



McAfee MOVE AntiVirus for Virtual Servers

Frequently Asked Questions

Licensing Changes

Q: What change was made to the licensing for McAfee® Management for Optimized Virtual Environments (MOVE) AntiVirus (SKU: MOV) for servers?

A: In Q2 2014, we changed the licensing for McAfee MOVE AntiVirus for servers to be licensed per operating system (OS) instance, instead of one license per hypervisor for up to four cores. The associated pricing change is explained in the second half of the document.

Q: How does that compare with the old licensing structure?

A: With the old licensing structure, a customer had to purchase one license for each set of four cores running on a hypervisor. For example, a customer who purchased McAfee MOVE AntiVirus for servers to host 10 VMs on an Intel® Xeon® Processor E5 based server with four processors (32 cores total) should have purchased eight licenses of McAfee MOVE AntiVirus for servers. With the new per-OS-instance licensing for McAfee MOVE AntiVirus for servers, this customer will need to purchase 10 licenses in order to properly license those 10 virtual machines. Customers no longer have to count the number of cores in a server, only the virtual machines that they have to protect.

Q: What does per-OS instance mean?

A: The term per-OS instance is similar to per-virtual machine (each virtual machine will have one OS instance), and it can also be referred to as per-guest-OS in a virtualized environment.

Q: Why did we make this change?

A: This will make it easier for customers, as they are more in tune with how many VMs they have per hypervisor, instead of having to count cores (physical or logical) on a server. Furthermore, this will prevent customers from being underlicensed, as there are situations where the old licensing model wasn't well understood, and the customer purchased one license for each hypervisor instead of one license for each set of four cores on a hypervisor. In addition, our product was priced much too low, and this places our licensing of McAfee MOVE AntiVirus for servers in line with how many other vendors are licensing virtualization solutions.

Q: When did McAfee start migration of contracts that include the McAfee MOVE AntiVirus for servers product?

A: The migration of license entitlement was completed in April 2014. As part of this migration to this new licensing model, McAfee provided customers with 10 per-OS-instance licenses for each per-hypervisor license. This was to accommodate virtual servers where more than one per-OS license is needed per physical server. For new incremental licenses, the new licensing structure for McAfee MOVE AntiVirus needs to be followed, as the old SKU is no longer available.

Q: Do customers need to pay any additional money as part of the contracting conversions associated with this licensing change?

A: No, not until their regular renewal time. Customer contracts were migrated, and this did not trigger any cost to customers at that time. As part of the contract migration, we were providing customers with 10 McAfee MOVE AntiVirus for servers licenses per OS instance for each hypervisor license (up to four cores) that they had at that time to ensure that the transition had a low impact their total cost of ownership. At their regular renewal time, customers need to renew the actual number of licenses needed for their environments—which may be more or fewer licenses than their contracts will show after contract conversion, as they may not be running 10 virtual machines per server.

Q: Do customers need to change or re-install McAfee MOVE AntiVirus for servers due to this change in licensing?

A: No, customers do not need to change or re-install McAfee MOVE AntiVirus for servers because of this change in licensing. The product itself has not changed—just the way McAfee MOVE AntiVirus is licensed has changed.

Q: Will McAfee change the date of my support renewal for McAfee MOVE AntiVirus?

A: No, we will not make any changes to the date of the support renewal because of this licensing change.

Q: Did McAfee change customers' grant numbers when migrating contracts?

A: No.

Q: If a customer has three per-hypervisor licenses of McAfee MOVE AntiVirus for servers, how many licenses will the customer have due to this change?

A: This customer received 30 per-OS licenses of McAfee MOVE AntiVirus for servers as part of this license change from per-hypervisor to per-OS-instance, as we granted them 10 per-OS-instance McAfee MOVE AntiVirus for servers licenses for each per-hypervisor license they initially purchased.

Q: If a customer is currently using five virtual servers in one hypervisor, how many licenses does this customer need when they renew support?

A: This customer would need to pay for renewal of five licenses when their regular support renewal comes up.

Q: A customer is currently running 15 virtual servers in one hypervisor but received 20 per-OS licenses via contract conversion. What should the customer do at renewal time?

A: At regular renewal time, this customer only needs to pay renewal for 15 licenses for the McAfee MOVE AntiVirus for servers to be properly licensed.

Q: A customer purchased McAfee MOVE AntiVirus for virtual servers last year and has already paid support for three years upfront. The customer is not planning on changing the configuration and has no budget for this project, what should the customer do?

A: The customer does not need to worry about renewal until the end of the three-year support contract. During April 2014, the customers' support contracts were converted to give them 10 licenses of the new per-OS-instance McAfee MOVE AntiVirus SKU for each single license of the old per-hypervisor McAfee MOVE AntiVirus SKU they purchased. At the customer's regular renewal time, they would renew the number of licenses that they actually need at that time. The **Quoting Handbook** should be referenced for sales order instructions.

Q: What communication has gone out to my customer?

A: A customer letter communicating this change in licensing and the fact that we will be migrating contracts to reflect this new licensing structure was sent out to customers mid-April 2014. In this letter, we communicated that McAfee, a part of Intel Security, will provide customers with 10 per-OS-instance licenses for each per-hypervisor license. Again, this was to accommodate virtualized servers where more than one per-OS license is needed per physical server. Below is the letter that went out from support to customers:

Dear Valued McAfee Customer:

McAfee remains committed to bringing best-of-breed security solutions to our customers, and server security is an essential part of that strategy. In some cases, delivering the right solutions to our customers means superseding existing products or product suites. As part of this commitment to excellence, **we are now offering our McAfee MOVE AntiVirus for virtual servers on a per-OS-instance basis** instead of on a per-hypervisor basis, where one license was needed for every four cores in the hypervisor. This will greatly simplify licensing.

As part of this, **McAfee will be migrating all contracts** that include the McAfee MOVE AntiVirus for virtual servers product to **provide customers with 10 per-OS-instance licenses for each per-hypervisor license**. This is to accommodate virtual servers where more than one per-OS license is needed per physical server. The migration of contracts will occur starting in mid-April 2014.

As a current McAfee MOVE AntiVirus for virtual servers customer, you can continue to use the product with no service interruption. If you have any additional questions, please contact your Account Manager.

Best Regards,
McAfee Data Center and Server Security Team

Q: Aside from what is stated already in the customer letter and this FAQ, are there other talking points that we can leverage when talking to customers?

A: Yes, here some additional points about the new licensing meter:

- Customers often run Linux-based servers in their virtual environment in addition to Microsoft Windows-based servers. These types of customers are not thrilled about a per-hypervisor license since they feel like they are paying for McAfee MOVE AntiVirus, which is not protecting the Linux virtual machines at all.
- Customers who run their virtual desktops and their virtual servers on the same hypervisors are unable to separate out what they should actually pay for, since the separation is not always very clear—so it is impossible to do clear licensing.
- At the end of the day, what McAfee is protecting is the OS in the virtual machine. It makes logical sense that we charge based on the entity that we are actually securing—the virtual machine.

Pricing Changes

Q: What change was made to the pricing for McAfee MOVE AntiVirus for servers?

A: In Q2 2014, we changed the pricing for McAfee MOVE AntiVirus for servers to be licensed per OS instance, instead of one license per hypervisor for up to four cores. The MSRP price per OS instance for McAfee MOVE AntiVirus for servers was changed to \$150 per OS instances, and the previous MSRP price was \$300 per hypervisor with up to 4 cores. With the mid-Q3 2014 pricebook, the per-OS-instance price was reduced: it ranged from \$56.74 to \$100 per OS-instance, depending on the number of licenses purchased.

Q: So isn't the price higher now?

A: Except for customers with few virtual machines, the price will be indeed higher, but we were selling McAfee MOVE AntiVirus at a much lower price than we should have. The new pricing is competitive, and it is also using the same licensing meter as our competitors (per-OS instances, which is the same as per virtual machine or per guest OS).

Q: Will customers be willing to pay a higher price?

A: We have a very strong product. It provides a solution to the performance impact that customers experience when using traditional antivirus, which is not optimized for virtualized environments like McAfee MOVE AntiVirus. As a matter of fact, the performance impact of running traditional antivirus is significant enough that many customers turn off antivirus scanning for their virtualized environment, thereby running unprotected. McAfee MOVE AntiVirus is the solution they need.

In addition, we have also added a lot of value to the product with our latest releases. For example: before, you only had visibility to the virtual machines that had McAfee agents on them, but now we introduced data center connectors for vSphere, Amazon AWS, OpenStack, and Microsoft Azure and integration with McAfee® ePolicy Orchestrator® (McAfee ePO™) software, which provides customers with full visibility of all virtual workloads, including those in the private and public cloud.

Q: Can you provide an example with the new pricing?

A: Here is one example. Also, please review the table at the end of this document for additional examples.

Let's assume a customer wants to protect 1,100 virtual machines with McAfee MOVE AntiVirus for virtual servers and buys support for three years. The latest licensing of McAfee MOVE AntiVirus for servers would have a MSRP price (before discounts) of \$62,414 for the licenses plus \$49,914 for an additional two years of support for a total of \$112,354 for the three years. Assuming a customer gets 40% discount, then their cost would be \$67,414 for three years, or \$22,471 per year.

Also keep in mind that 1,100 virtual machines is a great deal of computing power—then the benefits that McAfee MOVE AntiVirus provides as compared to running traditional antivirus really makes a difference. \$22,471 for 1,100 virtual servers corresponds to about \$20.43 per virtual server per year, which is well worth it given that your customer's virtual machines are now protected.

Q: Can you provide price comparisons for McAfee MOVE AntiVirus for virtual servers under the old model (per hypervisor and up to four cores), the new model introduced in Q2 2014, and then the latest pricing as of mid-Q3 2014?

A: Here is a table that shows 12 different examples and for each compares the number of licenses needed and the cost for license purchase and renewal.

Example MSRP quotes (assuming all hypervisors are ≤ four cores)

Cores			Licenses Needed	License		Licenses Needed	License		Licenses Needed	License	
Hypervisors	VMs			Cost	Renewal		Cost	Renewal		Cost	Renewal
1	4	10	1	\$300	\$120	10	\$1,500	\$600	10	\$1,000	\$400
11	4	110	11	\$3,025	\$1,210	110	\$16,500	\$6,600	110	\$9,323	\$3,729
101	4	1,010	101	\$25,250	\$10,100	1,010	\$151,500	\$60,600	1,010	\$76,427	\$30,571
501	4	5,010	501	\$112,725	\$45,090	5,010	\$701,400	\$280,560	5,010	\$338,476	\$135,390
1001	4	10,010	1001	\$200,200	\$80,080	10,010	\$1,401,400	\$560,560	10,010	\$650,250	\$260,100

Example MSRP quotes (assuming all hypervisors are eight cores)

Cores			Licenses Needed	License		Licenses Needed	License		Licenses Needed	License	
Hypervisors	VMs			Cost	Renewal		Cost	Renewal		Cost	Renewal
1	8	20	2	\$600	\$240	20	\$3,000	\$1,200	20	\$2,000	\$800
11	8	220	22	\$6,050	\$2,420	220	\$33,000	\$13,200	220	\$18,645	\$7,458
101	8	2,020	202	\$50,500	\$20,200	2,020	\$303,000	\$121,200	2,020	\$152,853	\$61,141
501	8	10,020	1002	\$225,450	\$90,180	10,020	\$1,402,800	\$561,120	10,020	\$676,951	\$270,780

Example MSRP quotes (assuming all hypervisors are 32 cores)

Cores			Licenses Needed	License		Licenses Needed	License		Licenses Needed	License	
Hypervisors	VMs			Cost	Renewal		Cost	Renewal		Cost	Renewal
1	32	80	8	\$2,400	\$960	80	\$12,000	\$4,800	80	\$8,000	\$3,200
11	32	880	88	\$24,200	\$9,680	880	\$132,000	\$52,800	880	\$74,580	\$29,832
101	32	8,080	808	\$202,000	\$80,800	8,080	\$1,212,000	\$484,800	8,080	\$611,414	\$244,565

Q: Does McAfee MOVE AntiVirus for servers include protection besides virtualization-optimized antivirus?

A: Yes, the McAfee MOVE SKU includes not just McAfee MOVE AntiVirus, but also McAfee VirusScan® Enterprise (VSE) and McAfee VirusScan Enterprise for Linux (VSEL) for the scan server, McAfee MOVE Scheduler, McAfee Data Center Connector for VMware vSphere, boot attestation with Intel® TXT, and McAfee software.

The primary capability, of course, is McAfee MOVE AntiVirus for virtual servers, which provides hypervisor-aware resource optimization for VirusScan within virtual server deployments providing the offline image scanning and scheduling based on the overall load for VMware, Citrix, and Hyper-V hypervisors. In addition, McAfee MOVE AntiVirus includes an agentless deployment mode for VMware.

Q: Could a customer choose to buy McAfee Complete Endpoint Protection—Enterprise instead, since it is cheaper?

A: The McAfee Complete Endpoint Protection—Enterprise (CEE) suite is intended for desktops, not servers. However, the suite does include traditional antivirus (VirusScan) for servers. It is important to note that McAfee Complete Endpoint Protection—Enterprise doesn't include McAfee MOVE AntiVirus, and running VirusScan (VSE) licenses that aren't optimized for virtualized environments will lead to performance degradations. As a matter of fact, customers often turn off antivirus rather than take the performance hit, thereby leaving their virtual machines unprotected.

Q: So what are the benefits of McAfee MOVE AntiVirus?

A: Look at our product page for McAfee MOVE on the Sales Portal (<https://sales.mcafee.com/us/employee/sales/products-technologies/move-antivirus.aspx>) for key features and benefits. Also check out the solution brief that is posted there (*Optimized Security for Virtualized Environments*). You will see this information on pages 7 and 8:

McAfee MOVE AntiVirus Features and Benefits

- Reduce resources required for security.
- Improve virtual machine consolidation ratios.
- Prevent antivirus scan storms.
- Eliminate virus definition (.DAT) updates from each virtual machine.
- Instant protection using vShield endpoint.
- Avoid scanning by utilizing a global cache.
- Multihypervisor or agentless deployment options.

And here is a comparison between using traditional antivirus and optimized antivirus for virtualized environments (McAfee MOVE AntiVirus):

Without McAfee MOVE AntiVirus (Traditional VirusScan)

Resource bottlenecks

- Traditional antivirus drains resources in a virtual environment.
- 100 MB memory footprint in each virtual machine.
- Reduced virtual machine consolidation ratios.

Painful management experience

- Virus definition updates in every virtual machine.
- Slow process to distribute virus definition updates.
- Managing every single virtual machine and VDI.

Peak overloading on the hypervisor

- Antivirus scan storms.
- Virus definition (.DAT) update storms.
- Reduced scalability accommodating resource spikes.
- High power consumption.

Wasted resources

- Scanning every file in every virtual machine.

With McAfee MOVE AntiVirus

Resource availability

- Less than 10 MB memory footprint in each virtual machine.
- Increased virtual machine consolidation ratios.

Easy management experience

- No virus definition (.DAT) updates in every virtual machine.
- Updates only required on the offload scanning servers.
- Instant protection with agentless option.

Optimized resources on every hypervisor

- Antivirus scan storms eliminated.
- Virus definition (.DAT) updates are quick and easy on the security virtual appliance (SVA).
- Increased scalability and the ability to use all resources.
- Scan avoidance leveraging clean file cache.
- Reduced power consumption.

Q: Whom can I contact if I have questions about this McAfee MOVE AntiVirus for server licensing change?

A: For assistance with McAfee MOVE AntiVirus for server licensing or other elements of the Intel Security Partner Program, contact the Partner Care Center:

- Americas: Reseller_Support@McAfee.com
- Asia-Pacific: APACpartner_Support@McAfee.com
- Europe, Middle East, Africa: PartnerCareEMEA@McAfee.com

