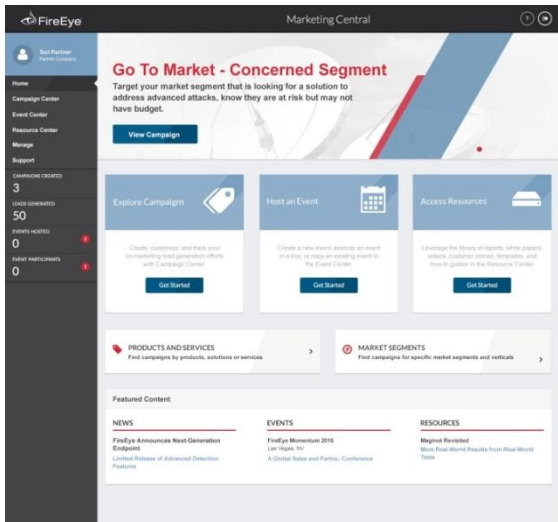


FireEye Marketing Central

FireEye Marketing Central is a **free** platform designed for Fuel Partners to easily co-brand and customize demand generation campaigns and events

Top 3 reasons why you should use FireEye Marketing Central

1. Self-service and on-demand
2. Co-branded lead generation
3. Latest FireEye campaigns



FAQs

Q: Do I need special training to execute a campaign or event?

A: No, there are how-to guides and tutorials available in the platform to help get you started. The guides will walk you through executing a campaign, hosting an event, building reporting and more.

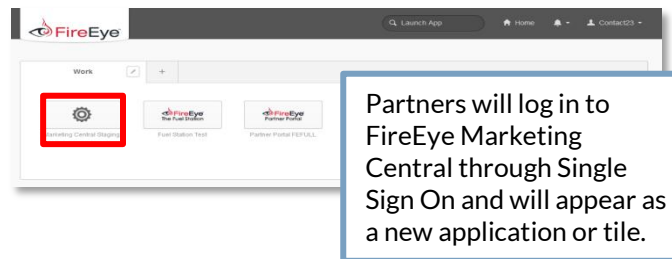
Q: Does FireEye have access to my leads lists?

A: Your leads lists are your own and FireEye will not put your leads into our database. You can sign yourself up for email notifications on lead captures/responses from your campaigns and events. You also have the ability to run custom reports on your activities.

Q: What will happen to my assets on SharedVue?

A: Please make your web teams aware, that the FireEye Showcase content should be removed from your website on or before March 31, 2015.

Logging in to FireEye Marketing Central



FireEye Marketing Central Tour

Campaign Center

- High quality, co-branded email and landing page templates that are customizable and can be executed from the platform

Event Center

- Create an event registration mini-site that includes automated confirmation, cancellation and update emails for attendees

Resource Center

- Download sales and marketing collateral

Reports

- Review email stats, landing page leads and event registrant details

Important Dates:

FireEye Marketing Central Live – **March 11, 2015**
The Last Day of SharedVue – **March 31, 2015**

For questions or feedback, please reach out to us at MarketingCentralSupport@FireEye.com

Removing Your FireEye Partner Showcase from SharedVue:

1. Remove any pages of your website that contain the FireEye Showcase
2. Remove any marketing buttons or text links that are linked to the removed pages
3. Remove any advertisements that drive traffic to the removed pages (i.e., brochures, email signature hyperlinks, paid advertisements, etc.)
4. Check your website to ensure you have created appropriate navigation given that content has been removed

Please note: Failure to remove the FireEye Showcase from your website will result in that showcase being blank displaying an error message.