



McAfee Total Protection for Small Business Solutions

The always on, always up-to-date, single solution for protecting your business

The McAfee® Total Protection for Small Business solutions are the industry's first truly integrated solutions. They provide comprehensive security for small businesses, all delivered in a single solution that protects against viruses, spyware, spam, hackers, and identity thieves.

Value to Customer

Key Differentiators	Function	Benefit
Automatic protection	<ul style="list-style-type: none"> Automated, always on, always up-to-date solution for small business Daily, automatic updates keep your virus, spyware, adware, spam, phishing, and firewall protection continuously up to date 	<ul style="list-style-type: none"> No maintenance with automated security updates Transparently updates itself daily, without end-user interaction; hassle-free security minimizes ongoing cost and management
Comprehensive security in one solution	<ul style="list-style-type: none"> Integrated security provides a single solution for small business Easy to install, easy to use anti-virus, anti-spyware, anti-spam, anti-phishing, and desktop firewall all in one solution 	<ul style="list-style-type: none"> Proactively blocks viruses, spyware, spam, phishing, hacker attacks, identity thieves, and other threats before they can install and compromise your systems
Integrated, centralized management	<ul style="list-style-type: none"> McAfee SecurityCenter provides a single Web-based console for managing and reporting on all security services for your small business Centralized approach for installation, updates, configurations 	<ul style="list-style-type: none"> Single Web-based console for multiple security reports and system status Easy-to-use Web management tool for policy configuration and company reporting Remotely monitor all user security environments from a single console
Low cost of ownership	<ul style="list-style-type: none"> Deploy immediate protection for your company against viruses, spyware, adware, spam, phishing, hacker attacks, and other malware threats with a simple Internet download or e-mail re-direction 	<ul style="list-style-type: none"> Quick online installation for immediate protection to all locations No additional equipment to purchase or need to hire a technical security specialist

McAfee offers two proactive solutions for small businesses:

	Total Protection for Small Business—Advanced	Total Protection for Small Business
Single management console	✓	✓
Desktop and file server anti-virus and anti-spyware	✓	✓
Desktop firewall	✓	✓
E-mail service anti-spam and anti-virus	✓	
E-mail server anti-virus	✓	

Value to Partner

- No inventory to hold**
With a services model, make more money without additional stocking, shipping, or support costs.
- Easy sales, shorter cycles**
Spend less time on sales calls by providing an immediate, automated small business solution. Be faster to market and increase your sales volume.
- High renewal rates**
High customer satisfaction levels turn into high renewal rates for our partners, year after year.
- Generate more revenue from small business**
Join the McAfee Partner Security Services program to create an ongoing revenue stream. The program allows certified partners to provide value-added security services.

How to Order

Total Protection for Small Business solutions are available through McAfee authorized distributors. Reference the current McAfee Price Book for pricing details. Total Protection for Small Business solutions are offered in one-year or two-year subscription SKUs and are hosted by McAfee.

Total Protection for Small Business—Advanced 1:1 GOLD	TSAECE-AA-XX
Total Protection for Small Business—Advanced 2:2 GOLD	TSAEFE-AA-XX
Total Protection for Small Business 1:1 GOLD	TSBECE-AA-XX
Total Protection for Small Business 2:2 GOLD	TSBEFE-AA-XX
Total Protection for Small Business 5-User Multi-node Pack	TSB00M005PAA
Total Protection for Small Business 10-User Multi-node Pack	TSB00M010PAA
Total Protection for Small Business 25-User Multi-node Pack	TSB00M025PAA



How to Sell McAfee Total Protection for Small Business

McAfee Total Protection for Small Business and McAfee Total Protection for Small Business—Advanced

Title	Pain Points	Probing Questions	Selling Scenarios
Director of IT or business owner	Limited budget	<ul style="list-style-type: none"> How do you protect your organization against Microsoft® vulnerabilities? What is the impact of security-related system and network issues to your help desk? What impact have system and network issues had on your IT department? 	<p>Primary Targets</p> <ul style="list-style-type: none"> Small businesses with 5–100 nodes Small businesses with limited IT resources Businesses with decentralized locations, or branch offices Decision-makers and influencers are business owners or senior managers
	Limited resources or technical in-depth expertise	<ul style="list-style-type: none"> How do you reduce the proliferation of spyware and other unwanted programs? How long does it take you to roll out security patches to your systems? What is your Windows® infrastructure like? What is your worker environment like? How about your remote or branch offices? What does your operation process look like when Microsoft announces vulnerabilities each month? 	<p>Sell McAfee Total Protection Solutions for Small Business <i>New McAfee Customers</i></p> <ul style="list-style-type: none"> Total Protection for Small Business solutions integrate new desktop firewall protection and e-mail anti-spam, in addition to anti-virus and anti-spyware. Total Protection for Small Business solutions provide access to a single management console with the McAfee SecurityCenter to monitor and configure your virus, spyware, spam, and firewall protection. McAfee Partner Security Services offer complete, value-added, remote security monitoring of multiple customers from a single provider, using the McAfee SecurityCenter.
	Reduce complexity	<ul style="list-style-type: none"> How do you manage your anti-virus, anti-spyware, firewall, spam, and e-mail security? How effective are you in this effort? How do you manage the protection for your mobile users? How could you improve this? If you could streamline security management, could you provide better security? 	<p><i>Existing McAfee Managed Services Customers</i></p> <ul style="list-style-type: none"> Total Protection for Small Business integrates new desktop firewall protection and management, in addition to desktop and server anti-virus and anti-spyware. Total Protection for Small Business—Advanced provides enhanced e-mail security against spam and phishing attacks, in addition to anti-virus, anti-spyware, and firewall security. The McAfee SecurityCenter provides a single management console to monitor and configure virus, spyware, spam, and firewall protection. McAfee Partner Security Services offer new firewall management, along with anti-virus and anti-spyware, in a complete, value-added, remote security monitoring solution for multiple customers. <p><i>Existing McAfee SMB Edition Customers</i></p> <ul style="list-style-type: none"> Total Protection for Small Business solutions integrate new desktop firewall protection and e-mail anti-spam, in addition to anti-virus and anti-spyware, all with automatic updates and upgrades. The McAfee SecurityCenter within the Total Protection for Small Business solutions provides a single management console to monitor and configure virus, spyware, spam, and firewall protection. McAfee Partner Security Services offer new firewall management, along with anti-virus and anti-spyware, in a complete, value-added, remote security monitoring solution for multiple customers.