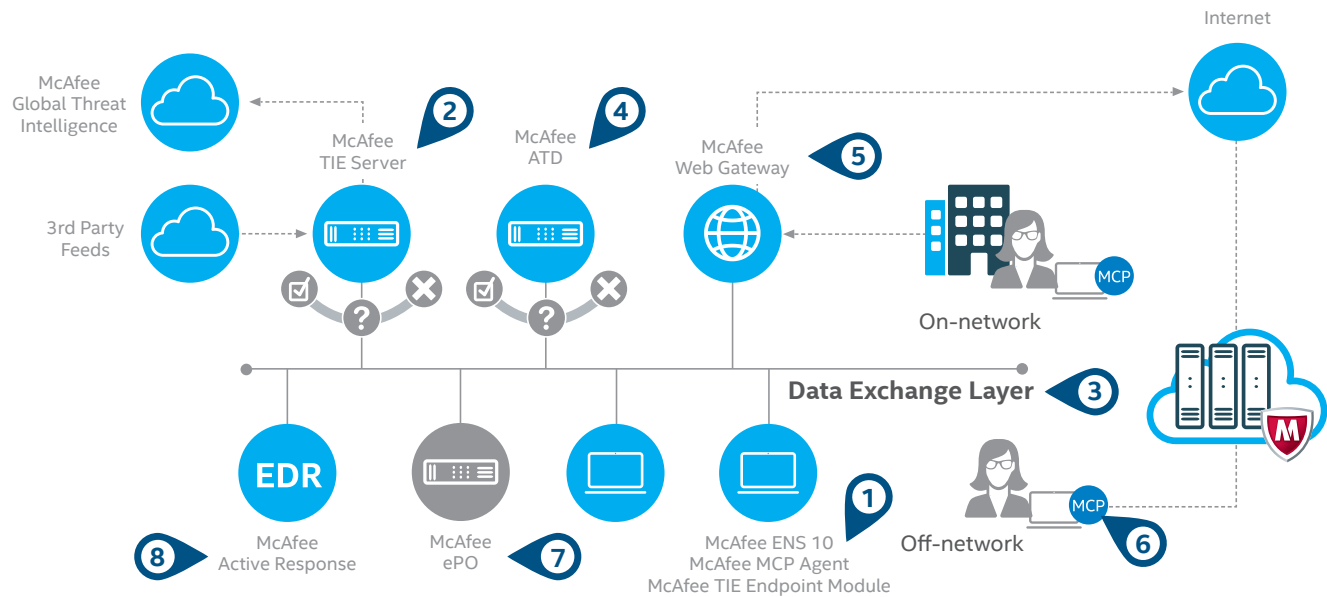# Intel Security Intelligent Endpoint Solution

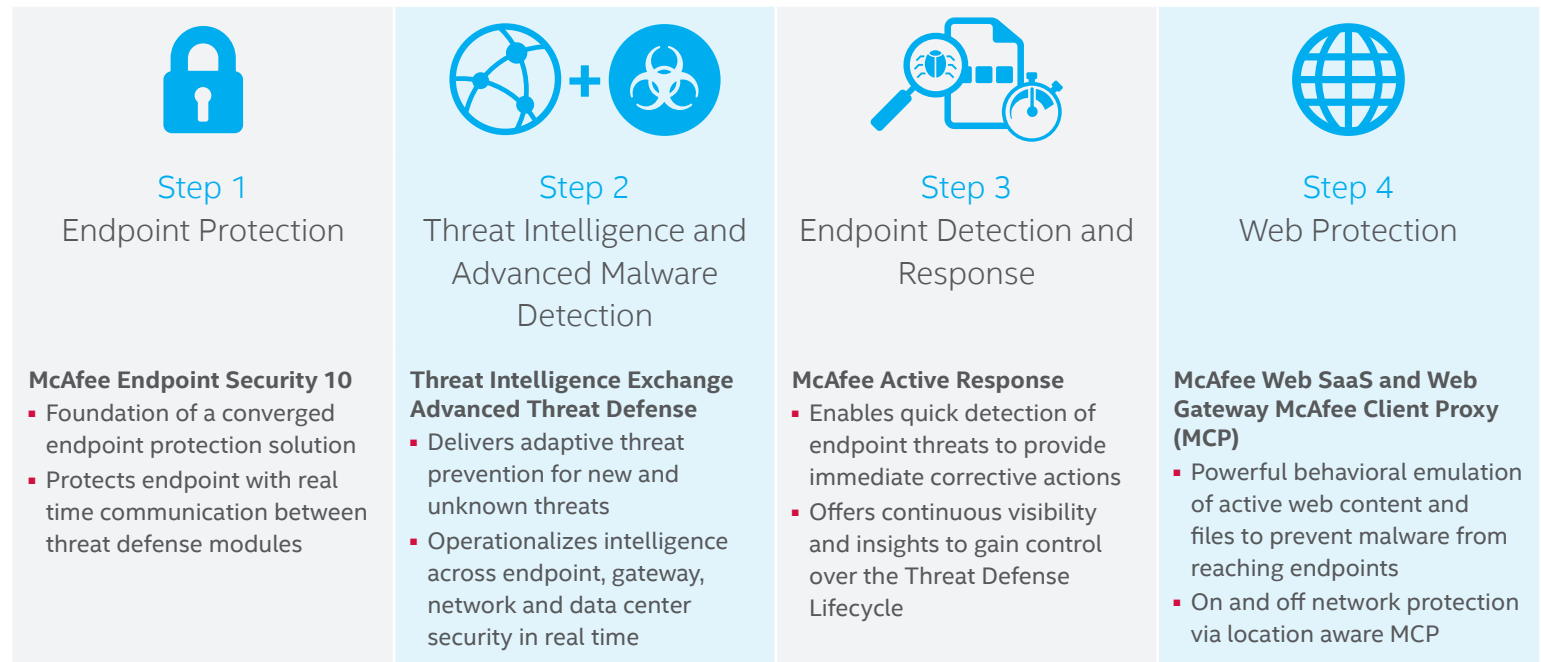|	Component	Industry Term	PDC	What it does	Why it is important to the Threat Defense Lifecycle
1	ENS 10	Intelligent Endpoint Protection	P	Endpoint anti-malware, firewall and web control	Integrated endpoint defense module consisting of the Threat Prevention Module, Firewall Module and Web Control Module
2	TIE (Threat Intelligence Exchange)	Threat Intelligence	PDC	Learning, sharing and automation of threat intelligence	Collective learning; tracks local reputation and shares intelligence between connected endpoints and network security platforms
3	Data Exchange Layer	Communication between solutions	PDC	Open Messaging Framework	Shares contextual data, information and insights via a vendor-neutral framework
4	Advanced Threat Defense	Sandbox	DC	Dynamic and static analysis of "unknown" malware	Insight into zero days, targeted attacks, ransomware and other unknown threats through behavioral emulation, and in-depth code analysis to detect quicker and limit the spread of malware

	Component	Industry Term	PDC	What it does	Why it is important to the Threat Defense Lifecycle
5	McAfee Web Gateway	Web Gateway	PDC	Analyzes and prevents web-based attacks on premise or via SaaS	Inspects and analyzes web-based traffic to stop attacks before they reach the endpoint
6	McAfee Client Proxy	Client Web Security	P	Off-network web protection	Protects mobile and remote users by routing all traffic through Web SaaS when they are not on-site
7	McAfee ePO	Management Console	PDC	Centralized management/visibility of endpoint security	Lowers TCO for endpoint security, reduces administrative burden, drives operational efficiency and streamlines workflows with centralized visibility, management and automation
8	McAfee Active Response	Endpoint Detection and Response	DC	Continuously searches for and corrects threats on endpoints	Flexible investigation and response tools to hunt and eradicate malware and other threats on endpoints

McAfee is now part of Intel Security

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Sales Play

Intel Security Intelligent Endpoint Solution – Enhancing Security Effectiveness

Step 1
Endpoint Protection

McAfee Endpoint Security 10
- Foundation of a converged endpoint protection solution
- Protects endpoint with real time communication between threat defense modules

Step 2
Threat Intelligence and Advanced Malware Detection

Threat Intelligence Exchange Advanced Threat Defense
- Delivers adaptive threat prevention for new and unknown threats
- Operationalizes intelligence across endpoint, gateway, network and data center security in real time

Step 3
Endpoint Detection and Response

McAfee Active Response
- Enables quick detection of endpoint threats to provide immediate corrective actions
- Offers continuous visibility and insights to gain control over the Threat Defense Lifecycle

Step 4
Web Protection

McAfee Web SaaS and Web Gateway McAfee Client Proxy (MCP)
- Powerful behavioral emulation of active web content and files to prevent malware from reaching endpoints
- On and off network protection via location aware MCP

Customer Qualifying Questions

1. What tools do you have in place now to identify and defend against zero-day malware and targeted attacks?

2. Are your current network and endpoint security solutions able to automatically and rapidly share threat intelligence to not only defend your network, but also enable proactive detection and correction of threats?

3. How challenging is it for you to obtain visibility/reporting across your entire endpoint environment today? What impact does lack of visibility have on your Security Administrator's productivity?

4. How quickly are you able to identify security threats?

5. What would be the business impact of a major data breach?

6. How do you control the hard and soft costs associated with deploying and maintaining multiple siloed security solutions?

Intel Security Unique Differentiators

1. Intel Security has a broad portfolio of technologies covering the entire Protect-Detect-Correct threat defense lifecycle.

2. Intel Security provides a true centrally managed and integrated endpoint solution with industry-leading ePolicy Orchestrator (ePO)

3. Intel Security offers strong and intelligent endpoint protection with real time intelligence (TIE) and actionable threat forensics from defenses that communicate and learn from each other to combat advanced threats (ENS 10)

4. Intel Security unifies on-premises and cloud web gateway technology with an endpoint protection framework to ensure best-in-class protection from internet threats everywhere an endpoint travels.

McAfee is now part of Intel Security
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