



# McAfee Partner Security Services

Generate more revenue from small business

## Features and Details

### What are McAfee Partner Security Services?

McAfee® Partner Security Services (PSS) are an exclusive, value-added channel offering to resellers interested in providing managed security services to their small business customers. As a value-added provider, a McAfee reseller can secure and monitor its customers, while increasing opportunities to generate more revenue.

From a small-business customer's perspective, PSS are a trusted solution for companies looking to outsource their security management, freeing up valuable time and resources.

### How do Partner Security Services fit into the McAfee SecurityAlliance?

McAfee SecurityAlliance™ is the channel program that offers partner benefits for the resale of McAfee products and services. PSS are a Web-based service offering within SecurityAlliance where resellers provide and monitor a McAfee desktop solution to their small-business customers without investment cost in hardware and software.

### What McAfee solutions are offered in Partner Security Services?

McAfee currently only offers a single solution, McAfee Total Protection for Small Business, within our PSS. McAfee Secure Messaging Service (SMS) and McAfee Total Protection for Small Business—Advanced will be available in late May 2006 for PSS.

A certified PSS reseller simply orders Total Protection for Small Business using its specific e-mail address, then enables the solution for proactive protection in a small-business environment and provides additional value-add by continuing to oversee the small business' security reports and support.

PSS orders use an e-mail address with a specific syntax as a reseller's PSS ID. Create a PSS ID with a mailbox in your own e-mail system format that follows the reseller's geographic location.

**Table 1**

PSS Reseller Location	PSS E-Mail Format
North America	McAfeems@partnerdomain.com
Europe	McAfeemsEMEA@partnerdomain.com
Asia	ASAP@partnerdomain.com

**Note:** McAfeeMS@partnerdomain.com (where "McAfeeMS" stands for McAfee Managed Services and "partnerdomain.com" is your e-mail domain name).

### What is Total Protection for Small Business?

This solution is designed for small businesses (typically below 100 nodes) that need desktop and server anti-virus, desktop anti-spyware, and desktop firewall protection. Security updates are automatic, and reporting and configuration control is delivered through McAfee Security Center, a centralized, Web-based management console.

### What are the key features and benefits of Partner Security Services?

A unique small-business solution, PSS provide a fast solution for small businesses that is Web-based, easy to implement, easy to use, and updated automatically.

- **Recurring revenue stream and renewal rates**—With high renewal rates, Total Protection for Small Business is a subscription service, sold in one- and two-year license agreements
- **Low cost of sale**—No hardware or software cost to the reseller. Instant provisioning of anti-virus solution means no overhead stock, no inventory to hold, and delivery is faster than your competitors who do hold stock
- **Remote monitoring and visibility**—Centralized management for an unlimited number of customers allows resellers to view forensic information and offer security advice
- **Easy product knowledge**—McAfee eLearning offers online training and certification for sales and technical staff

### When is the Partner Security Services program available?

PSS participation is currently available.

### Are Partner Security Services available globally?

Yes, PSS are available in North America, Europe, and Asia.



### Are there any fees associated with Partner Security Services?

PSS require no reseller fees to participate. McAfee provides this exclusive offering to expand the revenue opportunities for resellers who sell McAfee's hosted services. By implementing McAfee solutions, resellers then provide value-added services by installing and monitoring a small-business customer's security. PSS create reseller opportunities to generate more revenue from small-business customers as resellers may opt to charge end users a monthly fee for the value-added security service.

### What value would Partner Security Services bring my reseller business?

Through PSS, resellers monitor customer anti-virus, anti-spyware, and firewall activity and provide asset management. With McAfee SecurityCenter, a free, Web-based management and reporting portal, a reseller can evaluate risk and security concerns for each customer. By offering PSS, resellers provide a complete managed solution that builds customer loyalty and increases the value of additional services and product sales with their customers.

### Why are Partner Security Services valuable to customers?

PSS providers can assist small-business customers with the immediate deployment and protection of Total Protection for Small Business, which then gives a business a strong, defined security policy. With a partner's value-added 24/7 technical services, a customer can be supported around the clock and leave the security management hassles to a trusted partner.

### How do Partner Security Services benefit McAfee partners and VARs?

PSS provide resellers with opportunities to expand their small-business market by:

- Rapidly installing a managed desktop security solution
- Increasing their value-added services
- Collecting recurring revenue

### What are the requirements to join the Partner Security Services program?

The PSS program requires:

- SecurityAlliance partner membership
- Signed PSS reseller agreement
- Two resources to train on PSS

- Provide value-added services to small-business customers by offering continued monitoring of the Web-based reports on behalf of the customer

### What is the process to join the Partner Security Services program?

Current SecurityAlliance partners should contact their Channel Account Manager regarding PSS. To become a partner, visit [https://secure.nai.com/us/partners/channel/become/enrollment\\_form/BecomePartnerShort.asp](https://secure.nai.com/us/partners/channel/become/enrollment_form/BecomePartnerShort.asp).

### What does the required McAfee reseller agreement define?

McAfee's PSS reseller agreement abides a partner to install and monitor a customer's Web-based reports in good faith on behalf of the customer. The partner creates the e-mail address referenced in Table 1 of [mcafeems@partnername.com](mailto:mcafeems@partnername.com) to use as a PSS ID for ordering product and receiving license correspondence.

### What is the Partner Security Services certification process?

McAfee requires two PSS sales training certifications per participating reseller.

### What does the required reseller-customer agreement define?

The customer assigns the right to access the Web-based reports to the reseller. The reseller-to-customer agreement abides that the customer understands that it is giving up rights to monitor reports to the local reseller. This agreement is strictly between the PSS reseller and the end user, and McAfee holds no legal responsibilities.

### How do Partner Security Services work?

- SecurityAlliance partners join by signing the PSS agreement, which describes the service and commitment to customers
- McAfee creates a PSS account with a PSS ID that provides a not-for-resale (NFR) license of McAfee Total Protection for Small Business for demonstration and trial usage. (Please review the Features and Details section to learn more about PSS)
- McAfee resellers offer PSS as a complete, managed desktop solution to their small-business customers
- Partners order the solution for their customers by placing the order under the reseller's PSS ID



- Partners assist customers with the desktop security deployment. Partners monitor customers' security detection activity via Web-based reports to analyze risk and trends

### What is a not-for-resale kit?

Along with collateral and co-marketing efforts, McAfee offers all certified resellers a FREE, 20-node NFR license of Total Protection for Small Business. The NFR account may be used for in-house protection or visibility, or simply can be offered to customers.

### How do Partner Security Services work?

After a reseller has become a SecurityAlliance partner, here are the quick steps for PSS success:

- Reseller signs the McAfee reseller agreement and returns it to McAfee Sales
- McAfee provides the reseller with a 20-node NFR account, free of charge, upon receipt of the reseller agreement
- Reseller creates a e-mail address
- Reseller sells PSS to its sub-50 customer base
- Reseller uses standard Total Protection for Small Business SKUs, one- or two-year subscriptions
- Reseller has customer sign a PSS customer agreement in which the customer agrees to reseller's access and monitoring of the Web-based reports. Reseller keeps the customer agreement
- Reseller submits orders using the PSS ID e-mail address
- Reseller receives the Total Protection for Small Business installation URL via e-mail on behalf of each customer, and then assists the customer with installation. (Installation can be performed on-site by the reseller or can be accomplished by forwarding the installation URL to each customer)
- Reseller categorizes each customer into a unique group in the SecurityCenter Web reporting portal
- Reseller constantly monitors reports and advises customers of any identified security or updating issues
- Reseller/partner leverages relationship in customer account and upsells additional products and services

## Pricing and Availability

### What do I charge customers for Partner Security Services?

With PSS, a reseller simply sells Total Protection for Small Business to a small-business customer. Total Protection for Small Business is an annual subscription that is priced

competitively as a managed service compared to traditional desktop security software products. It is at the reseller's discretion to opt to charge a nominal monthly or annual fee to customers for the additional value-added services.

### What product SKU does a reseller use to order Partner Security Services?

<b>Total Protection for Small Business 1:1 GOLD</b>	TSBECE-AA-XX
<b>Total Protection for Small Business 2:2 GOLD</b>	TSBEFE-AA-XX

DO NOT place orders for Secure Messaging Service (SMS) or Total Protection for Small Business—Advanced using your PSS ID e-mail address, as this will cause errors in order processing.

Partner Security Services for Secure Messaging Service and for Total Protection for Small Business—Advanced will be enabled in late May 2006.

### Is Total Protection for Small Business—Advanced available for remote monitoring in Partner Security Services?

No. Currently the ability to remotely monitor the e-mail messaging service of multiple customers within Total Protection for Small Business—Advanced is not available in PSS.

### What are the available subscription periods for the Total Protection for Small Business solution used in Partner Security Services?

Total Protection for Small Business is available in one- and two-year subscriptions, with Gold-level Support included.

### Does it matter what e-mail address is used when installing the Total Protection for Small Business solution used in Partner Security Services?

The e-mail address is used to identify workstations on your online management reports. Using an e-mail address provides a hotlink to the principal user. However, any description may be entered in the field, or the field may be left blank.

### How are the McAfee solutions used with Partner Security Services configured?

The partner distributes Total Protection for Small Business to the customer's Microsoft® servers, desktops, and laptops. Total Protection for Small Business features a preconfigured On-Access scanner with an On-Demand scanner available for scheduled scans. Total Protection for Small Business automatically checks to update and upgrade itself each time the system is rebooted and at regular intervals. Total Protection for Small Business uploads date status and malware detections to the McAfee Network Operations Center (NOC) to produce security reports on virus, spyware, and firewall protection, per each desktop and server that is viewed by the partner to advise the customer.



### How are the reports viewed?

The SecurityCenter is accessed via Secure Sockets Layer (SSL) at the McAfee Web site, <http://www.mcafeesasap.com>. The PSS offering is designed for partners to view the reports. Reports can be downloaded in Word, Excel, or Notepad format for presentation or forwarding. SecurityCenter reports provide virus forensics on update status, detection history, and asset management.

### Can a partner easily view account subscriptions per customer?

Yes, with SecurityCenter, a Web-based management portal, partners have access into each customer's order based on profile, Grant Number, and account-licensing terms. Easily track all orders for upcoming renewals or account maintenance.

### How do I create groups of customers in Partner Security Services reports?

SecurityCenter has menu options to create groups of multiple customers and move machines with point-and-click ease.

### Are Partner Security Services reports easy to read?

Reports are easy to read, providing summary and detailed information to pinpoint risk concerns. Visit <http://www.mcafee.com> for more information on Total Protection for Small Business/SecurityCenter reports.

### Can Partner Security Services reports be co-branded?

Yes. With the availability of Total Protection for Small Business, PSS resellers can customize the reports to better market to small-business customers. Simply log in to the SecurityCenter Web-based management portal and upload a reseller logo to customize the look of the reports. Then, using SecurityCenter, you can instantly send co-branded infection reports directly to all your customers.

### What upsell information could Partner Security Services reports provide?

Partners may recommend additional services or products such as operating system (OS) patch deployment, firewall configuration changes to reduce risk, hardware improvements, or procedural changes. The partner's services can be offered for goodwill or revenue.

### Is there flexibility in the time period required to view Partner Security Services reports on behalf of the customer?

The essence of PSS are for a reseller to provide value to their customers in security monitoring and management. The daily monitoring outlined in the PSS reseller agreement is to ensure that the value-added service is provided to customers routinely. The agreement to monitoring is the responsibility of the reseller to its customers—any flexibility in viewing PSS reports will be contingent on the customer and partner agreeing to an established time frame.

### What is the significance of creating a Partner Security Services e-mail address?

The PSS e-mail address is a naming convention used as a database key to consolidate partner orders. Please reference Table 1 for appropriate reseller e-mail format.

### Will McAfee provide templates to co-brand on the Partner Security Services reports sent to customers?

Yes, McAfee will provide PSS partners with co-brandable templates to offer their customers monthly reports.

### How do I create groups of customers in Partner Security Services reports?

The PSS reports Web interface has menu options to create groups and move machines with point-and-click ease.

## Target Profile

### What is the profile of an ideal reseller for Partner Security Services?

PSS are ideal for VARs looking to offer a complete security solution to their small-business customers. A target reseller:

- Holds SecurityAlliance partner status
- Provides value-added IT services to customers
- Sells McAfee Managed Services
- Targets new customers and small businesses

### Who is the ideal customer for Partner Security Services?

PSS bring hassle-free solutions to small businesses looking for peace of mind in protecting their networks. The ideal customer is a small business lacking the resources to manage daily security updates. Candidate characteristics may include:



- Always on, Internet-connected users that are vulnerable to security attacks
- Security management is a distraction from core business
- Limited or no IT resources or security expertise
- Limited security budget
- Decentralized small offices
- Remote and traveling employees
- Needs visibility into protection
- Needs easy-to-acquire and affordable solutions as an initial cost and total cost of ownership

### **Why would customers need Partners Security Services if most of their desktops already have protection?**

The Total Protection for Small Business security solution within PSS lifts the technology challenges away from the customer's core business. It automatically keeps virus, spyware, and firewall protection up to date to stay ahead of the latest outbreaks. The remote monitoring and reporting features are an invaluable security tool for partners, enabling them to examine and advise customers on how to keep their networks safe and in service working for the customer's business needs.

### **What type of customer support is available in Partner Security Services?**

Partners offering PSS to their customers will serve as the first point of contact to address customer support, either for sales or for technical assistance. McAfee will provide second and third lines of support to remedy open customer concerns.