

Device-to-Cloud Suites

General Overview and Value Proposition FAQs

What are McAfee’s Device-to-Cloud suites?	<p>Device-to-Cloud suites are McAfee’s first all cloud-based security suites. McAfee offers customers a choice between three pre-packaged suite options that help to mitigate security risks from the device all the way to the cloud. All three suites include the power of McAfee’s latest innovation MVISION INSIGHTS, which leverages McAfee’s enormous risk data ingestion network, combined with the activity on a user’s particular endpoint to provide actionable intelligence for remediating threats based on what’s relevant to a particular end point.</p> <p>McAfee requires partner-lead Professional Services to help customers achieve the maximized benefit of their applicable suite.</p>
Will the Device-to-Cloud suites be available as new SKUs or are these bundles composed of existing SKUs?	<p>Device-to-Cloud suites are available as three new SKUs. These are not bundles of existing SKUs and cannot be taken apart. Each suite is sold as a single solution.</p>
How many Device-to-Cloud suites exist and what are they called?	<p>There are three Device-to-Cloud suites:</p> <ul style="list-style-type: none">▪ MVISION Advanced,▪ MVISION Premium (<i>includes Advanced</i>), and▪ MVISION Complete (<i>Includes Premium</i>).

For more information

Visit McAfee’s Partner Portal:
<https://PartnerProgram.mcafee.com>
or ask your McAfee Channel Account Manager.

What are the key customer outcomes addressed by Device-to-Cloud suites?

MVISION Advanced is best suited for customers looking for **proactive device-level security** with:

- Proactive threat prevention, and
- Simplified security operations, which may be particularly beneficial for customers with limited IT staff.

In addition to areas addressed by MVISION Advanced, **MVISION Premium** is best suited for customers looking for **comprehensive device-level security** to:

- Detect advanced threats and respond, and
- Complete endpoint data loss prevention, blocking and controlling access of sensitive data from and to your devices.

In addition to areas addressed by MVISION Premium, **MVISION Complete** is best suited for customers looking to **extend device security into the cloud**:

- Scale cloud adoption securely,
- Securely enable remote and distributed workforce, and
- Ensure unified data protection across endpoint, web, and cloud.

Who are the customers eligible to purchase the Device-to-Cloud suites?

We believe these suites are most appealing to:

- Net new customers for McAfee, or
- Existing customers who do not have McAfee's endpoint protection or cloud (including web and CASB) products.

While upgrade SKUs are available as of Q4 2020, they are currently at price parity to the full suite pricing. The upgrade paths will be available early 2021.

- For exception scenarios where customers have already transitioned to the cloud and would like to consolidate their purchases, please send your request to [DL Device-to-Cloud Sales Q&A](#).

When can these suites be quoted to customers?

You can offer manual quotes to your customers now. The SKUs will be available on the McAfee Q4 price lists starting October 12, 2020.

PARTNER FAQ

Are the Device-to-Cloud suites available to only Commercial customers in Q4 2020?

Sales and partner enablement efforts are prioritized for commercial customers.

Are these suites available globally now?

Yes. These SKUs will be available globally starting October 12, 2020 – except in China and Russia.

Do these suites represent a “first ever” in the market?

Yes. While these are McAfee’s first all-SaaS suites they are not first ever SaaS suites in the industry. However, MVISION Insights is “first ever” in industry to **provide individualized guidance** based on risk data ingested by McAfee’s network of 1B+ sensors coupled with what is happening specific to a user’s own endpoint. This is the **only endpoint security that offers customized guidance to a customer, taking into account the threat landscape in context with what is happening on that individual’s endpoint simultaneously.**

How do these suites differ from existing offers McAfee sells?

The primary differentiators for these suites compared to existing offers are:

- Solution oriented aligned to business outcomes,
 - Aligned to apply security to E3 and E5 bundles or displace security that is already there,
 - Competitively priced as a packaged offer,
 - Simplified purchase with quotes that include a single SKU as opposed to multiple SKUs,
 - Subscription licensing model as opposed to complex mix of perpetual and subscription licenses,
 - Cloud-managed with no on-prem configurations, and
 - Related services to be delivered by partners as default, only if partner declines will McAfee Professional Services be introduced.
-

What does McAfee offer if the customers are not ready to move fully from on-prem to cloud?

The existing a la carte SKUs with on-prem options continue to be available for customers who are not yet ready to move to the cloud.

Is there any other competitor that can combine the device-to-cloud capabilities?

McAfee is uniquely positioned in the market to bring this breadth of protection spanning endpoint + actionable intel all the way to cloud data security capabilities.

Partner Profitability and Operations FAQs

What makes these suites attractive for McAfee partners?

Several aspects of these suites are beneficial for partners:

- **Partner-delivered services/high margins** – McAfee is taking a partner-first approach for services. These suites will require services and partners will deliver those services as a default. Only if the partner refuses will McAfee Professional Services be introduced.
- **Simplified and speedier order processing:**
 - All the products included in the suites are represented by three simple SKUs, and
 - Distribution can quote these deals without involving the McAfee sales representative.
- **Discounted pricing/higher product margins** – there are cost savings on the combined products vs. each one individually.
- **Natural add-on** – These suites make it convenient for partners to combine McAfee products with other vendor products like 0365, Microsoft E3 and E5 bundles.
- **Help customers with timely challenges** – WFH (MVISION Complete), modernize infrastructure and cloud transformation (SaaS Solutions). Benefits include increased complexity and incidents of attack (Insights).

Are these suites eligible for Deal Registration?

Yes. These suites each have their own SKU. Deal Registration discounts will be applied to these SKUs just like any other product SKU.

Partners should continue to utilize the McAfee Deal Registration process to register their found deals and to start the quoting process with their chosen distribution partner. Though partner-lead professional services are required with orders for these suites, the professional services must be contracted separately with the end users. Distribution partners are required to validate service SOW at the time of order. The distribution partner, or tier 1 partner as relevant, will need to include **'Services Validated--[PARTNER NAME HERE]'** in the comments field when submitting orders to McAfee.

Can these suites be combined with Bring Security In Vision (BSIV) displacement promo?

Yes. The BSIV competitive displacement promo is a great option for combining with these suites. These suites are ideal for net new logo customers to McAfee.

PARTNER FAQ

Can these suites be combined with the Q4 2020 Year End Spend (“YES”) campaign?

No. The Q4 2020 “YES” campaign is not valid with these Device-to-Cloud suites.

How does the quoting process change for these suites?

Approved deal registration opportunities will not require McAfee sales rep approval for pricing. Distribution partners have the authority to set pricing on the quotes. This will save time and reduce complexity in the sales cycle.

Where can I get more information on these suites?

Visit McAfee’s Partner Portal: <https://PartnerProgram.mcafee.com> or ask your McAfee Channel Account Manager.

Product and Licensing FAQs

What are the products included in each of the suites?

MVISION Advanced: MVISION ePO SaaS managed

- MVISION Insights
- Endpoint Security (ENS)
- Device Control
- Managed Native Encryption

MVISION Premium: MVISION ePO SaaS managed

- MVISION Insights
- Endpoint Security (ENS)
- Device Control
- Managed Native Encryption
- DLP Endpoint
- MVISION EDR

MVISION Complete: MVISION ePO SaaS managed

- MVISION Insights
- Endpoint Security (ENS)
- Device Control
- Managed Native Encryption
- MVISION EDR
- Unified DLP across endpoints, Web and Cloud (UCE-Advanced)
- Secure Web Gateway SaaS (UCE-base)
- CASB for Shadow IT (UCE-base)
- CASB for Sanctioned Apps (Choose 2.5, 3 in Q1)

Is the DLP included in MVISION Premium an endpoint-only DLP?

The DLP included in MVISION Premium includes Endpoint DLP, Web DLP from the agent. It does not include web outside the agent or cloud DLP.

PARTNER FAQ

How many sanctioned apps are included? There are three sanctioned apps. Choose your own.

- O365 consumes all three (Mail + OneDrive/SharePoint* + Teams), Google Suite consumes two (Mail + Drive/app).
- Drive/SharePoint is counted as one.

Will Web Isolation be ready to go in Q4? Web Isolation will be added at a later date at no additional charge.

Do these suites come with unified management? These suites come with unified management through mvision.mcafee.com that offers common security services for account management, licensing, visibility, deployment, etc.

What is the licensing model for these SKUs? These SKUs are available as subscription only with standard 1-, 3-, or 5-year terms.

Are the SKUs available for MSPs in Q4? Annual subscription SKUs will be available on the Service Provider Q4 price book. The monthly SKU options will be added to the Service Provider price book at a later date.

Will the new SKUs replace the existing à la carte SKUs? No. The à la carte SKUs will remain. The new SKUs are added to simplify the purchasing of multiple related products aggregated for commonly requested outcomes.

Why do we not have MVISION Mobile included in the suites? MVISION Mobile is not included due to inefficient licensing models. For customers looking for mobile protection, you can use the existing SKUs MV2 and MV6 which include Mobile.

Can the customer buy add-on SKUs with these suites? Yes, the following add-on SKUs are available for each of the three suites:

À LA CARTE ADD-ONS	SKUS		
	Advanced	Premium	Complete
Regional Data Centers	\$	\$	\$
90-Day Data Retention for EDR		\$	\$
Premium Success Plans & Services	\$	\$	\$
MV4/MV5	\$		
DLP-S	\$		
UCE-A	\$	\$	
ESM Cloud		\$	\$

PARTNER FAQ

What is the management platform for these new Device-to-Cloud suites? These suites come with unified management through mvision.mcafee.com that offers common security services for account management, licensing, visibility, deployment, and other services.

What if my customer is looking for monthly billing? Check with your distributors.

Partner-facing Sales, Technical Enablement, and Marketing/Demand Generation FAQs

What technical/Pre-sales enablement is available for Partners?

1. [Register for TechToberfest](#) to learn about these suites and much more.
2. [View recordings](#) of TechToberfest content.

What sales training is available for partners?

1. McAfee will host a global partner-facing sales training October 6, 2020.
2. [View Recording](#) of October 6 sales training.
3. MPOWER Breakout Session November 12 on D-to-C suites. [Register for MPOWER](#) (content available for one year after the event).

What sales tools are available and where can I access them?

On McAfee Partner Portal the [D-to-C Suites Sales Playbook](#) includes:

1. Customer-facing deck for use during sales calls,
2. Script for addressing customers during sales calls, and
3. Customer-facing solution brief.

These will be available October 1. New assets and tools will be added throughout October. Check back frequently for updates.



6220 America Center Drive
San Jose, CA 95002
888.847.8766
www.mcafee.com

McAfee and the McAfee logo are trademarks or registered trademarks of McAfee, LLC or its subsidiaries in the US and other countries. Other marks and brands may be claimed as the property of others. Copyright © 2020 McAfee, LLC 4627_0920. OCTOBER 2020