



McAfee Partner Security Services

Getting Started Guide

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Step 1: Become a McAfee SecurityAlliance partner

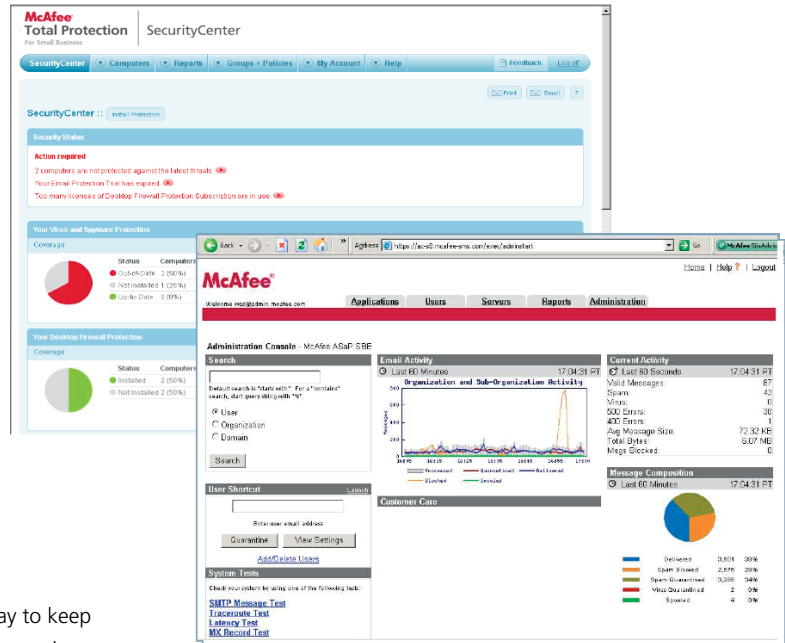
Step 2: Join the McAfee Partner Security Services program

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Separate Document—Partner Security Services Program Agreement



McAfee Partner Security Services

Trust McAfee® to give you the smartest, simplest way to keep small businesses secure with an always-on, always-up-to-date, single security solution to protect, manage, and upsell small business customers. Whether you simply sell a small business product or deliver on a remotely managed security service, McAfee Total Protection™ for Small Business can increase your profitability and expand your value-added services.

Total Protection for Small Business solutions are an easy-to-sell, small business security service you can offer as a standalone solution to customers wanting to monitor their own security environment. For more information on the point solutions of Total Protection for Small Business or to register so you can start selling today, please visit <http://www.mcafee.com>.

Further, increase your margins and extend your product offerings to include managed security services in the McAfee Partner Security Services (PSS) program and take advantage of free program participation.

As a unique channel offering, PSS allows McAfee SecurityAlliance™ partners to become the CIO for small business customers by providing a straightforward, uncomplicated remote management service with Total Protection for Small Business solutions.

By using the McAfee SecurityCenter and McAfee Secure Messaging Service™ (SMS) portal, the web-based management consoles found within Total Protection for Small Business solutions, you will be able to monitor and provide IT assistance to your customers who need complete, outsourced security—from installation and configuration, to managing security updates, reporting, and quarantine, to even policy changes.

This document explains the value of PSS and how to get started selling and remotely managing security services for your small business customers.

As a PSS provider, you have free access to centralized management portals, hosted by McAfee, to manage multiple customers.

PSS, an exclusive McAfee channel offering, allow SecurityAlliance partners to expand their small business opportunities by:

- Implementing a hassle-free managed security service with Total Protection for Small Business solutions
- Deploying highly effective and automated desktop protection and email filtering
- Accessing management consoles for centralized monitoring of multiple small business customers, hosted by McAfee
- Increasing value-added opportunities, revenues, and profit margins
- Offering enhanced services to increase average revenue per user (ARPU)
- Collecting on recurring revenue
- Improving loyalty from existing and new customers with a subscription-based software-as-a-service

By becoming a SecurityAlliance partner, you can manage your customers' security and alleviate the burden and cost of updating and managing their security solutions. Additionally, the PSS offering allows remote management, so you can easily manage large numbers of customers via the centralized SecurityCenter and SMS consoles. Through PSS, SecurityAlliance partners have the ability to improve customer loyalty, expand their value, and remotely manage a greater number of customers simultaneously, using advanced McAfee technology that is provided free-of-charge.

Getting Started

Step 1: Become a McAfee SecurityAlliance partner

The PSS program will require you to join the McAfee SecurityAlliance channel program. The world-class McAfee SecurityAlliance Global Partner Program provides an extensive range of services and benefits to support your specific level of participation. Visit <http://www.mcafeesecurityalliance.com> for more information. If you are already a SecurityAlliance partner, then proceed to Step 2.

To join SecurityAlliance, register via the following URL:

<http://www.mcafeepartner.com/pss>

If you are a new partner, you may join as an AssociatePartner by indicating:

- Partner classification: "Reseller"
- Level of participation in program: "Associate"
- Company's product interests: "Open distribution product portfolio"

After your registration as a SecurityAlliance partner has been confirmed, you may then join the PSS program.

McAfee also recommends online training modules for a) Total Protection for Small Business/Managed Services, and b) PSS, accessed from McAfee's SecurityAlliance eXchange (MAX™) extranet system, or participate in any of McAfee's PSS training webcasts. Contact your local McAfee sales representative for more information.

Step 2: Join the McAfee Partner Security Services program

As a SecurityAlliance partner, if you are interested in remote customer management in the PSS program, you should review, complete, and approve the McAfee PSS Program Agreement. It contains specific terms and conditions that you must agree to in order to represent McAfee as a preferred partner. (Please see Addendum for the PSS Program Agreement.)

You will need to set up and maintain an email account under the company domain associated with PSS using the recommended email address formats listed below. This email address will be known as the partner's PSS ID. Along with each customer's email address, the PSS ID is used to submit all orders that require partner remote management to ensure correct provisioning under the PSS program.

Partner Location PSS Email Format

Americas	mcafeems@partnerdomain.com
Europe	mcafeemsEMEA@partnerdomain.com
Asia	asap@partnerdomain.com

Note: Partners must own their own business mail domain. Due to the inability of its uniqueness to represent our partners, McAfee will not accept PSS IDs in the format of POP3 email accounts. The PSS ID must be in an email domain that is owned or controlled by the partner, and may not contain a domain that allows third parties to set-up email accounts, such as MSN.com, AOL.com, Yahoo.com, Google.com, or Hotmail.com.

Under the PSS Program Agreement

- Enter the PSS ID email address into Item 1 in the PSS Program Agreement
- The PSS ID, along with the customer's valid email address, is used to submit only PSS orders to McAfee
- Orders can only be submitted for:
 - Total Protection for Small Business
 - Total Protection for Small Business—Advanced
 - Secure Messaging Service (SMS)
- The PSS ID is also the login ID for the web-based McAfee SecurityCenter management console, accessible from <http://www.mcafeesasap.com>, to manage desktop protection. A secondary login will be created for you by McAfee, which will allow you to access and manage customers email via the SMS console
- Fax or email the signed PSS Program Agreement back to your dedicated McAfee sales contact (CAM or iCAM) for final approval
- A copy of the approved PSS Program Agreement is returned to you
- SecurityAlliance partners will then have access to the MAX site for sales and marketing tools, McAfee eLearning for our PSS online training courses, and for product trainings, such as Total Protection for Small Business

Step 3: Receive a free order of 20 not-for-resale nodes

PSS partners receive a grant for 20 not-for-resale (NFR) nodes of Total Protection for Small Business—Advanced (remote management for desktop and email protection) to use in-house in order to understand the features and benefits of this software-as-a-service (virus, spyware, spam, phishing, and firewall security solution). The SecurityAlliance partner will receive four separate emails to access its PSS systems:

1. The “Your Grant Letter from McAfee” email has the 20-node NFR grant attachment
2. The “Thanks for Registering” email indicates that your PSS ID is the login ID, and includes the password to access the McAfee SecurityCenter, the web-based reporting console available at <http://www.mcafeesasap.com>
3. The “SMS PSS Registration” email includes the URL for logging into SMS, the PSS ID, and a temporary password
4. The “Welcome to McAfee” email contains the Total Protection for Small Business installation URL for the NFR nodes

To log into the SecurityCenter web-based console:

- Enter <http://www.mcafeesasap.com> in a browser address bar
- Click LOG IN located at the far right side of the McAfee web site. The *Login to McAfee SecurityCenter* page appears
- Enter your PSS ID email address
- Enter the password provided in the “Thanks for Registering” email

You are now successfully logged into the McAfee SecurityCenter to begin managing multiple customers from the single management console. Here are more helpful tips to get your PSS remote management started.

From the SecurityCenter home page you will see that you have 20 nodes of Total Protection for Small Business

To start security deployment to your customers, choose *Install Protection*, select your computer, protection, and language types, and then you will see your unique installation

Choose the *Reports* tab to see different reports or the *Groups + Policies* tab to create groups and modify anti-virus, anti-spyware, or firewall policies per customer

Full online documentation is available from the *Help* tab

To log into the Secure Messaging Service web-based console:

- Enter <http://login.mcafee-sms.com> in your browser
- Enter your PSS ID email address and password provided in the “SMS PSS Registration” email
- Click *System Administration*
- You will receive an activation email for each customer contract you sell of SMS or Total Protection for Small Business—Advanced, which contains a unique URL and activation key. Once you activate the account, it will automatically provision under your PSS account, allowing you full administrative access

Step 4: Place a PSS order

PSS were created with small businesses in mind. The Total Protection for Small Business solutions and SMS, combined with the SecurityAlliance partner's IT assistance, provide customers with a hands-free, proactive security solution to protect their critical business assets.

Product availability

PSS orders can only be placed for the SKU families below, for terms of one or two years. Please refer to the McAfee Quote Handbook for product, business, and program policies, and the current McAfee Price Book for the product SKUs. Please contact your preferred distributor to obtain your reseller cost.

Remember, all Total Protection for Small Business solutions, SMS orders, and renewals must be submitted using the PSS ID email address AND the customer email address when applicable.

To process a PSS order, the SecurityAlliance partner provides the following information to the distributor:

End-user information

- End-user company name
- End-user contact name
- End-user address
- End-user phone number
- End-user email address (format of the actual customer's email address)

SecurityAlliance partner information

- Partner name
- Partner address
- Partner contact name
- Partner phone number
- Partner email address (format of the partner's PSS ID email address)

Important guidelines for placing orders through the PSS program

- The end user's email address is the address of your customer. This is necessary for ALL PSS orders, in addition to your PSS ID email address
- The PSS ID email address is your PSS ID. It serves as the database key to link your customer's licensed orders to your PSS SecurityCenter reporting console
- It is important that the agreement between the SecurityAlliance partner and the customer contain the terms specified in Item 2 of the PSS Program Agreement (see Addendum)
- The Total Protection for Small Business solutions are licensed to the end user. All end-user information is that of the actual end user with the exception of the partner email address, which follows the PSS ID format
- PSS program purchase orders are placed individually. The purchase order is specific for the PSS program and includes the Total Protection for Small Business solutions and SMS SKUs eligible under the program
- Any additional product SKUs, for customer's own management, are placed via separate purchase orders and customer email addresses—no PSS ID necessary
- Email notification is sent to the partner when the customer's new license grant is active
- The customer receives a grant letter from McAfee via U.S. mail

Total Protection for Small Business—Advanced: 1:1 Gold TSAECE-AA-XX

Total Protection for Small Business—Advanced: 2:2 Gold TSAFCE-AA-XX

Total Protection for Small Business 1:1 Gold TSBECE-AA-XX

Total Protection for Small Business 2:2 Gold TSBFCE-AA-XX

Secure Messaging Service for Small Business 1:1 Gold SMSECE-AI-XX

Secure Messaging Service for Small Business 1:1 Gold SMSFCE-AI-XX

Step 5: Install, remotely manage, and monitor your customers

The basic Total Protection for Small Business installation URL will be the same for each PSS order. This allows all your customers to report into a single SecurityCenter, the web-based console for desktop management and monitoring.

Customize the installation URL for each customer to distinguish each company's reports and to create unique policies, if needed.

- Enter <http://www.mcafeesasap.com> in a browser address bar
- Click **LOG IN** located at the far right side of the McAfee web site, and enter your PSS ID and password
- Choose **Group + Policies** and select **Add Group** to create your unique customer groups. Create a new group name indicating the company name and Grant Number for your latest customer (e.g., JohnsBooks GN 599999999)
- Next, choose **SecurityCenter**. Select **Install Protection** to customize the installation URL per customer(s). After you select the type of computers to protect, click **Next**. Choose the new company name (e.g., JohnsBooks) from the **Group** drop-down list, choose the levels of protection(s), and select the language type, then click **Next**. Your installation URL is now customized per customer. (This field shows the standard URL with the suffix &G=n, where n is the number assigned to the group corresponding to this company name)
- Use the respective customized URL to install Total Protection for Small Business for each customer account by emailing the customized URL or copying the custom URL to media for installation. Install by clicking on the customized URL from each machine within a customer account to use the service. The nodes will appear in their respective groups in the SecurityCenter. Reports can be viewed for all PSS nodes, or by a specific group
- Total Protection for Small Business installs pre-configured settings with default scanning and updating policies. Unique policies can be created and assigned to groups as needed. Use **Groups + Policies** to modify the policies and assign the new policy to a specific group
- Review reports regularly to monitor virus, spyware, and firewall activity and advise customers of any security issues or risks. Leverage your customer relationship and upsell to additional products and services when appropriate

For the remote management of the email service from Total Protection for Small Business—Advanced or SMS:

- Click on the URL provided in each customer's activation email. (*Note: these are all unique and become invalid once used*)
- Enter the activation key in the field on the browser
- Complete the two-screen activation wizard
- You will be sent an email confirming that activation is complete, as well as further directions on how to change your customer's Mail eXchange (MX) records, add users, and block port 25 traffic on the customer's firewall to anyone but McAfee. (Otherwise, spam can slip in the back door)
- Now go to login.mcafee-sms.com to access the SMS portal. (THIS URL does not change)
- Type in your login and password
- Select a customer from the "show hierarchy" link at the top left of the screen
- Add users and set the customer's email policy
- Change the MX record

Note: As with Total Protection for Small Business, your remotely managed customers will not have access to the SMS console.

McAfee SMS includes default settings to protect our customers against viruses in their email as soon as their MX records are changed. However, to provide spam protection and individual user quarantines, you need to add users to the system.

For additional information on the McAfee PSS program, please contact your McAfee sales representative or visit the McAfee partner web site at <http://mcafeepss.com>.

McAfee Partner Security Services Program Agreement

Reseller: _____

Address: _____

Primary contact: _____

Contact email: _____

Phone: _____ Fax: _____

This Partner Security Service Program Agreement (the "Agreement") is incorporated into, and governed by, the McAfee Authorized Reseller Agreement and/or the McAfee Reseller Registration between Reseller and McAfee and defines the terms under which McAfee will make available to Reseller the Partner Security Service Program (also known as the "Managed Services"). Reseller shall monitor and maintain the Managed Services on behalf of Reseller's customers. "McAfee" means (a) McAfee, Inc., a Delaware corporation, with offices located at 3965 Freedom Circle, Santa Clara, California 95054, USA if the Reseller is in the United States, Mexico, Central America, South America, or the Caribbean; (b) McAfee Ireland Limited, with offices located at 11 Eastgate Business Park, Little Island, Cork, Ireland if the Reseller is in Canada, Europe, the Middle East, Africa, Asia, or the Pacific Rim; and (c) McAfee Co., Ltd. with offices located at Shibuya Mark City West Building 12-1, Dogenzaka 1-Chrome, Shibuya-ku, Tokyo 150-0043, Japan if the Reseller is in Japan.

1. Reseller shall set up and maintain an email account under their company domain associated with the McAfee Managed Services using the following recommended email address formats listed below. This email address will be known as the partner's "PSS ID" to submit all customer orders that require partner remote management.

Partner Location	PSS Email Format
Americas	mcafeems@partnerdomain.com
Europe	mcafeemsEMEA@partnerdomain.com
Asia	asap@partnerdomain.com

The PSS ID must be in a domain that is owned or controlled by Reseller, and may not contain a domain or ISP-related domain that allows third parties to set up email accounts, such as MSN, yahoo, or hotmail. Violation of the preceding restriction shall be a material breach of the Agreement, even if such email is provided by Reseller prior to McAfee's execution of the Agreement.

The Reseller PSS ID is _____.

Reseller shall use the PSS ID each time Reseller registers to access the Managed Services on behalf of a customer. Reseller shall keep all login information related to such account, including the username and password, confidential and shall immediately notify McAfee in writing if Reseller becomes aware of or suspects any unauthorized use of such information. McAfee may suspend any account that it reasonably believes is compromised or is being used for illegal or unauthorized purposes.

2. McAfee shall rely on actions taken by Reseller as having been authorized by customer for purposes of using the Managed Services. In this regard, Reseller shall insure that the agreement between Reseller's customers and Reseller ("Customer Agreements") contain the following verbiage:

"Customer hereby appoints Reseller as customer's agent, to access technical and other services, load software and use tools related to the Managed Services on customer's behalf. Customer acknowledges that (a) as customer's agent, Reseller is authorized to interact with McAfee on customer's behalf and bind customer regarding the services, software and tools associated with the Managed Services, and (b) while Reseller is acting as customer's agent, all access to the services, software and tools associated with the Managed Services must be through Reseller."

3. If a customer contacts McAfee directly, McAfee shall refer the customer to the Reseller as the customer point of contact, and Reseller will work with McAfee in good faith to promptly resolve the problem or issue. Reseller agrees that it will not attempt to access any customer information or data using the Managed Services if (a) Reseller has not been appointed as an agent by that customer, or (b) a customer terminates the Reseller's right to service the customer's account.

4. The Managed Services online system, known as SecurityCenter, is available at <http://www.mcafeesap.com>. Reseller shall log into the Managed Services online system regularly on behalf of customer, and shall promptly convey to customer all information relevant to customer's systems (including any update notices or system alerts). Reseller shall keep all customer information confidential and shall not disclose the information except as necessary to provide the Managed Services.

5. Reseller shall perform its obligations and responsibilities under this Agreement or any Customer Agreements in compliance with all applicable data protection and privacy laws, including but not limited to applicable United States, Canadian and European Union data protection laws and directives or such similar legislation as provided by local law (collectively or individually referred herein as "Data Privacy Laws").

6. McAfee, with fifteen (15) days notice, is entitled to indefinitely suspend, with or without cause, the Reseller's ability to enroll new customers or renew existing customers under the Agreement.

7. If any provision of this Exhibit conflicts with the terms of the Authorized Reseller Agreement or McAfee Reseller Registration, the terms of this Exhibit control with regard to the services contemplated herein.

Reseller: _____ McAfee, Inc.
(Please type or print full legal name)

By: _____ By: _____

Printed name: _____ Printed name: _____

Title: _____ Title: _____

Date: _____ Date: _____

Australia 1800 644 646. Hong Kong 852 2892 9500. India 9122 6693 5278. New Zealand 0800 508 333. Singapore 65 6222 7555. Thailand 662 625 3058 to 60.

Find your local contact at www.mcafee.com

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