



McAfee Co-Branded Demand-Generation Campaigns

McAfee Demand Generation Program for McAfee SecurityAlliance™ Partners

The global McAfee Channel Marketing team is excited to announce the launch of a set of integrated demand generation campaigns that a McAfee SecurityAlliance™ Partner can use to increase revenue opportunities by marketing to your customers and prospects.

Brief Descriptions of Currently Available Campaigns

Each quarter, McAfee will provide new campaigns to choose from, all hosted on a simple-to-use marketing platform that anyone can use!

These are the campaigns available today!

McAfee Co-Branded Campaigns – Program Approach:

1) Campaign Set-up

McAfee has funded a global campaign delivery platform partners can leverage to deploy campaigns and capture online end-user traffic.

2) End User Marketing

McAfee Security Alliance Partners can leverage MDF – or their own dollars – to run turnkey, integrated campaigns and associated e-marketing modules to drive installed base or new prospect marketing, track responses, and create opportunities. Partners can also hire ZINFI to run turnkey integrated (email + telemarketing) campaigns and deliver qualified appointments.

3) Reporting & Metrics

The platform will provide detailed daily and weekly reports to the partners regarding the total number of leads and appointments generated with their campaign.



Get Secure in 15...then get back to business

Keeping your mid-sized business protected shouldn't be a full time job. After all, you've got your business to run. Get connected with the Secure in 15 methodology, which gives you daily tasks to help keep your risks down and systems up.



Next Generation, McAfee Enterprise Firewall V8

McAfee Next Generation Firewall includes advanced application discovery, control, and visualization. It is time to overhaul your customers firewall! Discover the eight "must-have" requirements for next-generation firewalls.



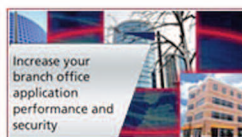
McAfee Data Encryption

Everyone loves great fiction. McAfee separates fact from fiction. That's why we offer this two-page brief dispelling the common myths about laptop security – making it a must-read for every midsize organization.



McAfee Endpoint Protection Service

Get Always-on Security-as-a-Service for Every Endpoint With McAfee Endpoint Protection service, you never have to worry about security for your desktops or laptops again. McAfee will host and manage all the updates to your computers automatically, so you can focus on your business.



McAfee And Riverbed Branch Office Security

McAfee and Riverbed have partnered to deliver best-of-breed WAN Optimization and branch office security together on a single device.

These campaigns are available globally through a third party marketing agency – ZINFI Technologies, Inc. ZINFI offers various options for partners to execute these campaigns. Please visit <http://mcafee.zinfi.com/enable> for more details.

“Our team just launched the Next Generation Network campaign with great success. The platform was easy to use, the materials were targeted and effective – and I was able to get it launched without a resource impact on my team.”

Jill Lanzl
Channel Development Manager
Accuvant, Inc.

“Delivering effective, easy-to-use programs to our partner community is important to McAfee. Getting consistent lead generation campaigns out to partners has been a big focus for us. Zinfi allows us to do that globally, and provides the marketing support to launch the campaign if the partner wants that service too!”

Donna St. John
Director, Partner Experience
McAfee®

Integrated Campaign Timeline

The timeline on the next page is an example of an integrated campaign. Once a campaign has been set-up, it can be run over a period of several months to continue to drive demand. The following timeline represents a typical launch cycle for the first time. Once the campaign has been set up and launched, a partner can run the campaigns as often as they like.

Description	Responsible	Week							
		1	2	3	4	5	6	7	8
Partner Kick-Off Meeting	ZINFI + Partner								
Prospect List + Logo	ZINFI + Partner								
Uploading Install base list + E-mail Blast	ZINFI or Partner								
Tele-prospecting (Appointment Set-up)	ZINFI or Partner								
Partner Report & Wrap-up	ZINFI or Partner								

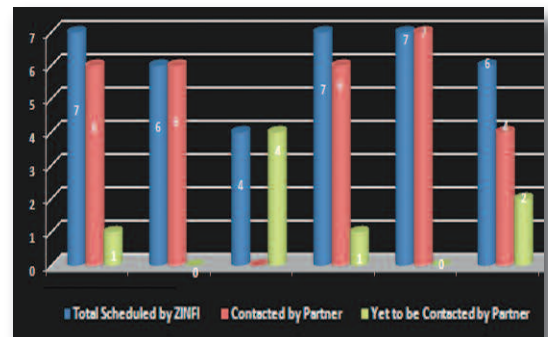
Special McAfee Partner Programs

The following table summarizes special pricing for McAfee partners – *on a global basis*. Please contact a ZINFI representative for further details.

Managed Marketing Campaigns*	Managed Email Marketing (Partner To Run) (Using McAfee Branded Microsites)	No Cost (Unlimited contacts and campaigns)
	Guaranteed Appointment Setting* (ZINFI To Run) Includes Email + Telemarketing + Qualification (Using McAfee Branded Microsites)	\$2,500 for 5+ Qualified* Appointments
	Turnkey Event Marketing (ZINFI To Run) Includes Email + Telemarketing + RSVP Management (Using McAfee Branded Event Registration Sites)	\$3,500 / event (Includes 500 contact* telemarketing)

* Contact the Zinfi team for more details.

Each partner also gets ongoing campaign tracking and metrics. Regardless of the package you choose to deploy, ZINFI provides a guarantee that you will get the support you need to develop a targeted campaign to fill your sales pipeline quickly and affordably.



Getting Started

Please go to <http://mcafee.zinfi.com/enable> or contact ZINFI at mcafee@zinfitech.com



McAfee, Inc.
3965 Freedom Circle
Santa Clara, CA 95054
888 847 8766
www.mcafee.com

McAfee and/or additional marks herein are registered trademarks or trademarks of McAfee, Inc. and/or its affiliates in the US and/or other countries. McAfee Red in connection with security is distinctive of McAfee brand products. All other registered and unregistered trademarks herein are the sole property of their respective owners.
© 2010 McAfee, Inc. All rights reserved.