

 SOPHOS

PARTNER 2026
EXPERIENCE

Agenda

| Time | Session |
|---------------------|---|
| 10 AM– 11:30 AM | Welcome - John Mitchell, Channel Director EMEA North SADC |
| | Sophos Mission and Vision – Paul Anderson, VP Sales EMEA North SADC |
| | Sophos Vision to Reality – Stuart Borgman, VP EMEA Sales Engineering and Matt Helling, Director CISO Advantage |
| | The Threat Landscape – Rebecca Taylor, Counter Threat Unit Researcher |
| 11:30 AM - 12:00 PM | B R E A K |
| 12pm – 1:15pm | Managed Detection and Response Momentum – Michael Greaves, Senior Product Manager MDR and Greg Arts, Senior Product Manager, SecOps |
| | Stronger Together: Microsoft Ecosystem Play - Jez Edwards, Revenue Programs NEMEA, Adam Myers, Director of Sales at Cyberlab |
| | Sophos Channel Strategy: Winning Together - John Mitchell, Head of Channels EMEA North |
| 1:15 PM – 2:15 PM | L U N C H |
| 2:15 PM – 3:00 PM | The Hacker, The Prince and The Influencer - the crazy inside story of the Conti ransomware gang - Geoff White Author, Journalist, Podcaster |
| 3:00 PM - 3:30 PM | The Sophos Partner Awards - Celebrating Success, John Mitchell, Channel Director / EMEA North |
| 3:30 PM | Food, Music, Entertainment & Networking – The Standard Hotel Rooftop |

Thank You To our Sponsors

Tech Zone





SHARE A POST BY
2.00PM

answering one of
these three questions:

1

What's this year's
Partner Experience
highlight for you?

2

What are **you looking**
forward to the most
with Sophos this year?

3

Which Sophos **product**
update are you **most**
excited about?



FOLLOW & TAG
@SOPHOSPARTNERS

ON LINKEDIN FOR
A CHANCE TO WIN!

Content Hub

To Develop Your Business



Partner Feedback Form

Your Insights Are Essential



Co-marketing Materials and Campaigns

Turn Roadshow Insights Into Revenue



Support and Slide Decks

Explore And Revisit The Presentations From The Event



VISION AND MISSION

Paul Anderson
VP North EMEA & SADC

Why Sophos

Why now

Why we win

35,000

Businesses with CISOs

<0.01%

359,000,000

Global Businesses

Sophos Strategy



Portfolio

Build for the most demanding environments.
Make it accessible to everyone.



Channel

Scale through partners as the operating
model, not just the route to market.



Customer

Make outcomes the product
and the system the proof.



Operating Model

AI is the multiplier. People remain
strategic and accountable.



Culture

Build things that matter. Be people worth
trusting. We are a company of builders.

Sophos Strategy



Portfolio

Build for the most demanding environments.
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Why Sophos

We have identified
the root cause

Why now

We have named
the inflection

Why we win

We have built
the system



Partner Tech Academy
7th-8th October 2026, Abingdon



Join Our
Monthly Technical Updates Webinar



Sophos Active Adversary Report

SOPHOS Platform Services Solutions Why Sophos Partners Resources Support [Get started](#)

Nowhere, man: The 2026 Active Adversary Report

AI headline hype didn't deliver a sea change for practical defense — but one below-the-radar development should

February 24, 2026  Written by [John Shier](#), [Hilary Wood](#), [Angela Gunn](#)



<https://www.sophos.com/en-us/blog/2026-sophos-active-adversary-report>

Meet our speakers



Michael Greaves

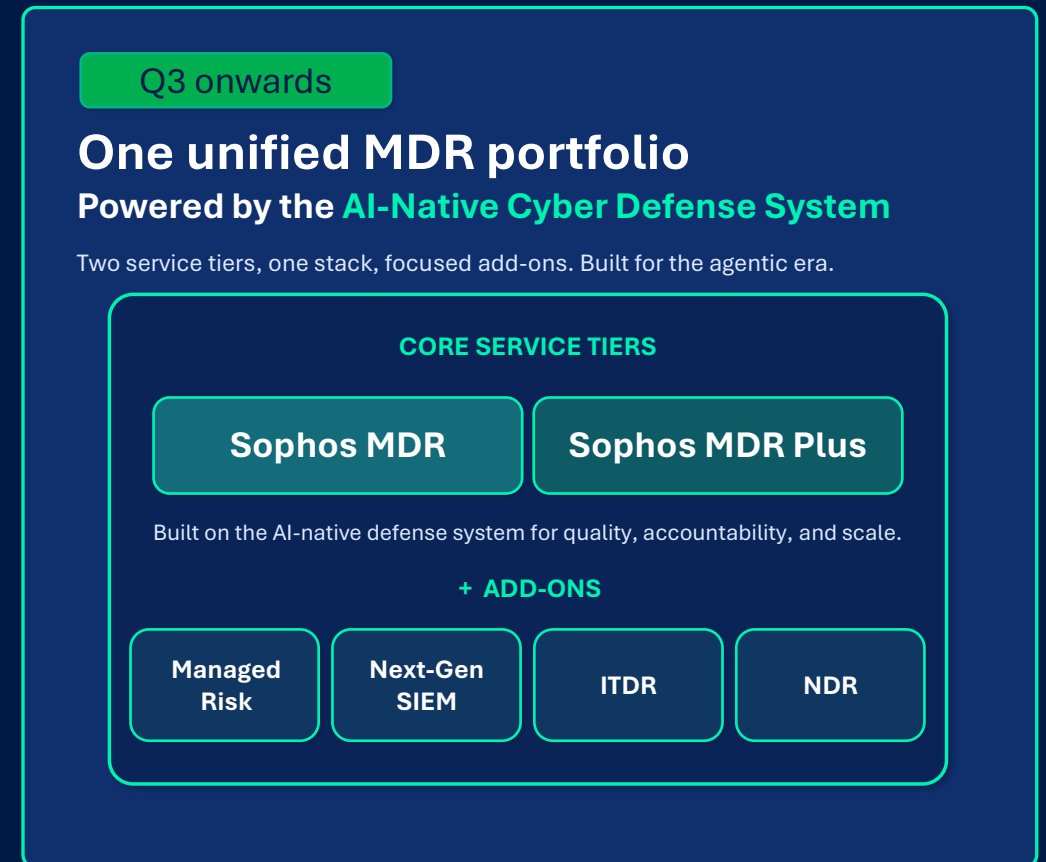
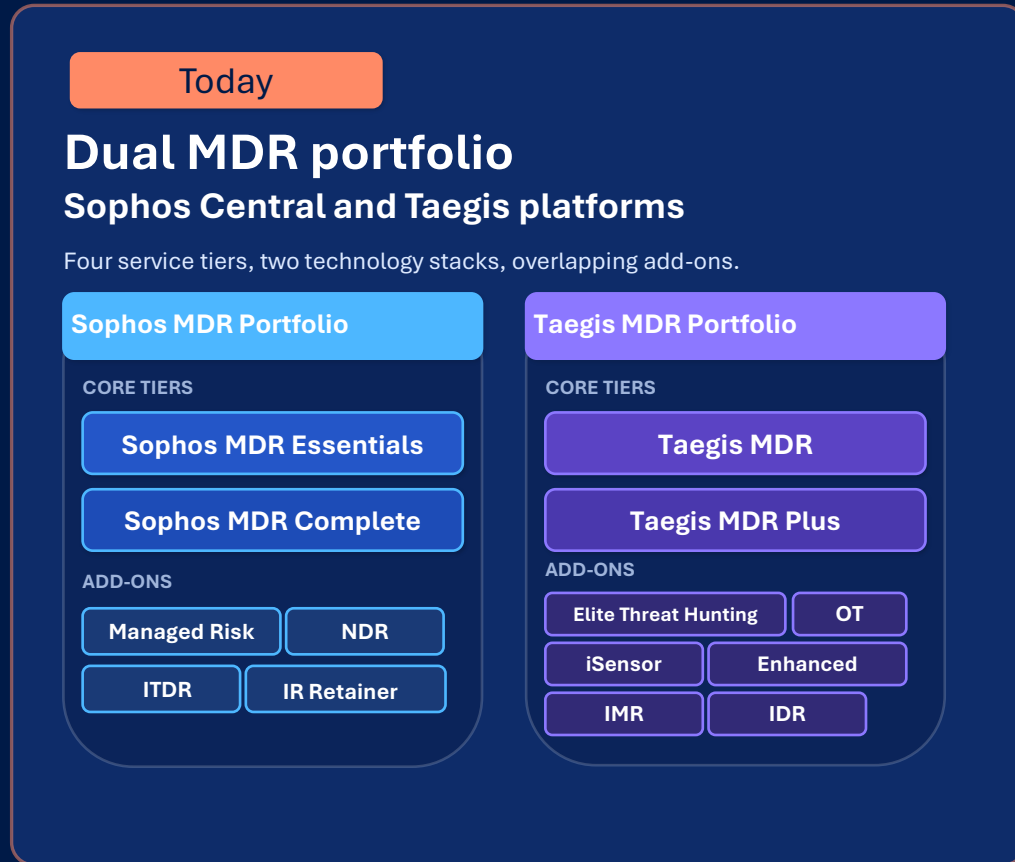
Senior Product Manager



Greg Arts

Senior Product Manager

Simpler packaging. Sharper differentiation.



Sophos MDR service tiers

Integrate: Seamless integration with your existing IT environment and third-party tools for total threat visibility. ** Expanded with additional integrations **

Protect: With Sophos Endpoint included, Sophos MDR prevents more attacks before they begin, cutting down noise and enabling analysts to focus on high-value investigations on your behalf.

Detect and investigate: 24/7 threat monitoring, detection and investigation by Sophos' global team of security analysts.

Respond: Expert-led threat containment and response ensures attacks are stopped before they can cause damage. Uncapped hours. No extra fees. ** Expanded with additional response actions **

Full visibility: Live dashboards and reports show the threats that are being investigated, prioritized, and actioned, with posture enhancing recommendations.

Hunt: Proactive, intelligence-led threat hunting to strengthen security posture and improve detection coverage. ** Expanded with continuous, intelligence-led threat hunting **

Improve security resilience: Stay ahead of emerging threats with monthly webinars from the Sophos X-Ops Counter Threat Unit — giving you expert insights, trends, and actionable guidance.

Breach Protection Warranty: Service backed by a Sophos-underwritten financial warranty.

Critical Incident Management: Escalation to the Sophos IR team in the event of an incident.

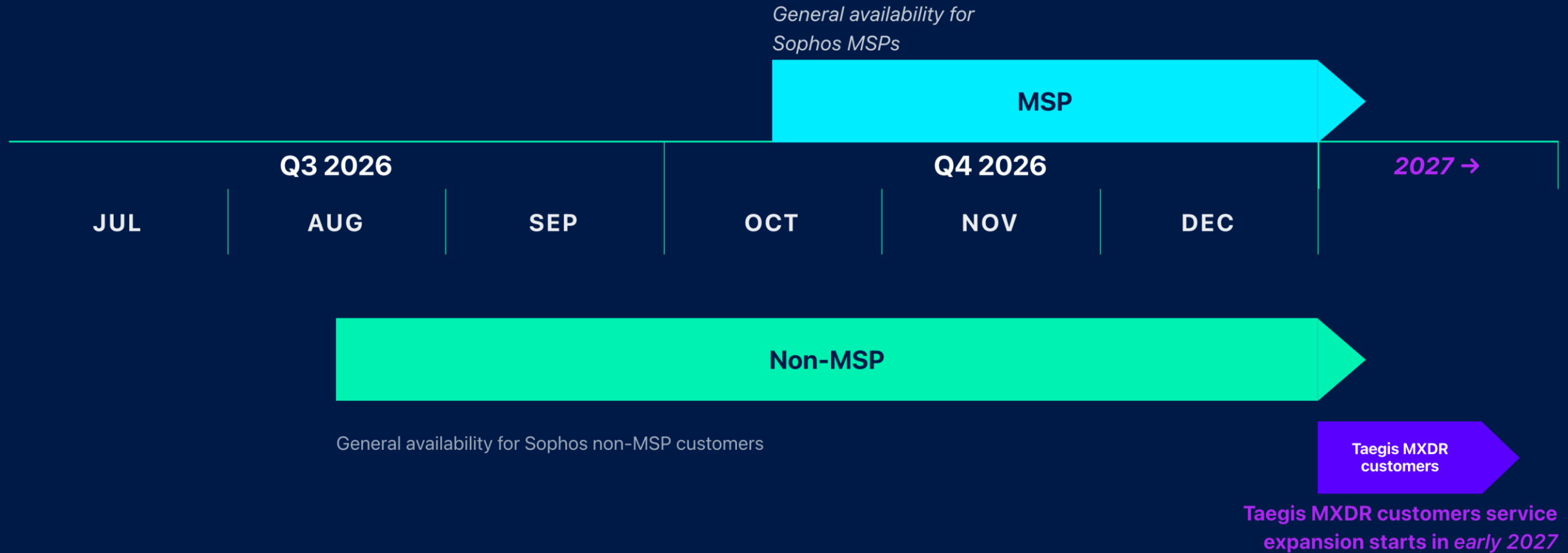
- ✓ Direct call-in support and dedicated IR lead
- ✓ Collaboration with third parties
- ✓ Root cause analysis to identify initial access

- ✓ Malware analysis by Sophos X-Ops
- ✓ Post-incident account health check
- ✓ Recovery and remediation guidance

| | SOPHOS MDR | SOPHOS MDR PLUS |
|--|--|---|
| Integrate: Seamless integration with your existing IT environment and third-party tools for total threat visibility. <i>* Expanded with additional integrations *</i> | ✓ | ✓ |
| Protect: With Sophos Endpoint included, Sophos MDR prevents more attacks before they begin, cutting down noise and enabling analysts to focus on high-value investigations on your behalf. | ✓ Includes Sophos Endpoint + supports the use of third-party endpoint | ✓ Requires Sophos Endpoint (included) |
| Detect and investigate: 24/7 threat monitoring, detection and investigation by Sophos' global team of security analysts. | ✓ | ✓ |
| Respond: Expert-led threat containment and response ensures attacks are stopped before they can cause damage. Uncapped hours. No extra fees. <i>* Expanded with additional response actions *</i> | ✓ | ✓ |
| Full visibility: Live dashboards and reports show the threats that are being investigated, prioritized, and actioned, with posture enhancing recommendations. | ✓ | ✓ |
| Hunt: Proactive, intelligence-led threat hunting to strengthen security posture and improve detection coverage. <i>* Expanded with continuous, intelligence-led threat hunting *</i> | ✓ | ✓ |
| Improve security resilience: Stay ahead of emerging threats with monthly webinars from the Sophos X-Ops Counter Threat Unit — giving you expert insights, trends, and actionable guidance. | ✓ | ✓ |
| Breach Protection Warranty: Service backed by a Sophos-underwritten financial warranty. | ✗ | ✓ |
| Critical Incident Management: Escalation to the Sophos IR team in the event of an incident. | ✗ | ✓ |
| | Optional add-on: Sophos Security Services Retainer | Included IR capabilities can be expanded with a Sophos Security Services Retainer |



2026 Service Expansion Timeline



Disclaimer: Roadmap is informational only — not a contract. Timing and feature scope subject to change at Sophos' sole discretion.

**PARTNER
EXPERIENCE**
2026

Sophos Central

The AI-Native Cybersecurity Defense System



CONTROL POINTS

Compounding Intelligence

Agentic autonomy + human accountability

Synchronized Security™

UNIFIED CONTEXT LAKE

Meet Customers Where They Are

Reactive

- Standalone point products
- Limited cross-control visibility and oversight
- Reactive, prevention-led posture

Proactive

- Many integrations (interoperability)
- SOAR-driven automation and Agentic AI MDR Services
- NG-SIEM for log retention, governance and compliance.

Repeatable

- Telemetry consolidated into a unified XDR platform
- Detection and response across all security tools
- Faster containment with measurable MTTD and MTR

One Vendor. One Platform. One Journey



Vendor-agnostic. Partner-centric.



SELL FLEXIBLE SOLUTIONS

Sell Sophos MDR with the solutions you already offer to your customers.

LAYER SERVICES

Offer services around data integrations and automated response workflows.

INCREASE DEAL SIZES

Expand MDR opportunities with ITDR, NDR, Next-Gen SIEM, and more.



AI is changing *everything*



**AI HAS EXPLODED THE
ATTACK SURFACE**



**ATTACKERS ARE
EXPLOITING AI ITSELF**



**POINT PRODUCTS
CAN'T KEEP UP**



**CUSTOMERS NEED
OUTCOMES, NOT TOOLS**

MDR for the agentic AI era

Features

AI embedded into the product to streamline expert workflows, reduce friction, and speed time to value.

Case Summarization

Command Analysis

Natural Language Search

FUTURE

Hyper Automation, SOAR v2

Natural Language Playbooks

Assistants

AI assistants that help analysts and customers investigate faster, validate decisions, and operate with greater confidence.

Security Analyst (Sophos, Taegis)

Threat Hunter (Sophos, Taegis)

FUTURE

Intelligent Front Door

Agents

Autonomous agents that execute high-value operational workflows within guardrails to improve speed, quality, and consistency at scale.

Agentic Threat Hunting

Agentic Investigations

Agentic Quality

FUTURE

Agentic framework; build your own agents

Agentic threat hunting in action


Dashboard

Workflow Marketplace

Agent Workflows (3)

Case Triage

Triage endpoint cases to extract observables, find similar cases and determine if an investigation is warranted.



Configured


Triage

2 executions · Last: completed

[View executions](#) ▶ [View details](#) →

Hunt for High Confidence IOCs

Retroactively hunt for activity associated with high confidence IOCs. The IOCs are curated by Operations and Threat Research teams at Sophos.



Configured


Hunt IOC

5 executions · Last: completed

[View executions](#) ▶ [View details](#) →

Hunt for Emerging Threat Groups

Hunt for IOCs from emerging threat groups. The emerging threat groups are curated by Operations and Threat Research teams at Sophos.



Configured

Hunt Threat Intel

5 executions · Last: completed

[View executions](#) ▶ [View details](#) →

localhost:8080

AI TRUST

Our goal is to develop systems that are safe, effective, and reliable

- **Input and output guards:** Purpose-built agents
- **Evaluations:** Constant comparison to a "Gold Standard"
- **Revamped security reviews:** Security reviews fit for agentic capability
- **Transparency:** Introspection on all AI activity

Thanks for listening!

**For questions either grab one of us or
email:**

MDRServicesPM@Sophos.com

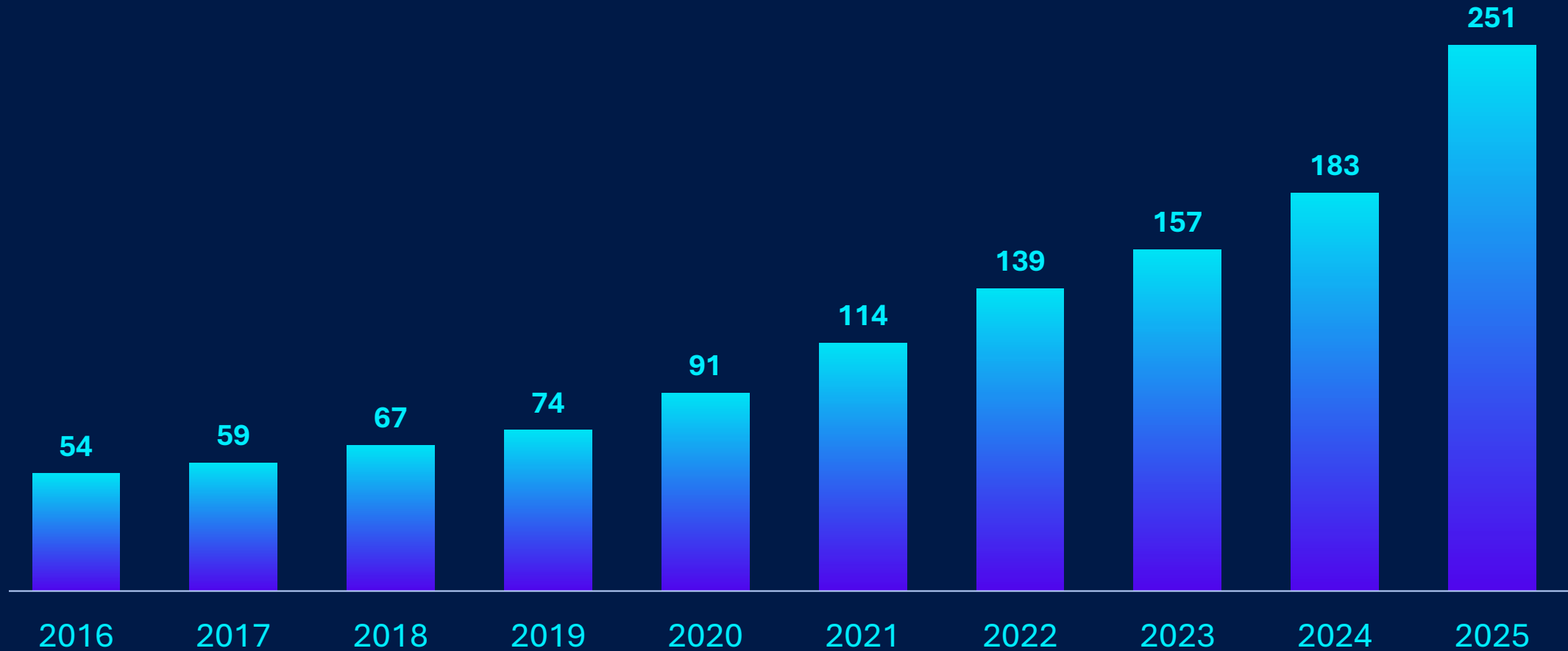
 **SOPHOS**



Stronger Together: Microsoft Ecosystem Play

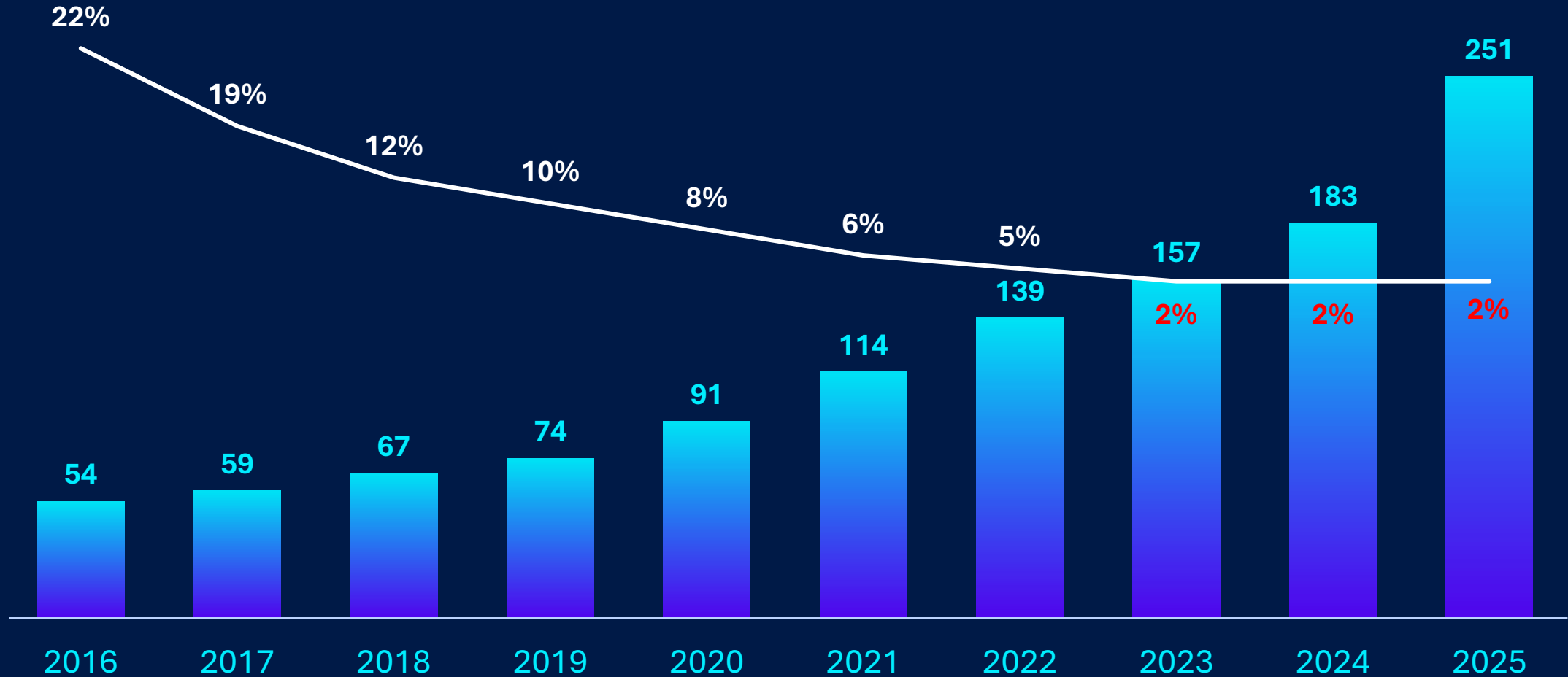
MICROSOFT COMMERCIAL REVENUE

365% growth in the last decade



MICROSOFT PRODUCT PARTNER MARGIN

91% decline in the last decade



SOPHOS 25-35%
Protection for our
Partners

The Tip of the Iceberg

Our largest Opportunity



**SOPHOS PARTNER
OPPORTUNITY
EVERYWHERE**

Your customer's challenges with Microsoft Security?

**UNDER
DELIVERED**



**COMPLEX
SOLUTIONS**

**OVER
EXPOSED**



**LIMITED SIGNALS
& DATA**

**OVER
BUDGET**



**UNCAPPED
EXPENSE**

The background is a dark blue gradient with a subtle grid pattern. Overlaid on this are several wavy, glowing lines in shades of cyan and light blue, creating a sense of motion and depth. The overall aesthetic is clean, modern, and tech-oriented.

WHY SOPHOS?

Sophos | The security vendor trusted by Microsoft



Member of
Microsoft Intelligent
Security Association



SOPHOS

Member of
Microsoft Intelligent
Security Association



Sophos | The security vendor trusted by Microsoft



1:300



1:3



1:1



Member of
Microsoft Intelligent
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Sophos | The security vendor trusted by Microsoft



500,000+ Partners
300 MISA

The **Microsoft Intelligent Security Association (MISA)** is Microsoft's premiere **Security Partner** association comprised of independent software vendors (**ISV**) and managed security service providers (**MSSP**) that have **integrated their solutions with Microsoft's security products.**

1:300



Member of
Microsoft Intelligent
Security Association



Sophos | The security vendor trusted by Microsoft



1:3

300+ MISA
3 ISV's Verified

“A Verified Microsoft Solution is one **Microsoft has technically validated for secure, supported, and trusted integration into the Microsoft ecosystem.**”

- *Integrates natively with Microsoft Platforms
- *Meets **Microsoft Operational Standards**
- *Delivers outcomes aligned to Microsoft Security Use-Cases



Member of
Microsoft Intelligent
Security Association



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500,000 Partners
1 is Unique

Sophos Intelix for Microsoft Copilot is the **ONLY** agent integration to **infuse SOC-derived Intelligence** not just Co-Pilot Assistance

1:1

- ***Global Attack Intelligence** not just descriptions
- *Live data with **Dynamic Analysis & Sandbox Detonation**
- *Runs **inside Microsoft SOC & Front-line** workflows @ \$0

Sophos | The security vendor trusted by Microsoft



1:300



1:3



1:1

Our Unique Status

- MISA Certified
- Microsoft Verified (1 of 3)
- Co-Pilot Integrated (1 of 1)

No-one else in the ISV or MSP market is innovating like we are for Microsoft Customers

Sophos | The security vendor trusted by Microsoft

Microsoft customers need Sophos

1:300

1:3

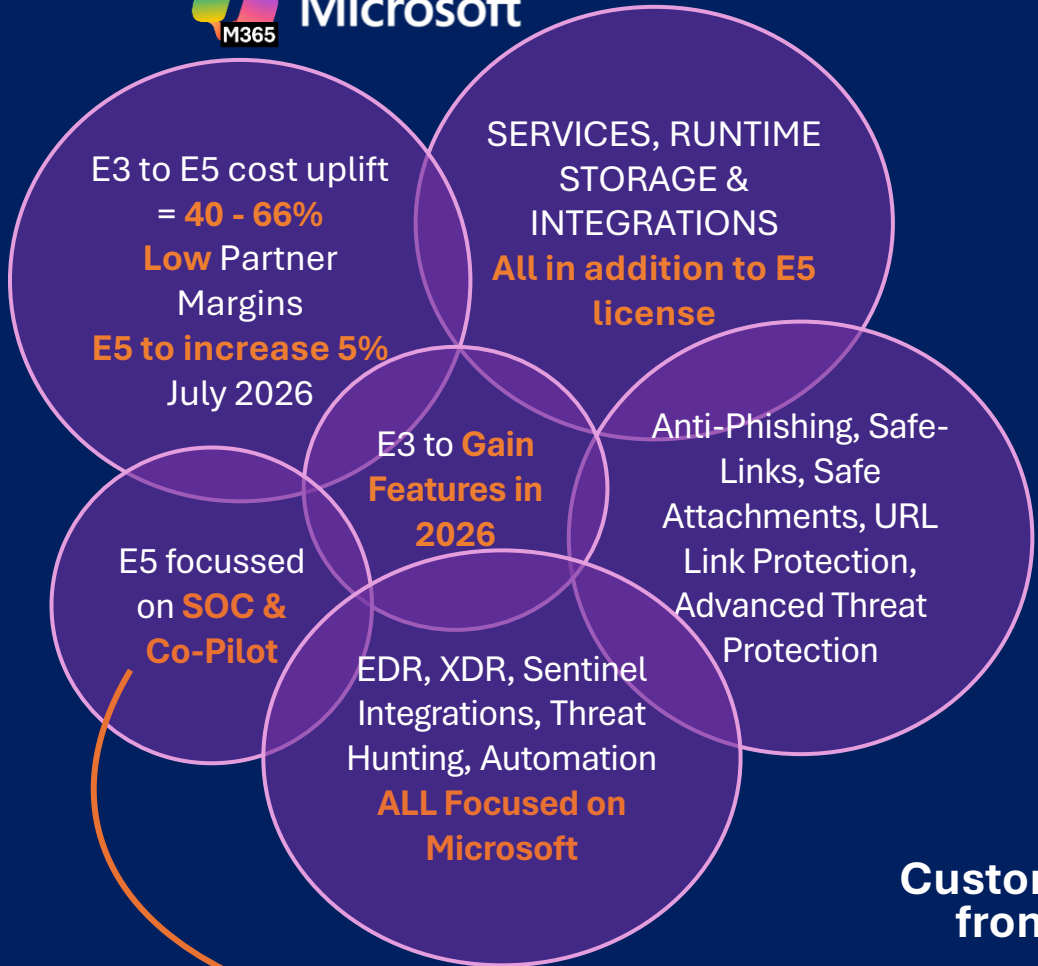
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Our Unique Status

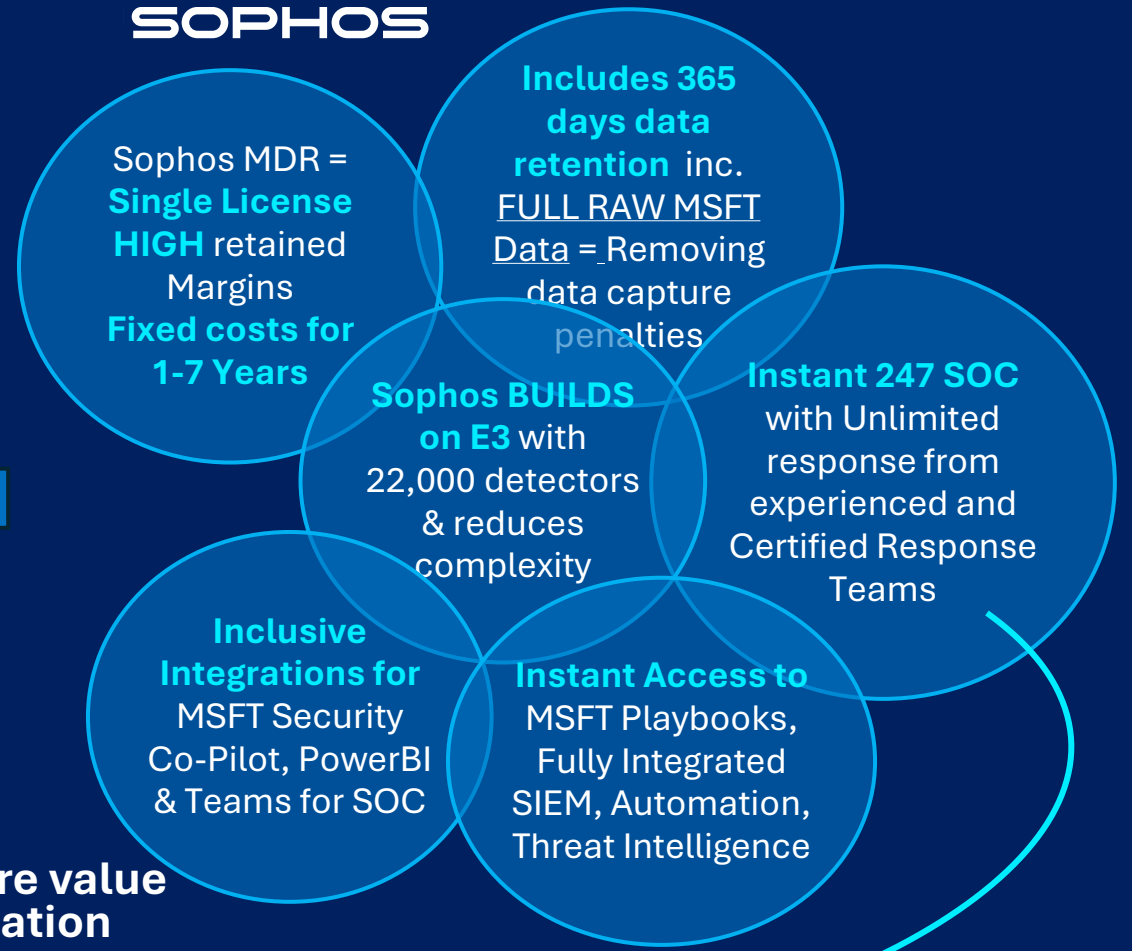
- Microsoft verified (1 of 3)
- Co-Pilot Integrated (1 of 1)

No one else in the ISV or MSP market is innovating like we are for Microsoft Customers

Maximise Microsoft Value | Partner View



SOPHOS



Customers gain more value from this combination

Keep or move customers BACK to E3

3:1 Detection Ratio + 5-1 Cost Reduction v Microsoft SOC

How do we help?



FIX COSTS

Single EP Costs
Up to 7 years Data with a fixed price
Playbooks & Automations Inclusive
350+ FoC Integrations



RAPID ROI

All Microsoft plans
All Microsoft Data
Instant Outcomes
Instant SOC
Instant Integration
Instant Visibility



MOST COMPLETE

247 Coverage
12-minute MTTR
MISA Verified | Copilot Integrated
Teams & PBI Workflows
Global Threat Intel

The Microsoft-Optimized Cyber Defense System For All Organizations

**We DON'T compete
We Complement**

We are here to MAXIMIZE the
potential and FIX costs

**Coverage for ALL
Microsoft Plans**

We Enrich and filter Data directly
from Microsoft APIs

**Super-Charge
customer outcomes**

Integrate, Automate & Accelerate
Microsoft Outcomes

MAXIMUM PROTECTION - ENHANCED ROI - ACCELERATED TIME TO VALUE



Acquire **NEW** Customers

Solve Commercial and Security Challenges and **WIN NEW**

Attach to Current MSFT Customers

Increase **Margin** and Security Outcomes in Your MSFT Base

Expand in Existing Sophos Base

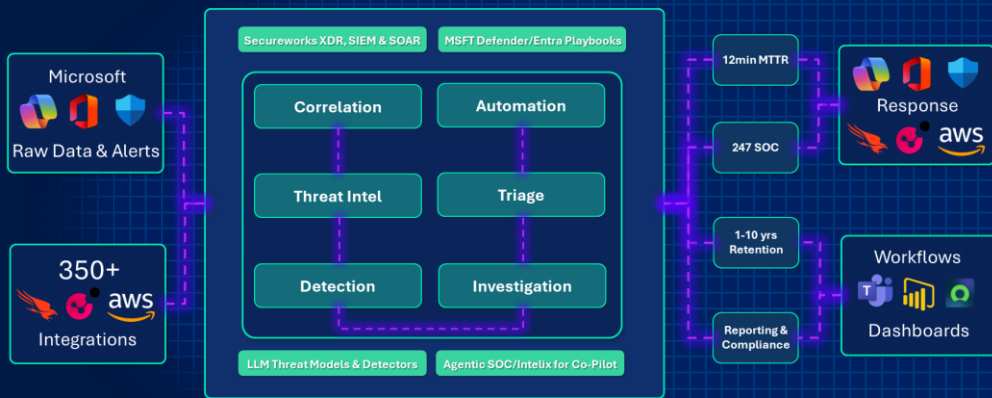
Drive **Expansion Opportunities** working with Sophos

FULL SALES PLAY AND CAMPAIGN
Available on the partner portal (login required)













Sophos MDR for Microsoft

Member of
Microsoft Intelligent
Security Association


Deep Bi-Directional Integration



Powerful Security Outcomes

| | | |
|--|---|--|
|  Microsoft Azure Activity Log |  Microsoft Azure Application Gateway |  Microsoft Azure Event Hubs |
|  Microsoft Azure Firewall |  Microsoft Azure Front Door |  Microsoft Azure Network Watcher Flow Logs |
|  Microsoft Azure Storage Account |  Microsoft Defender for Endpoint |  Microsoft DHCP |
|  Microsoft Entra Risk Detection |  Microsoft Graph Security API Alerts v2 |  Microsoft Windows Event Log |



Sophos Channel Strategy: Winning Together

GTM UPDATE

John Mitchell

Head of Channels – EMEA North

Thank you!



RECORD HIGH

Incredible 60,000 partner projects closed via deal reg in past 12 months



MARKET SHARE

Sophos MDR is the number 1 MDR solution in Europe, Middle & Africa



RECORD YEAR

2025 saw record new customer wins thanks to our partners



NUMBER 1

Sophos MSP partners grew 26% and exceeds 3500 active partners

Partners drive every stage of the customer journey

2026
EMEA cybersecurity
opportunity

\$99.57bn  **+11.6%**

>90%

sold through and with partners



Services

\$2.11

\$1.00

Technology

Accelerate your growth with Sophos

PROFITABILITY

SERVICES

AI PARTNER AGENT

CAMPAIGNS

- Award winning partner program managing \$1B of projects
- **NEW:** Deal reg extended to all opportunities
- Extra 10% for new customer wins extended



- **NEW:** Teaming agreements available this quarter
- Defined engagement, long term protection



- Stand out with our new **Sophos Sales Professional certification**
- Check out “Win with Sophos” training series



- Earn \$\$ every time you sell Sophos !!
- We pay you for closing 5k+ Deal reg opportunities
- Terms apply



Accelerate your growth with Sophos

PROFITABILITY

SERVICES (MSP)

AI PARTNER AGENT

CAMPAIGNS

MSP

For Partners who deliver Sophos security as part of a managed IT service, protecting customers day-to-day with simple, flexible, usage-based billing. Best suited to MSPs managing security alongside broader IT services for SMB and Mid-Market customers.

- Sophos Central at the heart of MSP Efficiency
- Usage Based Aggregated Billing – aligns costs and revenue
- MDR Bundles for MSPs – differentiation and scale
- Integrates seamlessly with RMM & PSA systems

Manage \$6.84bn
(+10.9%)

Source: Omdia Cybersecurity
Ecosystems, 2026

Global Cybersecurity MSP Ecosystems Leadership Matrix 2026

Omdia Assessment | May 2026



Sophos: CHAMPION

- Largest MDR provider globally (29K+ customers)
- Launch of Sophos CISO Advantage
- Microsoft verified SMB solution status for Sophos MDR
- MSP Elevate Program with Flex billing
- New Titanium Tier & free certifications

Leadership Score

76%

Momentum Score

67%

Categories Assessed

- Analyst Assessment
- Ecosystem Feedback
- Performance Metrics

Accelerate your growth with Sophos

PROFITABILITY

SERVICES (MSSP)

AI PARTNER AGENT

CAMPAIGNS

MSSP

For Partners provide security as a core, specialist service, delivering advanced threat detection and response such as MDR, often with 24/7 monitoring and security operations.

- Scale without building a platform
- Build MDR/XDR services faster (MTTR)
- Deliver outcomes, not just alerts
- Drive operational efficiency and resilience
- **NEW:** Certified Training available

\$5.92bn (+7.8%)

Source: Omdia Cybersecurity Ecosystems, 2026

Accelerate your growth with Sophos

PROFITABILITY

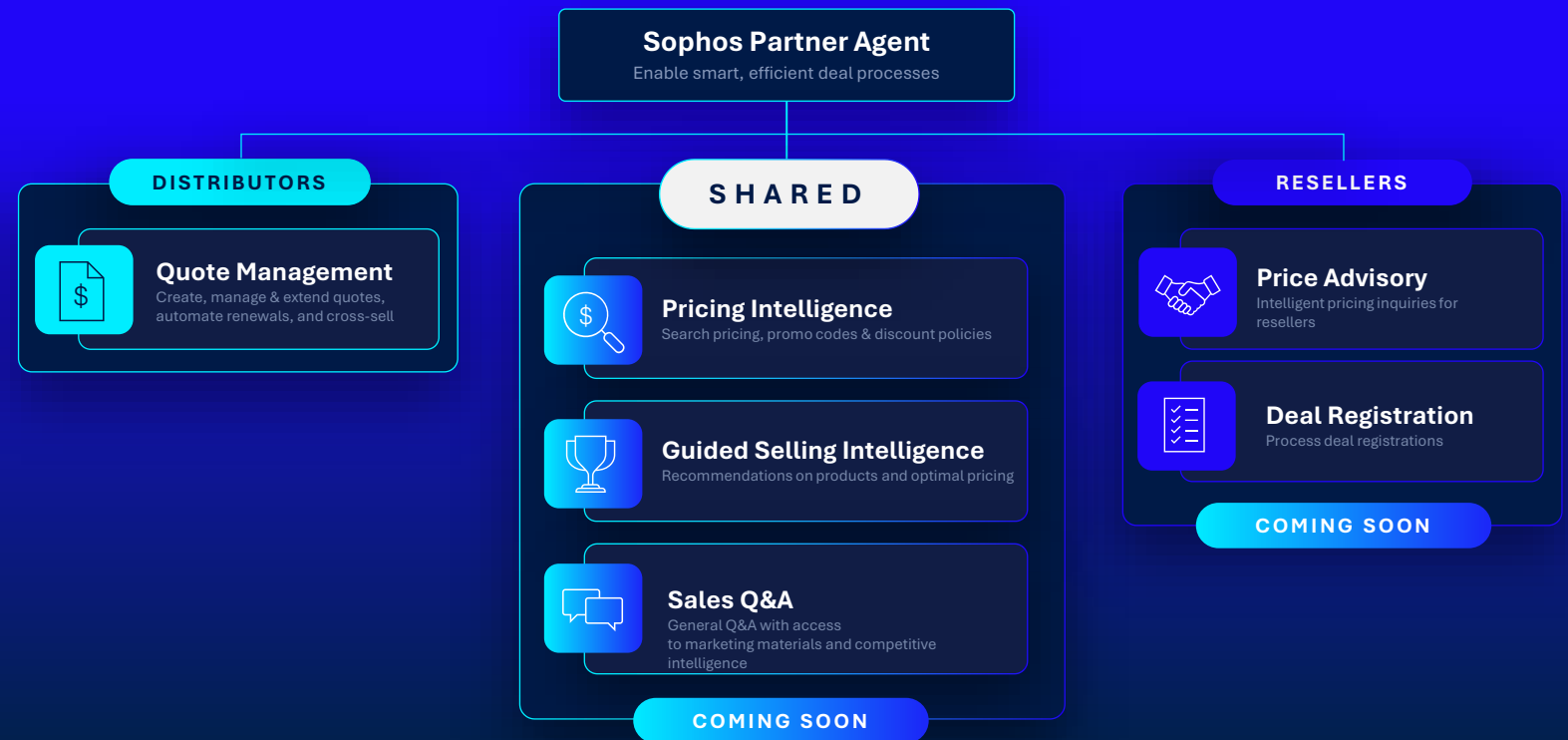
SERVICES (MSP)

AI PARTNER AGENT

CAMPAIGNS

Introducing the Sophos Partner Agent

A unified AI-powered experience to simplify and accelerate partner deal workflows



What's Next

Expanding capabilities to drive even greater partner impact

AVAILABLE NOW

Distributors:

- Quote management (renew, upgrades & cross-sell)
- Pricing intelligence

COMING SOON IN H1

All Partners:

- Guided Selling
- Sales Q&A
- Price Intelligence
- Access directly within your Microsoft Teams environment

Distributors:

- Expanded quote management capabilities (new, amend & extend)

Resellers:

- Price Advisory
- Deal Registration

This is just the beginning of a **smarter, more connected** partner experience.

Accelerate your growth with Sophos

PROFITABILITY

SERVICES

AI PARTNER AGENT

CAMPAIGNS



Sophos + Microsoft
Stronger Together



Sophos
Prevention First



Neutralize Cyber
Threats 24/7



Firewall
Displacement

- Purpose built marketing campaigns from execution to pipeline
- Awareness – Consideration - Decision
- Speak to your Account Manager or Distributor for details

 SOPHOS

PARTNER 2026
EXPERIENCE