



# Sophos MSP Connect

Sophos makes it easy for you to deploy, manage, and sell new cybersecurity services across on-premises, private, and public cloud environments, growing your revenue, and lowering your costs.

Use the power of **one** to provide your customers with comprehensive protection and award-winning cybersecurity solutions optimized for managed service providers, highly effective at stopping the latest cyberthreats, and delivered through Sophos Central, the industry's leading unified cybersecurity management console.

## One Security Vendor

### Unparalleled protection, less complexity

With the Sophos MSP Connect program, you can meet all your customers' security needs with integrated, adaptive, and highly effective solutions from a global expert. From endpoint, server, and cloud workload protection, to firewall, managed threat response, email, mobile, wireless, phishing simulations, and device encryption – you get award-winning products from a global expert.

- **Podium protection** – Best-in-class, enterprise-grade security solutions that are the most effective in the industry
- **Unmatched product set** – All the solutions you need plus automated incident response to cover your customers' security requirements
- **Security consolidation** – Say goodbye to the complex security of using multiple vendors

## One Profitable Program

### Termed or monthly billings

You control how and where licenses are distributed. **MSP Connect** allows you to sell termed licenses for one-, two-, or three-year subscriptions. With **MSP Connect Flex** you can integrate competitive, service-based pricing into a single monthly billing report to maximize your margin. An 18x multiplier on the previous monthly MRR recognizes consumption-based sales for partner program tier attainment.

- **Increased profitability** – MSP Connect Flex offers aggregate billing options that convert Capex to Opex
- **Strong return on investment** – Holistic, long-term security strategy that grows with your customers
- **Modernize cybersecurity procurement** – Sell through AWS and Azure cloud marketplaces with special partner pricing

## One Management Console

### Cloud-native protection

Unlock more hours in the day with Sophos Central, a unified management console to manage all your customers, and control their Sophos products, through a single, intuitive interface. It's purpose-built to give you full insight into cloud, network, and device security, plus the visibility and flexibility required to meet the varying needs of the businesses you serve.

- **Unified, web-based management console** – Easily deploy and manage new security services – anytime, anywhere
- **Enhanced operational efficiency** – Add and provision customers whenever needed
- **Cross-sell or upsell opportunities** – Quickly identify security gaps. Sophos Central provides a white space analysis on all your customers simultaneously

## Next-Gen Cybersecurity System

### Designed for MSPs

The Sophos Adaptive Cybersecurity Ecosystem (ACE) is a broad system of adaptive prevention, detection, and response that constantly learns and improves. It continuously protects the new reality of interconnected business systems and defends against the shifting cyberattack landscape.

## Outsourcing Your SOC

### Expert Threat Hunters

Free up time to focus on managing your customers' IT needs and outsource your SOC to the professionals of the Sophos Managed Threat Response team. If a customer is under attack, the Rapid Response team provides immediate help to neutralized active threats.

## Enhanced Automation

### RMM and PSA Integrations

Leverage RMM vendor tools and automate the installation of the Sophos agent across your customers. Sophos Central integrates with popular PSA tools for billing, maximizing the return on your investment by integrating directly with tools you already own.

MSP CONNECT	PROGRAM BENEFITS	MSP CONNECT FLEX
✓	Marketing support Use of Sophos MSP Connect partner logo Partner listing on Sophos Partner Locator Access to the Partner Portal Co-branded marketing assets and tools	✓
✓	On-boarding support	✓
✓	Option for customer-owned licensing	✓
✓	Option for MSP owned licensing	✓
	Monthly billing	✓
	18x multiplier for consumption-based sales	✓

MSP STANDARD SUPPORT	SUPPORT BENEFITS	MSP CONNECT FLEX*
✓	Dedicated MSP VIP phone lines	✓
✓	24x7x365 support	✓

MSP CONNECT	PROGRAM REQUIREMENTS	MSP CONNECT FLEX
✓	Proven managed services business	✓
✓	SC01 - Sales Fundamentals - Sales Consultant Training	✓
	MSP01 - Sophos MSP Connect - Sales Consultant Training	✓
	Sophos Certified Support Training	Recommended
	Distributor approval for monthly billing	✓
✓	MSP provides level 1 support to managed customers	✓

Sophos MSP Connect partners must agree to the terms and conditions of the Sophos Partner Program and the Sophos MSP Connect Program. No annual revenue requirements are associated with Sophos MSP Connect, however, status within the Sophos Partner Program is dependent on the regional annual revenue and certification requirements as stated in the Sophos Partner Program guide. An 18x multiplier on the previous monthly MRR recognizes consumption-based sales for program level attainment.

### Contact Us

Learn more about Sophos MSP Connect

[Request a call-back](#)

## Join Sophos MSP Connect Flex

### Three Easy Steps to Success

1. Sign up on [www.sophos.com/join](http://www.sophos.com/join)
2. Complete Sales and MSP Connect training (as explained above)
3. Choose a [Sophos distributor](#) and contact them to enable monthly billings