McAfee Server Security Suites

Partner Demand Generation Guide

Overview

Securing servers is a top priority for IT today. Significant amounts of valuable data—from intellectual property to financial records—are stored on servers, putting them at the top of the list as profitable cybercrime targets. As organizations transform and optimize their server infrastructures, they face the reality that next-generation data centers require ever-evolving solutions to keep their systems secure.

Virtualization and the cloud are changing the data center and enabling both cost savings and organizational flexibility. Help your customers safely secure vital business information in their data centers with McAfee Server Security Suites. Whether the foundation of your customers' data centers are built on physical servers, virtualization, the cloud, or any combination of these, McAfee Server Security Suites can scale up to support business growth. These integrated solutions deliver the protection and ease of management your customers need to meet the security requirements of today's hybrid data centers.

McAfee® Server Security Suites offers your customers revolutionary manageability for physical and virtual server security with minimal impact on system resources.

How to Use this Kit

The Server Security Suites Campaign kit is designed to help you customize the marketing assets to easily deliver the results to you. Create customized co-branded marketing materials to help you generate awareness and relevance for McAfee Server Security Solutions with customers and prospects and generate sales leads.

Once you've decided to run a Server Security Suites 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 utilize the following approach:

1. Understand the opportunity
- Identify customers at organizations that are good candidates for the Server Security Suites. Your target customers are those who are most likely to buy from you. Resist the temptation to be too general in the hopes of getting a larger slice of the market.
  - Prioritize top concerns based on customer type and size and the business issues they are facing—Use the Call script guide to determine which issues are the most relevant to your customer segment type.
    - All organizations that buy servers for their business should care about having a proper security posture—especially organizations that handle sensitive information and have over 250 employees.

2. Kick-off a telemarketing campaign
- Already know who your customer targets are, or have their contact information from a list of customers that you have been nurturing? You might want to jump right and call them. If you don't have a contact list that you have been using to nurture your customers, jump to step 4 and start the process of initiating an integrated campaign starting with an email campaign.

Securing the evolving Data Center with the McAfee Server Security Suites

The Server Security Suites Campaign Kit includes:

Sales Enablement Tools
- Campaign At-a-Glance
- Overview Presentation
- Playbook
- Battlecard
- Infographic

Customer Engagement Tools
- Customer presentation
- Customer Call Script
- Customer Email Templates
- White Papers
- Solution Brief

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- For telemarketing use these kit materials and tools to establish yourself as a trusted advisor:
  - Call script—Be ready with objection handling and suggestions on messaging to reach the correct decision maker
  - Customer-facing presentation

Bonus: After call, email your contact a thank you and include an Intel Security white paper, solution brief or data sheet as a relevant offer based on the conversation. Educate them on how you can help solve their security issues based on their business challenge, role and industry.

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 McAfee Server Security solutions at one time, these campaign kit items will help make your meeting simple and successful. Use these kit materials and tools and focus them on the role and business challenge of your customer prospect:
  - Customer presentation
  - Technology white papers, reports, and data sheets

Bonus: 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 by leveraging the differentiation of the SIEM solution.
  - Utilize the series of Email templates highlighting Server Security issues to nurture your customers through the buying cycle.
    - Start with the Intel Security White Paper: Discover. Protect. Expand. The next big thing in data center security, and learn how Intel Security is enabling your customers to protect evolving data center environments.
- Identify and set appointments with new prospects with immediate project requirements, as well as develop a pipeline of nurture opportunities.

Bonus: 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.

Discover, Protect and Expand Your Hybrid Data Center
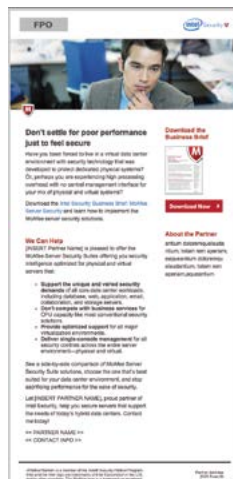
Don't settle for poor performance just to feel secure

Quick Tip #1
Need to brush up on your Server Security 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 Smartmarketingsupport@mcafee.com.

Quick Tip #3
Be sure to take advantage of the Intel Security Deal Registration and Profitability program elements.

McAfee Server Security Solution Copy Blocks

Use the 25, 50 and 100 word descriptions of the McAfee Server Security Suites solutions to support your marketing efforts in your customer-facing communication materials and websites.

25 word description:

McAfee's Server Security Suites discovers all workloads, protects servers, and expands security into the cloud. You now have complete workload visibility which you can protect from known and unknown threats while ensuring continued compliance.

50 word description:

McAfee's Server Security Suites discovers all workloads, protects servers, and expands security into the cloud. You now have complete visibility of all workloads including those from VMware's vCenter and Amazon's AWS (Amazon Web Services) which you can then protect from known and unknown threats including insider threats while ensuring continued compliance

100 word description:

McAfee's Server Security Suites discovers all workloads, protects servers, and expands security into the cloud. You now have complete visibility of all workloads including those from VMware's vCenter and Amazon's AWS (Amazon Web Services) which you can then protect from known and unknown threats including insider threats while ensuring continued compliance. Virtualization security is optimized for minimal performance impact and you are ensured that you are running on trusted virtual machines. In addition, you can now Expand your workloads into the private and public cloud and ensure identical security posture for your compute environment by applying security posture automatically when provisioning new workloads

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@Intel Security.com.