



# Challenge the Competition Again!

**In 2017 Intel Security would like to partner with you again to Challenge the Competition! The program remains the same with some exciting new products and incentives!**

## **How it Works**

From January 20th — December 22, Platinum and Gold Partner sales representatives can earn cash and prizes for successful, qualified competitive displacement, McAfee Enterprise Security (SIEM), McAfee Content/Server Security and Data Protection deal registrations; and sales engineers can earn cash and prizes for demos and POCs.

## **NEW For Sales Reps!**

MSP deals for select network, SIEM, content security and data protection solutions will also be eligible for transactional, monthly and prize inclusion.

**\$200.00 ENS 10.5 migration payout.** Register an Endpoint Threat Detection/Response deal which includes an ENS migration to 10.5 and receive a \$200.00 award.

## **SALES REPRESENTATIVES**

Earn \$100 for each approved competitive displacement, qualifying McAfee Enterprise Security (SIEM), McAfee Content/Server Security and Data Protection deal registration. Additionally, MSP deals with approved products once booked will earn \$100.00. Each approved deal registration and approved MSP product booking will be entered to receive additional monthly cash and prizes. Bookings associated with all approved deal registrations and MSP deals will be entered to win a prize package trip for two.

**NEW** – We have added a midyear trip award. Challenge will now award trips in June and in December, 2017.

## **Participation is easy**

1. Submit through deal registration with one of the following:
  - a) A competitive displacement deal with a qualified displacement products
  - b) A deal registration with qualifying McAfee Enterprise Security (SIEM), McAfee Content/Server Security or Data Protection solutions
  - c) A deal with qualified MSP solutions
2. Register the deal registration ID through the "Challenge the Competition" site
3. Once the deal registration is approved or the MSP deal is booked, receive a pre-paid card loaded with the amount of your reward
4. Each approved deal registration and MSP booking will qualify for a single entry for an additional monthly reward in cash or prizes
5. Each approved 1) Challenge the Competition deal registration that maps to a booking and 2) MSP booking becomes eligible to win a trip package for two. One awarded in June and another awarded in December

## **NEW For Sales Engineers!**

Complete and submit an approved endpoint technical check and receive a \$250.00 award

## **SALES ENGINEERS**

Receive \$100 for each registered demonstration submission and \$200 for each registered POC submission. Intel Security certified sales engineers will earn twice the demo and POC published payout. Learn more about the Intel Security Certified Sales Engineer program and benefits. Each approved demo and POC will qualify for a single entry for an additional monthly reward in cash or prizes. Additionally, all approved demo and POC submissions will be eligible for grand prize trip for two. Trips to be announced in June and in December, 2017.



**NEW** – We have added a midyear trip award. Challenge will now award trips in June and in December, 2017.

**Participation is easy**

1. Register a demo or POC opportunity
2. Upon approval, receive a pre-paid card loaded with the amount of your reward
3. Intel Security certified sales engineers earn double the reward on each demo and POC
4. Each approved demo and POC submission will be eligible monthly rewards and a 2H'16 grand prize trip for two

**Benefits**

- Pre-paid cash cards
- Simple claims process
- Sales representatives and sales engineers are rewarded directly
- Bookings, demos and POCs qualify as a submission to win monthly rewards and a grand prize trip for two

**HOW TO QUALIFY**

Intel Security Platinum and Gold reseller partners' sales representatives and sales engineers are eligible to participate in the Challenge the Competition program.

If you are a partner sales representative, simply deal register to receive approval for your opportunity and your reward. Approved deal registrations and target MSP bookings will be eligible for additional monthly rewards and the possibility to win the bi-yearly incentive — trip for two. If you are a partner sales engineer, register your demo, POC or tech-check to receive approval, a pre-paid card, and eligibility for additional monthly rewards and the trip for two.

Visit the rewards site to see a current list of monthly winners and leaderboard standings for the trip package.

**How to Get Started**

Read the Challenge the Competition overview for details and register for the program.

**LAR - Random Drawing Alternative**

Countries in LAR are prohibited from executing any random drawing for cash or prizes. Below is the guideline for promotional incentives alternatives with respect to random drawings for 1) monthly rewards and 2) the systems engineer grand prize trip award.

**1. Monthly Random Prize Drawing Alternative:**

**SALES**

Channel Sales Representative with the highest number of Closed/Won Opportunities for the month, associated with approved "Challenge the Competition" Deal Registrations submitted within the selected period.

**SALES ENGINEERS**

Channel Sales Engineer with the highest number of Closed/Won Opportunities for the month, associated with registered activities (Demo or POC) within the selected period.

**2. System Engineer Grand Prize - Trip for Two:**

Each approved Challenge the Competition Demo and POC submission that maps to a booking becomes eligible to win a Grand Prize Trip for Two. The one that will be awarded the prize will be the single qualified Demo or POC associated with the highest deal booking during the promotion period.

