

Less Worry.  
More Business.

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# Intelligent Security for Every Enterprise.

No matter what business or industry you are in, you’re probably familiar with McAfee—a name that has been around for more than two decades. Over the years, we have proven how serious we are about security. At this juncture in our evolution, I want to offer you a view into who we are today and what we stand for as the world’s largest dedicated security vendor. With the broadest and most complete solutions and services in the industry—from the end-point, through the network, and “in the cloud”—McAfee addresses emerging threats and security risk management challenges like no one else can. From households to businesses of every size, we approach your digital security as if it were our own. After all, your digital security is our core business.

As world markets evolve and new threats emerge, McAfee relentlessly tackles the toughest security challenges. I hope to give you a sense of where we are, what we are doing, and why McAfee is the best and most trusted security partner you can choose—for today and in the future.

Dave DeWalt  
President and CEO





# More Focus on Your Business. Less Worry About Security.

The current economic climate is causing a great deal of turmoil as organizations are forced to downsize, reduce costs, and make compromises every day. At the same time, the growth of global cybercrime has accelerated, with attacks targeting vital information and the volume of malware growing to unprecedented levels. Moreover, organizations are grappling with complex compliance requirements.

Cybercrime has grown into a full-fledged industry where profit has become the motive for cybercrooks to launch targeted attacks that go after valuable intellectual property or disrupt businesses through extortion scams. The very technologies that enable businesses to move faster or increase their opportunities, such as social networking, instant messaging, mobile devices, virtualization, and Web 2.0, are the same technologies that have created new avenues for attack and increased business risk.

### Trusted Partner

Organizations are looking for a trusted partner. In the realm of digital security, companies are turning to McAfee. Leaders in every market segment continue to standardize their security with McAfee, especially in tough economic times, to save money, be more efficient, and meet rigorous compliance requirements. At McAfee, we work tirelessly to build industry-leading digital security solutions to keep your business running so that you worry less.

### Compelling Value

Global organizations see compelling value in McAfee® offerings. With our approach to security risk management, you get seamless integration of a wide range of products, managed from a single console, to achieve security and compliance optimization. We

provide enhanced protection in a dynamic threat environment with simplified manageability for improved return on investment.

### Interlocked Security

McAfee uniquely offers interlocked security on every device and system, across networks, and through the “cloud,” delivering intelligent security that protects your vital information like no other provider can.

CUSTOMER INITIATIVE	CLOUD	NETWORK	SYSTEMS
Blended threat protection Effective anti-spam Mail policy enforcement	•	•	•
Inbound and outbound content controls Web filtering, safe search Web policy enforcement	•	•	•
Data loss prevention Privacy protection Device and content encryption	•	•	•
Firewall protection	•	•	•
Intrusion prevention Zero-day protection Network behavioral analysis	•	•	•
Network access control	•	•	•
Governance/policy compliance management Risk assessment/management Vulnerability management	•	•	•
Platform compatibility: log management, forensics, application whitelisting, SIM/SIEM	•	•	•

*Intelligent security from McAfee helps you meet and manage your toughest security and compliance challenges.*



Our wide range of technologies span the security space and are further extended through development partnerships with industry leaders to create integrated solutions to help you protect every angle of attack. This unique approach leverages the investments you have in place with the centralized security management console and reporting tools from McAfee that you’re familiar with.

The approach we take to security ensures the greatest time to value—today and in the future. With McAfee, you’re assured of having all the security you need to meet current risks head on and the ability to expand and adapt your protection as your business challenges evolve.

### Our Singular Focus

Digital security is McAfee’s singular focus—we can put all of our effort behind it because it’s all we think about and have been thinking about for more than two decades. From data encryption to compliance to anti-spam, we take a comprehensive approach to security, providing an integrated and efficient solution.

Customers say security, as a percentage of their IT spend, is increasing—a statement that is echoed by top industry analyst firms. Even in a soft economy, computer security is not a luxury; it is a necessity that will not go away.

Our mission is to be the single most dedicated provider of digital security. It’s all we do. With 76 percent of the Fortune 2,000 using McAfee and our software installed on more than 125 million systems worldwide, we’re well on our way.



#### Centralized Security and Compliance Management

Identify problems more quickly for faster time to protection

Accelerate response time for faster time to compliance

Achieve operational efficiencies for reduced IT costs

Unify management, reporting, and auditing for more visibility and to prove compliance

## More Intelligent Security. Less Vendor Complexity.

Intelligent security from McAfee helps you meet and manage your toughest security and compliance challenges.

Integration across the endpoint, the network, and risk and compliance requirements helps you streamline security administration, creation and management of policies and processes, event responses, reporting, and compliance processes. You save time, conserve resources, and achieve better security with intelligent security that is automated, integrated, and optimized. Backed by our nonstop global research team and further enhanced by our partnerships, McAfee security enables you to efficiently manage risks from known and emerging threats as well as potential brand and business risks of data loss and noncompliance.

#### McAfee ePolicy Orchestrator (ePO™) Integrates Security and Compliance Management

More than 35,000 companies worldwide depend on ePO to manage nearly 60 million PCs and servers. Our centralized management platform works with our products and solutions to bring together information and processes. The result is intelligent security and optimized compliance that is automated and actionable to help you make more rapid and effective decisions—while you reduce your costs. According to research by InsightExpress, a typical large ePO customer cuts the costs of security operations by 62 percent.

McAfee understands the practical realities of enterprise security. That's why we don't push a technology agenda or specific equipment. Instead, we integrate our proven products and manage them from a central console. ePO is the industry's only single-agent, single security and compliance management console to manage endpoints, data, the network, and risk and compliance across both physical and virtual

environments. It integrates all of your security and compliance products with your data to deliver information in real time. Because it correlates threats, attacks, and events across endpoint and network protections, ePO simplifies security operations. Its single agent reduces maintenance effort. Even compliance reports are automated and easy to generate.

#### Customer Profile: Manpower, Inc.

*A global leader in the employment services industry, Manpower, Inc. relies on ePO to protect 6,000 nodes at 500 sites in its North American network. The company finds it so easy to deploy that first-time users can install it in no time.*

#### Forces that Influence Enterprise Security Investments

With the motivation of cybercriminals changing from fame to gain, the threat landscape has become more complex

Non-integrated security products impede security visibility and increase IT costs, causing companies to shift to "best-in-suite" solutions

The number of government and industry regulations grows yearly, increasing compliance burdens





**Endpoint and Data Protection Portfolio**

Anti-virus

Anti-spyware

Email server anti-virus and anti-spam

Desktop firewall

Host intrusion prevention

Network access control

Web security

Device control

Endpoint/device/file and folder encryption

Encrypted USB drives

## More Endpoint Security. Less Vulnerability.

A growing, distributed workforce means more devices used by more of your people more often. The opportunity for harmful intrusion proliferates right along with the physical number of endpoints available and vulnerable.

Servers, PCs, and mobile devices, such as laptops, notebooks, and even USB drives, are your productivity tools—your endpoints. To criminals, they represent doorways to your corporate infrastructure and data. With decades of experience and expertise securing devices from a multitude of threats, McAfee security is synonymous with the total protection that people can count on. Our numbers speak for themselves. Today, McAfee protects 60 million business users, 70 million mobile devices, tens of millions of Internet users, and 75 million consumers.

### Layered Protection with Comprehensive Suites

As threat vectors increase each year, McAfee is able to address them head on through a suite approach to endpoint protection. From standard anti-virus and anti-spyware to sophisticated host intrusion prevention (host IPS) and network access control (NAC) applications, McAfee customers can layer protection as their business policies and processes demand.

McAfee delivers its endpoint solutions in two ways: on premise, or hosted through software-as-a-service (SaaS). In both cases, you get uninterrupted, integrated protection that is deployed rapidly and is never obsolete with real-time, automated updates via the web—and all for a lower cost of ownership than a point-product approach.

Protecting devices is critical because of the need to secure the data that is stored on them. From customer and credit card data to intellectual property, like patents, to internal financial records or legal documents, data is

being deliberately targeted (theft of intellectual property, as an example) or unintentionally put at risk by employees every day. With automated data discovery capabilities and advanced reporting functions, McAfee provides deep insight into the value of business data, along with a clear picture of where it resides and how it moves across the business. With that knowledge, IT teams are able to make more informed decisions about their data protection policies across not just endpoints but across networks. McAfee data protection is delivered across every system, as well as portable secure storage devices, for a true “defense-in-depth” approach to data protection. With strong data encryption, authentication, device management, endpoint and network data loss prevention, and policy-driven security controls from McAfee, companies can automate their approach to data protection and achieve the process optimizations and cost reductions they need to be successful.

Our commitment is to provide intelligent security that doesn’t just stop at devices and data. Our innovative “cloud” technologies allow us to gather, process, and deliver information to our user community in real time—whether researching an emerging threat within the threat intelligence community, quarantining a known threat, or pushing a new patch or alert so that action can be taken immediately.

### Customer Profile: The State of Indiana

*The Hoosier State needs to protect more than 27,000 desktops and nearly 2,000 servers supporting 82 government agencies and offices. McAfee reduced the time spent monitoring and protecting endpoints and halved the time to push out new agents and other updates.*

### Threats Are on the Rise

Growth of organized  
cybercrime rings

Terrorist organizations

Market manipulators

Competitors seeking industrial  
intelligence and theft of  
intellectual property

Disgruntled or naïve  
employees



#### Network Security Product Portfolio

Network and application firewalls  
Network intrusion prevention  
Network access control  
Network behavioral analysis  
Email and web security  
Network data loss prevention  
Vulnerability management  
Unified threat management

## More Network Security. Less Risk to Applications, Data, and Users.

Security for endpoint devices alone won't protect unmanaged assets that try to access the network—or the network itself. With McAfee, you can get all the network security functions you need from one vendor—intrusion prevention, firewall, network access control, anti-spam, anti-malware, web filtering, and outbound content control. And, we lower cost of ownership with integration, hardened appliances, and centralized management consoles.

#### Complexity Drives Security Needs

Enterprises of any size can't survive without applications that make data globally accessible and connect to information, people, and devices outside the network. McAfee understands the challenges of managing such a complex landscape. Today, more than 22,000 customers—including more than 52 percent of Fortune 500 companies—rely on McAfee network security.

#### Endpoint Security Meets Network Security

McAfee understands that business data traverses networks to reach endpoints, so it only makes sense that McAfee would provide integration for every point in between. From integrated network access control to data loss prevention, McAfee interlocks the endpoint and network to protect data and understand who has it, where it goes, how it gets there, and who should receive it. This integrated approach not only builds in a more intelligent approach to securing the business, it creates operational efficiencies and opportunities to streamline compliance requirements.

McAfee delivers network protection in form factors that make sense for every business, from a dedicated, feature-rich email security appliance to a high-throughput, scalable content security blade server to a multi-function unified threat management appliance—and everything in between.

#### Global "In-the-Cloud" Security Threat Intelligence

McAfee also maintains network defenses with global "in-the-cloud" security threat intelligence applying behavior, reputation, and behavioral analysis from our community of threat researchers and tens of thousands of data collection points. When you do business with a company on the Internet, our global intelligence provides you with information about that entity's risk profile, so you can make an informed decision as to whether you want to do business with them.

McAfee network security solutions protect users, data, and applications through a world-class solution suite connected to global and local threat intelligence and interlocked with McAfee system security information and solutions. By implementing McAfee network security solutions, organizations gain visibility and control over inbound, outbound, and internal network traffic.

#### Customer Profile: Citrix Systems

*Citrix deploys McAfee Network Security Platform. With sales of more than \$1.5 billion developing software and services for virtualization and remote access over networks and the Internet, the company's network supports more than 10,000 systems across three continents. McAfee not only detects all network intrusions, it blocks unwanted or suspicious intrusions before they can inflict damage.*

#### Networks Are at Risk

Malware 2.0  
Users on the move  
Insider threats  
Porous perimeters  
Targeted attacks



## More Sustainable Compliance. A Less Expensive Process.

Today's organizations are at greater risk of being noncompliant than ever before. Beyond the increasing number of internal policies, most organizations are subject to multiple regulatory mandates, often more than ten. Other compliance challenges include:

- Lack of standardized audit or certification process
- No automation, only manual compilation and reporting of compliance data
- Separate tools to demonstrate compliance for each area of IT controls
- The need to satisfy requirements of multiple stakeholders
- Changing scope of audits based on new legislation and technologies
- Difficulties in ensuring data integrity

### Automation Streamlines Compliance Processes

More than half of larger organizations spend upwards of \$500,000 per year on audit processes, while 39 percent spend more than one million dollars annually. McAfee governance, risk and compliance (GRC) solutions reduce these costs through automated audit and remediation of noncompliant and vulnerable systems. They help you find and fix violations before an audit and resolve vulnerabilities before harm comes to your business and network.

McAfee automates manual audit processes with advanced, purpose-built IT auditing that leverages open security standards and integration to reduce time spent on internal and external audits. We integrate agent-based and agentless assessment to eliminate coverage gaps and redundancies so you can accurately identify risk exposures and policy violations and prioritize the protection of IT resources and all data assets. Integration with the McAfee policy-based ePO management and reporting system simplifies every task in the audit life cycle, from policy definition to audits, investigations, and the inevitable reporting. McAfee also extends risk management through awareness of

countermeasures which increases the value of security protection. By adding more intelligence into protection, McAfee provides security personnel with a customized threat intelligence perspective for their particular environment.

### Simplified Security and PCI Compliance for Online Merchants

Consistent with putting your business first, our enterprise-level, web-based service for online merchants, McAfee Security Service, maximizes business availability while simplifying vulnerability management and risk mitigation—and, in the process, helps you gain consumer trust. We help you address potential security issues before they impact your business with proactive monitoring and daily vulnerability scanning to provide an extra measure of security intelligence so you can react quickly. McAfee Payment Card Industry (PCI) Certification Service, developed in collaboration with VISA International, is an easy-to-use system that enables Level 2, 3, and 4 merchants to thoroughly satisfy PCI compliance demands.

### Customer Profile: University of Adelaide

*Australia's University of Adelaide deploys 500 servers on the multi-campus network, to which 13,000 PCs are connected. The system is fundamental to teaching and research objectives. The University utilizes McAfee Total Protection for Endpoint, Network Security Platform and Vulnerability Manager to safeguard their network of 20,000 students and 2,800 staff.*

### Customer Profile: California State University (CSU) Chico

*With its priority-based approach to managing server security risk, McAfee Vulnerability Manager has enabled this northern California school to significantly mitigate risk and improve its overall security risk posture. In the first six months after implementation, 1,739 vulnerabilities were eliminated.*

### Compliance Demands

Payment Card Industry Data Security Standard (PCI DSS)

Federal Information Security Management Act (FISMA)

Basel II Capital Accord

Federal Desktop Core Configuration (FDCC)

International Organization for Standardization (ISO) 27002

Sarbanes-Oxley Act (SOX) (U.S.A., Canada, Japan)

Gramm-Leach-Bliley Act (GLBA)

Health Information Portability and Accountability Act (HIPAA)



McAfee Avert® Labs  
Your Trusted Source for Security Intelligence

Multi-disciplinary global security research  
team covering vulnerabilities and threats  
across all attack vectors

Thought leadership in pioneering new  
“in-the-cloud” protection mechanisms, like  
Artemis Technology

Services that make the security research  
transparent and actionable

## More Real-Time Intelligence. Less Exposure to Threats.

McAfee Avert Labs, our globally acclaimed research team, acts as a dynamic intelligence agency with more than 270 researchers on five continents anticipating and identifying emerging threats worldwide. Avert Labs delivers the core technologies in McAfee products, appliances, and SaaS offerings with collective threat intelligence “in the cloud” for accurate and timely protection from threats.

McAfee was first to discover some of the most notorious threats—MyDoom and Sasser—and most recently the vulnerability in Microsoft Internet Explorer 7 and the zero-day exploits associated with it. Today, McAfee holds nearly 350 patents, with just as many pending. We employ research professionals worldwide and established the first 24/7 emergency response team to constantly monitor threats.

Unlike the downturn in the economy, there has been no slowdown in cybercrime. McAfee Avert Labs has detected over 1.5 millions of pieces of malware in 2008, up from 271,000 in 2007—a more than 550 percent increase. The primary reasons behind the thriving malware economy are: a low barrier to entry and a low likelihood of getting convicted.

### Today's Evolving Threat Landscape

**Leveraging the global economic crisis**—Cybercrime will continue to be a driving force in 2009. Current economic conditions are providing fertile ground for cybercriminals, who are taking advantage of consumer anxiety and luring them into “get-rich-quick” schemes and other scams.

**Threats hiding “in the cloud”**—Malware authors are transitioning to Web 2.0 as their main delivery vehicle to mine identity and access other data. Attacks have increased in number and severity. The proliferation of web applications and domain name system (DNS) infrastructures has resulted in increases in SQL injection and other server-side attacks.

**Personalized threats**—Attacks have become more targeted; the malware is often localized with distribution site domains becoming country specific. Social engineering techniques are used to exploit users in social networking communities that are built on the trust among users.

**Renaissance malware**—The floppy disk has been reincarnated as the USB drive. These devices are now becoming the carriers of threats as evidenced by the increase in the number of “autorun” (self-initiating) attacks, which can open the door to Trojans, worms, and other malware. Avert Labs has seen a 300 percent increase in “autorun” attacks from 2007 to 2008.

**The rogue web and malvertising**—A big driver in the increase of malvertising is the availability of rich Internet application toolkits that allow malicious code to be embedded in Flash objects, for example. Malicious ads have affected sites like established advertising networks, social networking sites, and more. Abuse and exploitation of the ads have given rise to click fraud and other scams.

### Customer Profile: eBay

*Cybercriminals look for any and all opportunities to enter the marketplace of financial transactions. Partnering with Avert Labs, eBay prevents harmful content from ever entering its vast and prominent online auction. A full-time Avert researcher augments eBay's own security expertise in identifying emerging threats and implementing strategies to thwart them. This provides eBay with an experienced threat researcher and a connection to the entire Avert research organization. The result for the enterprise is: enhanced capability to more quickly identify and analyze new threats and implement strategies that prevent them from adversely impacting eBay users and the marketplace in general.*

### Examples of Threats and Attacks

Password-stealing Trojans

SQL Injections

Server-side polymorphic attacks

Social engineering attacks



#### Training

Online virtual classroom training  
Traditional classroom training

#### Services

Comprehensive security assessments  
Installation and upgrade assistance  
Infrastructure health checks

## More Expertise. Less Business Risk.

Business continuity is not just an IT initiative for mission-critical applications or services. It is also fundamental to the security that protects the systems, people, processes, and data that enable a company to do business. If rogue systems penetrate your environment, or your computer's malware protection is not updating, servers can be compromised, services disrupted, employee productivity decreases, and, worse, valuable customer information could be lost or stolen.

Enterprises can ensure security uptime through a planned approach to ongoing training, support, and services. McAfee delivers these support services:

#### Personalized training

McAfee offers instructor-led, in-depth courses to help customers fully leverage every aspect of their investments in security, from enabling new functionality of a product they own to reducing day-to-day administrative overhead.

#### Enterprise-class support

IDC released a report\* in 2008 naming McAfee a top performing vendor for support in the software industry. Around the clock and around the world, McAfee support professionals proactively help ensure that businesses can

\*Source: IDC Survey, Top Performers in Software Support Services, Doc#211052, Mar 2008

#### Support Offerings

Proactive, award-winning support  
Daily updates and proactive alerting  
Corporate 24/7 support as our standard  
Under five minutes average to access experts

#### Premium support options

Direct access to a product specialist for complex issue resolution  
Availability of support account managers for the highest level of proactive support  
Resident onsite experts for hands-on issue prevention and resolution

continue to operate and provide rapid resolution if issues do occur. We offer a wide range of support offerings tailored to your organization's specifications, ensuring uninterrupted access to mission-critical systems and applications so you can maintain business without disruption and reduce downtime.

#### World-class services

Our experts are an extension of your organization. They understand your particular issues and deliver value at every phase of a security plan—from initial scoping and assessments of security risk and requirements to actual implementation, ongoing expansion, or point-product consolidation. Whether you have a specific initiative around PCI, or mapping policies to a governance process, or assessing vulnerabilities, the McAfee Professional Service organization has the required expertise to build a successful plan and accelerate time to value.





## Our Commitment. The Best Security.

For more than two decades, our mission has remained constant: McAfee focuses exclusively on your total digital security so you can focus on your business. We don't sell storage, networking gear, or operating systems. We spend each and every day researching threats and developing products, services, and solutions to help our customers find them and defeat them.

### All the Security You Need from a Single Vendor

In 1987, McAfee entered the security business with what is still considered the best client-based anti-virus software available. Through the years, we have expanded our commitment to secure networks, mobile devices, and data, wherever it goes. With our continued investment in research, technologies, and partnerships, we can protect businesses of every size and households around the globe.

### McAfee Protects You from Every Angle

Today, more than three-quarters of the world-wide Fortune 2,000 deploy McAfee products and services to not only reduce exposure to threats and protect their business—but also to cut compliance costs and manage their digital security with greater confidence and ease. McAfee's approach to security risk management protects our customers from every angle:

**End to end**—From every device, across the network, and through the “cloud,” McAfee works tirelessly to build industry-leading security products, solutions, and services, liberating you from worry so you can focus on your business

**Known and unknown**—Through nonstop global research, McAfee anticipates known and emerging threats, combating them at every level

**Inside and out**—Whether driven by internal policies or regulatory mandates, McAfee delivers automated, sustainable compliance and governance processes and solutions

**People and process**—We challenge our partners and ourselves to build intelligence into every product, solution, and service — in the way they are managed and in the way they secure organizations of every size

**Operational excellence**—Through integrated management of your security solutions, McAfee helps you achieve greater optimization of resources while you reduce expenses

### Our Passion: To Empower You

Day in and day out, each and every member of the McAfee family—more than 5,000 strong in 120 countries—is driven by the passion to conceive and develop more powerful and protective digital security. Our more than 1,200 security experts continually investigate threats to keep pace with the techniques and motivations of cybercriminals and the careless habits of harried employees and work together on new technologies that empower you — our customer.

The consumer market, the commercial market, the public sector, and service providers know and trust McAfee. We put our customers in control and prepare them to conquer today's threats and anticipate tomorrow's threats with advanced technologies and solutions unified by central management to cover all the bases. With total digital security from McAfee, you are free to do more—at work, at home, or on the road.

*Trust McAfee to secure your business.  
It's all we do.*

**McAfee®**





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