

Secure Your Success | Intel Security Partner Program



# Welcome to the Intel Security Partner Program



Today's digital security threats are more sophisticated and complex than ever. At the same time, computing advancements are opening up new possibilities for exploring, connecting, sharing, and building a better world. We need security solutions that mitigate today's risks and anticipate tomorrow's—solutions that not only defend against attacks, but enable us to explore the digital world without fear.

## The Power of Two

Intel® Security is creating those solutions, bringing together the experience and expertise of McAfee with the innovation and proven performance of Intel. McAfee products have earned a position in eight of the Gartner Magic Quadrants. CRN ranks McAfee in the Top 25 Best Companies to Partner With. And we're committed to continuously driving disruptive growth in the global security market.

We are building a safe, secure digital world with products that seamlessly integrate security to protect every layer of computing—from the chip to the cloud. Join us today and start securing your success.

## Keep your customers safe and your business growing

Security is a rapidly changing and growing market. As an Intel Security partner, you'll have the inside track on trending security issues, technologies, and products, so you can stay competitive and offer your customers valued insight, with the best solutions to meet their security needs. We provide a flexible framework—based on customer buying preferences and partner business models—to help you build a differentiated, profitable security practice.

## Grab the Security Connected advantage

The days of being able to protect a business with a point product or single security approach are over. Today's threat landscape requires a connected security platform that not only finds threats, but freezes and fixes them. Our wide range of technologies spans the security space and is further extended through development partnerships with industry leaders—creating solutions that help you deliver superior protection to our mutual customers. Our Security Connected platform unifies hundreds of offerings, making it easy for you to assess and integrate multiple products and services, and tailor solutions for the customer's unique risks, infrastructure, and business objectives.

## The Intel Security partner ecosystem

The Intel Security partner ecosystem is essential to how we do business. In addition to our solution providers (reseller partners), it includes developer partners, who integrate or embed our technologies, or deliver complementary technologies, expanding Intel Security solutions to help partners close more deals and be more profitable. Technology partners can engage through the Security Innovation Alliance, Global Alliance, or OEM Alliance.

Intel Security Partner Program Ecosystem							
Program Category	Resell					Technology	
Partner Type	Solution Provider				Distribution		Global Alliance Security Innovation Alliance Embedded & OEM Global System Integrator
Partner Level	Elite	Premier	Associate	Select	Broadline	Value Added	
Managed Services Specialisation	Yes	Yes	Yes				
Service Delivery Specialisation*	Yes	Yes	Yes			Yes	
Support Provider Specialisation**	Yes						
Partnership Benefits	Business Enablement		Profitability Programs		Sales Support	Enablement Training	

\*Service Delivery Specialisation will be available 2H2015.

\*\*Formerly McAfee Authorised Support Provider Program (MASP).

# Our Partner Program Structure

## Flexible, profitable, sustainable

Our program is designed for flexibility to meet the needs of your growing business. As you invest more in the relationship through training and certification, you reap greater rewards and increased commitment from Intel Security.

### Solution providers

Solution providers are reseller partners who offer one or more areas of expertise in Intel Security-based solutions. As a Solution provider, you can tailor the program to your interests and business needs. For example, you might take a sales approach or a technical go-to-market approach, with technology support, implementation, and/or services as a focus.

## Partner levels

### Associate Partners

Associate Partners have a stated desire to provide customers with quality solutions and technologies, and have the option of completing solution competency curriculum to become authorised and transact more complex technologies. Members at this entry level have access to baseline profitability programs, plus full access to the Intel Security Partner Portal for a range of online resources to stay current on the latest Intel Security solutions.

### Premier Partners

Partners at this level have confirmed their commitment to working with Intel Security to meet customers' ongoing security needs. Through investments in skills, competencies, and revenue growth, Premier Partners ensure that customers receive high-quality solutions and services. Participation at this level provides access to an extended level of benefits to help ensure partner success.

### Elite Partners

This is the highest partner level, achieved through a demonstrated commitment to customer satisfaction, competency, and revenue growth. Elite partners have the proven solution and services capabilities to manage the largest and most complex security deployments—and they receive the highest level of benefits plus the unique ability to achieve a Support Provider specialisation.

### Select Partners

Select Partners combine proven solution and service capabilities with superior logistic, asset management, and lifecycle management strengths to respond to our mutual customers' security requirements. This unique combination of skills is matched with a special set of program requirements and benefits.

## Specialisations

As an Intel Security Partner Program member, you can get recognised for your strengths in specific areas by earning official specialisations. If you meet the eligibility requirements, we encourage you to earn as many specialisations as your business practice and resources allow. We've chosen these specialisations based on where we see the most growth and profitability potential. As a partner who has achieved a specialisation, you may also receive additional discounts and pricing structures.

### Managed Services

Support the growing number of customers who prefer to procure products and solutions as a managed service. Managed Services extend your business model from pure resale and generate recurring revenue.

Intel Security Partner Program Requirements

Solution Competencies: > Endpoint Security > Network Security > Security Management	Associate Partners			Authorised Associate Partners			Premier Partners			Elite Partners			Select Partners		
	Country Set			Country Set			Country Set			Country Set			Country Set		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
Contract Executed	No	No	No	Yes <sup>1</sup>	Yes <sup>1</sup>	Yes <sup>1</sup>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Annual Bookings Requirement	No	No	No	No	No	No	No	No	No	1M <sup>2</sup>	750K <sup>2</sup>	500K <sup>2</sup>	No	No	No
Minimum Requirement	Access to Open Products Only			1	1	1	1	1	1	3	2	2	3	2	2
Certified Resources within Each Category															
Sales Professionals	N/A	N/A	N/A	1	1	1	4	3	2	4	3	2	4	3	2
Technical Professionals	N/A	N/A	N/A	1	1	1	2	1	1	2	1	1	2	1	1

1. Authorised Reseller Agreement is required for those Associate level partners completing a certification for one or more competencies.

2. Effective 2015. Figures are in US dollars.

### Support Provider

As a Support Provider take on levels 1 and 2 customer support to gain an additional revenue stream. (Elite status required.)

### Services Delivery

Align with McAfee professional services to effectively deliver implementation services, which can increase profitability and customer satisfaction. (Available 2H 2015.)

### US Federal

This specialisation offers accredited partners access to the McAfee government price book and GSA schedule. (Elite status required, available to partners in the United States only.)

### Partner Program Benefits

	Associate	Premier	Elite	Select
<b>Coverage</b>				
Field Channel Account Manager			•	•
Inside Channel Account Manager		•		•
<b>Profitability</b>				
Rebates		•	•	•
Rewards	•	•	•	•
Deal Registration	•	•	•	•
Incumbency Advantage	•	•	•	•
Teaming Plans			•	•
Tiered Pricing		•	•	
<b>Marketing Support</b>				
Marketing Development Funds			•	•
Demand Generation Kits	•	•	•	•
Partner Locator	•	•	•	•
<b>Enablement Offerings</b>				
Annual Business Plan			•	•
Sales & Technical eLearning	•	•	•	•
Technical Training	•	•	•	•
Presales Technical Training	•	•	•	•
CloudRunner	•	•	•	•
Not-For-Resell		•	•	•
Partner 360		•	•	•
Partner Care	•	•	•	•
<b>Technical Support</b>				
24x7 Online Support	•	•	•	•
Gold Support		•	•	•
Platinum Support			•	
<b>Specialisations</b>				
Managed Services Specialisation	•	•	•	•
Support Provider Specialisation			•	



# Become a Trusted Security Advisor

One of our most important goals is to help you develop your unique value as a trusted security advisor. Our tiered membership levels allow you to gain more, the more you commit. Our training program and specialisations offer a flexible path to the expertise that best serves your business. And our security solution competencies allow you to clearly communicate your specific expert status.

As a partner, you have a chance to go deep, increasing your understanding of the security landscape as well as specific technologies and products to best meet your customers' needs. Our training is not prescriptive—we have built in the flexibility to choose your learning path based on your specific business goals.

## Partner Enablement

Customer satisfaction is paramount to our mutual success. We believe that a well-trained and well-equipped partner ecosystem is best prepared to deliver the highest level of service to our mutual customers. To help you succeed, we've built our enablement framework around enabling you—to learn, grow, and profit.

This enablement framework is designed to give you the strategic insights, knowledge bank, and practical skills to deliver what your customers need to secure their businesses with industry leading Intel Security technologies.

### Plan

The more attuned you are to market dynamics, competitive activities, and customer buying patterns, the better positioned you are to provide strategic direction and value to your customers. Intel Security offers programs and resources for executive planning and practice building, so you can chart a successful course for your security practice.

### Learn

It's no surprise that customers trust partners who deliver the fastest return on their security investments and help integrate security best practices across their organisations. We offer training paths to develop the sales and technical skills that enable customer success with our offerings, and add value to customer relationships now and for the future. Your learning options include access to free sales and technical eLearning courses, advanced sales and presales technical instructor-led training, and post-sales services enablement training and certifications.

### Execute

Offering great ideas to customers and prospects, sharing best practices, and delivering compelling results are key components to long-term success. We give you the right tools to help your team communicate security industry insight and the Intel Security value proposition—including sales and marketing tools, support tools, and technical tools.

## Training Solution Competencies

We want to give our partners every chance to capitalise on the fast-growing security market. We've done extensive research into customer buying preferences, how decision-making is changing, and how security partner business models are evolving. We also looked at total addressable market (TAM) for security to see where the biggest opportunities will be. We have organised our solutions into training categories that we call Solution Competencies: Endpoint Security, Network Security, and Security Management.

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TOTAL ADDRESSABLE MARKET (USD)\*

\$5.0B

ENDPOINT SECURITY

\$4.3B

NETWORK SECURITY

\$2.2B

SECURITY MANAGEMENT



## Partnership has its perks

As an Intel Security partner, you play a vital role in delivering our solutions worldwide, and our partner program is designed to help your business thrive. You'll be aligned with the combined strength of the McAfee and Intel brands, a powerful foundation that inspires customer confidence in the solutions you offer. We also offer a variety of profitability programs designed to help you increase margins and make them more consistent and predictable.

- > Deal Registration: Maintain exclusive margin enhancement on the opportunities you find.
- > Incumbency Advantage: Protect your customer base with a margin advantage on the opportunities you initially brought to us.
- > Teaming Plan: Provide value to Intel Security-found opportunities and gain a margin advantage.
- > Make the Move: Maintain a solid competitive advantage.
- > Rebates: Earn back-end rebates while you grow.

## We make each other better

Security has never been more necessary—or more possible. At Intel Security, we are on a mission to make security integrated and ubiquitous. And with the broadest security portfolio, we're well on our way. But we can't do it alone. We count on our partners to deliver the solutions we passionately create. Our goal is to provide security innovation from the chip to the cloud, to make the lives of our mutual customers better. That helps all of our businesses to succeed. Together, we're a formidable force creating a safer digital world. It's the perfect time to partner up.

### Learn more and join us today.

[www.mcafee.com/becomeapartner](http://www.mcafee.com/becomeapartner)

## About Intel Security

McAfee is now part of Intel Security. With its Security Connected strategy, innovative approach to hardware-enhanced security, and unique Global Threat Intelligence, Intel Security is intensely focused on developing proactive, proven security solutions and services that protect systems, networks, and mobile devices for business and personal use around the world. Intel Security is combining the experience and expertise of McAfee with the innovation and proven performance of Intel to make security an essential ingredient in every architecture and on every computing platform. Intel Security's mission is to give everyone the confidence to live and work safely and securely in the digital world.

\* According to IDC security clusters, 2014.

**For more information:**  
[www.intelsecurity.com](http://www.intelsecurity.com)  
[www.thejourneyahead.co.uk](http://www.thejourneyahead.co.uk)

# Are You Five Years Out?

Most people live in the present. The world of now. But a handful of us work in a unique world that doesn't quite exist yet—the world of Five Years Out.

Five Years Out is the tangible future. And the people who live and work there know that new technologies, new materials, new ideas and new electronics will make life not only different, but better. Not just cheaper, but smarter. Not just easier, but more inspired.

Five Years Out is an exciting place to be. So exciting that, once you've been there, it's hard to get excited about the present. Because we know what's coming is going to be so much better.

Five Years Out is a community of builders, designers, engineers and imaginers who navigate the path between possibility and practicality. Creating the future of everything from cars to coffeemakers.

Are you one of them? Then you're probably working with us.



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