



McAfee Partner Security Services

Generate more revenue from small businesses

McAfee® Partner Security Services allow certified partners to provide value-added services by becoming a customer's IT professional and managing a small business environment using McAfee services. With McAfee's centralized management and reports, partners have visibility into their customers' systems, which can then lead to upsell opportunities to offer advice or to suggest new products and services.

Features	Benefits
A unique small business solution	McAfee Partner Security Services provide a fast solution for small businesses looking to outsource their security management concerns. With a Web-based, easy-to-implement, easy-to-use solution, the McAfee technology automatically updates computers with the latest level of protection, and has low product competition. Protect your small businesses—all without additional infrastructure costs.
Renewing revenue stream and renewal rates	With the partner value-added services provided along with the McAfee technology, customer loyalty is strengthened with McAfee Partner Security Services. Once the first sale is made, the same revenue comes in every year. McAfee Managed Services provide up to 98 percent renewal rates.
Low cost of sale	No hardware or software cost to the reseller. Instant provisioning of managed solution means no overhead stock, no inventory to hold, and delivery is faster than your competitors who do hold stock.
Remote monitoring/visibility	Centralized management for an unlimited number of customers allows resellers to view forensic information to offer security advice. Reseller will know what is happening to customer's systems and can call them any time to upsell and suggest new products. Upselling to customers is very low cost.

Target Reseller Profile

McAfee Partner Security Services are ideal for VARs looking to offer a complete security solution to their small business customers. A target reseller profile includes:

- Existing McAfee SecurityAlliance™ VAR
- Provides value-added security IT services
- Sells McAfee Managed Services

Target Customer Profile

Small business primary target

- Small business < 100
- Primary market: < 26
- Secondary market: 26–100
- Small businesses lacking security skills or IT resources
- Decision-makers and influencers are business owners or senior management
- Businesses with decentralized locations

Available Managed Services:

- McAfee Managed VirusScan® plus AntiSpyware
- McAfee Managed Desktop Firewall™

Importance to Customer

Automate your computer security

Outsource your security management burden to the McAfee Partner Security Services program and be worry-free about your computer security.

Protect your computers automatically

Daily automatic and transparent spyware and virus updates without user interaction provides the latest level of protection—maintenance-free.

Lower total cost of ownership

Save time and cost with always-on, automated protection for your small business computers. McAfee Partner Security Services allow you to outsource the burden of desktop and server anti-virus and anti-spyware to the experts—your trusted McAfee partner.

Block unknown and unwanted programs

The McAfee technology automatically protects against potentially unwanted programs by identifying certain characteristics associated with unwanted programs to block and prevent infection. The high level of service from your trusted McAfee partner brings you additional assurance that you have a security expert on your side ensuring all computers are up to date.

Quick installation for immediate protection

A simple download for real-time spyware and virus protection provides immediate security to all your computers—no matter where they are located.

Broad platform support

From Windows® 98 to Windows XP, McAfee understands the need of small business communities to protect their operating systems.

Importance to Partner

No other security vendor allows VARs to provide a true managed service differentiator. McAfee Partner Security Services allow resellers to make more money from their small business customers with:

- Value-added services
- Clear differentiator
- Operational efficiency
- Guaranteed revenue annuities

The McAfee program allows certified partners to provide value-added services and become your customers' IT professional.

- Monitor your small business customers' threat protection reports and generate additional revenue and upsell opportunities.
- View customer orders, renewals, and license requirements for improved account management.

Why Partner with McAfee

McAfee secures systems and networks around the world, with comprehensive and proven security solutions and services. Working with us, you can plan, execute, and continuously improve your security posture, with the most effective use of available resources:

- Comprehensive and proven security solutions and services
- Embedded security expertise
- Proven focus on ease and effectiveness
- Commitment to proactive technologies that prevent disruptions



Probing/Qualifying Questions To Ask Reseller

Are you interested in becoming an instant service provider selling Managed Services?

IDC reported that McAfee dominates with more than 50 percent market share in anti-virus managed services. Partner with the security leader and remember, with a managed service, once the first sale is made, the same revenue comes in every year.

Do you want to offer a unique service for small business customers?

With McAfee's hassle-free anti-virus solution, the Partner Security Services reseller can see high renewal rates on the subscription-based service, while providing their customer a unique solution.

Are your customers asking for 24/7, hassle-free virus or spyware protection?

McAfee Partner Security Services allow a reseller to provide a unique small business solution that updates automatically. Protect customers while spending less time on management.

How would you like to stop worrying about holding inventory and tracking products?

With McAfee Partner Security Services, there are no boxes to stock, minimizing the inventory costs.

Would differentiating your products and service line add value to your company?

Not only can McAfee resellers offer a unique small business solution, Partner Security Services, they can also maximize their incremental revenue with value-added services like IT support, as well as upsell opportunities for other IT needs.

How would you like to offer superior technology that has low competition?

No other security vendor makes a channel offering like McAfee Partner Security Services available to its resellers. McAfee Partner Security Services also implement a hassle-free anti-virus and anti-spyware solution that has limited product competition, since McAfee has been the market leader in anti-virus managed services with five years' advanced experience.

How would you like to gain 24/7 visibility access into your customer accounts?

With McAfee Partner Security Services, resellers can gain insight into customers' environments, understand their security needs, and upsell additional solutions. Upselling to customers is at a very low cost; you can call them any time to offer advice or suggest new products—which means more sales!

Partner Security Service Requirements

1. Become a McAfee SecurityAlliance Partner: https://secure.nai.com/us/partners/channel/become/enrollment_form/BecomePartnerShort.asp
2. Review, complete, and approve the McAfee Partner Security Service Program Agreement that states specific terms and conditions to represent McAfee as a preferred partner for Managed Services.

For Partner Security Services partners

- Offer value-added IT administration under our McAfee program
- In viewing reports, partner can identify increase amount of spam and upsell to McAfee SpamKiller® or McAfee Secure Messaging Service™
- In viewing reports, partners can identify increased amount of attacks from the Internet and upsell McAfee WebShield® appliances

Additional Resources

McAfee

Pricing and Licensing: http://internal.nai.com/division/products/mcafee_pl/default.asp

RFP Responses: <http://mcafee/McAfeeHelp/MenuDetail.aspx?MenuId=34&CategoryId=55>

Support: <http://primesupporthelp/primesupport/>

Partner

Product Information: <http://secure.nai.com/us/partners> > Sales > Product Information

Pricing and Licensing: <http://secure.nai.com/us/partners> > Pricing

RFP Response: <http://secure.nai.com/us/partners> > RFP