



# McAfee Web Protection

## Partner Demand Generation Guide

### Overview

In today's world of advanced malware, zero-day attacks, and stealthy threats, endpoint-focused security is simply not enough. McAfee Labs catalogs over 100,000 new malware samples every day. Organizations that want to protect themselves from the costs, risks, and brand damage that a breach these threats can cause, need to consider a comprehensive, unified, multi-layered approach to protection.

Customers who outsource applications and systems to the cloud cannot effectively deploy consistent enterprise security policies across multiple service providers—exposing themselves to attackers who are constantly seeking to exploit gaps in security coverage. McAfee Web Protection transparently intercepts all inbound and outbound web traffic and enforces uniform enterprise-class security policies, offering our mutual customers complete, comprehensive threat protection. Keep your customers safe with the industry's most competitive web protection solution.

### How to Use this Kit

An online campaign kit was created to facilitate your viewing and printing of any of the materials with ease. You can click to download the full kit or choose to use the 'view all' to pinpoint a specific item, view and/or download.

Once you've decided to run a McAfee Web Protection Campaign, you can use the online kit and links to view, learn, and download PDFs and needed artwork files (when applicable).

### Getting Started

To begin, you'll want to choose your approach:

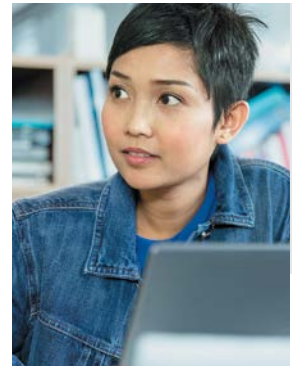
#### 1. Understand the opportunity

- Identify Customers at organizations that are good candidates for McAfee Web Protection solutions:
  - Prioritize top concerns based on customer size. Use the Call script guide to determine which issues are the most relevant to your customer segment type.
    - Upgrade Existing Install Base Customers—Enterprise or Commercial businesses
    - Acquire New Customers—Enterprise or Commercial businesses
    - Cross-sell Additional Products to Customers—Add-ons based on customer issues

#### 2. Kick-off a telemarketing campaign

- Already know who your customer targets are, or have their contact information? You might want to jump right and call them. Use these kit materials and tools:
  - Call script
  - Customer-facing presentation

**Tip:** Post a call, email your contact a thank you and include a Intel Security whitepaper, solution brief or data sheet.



### The McAfee Web Protection Channel Kit includes:

#### Sales Enablement Tools

- Campaign At-A-Glance
- Training Presentation
- Sales Essentials Webcast
- Playbook
- Battlecard
- Web Protection training courses

#### Customer Engagement Tools

- Customer Presentation
- Customer Call Script
- Customer Email Templates
- White Papers
- Solution Briefs

### 3. Host an in-person sales call / meeting

- Whether you want to create a one-on-one sales call, or decide to show multiple decision makers the benefits of Intel Security solutions at one time, these campaign kit items will help you make your meeting simple and successful. Use these kit materials and tools:

- Customer presentation
- Technology whitepapers, reports, and data sheets

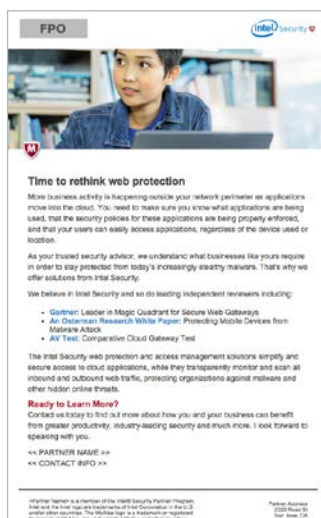
**Tip:** Bring along a printed collateral as a leave behind.

### 4. Execute a demand generation campaign

- Designed to be customizable, the email templates will help you prospect, nurture and qualify leads with your prospects and customers. Use one or multiple emails to address issues most relevant to your customers.
- Email templates highlighting Web Protection issues

**Tip:** consider creating a landing page on your website to capture leads and provide your call to action materials.

CUSTOMIZE THE COPY BY ADDING YOUR COMPANY LOGO, BOILERPLATE INFORMATION, AND/OR UNIQUE VALUE PROPOSITIONS



Rethink Web Protection

#### Quick Tip #1

Need to brush up on your Web Protection knowledge first? Log into the Partner Portal and under the top navigation [click Partner Learning Center](#) (under the Training & Event tab). There you can view all the upcoming Channel Trainings and related Webcasts.

#### Quick Tip #2

If you're looking for more resources or need help with some campaign planning activities, be sure to connect with your Intel Security Channel Account Manager for the marketing contact in your area or you can write to [smartmarketing@mcafee.com](mailto:smartmarketing@mcafee.com)

#### Quick Tip #3

Help increase your profitability! Be sure to take advantage of [Intel Security Profitability Stack program](#).

### Copy Blocks

Use the 25, and 100 word descriptions of the McAfee Web Protection solutions to support your marketing efforts in your customer-facing communication materials and websites.

#### McAfee Web Protection Core Messaging Statements

##### 25 word description:

McAfee Web Protection delivers the industry's most comprehensive, layered protection against both inbound and outbound threats to an enterprise's security.

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## Reseller Guide

### 100 word description:

From web filtering and anti-malware scanning to deep content inspection and granular control over how Web 2.0 sites are used, McAfee Web Protection combines the security, control, and deployment flexibility organizations need. McAfee Web Protection includes McAfee Content Security Reporter (free reporting solution for Web Protection) and McAfee Client Proxy (free agent to redirect laptop traffic for Web Protection). Integration with McAfee Cloud Single Sign On delivers stronger control over user's access to cloud applications, while support for McAfee Advanced Threat Defense adds in-depth static and dynamic analysis technologies that can find, freeze and fix the most advanced threats.

### A Quick Note of Thanks

We'd like to thank you in advance for your on-going efforts and for playing such a critical role as part of our greater Intel Security team. If you have any questions or need assistance, we're here to help you: [Smartmarketingsupport@mcafee.com](mailto:Smartmarketingsupport@mcafee.com)

