contact at [www.mcafee.com](http://www.mcafee.com)

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