

Sales Playbook

Upgrading McAfee customers to Proofpoint

Other Tools

- McAfee upgrade offer page:
www.proofpoint.com/upgrade
- Upgrade landing page:
www.proofpoint.com/mcafee
- Email alias for McAfee upgrade enquires:
upgrade@proofpoint.com
- Link to Upgrade Datasheet:
[Intel Security Datasheet](#)
- Gartner MQ:
www.proofpoint.com/gartner/mq

What is happening?

McAfee has announced the end of sale for the email security market, recommending their existing customers move to Proofpoint as their strategic partner. They will no longer invest in this product line which has become the number one threat vector for advanced threats. As the market leader in email security, Proofpoint is offering McAfee email security customers an aggressive and elegant upgrade path to enhance their security capabilities for email threats, and make this transition easy for all McAfee customers.

Key Customer Messages

Your security is the prime concern

- McAfee email security solutions, while adequate against many threats, cannot protect against the volume of advanced and targeted threats that are being used by hackers to evade traditional security solutions via email.
- Proofpoint can help migrate McAfee customers to the next generation email security and targeted attack solution, providing immediate relief from the leader in the industry.

Proofpoint is a clear leader in the email security market

- Proofpoint has been a leader in the Gartner Magic Quadrant for 7 years and is focused on securing organizations from email based threats, spam and unwanted email
- Proofpoint secures over half of the Fortune 100, but also protects many thousands of small businesses
- Proofpoint has a track record of more accurate prevention of spam and malware than other email security providers. This has been proven through numerous evaluations over many years.

Proofpoint can protect you from advanced and targeted threats

- Businesses of all sizes get targeted by advanced and emerging threats and need a similar level of security, Proofpoint technology is designed to detect and protect against these threats
- Dynamic analysis and sandboxing of malicious URLs and attachments, including predictive analysis of suspicious URLs, can detect threats before they impact your end users
- Correlation of over 300 billion data points helps Proofpoint to have unsurpassed intelligence into malware techniques, writers and campaigns to provide our customers with the data they need to understand how and why they are being targeted.

Who to target: Product mapping

- McAfee Email Gateway → Proofpoint Enterprise Protection
- McAfee SaaS Email Protection → Proofpoint Essentials

Customer Offers – Expiry date March 30th, 2016

Existing Product	User Count	Offer
McAfee SaaS Email Protection	<1000	Honor McAfee price for Essentials
	>1000	<ul style="list-style-type: none"> • Honor McAfee price for Enterprise PoD** • Free migration • TAP offer: 3 months free for 12+ month subscription
McAfee Email Gateway	<500	<p>Expiration date in 2016 If customer purchases TAP:</p> <ul style="list-style-type: none"> • Honor McAfee price for Protection for 1 year • Free virtual appliance • Free migration <p>If customer does not purchase TAP</p> <ul style="list-style-type: none"> • Protection at market price <p>Expiration date in 2017+ If customer purchases TAP:</p> <ul style="list-style-type: none"> • Protection free for duration of TAP subscription • Free physical or virtual appliances • Free migration
	>500	<p>Expiration date in 2016 If customer purchases TAP:</p> <ul style="list-style-type: none"> • Honor McAfee price for Protection for 1 year • Free physical or virtual appliance • Free migration <p>If customer does not purchase TAP:</p> <ul style="list-style-type: none"> • Protection at market price <p>Expiration date in 2017+ If customer purchases TAP:</p> <ul style="list-style-type: none"> • Protection free for duration of TAP subscription • Free physical or virtual appliances • Free migration

Objection Handling

What will my price be when it comes to renewal time?

Proofpoint has a contractual limit of a maximum 5% uplift in price, therefore your renewal price will be a maximum of 5% greater than your purchase price.

Can I trial Proofpoint before committing?

Of course. Proofpoint can offer an evaluation free of charge to allow you to see the value and security that our solution can bring to your organization.

Who is Proofpoint? I don't want to trust the security of my business to a company I don't know

Proofpoint is the leader in advanced threats, protecting over 50% of the Fortune 100. Proofpoint has been protecting organizations from email threats, spam, phishing and malware for over 12 years, as a leader in the Gartner Magic Quadrant for the past 7 years. Proofpoint has a history of success in this market, you should feel comfortable that we secure over half of the Fortune 100 – and we can do the same for you.

Sales/Go-to-Market FAQ

Q: What does this mean for Proofpoint's current solutions?

Proofpoint is excited to be working with McAfee. Quite a bit has changed in the email gateway market in the recent years, and this is a great opportunity for McAfee customers to obtain world class email protection from the leader in the advanced threat market.

Q: What are McAfee's primary routes-to-market?

Like Proofpoint, McAfee is focused on doing business through the channel. We have many mutual channel partners, which we will leverage as a part of this program to go to market together.

At the same time, we expect many new McAfee partners will want to become Proofpoint partners as a part of this exciting opportunity. For new partner inquiries, refer questions on how to join Proofpoint's program to your local CAM.

We will have incentives in place for new and existing partners to register deals, as they help their customers to migrate to Proofpoint.

Q: How will the Proofpoint and McAfee sales organizations work together?

The sales organizations will run separately, but will partner together whenever McAfee sales deal registers a McAfee customer opportunity with Proofpoint's partner portal.

McAfee sales operations has been trained on how to register a deal within Proofpoint. Contact your CAM for any immediate questions here from McAfee employees.

Product Comparison

McAfee Email Security - SaaS Email Protection

McAfee Email Security SaaS Email Protection Comparison		
	Proofpoint Essentials	McAfee SaaS Email Protection
Deployment	Cloud	Cloud
Basic Inbound Policy		
Protection from known viruses and malware	✓	✓
Protection from spam	✓	✓
Machine Learning spam technology	✓	
Email Continuity	✓	✓
Outbound Policy		
Data Loss Prevention	✓	✓
Email Encryption	✓	✓
Architecture support		
Support for Office 365	✓	✓
Social Media Security		
Protect against threats & spam posted to corporate social accounts	✓	
Protect against hacking of corporate social accounts	✓	
Protection against Targeted Threats		
Phishing detection	✓	
Protect against malicious targeted attachments	✓	
Click time sandboxing of URLs	✓	✓
Archive		
Email Archive	✓	✓

Product Comparison

McAfee Email Security – Email Gateway

McAfee Email Security Email Gateway comparison		
	Proofpoint Enterprise	McAfee Email Gateway
Deployment	Cloud, virtual or hardware appliance	Virtual or hardware appliance
Inbound Policy		
Protection from known viruses and malware	✓	✓
Protection from spam	✓	✓
Machine Learning spam technology	✓	
Multiple email quarantines	✓	✓
Detailed message visibility & reporting	✓	✓
Email Continuity	✓	
Outbound Policy		
Data Loss Prevention	✓	✓
Smart identifiers to detect sensitive content types	✓	
Email Encryption	✓	✓
Large File Sharing	✓	
Detailed visibility into outbound policy violations	✓	✓
Architecture support		
Support for complex email routing	✓	✓
Support for Office 365	✓	
Protection against Targeted Threats		
Credential phishing detection	✓	
Active sandboxing of active content	✓	
Predictive sandboxing of URLs	✓	
Click time sandboxing of URLs	✓	
Granular visibility into targeted threats and their victims	✓	
Archive		
Email Archive	✓	✓
Doubleblind Key Architecture to protect archived data	✓	
Single archive for multiple communication channels	✓	
20 second search SLA	✓	
eDiscovery & Legal Hold	✓	✓