



Deal Registration Guidelines

McAfee SecurityAlliance

ElitePartner | PremierPartner

Asia Pacific



McAfee SecurityAlliance Premier and Elite Partners

Deal Registration Guidelines

Program Overview

A principle of the McAfee SecurityAlliance program is to protect the investment made by McAfee ElitePartners and PremierPartners in developing new business.

By registering the opportunity with McAfee, you can be assured that McAfee will only work with you on the opportunity.

In addition, McAfee will reward you with an additional discount on your registered deal if you win the business.

Additional discount opportunities

3% discount* - If you bring McAfee a brand new lead

5% discount* - If you complete all the sales coverage and POC/Pilot work

2% discount* - If you agree to bid exclusively with McAfee

*This is calculated as a discount off your Distributor buy price.

What if you lose the deal to another reseller?

If you lose the registered deal to another reseller, you will be eligible for marketing development funds (MDF) to the value of 1.5% of the distributor buy price of the registered deal. You are not eligible if the deal is lost to a non-McAfee solution. MDF funds are normally available in the following quarter but may be delayed to following quarters depending on demand. They are subject to the normal guidelines for MDF.

Are you ready to submit your deal registration?

- Is the deal over **\$A 10,000 / \$NZ 10,000**. (Suggested Retail Price, McAfee products only)?
- Is the deal an eligible deal (see terms and conditions)?
- Have you read the conditions of McAfee Deal Registration below?
- Complete the McAfee Deal Registration Form and submit to: dealreg@mcafee.com

We will get back to you with an approval number within 3 business days.

How do you claim your additional discount?

Distribution will quote you your Elite or PremierPartner pricing where you are qualified. (i.e. business as usual.)

When you place the order with distribution please indicate your deal registration approval number from McAfee. On processing the order, the additional discount (as approved by McAfee) will be applied by distribution.



**McAfee SecurityAlliance Partner
Deal Registration Terms & Conditions:**

- 1.) This program is valid through until 31 December 2009
- 2.) Excludes McAfee Upgrades (eg customer buying from same product family such as TOPS Endpoint upsell to existing McAfee customers), McAfee Support and Renewal transactions
- 3.) Minimum total deal size: McAfee List Price (SRP) of \$A10,000 / \$NZ10,000.
- 4.) SBR (Special Bid Request) is only available to the partner who registers the deal.
- 5.) The registering partner must be qualified to sell the product being registered and be a Premier or ElitePartner partner in good standing in the McAfee SecurityAlliance program.
- 6.) The qualifying transaction must be registered prior to order being placed with distributor.
- 7.) A registered opportunity expires 90 days from the date it is recorded as "registered" unless extended in writing by McAfee. The 90 day period begins when the nomination has been confirmed back to the partner as "registered". It is the partner's responsibility to resubmit the deal registration after expiry.
- 8.) An opportunity will be denied if:
 - It is already registered by a different partner
 - Is already in the McAfee Sales Pipeline
 - Is submitted by an unqualified partner (as defined in 5 above)
 - The end-user customer is already a McAfee customer for that product or product family or if there is not a history of partner involvement in the opportunity.
- 9.) An opportunity is only considered "registered" after it has been accepted and confirmed back to the partner with a registration number from McAfee Deal Registration Administration.
- 10.) Where the conditions do not specifically determine whether an opportunity may be registered against a specific partner i.e. there is some ambiguity, McAfee will determine the outcome at the sole discretion of McAfee Deal Registration Administrator.
- 11) If the deal is lost to another reseller 1.5% Marketing Development Funds (MDF) will be given in the following quarter subject to available funds. Marketing Development Funds must be used on pre-approved marketing activity. See www.mcafeepartner.com for MDF forms and information.
- 12.) If the deal is lost to another vendor the 1.5% MDF does not apply.
- 13) McAfee reserves the right to change the terms and conditions at any time without notice.