

McAfee Essential Success Plan

Lighter proactive plan provides escalation management, consulting, education, and business reviews

Growing enterprises are challenged daily to maintain their network security. The strain is constant. The McAfee® Essential Success Plan, targeted for medium-size businesses, helps you succeed at being on top of your security challenges. The plan provides a strategically packaged set of services designed to help you adopt and consume products, reduce security risks, and maximize investments.

Your Challenges

Increase in cyberattacks, reduced earnings, and operational disruption is a growing concern of companies worldwide. Despite constant threats in the security landscape, IT security and security operations leaders must maintain focus on what's most important: managing risk, optimizing their security architecture, and strengthening their security posture.

According to a recent Cybersecurity Ventures study, global cybercrime damages are predicted to cost the world \$6 trillion annually by 2021,¹ and cyberattacks are the fastest-growing crime in the United States.² Also, companies are experiencing skill shortages, which can reduce security effectiveness and efficiency. By 2022, there will be a 1.8 million deficit in IT/security professionals.³ This shortage is increasing and will only

intensify. Employee education is also critical to your success in combatting threats. Companies have reduced infections by 45% to 70% when investing in training and awareness for their employees.⁴

That's why it's imperative to have strategic, solid measures and strong security plans in place before any issue occurs.

Your Path to Success

Strong IT security is the key to keeping ahead of cyberattacks. That is why you chose McAfee products to help. Determining your security objectives and product lifecycle approach can be a daunting task, especially without proper guidance. The McAfee Essential Success Plan helps remove the guesswork and fill in the gaps by providing a best practice blueprint for achieving successful outcomes.

Key Business Outcomes

- **Get expert help with product adoption and consumption:** Your assigned SAM serves as your point of contact to handle escalation management of your technical issues.
- **Reduce security risks:** With regular business reviews and prioritized access to technical experts, McAfee provides a structured approach to help minimize risk.
- **Derive greater value from investments:** Access to flexible McAfee® Education Services improves your staff's knowledge and confidence and McAfee® Health Watch Service provides detailed diagnostics, maintenance actions, and security recommendations.

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McAfee Essential Success Plan is a strategically packaged set of personalized services, resources, and expert guidance designed to help you adopt and consume your products, reduce your security risk, and maximize your investment. This plan includes escalation management, education and consulting services (health watch), business reviews, and direct priority access to technical experts.

Get Expert Help with Product Adoption and Consumption, Reduce Security Risks, and Derive Greater Value From Investments

In the fast-paced cyberworld of today, your IT team is scattered across your company, and time for cyberattack preparation is spread thin. The McAfee Essential Success Plan provides expert assistance, helps reduce security risk, and enables you to extract greater value from your McAfee investment.

Your assigned SAM serves as the main point of contact. The SAM provides expert assistance by developing the relationship with your team and personalizing your experience. The SAM also manages technical escalations and critical situations. You will receive 15 designated contacts who are authorized to contact the SAM.

Having direct, prioritized access to technical experts offers peace of mind and minimizes risk. McAfee technical experts bring specialized product expertise, provide priority troubleshooting, and enable faster resolution during critical incidents.

Semi-annual business reviews, delivered remotely, help you be prepared to thwart attacks by providing insight into network security issues, resolutions, and security recommendations.

McAfee helps you derive greater value from your investments through a health watch and training. The annual McAfee Health Watch Service, remotely delivered by a McAfee consultant, provides a detailed, in-depth diagnostics report, summary of maintenance actions, and actionable security and optimization recommendations to help ensure the effectiveness of your McAfee solutions.

Training helps increase technical knowledge and build confidence. The plan provides education vouchers redeemable towards a range of flexible choices, delivered through various training methods, including eLearning, guided on-demand, and instructor-led training.

Features

Personalized Escalation Management

- SAM
- Semi-annual business reviews

Consulting and Education Services

- 1 remote McAfee Health Watch Service
- 30 vouchers for McAfee Education Services

Advanced Access

- 24/7 phone support
- Service Request prioritization
- Direct access to TSE experts
- 15 designated contacts

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Feature Descriptions

A description of the McAfee Essential Success Plan features can be found below. Questions about each feature can be addressed with your McAfee sales account manager or partner. Upon purchase, a McAfee Customer Success Plan Handbook will be provided which includes more details about your plan.

- **Accelerated Service Level Goals (SLGs):** The accelerated SLGs define how McAfee determines the business impact of your issues and how we manage them. Review McAfee SLGs [here](#).
- **Business Reviews:** A semi-annual business review with your SAM, delivered remotely, evaluates the adoption and health of your McAfee solutions, performs an analysis of threats in your environment, and helps identify potential opportunities for tuning, training, and performance.
- **Consultants:** Our consultants help optimize your solutions and teach you how to apply security policies, controls, and best practices. They serve as an extension of your team and help preempt and prevent security breaches.
- **Consulting Service:** McAfee Health Watch Service provides an in-depth diagnostics report, summary of maintenance actions, and actionable recommendations to help ensure your McAfee environment is fully optimized. This annual service, delivered by expert security consultants, assists in all stages of the security lifecycle and helps ensure your successful outcomes. Review McAfee® Consulting Services options [here](#). McAfee Consulting Services are delivered under the terms [here](#).
- **Designated Contacts:** You have 15 designated contacts who are authorized to contact the SAM.
- **Education Services:** McAfee Education Services provide product and security training options to help train your staff and ensure they successfully deploy, maintain, and optimize McAfee solutions. Use your 30 education vouchers towards training courses offered through various methods, which include eLearning, guided on-demand, and instructor-led training. Review McAfee Education Services options [here](#). McAfee Education Services are delivered under the terms [here](#).
- **Service Request (SR) Prioritization:** SR prioritization allows for prioritized access to technical support engineer experts for faster response and resolution of your issues.
- **Support Account Manager (SAM):** The SAM is the main point of contact who manages technical escalations and critical situations and ensures that McAfee technical resources are engaged, aligned, and responding.
- **Technical Support Engineers (TSEs):** The TSE serves as the main point of contact for all technical support issues with McAfee products. With deep technical expertise, the TSE provides fast, effective support and rapid, remote resolutions.

About McAfee Customer Success Group

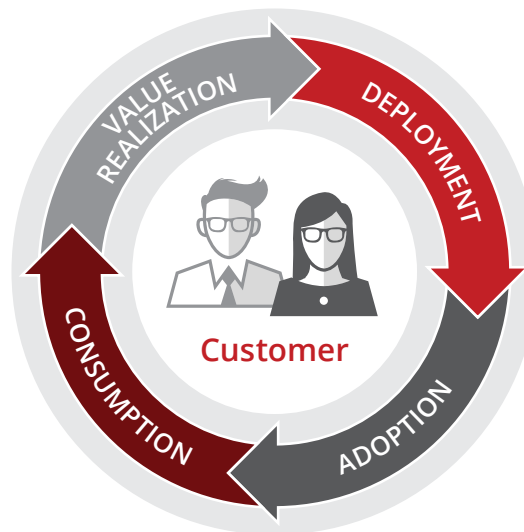
McAfee® Customer Success Group uniquely brings together support, consulting, education, and customer success as “one team” to help you achieve successful business outcomes in all security lifecycle stages.

Our mission is simple: McAfee is committed to help you successfully deploy, adopt, consume, and realize the value of your McAfee solutions and achieve a stronger security posture.

From onsite incident response assistance, deployment services, and proactive success management to training, self-help resources, and communities, we deliver the people, processes, and tools through our comprehensive Cybersecurity Services portfolio.

Learn More

By uniting a global customer success infrastructure that encompasses assigned account management, business reviews, education, a remote health watch, along with priority access to technical experts, the McAfee Essential



Success Plan helps you safeguard your organization and realize the value of your security investment.

[Visit us](#) to learn more, or contact your sales account manager or partner.



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1. [“2019 Official Annual Cybercrime Report”](#) (Cybersecurity Ventures)
2. [Ibid.](#)
3. [“2017 Global Information Security Workforce Study”](#) (Frost & Sullivan, 2017)
4. [“The Last Mile in IT Security: Changing User Behaviors”](#) (Aberdeen Group, 2015)