

CLIENT McAfee

PROJECT Brochure

OBJECTIVE

Introduce new McAfee IT security solutions for enterprise and small business market

BACKGROUND

At the time this brochure was created, many businesses adopted a series of different stand-alone solutions to protect against various IT threats such as viruses, spyware, Trojans, etc.

But McAfee Total Protection eliminated the need for multiple technologies by providing one set of integrated security technologies.

PROJECT OVERVIEW

This brochure introduces two basic versions of these solutions – one for large organizations and one for small businesses.

McAfee Total Protection for Enterprise is positioned as a solution that reduces the cost and complexity of managing security.

Instead of managing multiple standalone products, IT executives can take advantage of one set of streamlined management tools, one single point of contact and support, and enhanced scalability to protect their IT investment.

Small business needs, however, are a bit different. Therefore, **McAfee Total Protection for Small**



See next page for thumbnail images, and the pages that follow for a detailed view of this entire brochure.

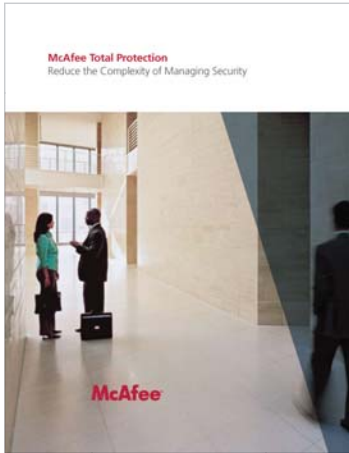
Business is positioned as providing security that’s “always on and always up to date.”

With security software that’s delivered over the web, small businesses can protect their entire organization through automatic updates that don’t disrupt users and quick installation on any PC.

The challenge in writing this brochure was to be as relevant as possible to two different audiences, each with its own set of unique needs.

Thumbnails

These images show overall layout for this 8-page brochure. See below for larger views of each page.



Page 1/cover



Pages 2 & 3



Pages 4 & 5



Pages 6 & 7




Page 8/back cover

McAfee Total Protection

Reduce the Complexity of Managing Security



McAfee®



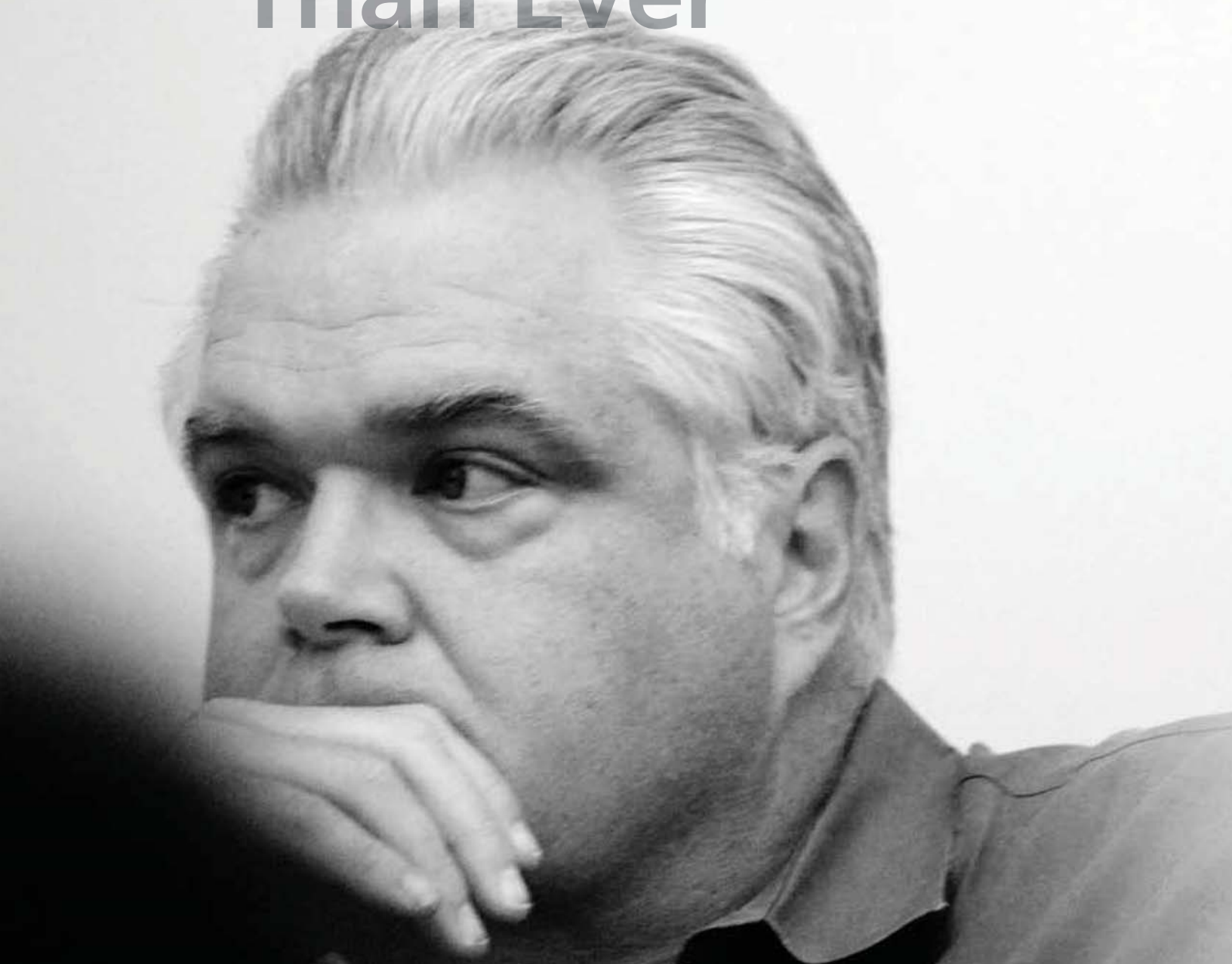
Much of the IT security landscape has changed since the first computer virus emerged 25 years ago. Today, in a far more complex environment, viruses have been joined by an endless stream of worms, Trojans, bots, vulnerability exploits, hackers, identity thieves, and other threats that jeopardize your entire network. And as your network grows to include remote and mobile users, the potential for gaping holes in your security becomes even greater.

Simply adding new standalone products to combat new threats adds a new layer of complexity and inefficiency with every deployment.

Fortunately, McAfee® has the remedy. We took proven McAfee technology and built in into the industry's first integrated security solution that's effective, comprehensive, and practical — McAfee Total Protection.

McAfee Total Protection

Security: More Complex, More Challenging Than Ever



A hand is pointing towards a whiteboard. The whiteboard contains a list of items, including 'ENGL/AUDIENCE', 'SE SALES', 'ADVERT SALES', 'CHANNEL TEAMS', and 'FIELD PARTN'.

	ENGL/AUDIENCE
1.	SE SALES
2.	ADVERT SALES
3.	CHANNEL TEAMS
	FIELD PARTN

Comprehensive Security to Meet Complex Threats and Mitigate Risk



McAfee Total Protection provides anti-virus, anti-spyware, anti-spam, desktop firewall, and network access control — all integrated and managed through one single console. Engineered from the ground up, McAfee Total Protection delivers more effective security through a solution that includes:

- **One management console, one set of updates, and one point of contact for support**
- **Protection against complex threats, both known and unknown, to block attacks and prevent disruption**
- **Flexibility and scalability to balance business continuity against costs and resources**

Robust Protection, Complete Integration

McAfee's award-winning technology has earned the highest respect from leading analysts. Our global network of security experts is on duty around the clock to monitor threats, assess risks, and take action to keep you informed and protected. These dedicated experts make

McAfee AVERT™ Labs one of the top-ranked, worldwide security research organizations.

McAfee Total Protection gives you the confidence of proven technology, 24/7 support, and a network of trusted partners who provide value-added services to customize your security.

And because McAfee realizes no two businesses are alike, we offer a wide range of McAfee Total Protection solutions. Whether to protect a small organization or secure a large enterprise, there's an integrated solution available that's been customized to meet your specific business needs.

Built for Today — and Tomorrow

With enhanced scalability to reduce management complexity, investing in McAfee Total Protection means no starting from scratch when new unknown threats emerge. Built on an innovative platform that evolves as the threat environment changes, your security solution will protect both your networks *and* your technology investment.

Consolidating software to streamline security can save time, money, and resources. But all that means little if you can't trust the technology behind it.

McAfee Total Protection for Enterprise

One Integrated Solution, One Console, Proven Comprehensive Protection

How do you determine the proper level of security for your enterprise? You weigh all the risks and consequences against costs, resources, and time. But your security strategy must be nimble enough to adapt to a threat environment that's constantly changing. By adopting one integrated enterprise security solution, you can protect your networks *and* take advantage of tools that eases the complexity of managing your dynamic IT environment.



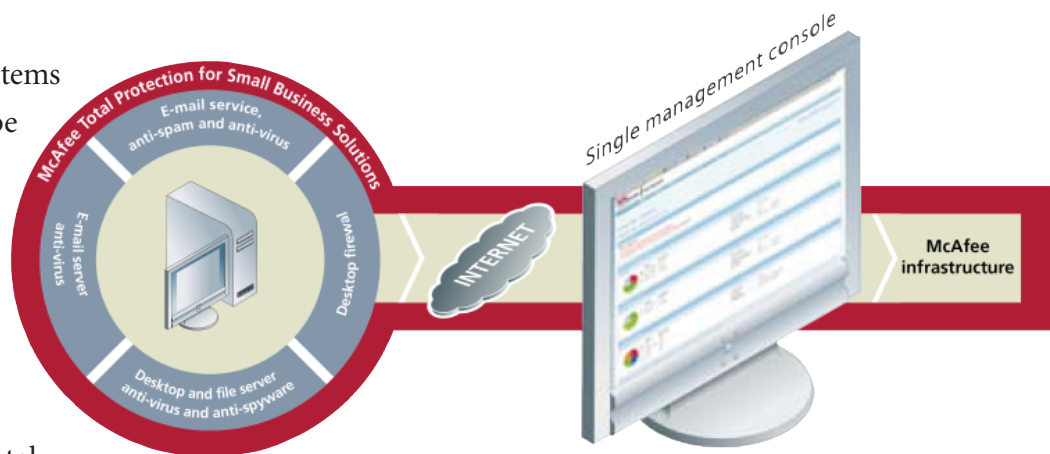
- One single console provides deployment, management, and reporting across desktops, laptops, servers, and remote systems
- Comprehensive protection secures against bots, viruses, worms, Trojans, spyware, adware, keystroke loggers, and targeted hacker attacks
- Signature- and behavioral-based host intrusion protection secures desktops against zero-day and known threats
- Extensible architecture protects and leverages your investment in existing infrastructures
- Advanced email protection stops spam and viruses before they invade your network
- Network access control enforces corporate security policy and protects corporate assets against non-compliant systems (Advanced version only)



McAfee Total Protection for Small Business

The Always-On, Always Up-to-Date Single Solution For Protecting Your Business

Securing all of your systems around the clock can be a challenge when the threats you face are always changing. Security software without daily updates? That's no protection at all. But with McAfee Total Protection for Small Business, your security is always on and always up to date. And it's because it's delivered over the Web, installing and managing comprehensive network protection is quick, easy, and automatic.



- Automatic protection provides security updates for every user without disruption
- One comprehensive integrated solution protects against viruses, spyware, spam, and phishing — and includes desktop firewall technology
- Centralized management gives you the “big picture” of your security status and detailed reports – all hosted by McAfee
- Quick installation makes it easy to add individual users as needed by simply sending a link to any user at any location
- Latest technology protects your entire organization with no need to buy equipment or hire dedicated IT security specialists

Find the McAfee Total Protection That's Right for Your Business.

For more information on the McAfee Total Protection solution that best fits your needs, visit www.mcafee.com, or call us at 888.847.8766.

	Total Protection for Enterprise – Advanced	Total Protection for Enterprise	Total Protection for Small Business – Advanced	Total Protection for Small Business
Number of users	500 or more	100 or more	Fewer than 100	Fewer than 100
Single centralized management console	✓	✓	✓	✓
Network access control	✓			
Desktop and file server anti-virus	✓	✓	✓	✓
Desktop anti-spyware	✓	✓	✓	✓
Desktop host intrusion prevention	✓	✓		
Desktop firewall	✓	✓	✓	✓
Email server anti-virus	✓	✓	✓	
Email server anti-spam	✓	✓		
Email anti-spam and anti-virus service			✓	

McAfee Total Protection solutions are part of the McAfee family of business security products and services. McAfee provides a comprehensive portfolio of dynamic risk management and mitigation solutions that secure your business advantage.