

# Welcome on Stage!



**Marco Finocchi**

Manager Channel SALES



**Giovanni Giovannelli**

Sr. Sales Engineer



# Cybersecurity in 2026: Market Insights Shaping the Sophos Innovation

STATE OF THE INDUSTRY

# The adversary just got an AI upgrade.

**How long did it  
take for AI to reach  
100 Million users?**

## Time to 100 Million users



Attackers adopted AI with  
no friction, no oversight, and no delay.



## ShadowLeak

Email Data Theft



## Agentforce

## ForcedLeak

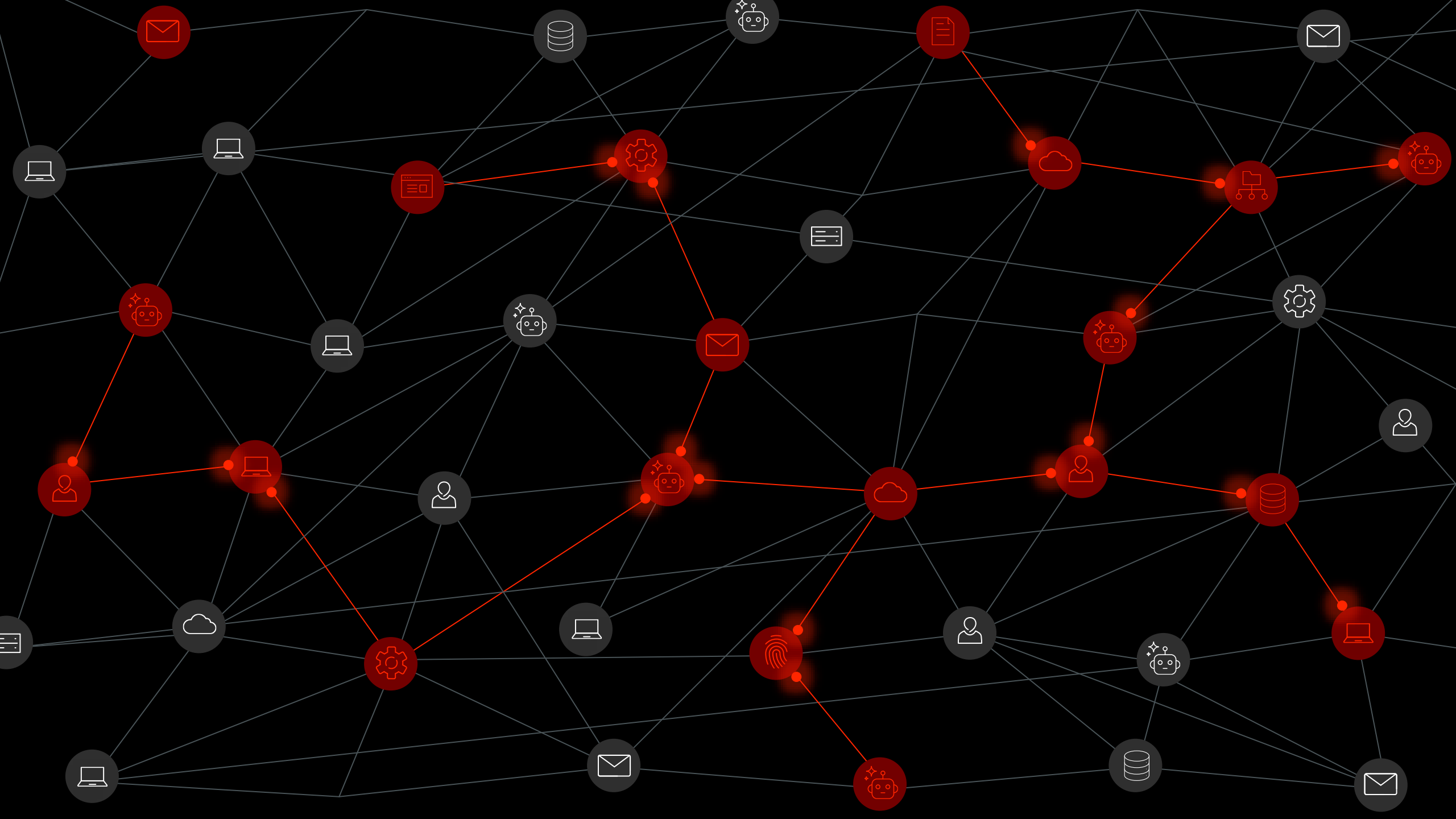
CRM Data Exposure



## Copilot

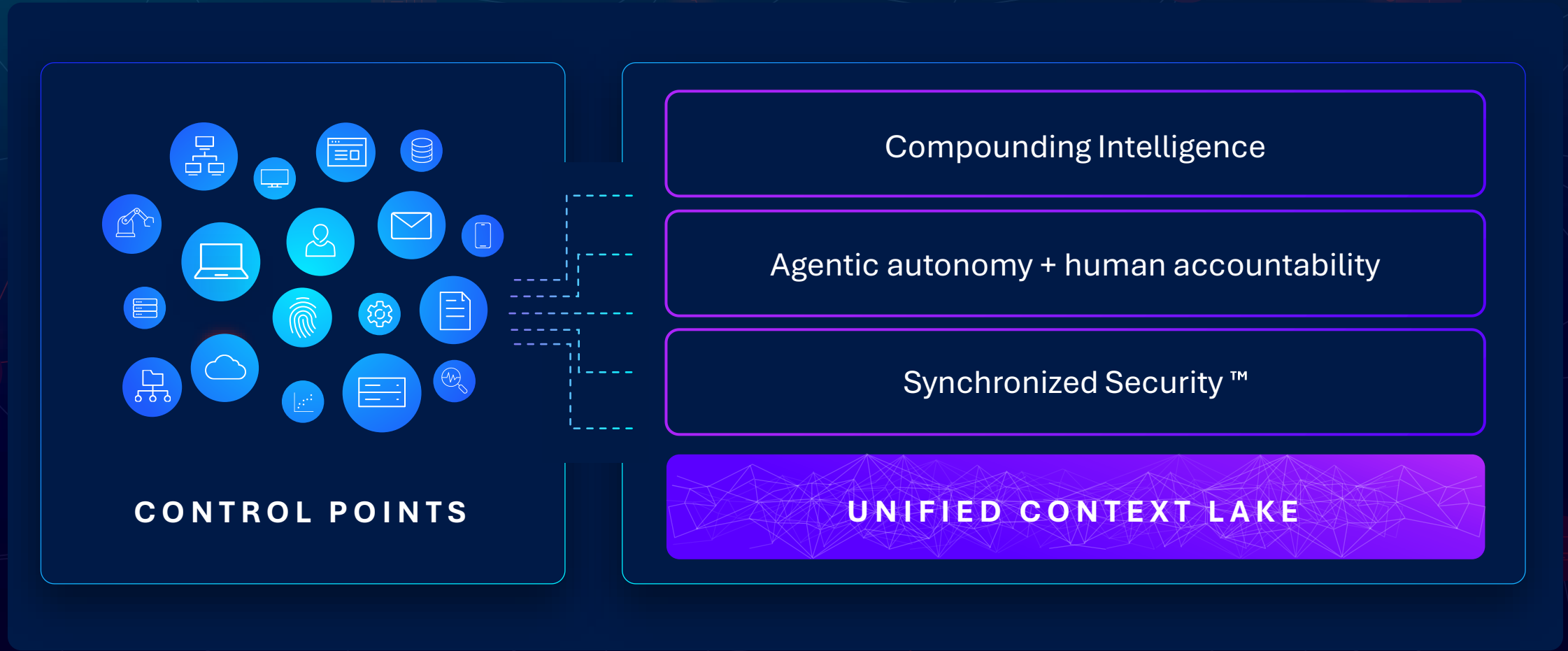
## EchoLeak

Enterprise Data  
Exfiltration



# Sophos Central

The AI-Native Cybersecurity Defense System





Flags anomaly

Detects M365  
Audit Signals

Correlates full  
attack graph

Blocks login,  
revokes session



**UNIFIED CONTEXT LAKE**

# Three Business Accelerators



## Growth Driver

Sophos MDR



## Margin Optimizer

Sophos XDR + SIEM

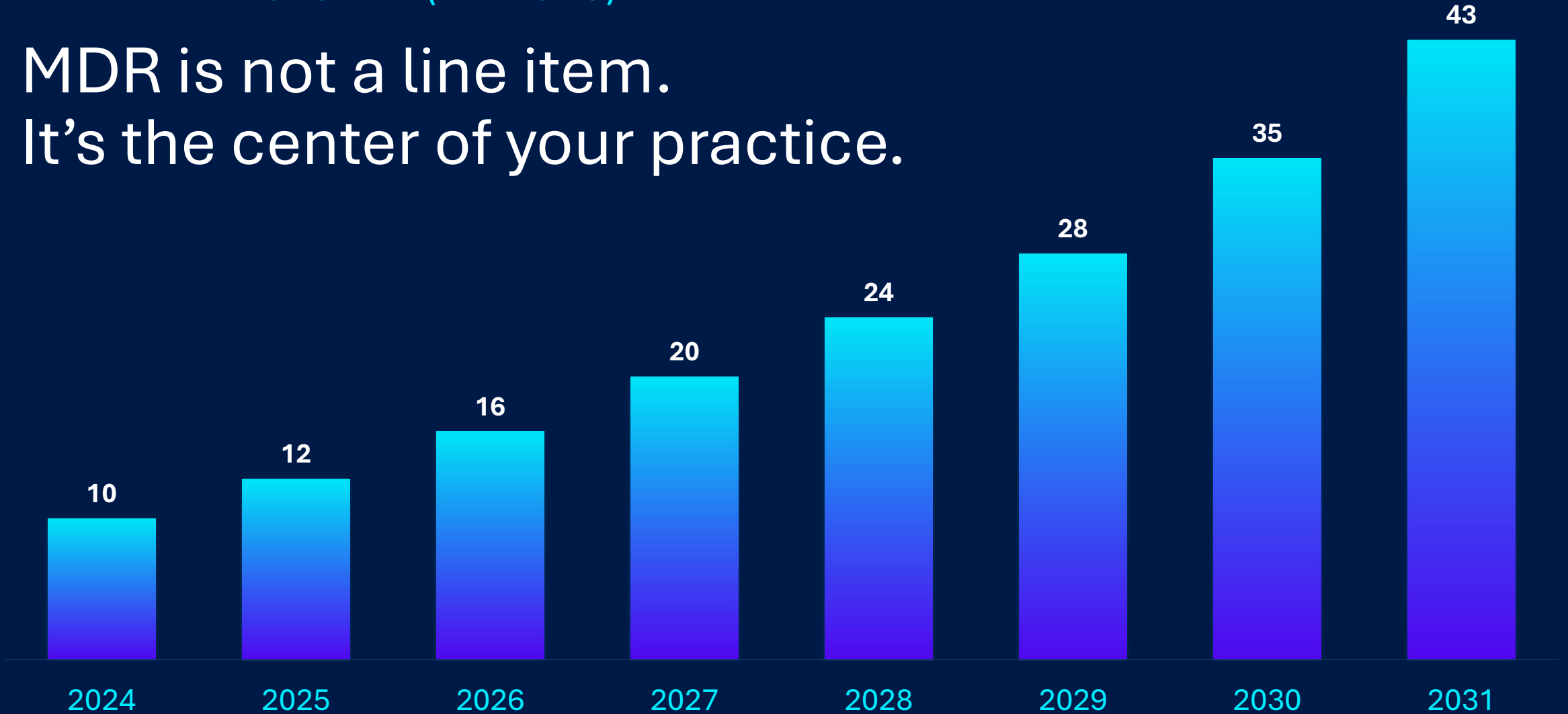


## Force Multiplier

Sophos Central

MDR MARKET GROWTH (BILLIONS)

MDR is not a line item.  
It's the center of your practice.



Source: IDC 2025, model

# Three ways MDR transforms your business economics

01

## Revenue Per Client

MSPs offering managed security generate roughly **2x the monthly recurring revenue** per client vs. traditional IT services.

It's something the client can't turn off and can't easily replace. Stable, high-margin recurring revenue.

02

## Attach Rate

When you lead with MDR, every other conversation becomes easier. The client who says yes has already accepted that their environment needs **monitoring and defense as a system**.

From there, Firewall, Email, ITDR, they're not separate pitches. They're extensions of a trust-based relationship.

03

## Competitive Edge

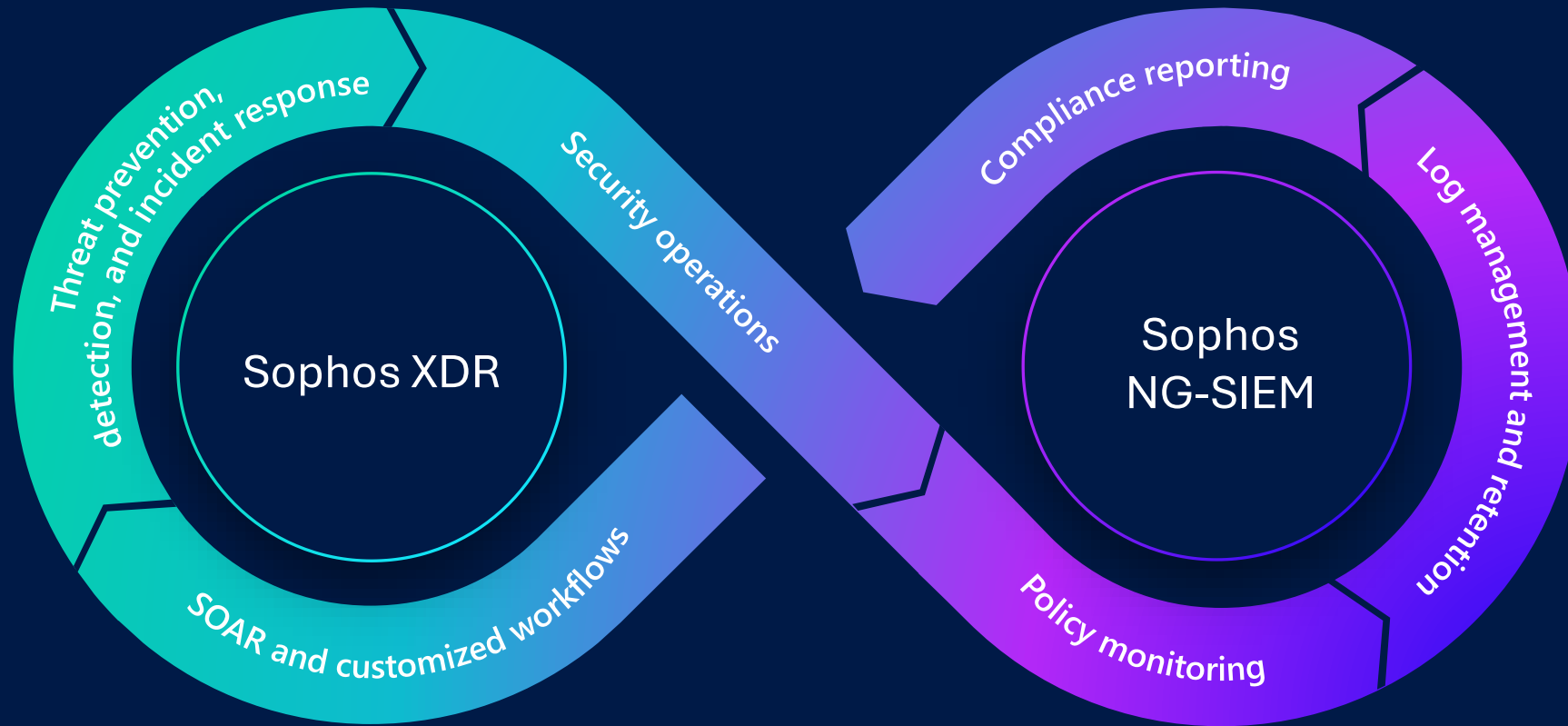
Sophos MDR lets you offer **world-class security operations** without building from scratch.

37,000+ customers. Microsoft-certified analysts. Custom response playbooks. 24/7 coverage. No need to hire a SOC team, just partner with one.

## MDR Changes the Equation

## MARGIN OPTIMIZER

Eliminate complexity. Protect your margins.  
Give customers predictable costs.



# Same team. More customers. Better outcomes. Less burnout.

## AVERAGE INVESTIGATION

Alert fires

Open console 1

Pivot console 2

Check email logs

Check identity

Build timeline

Respond

**70 min** average to fully investigate an alert

## WITH SOPHOS AI-NATIVE DEFENSE SYSTEM

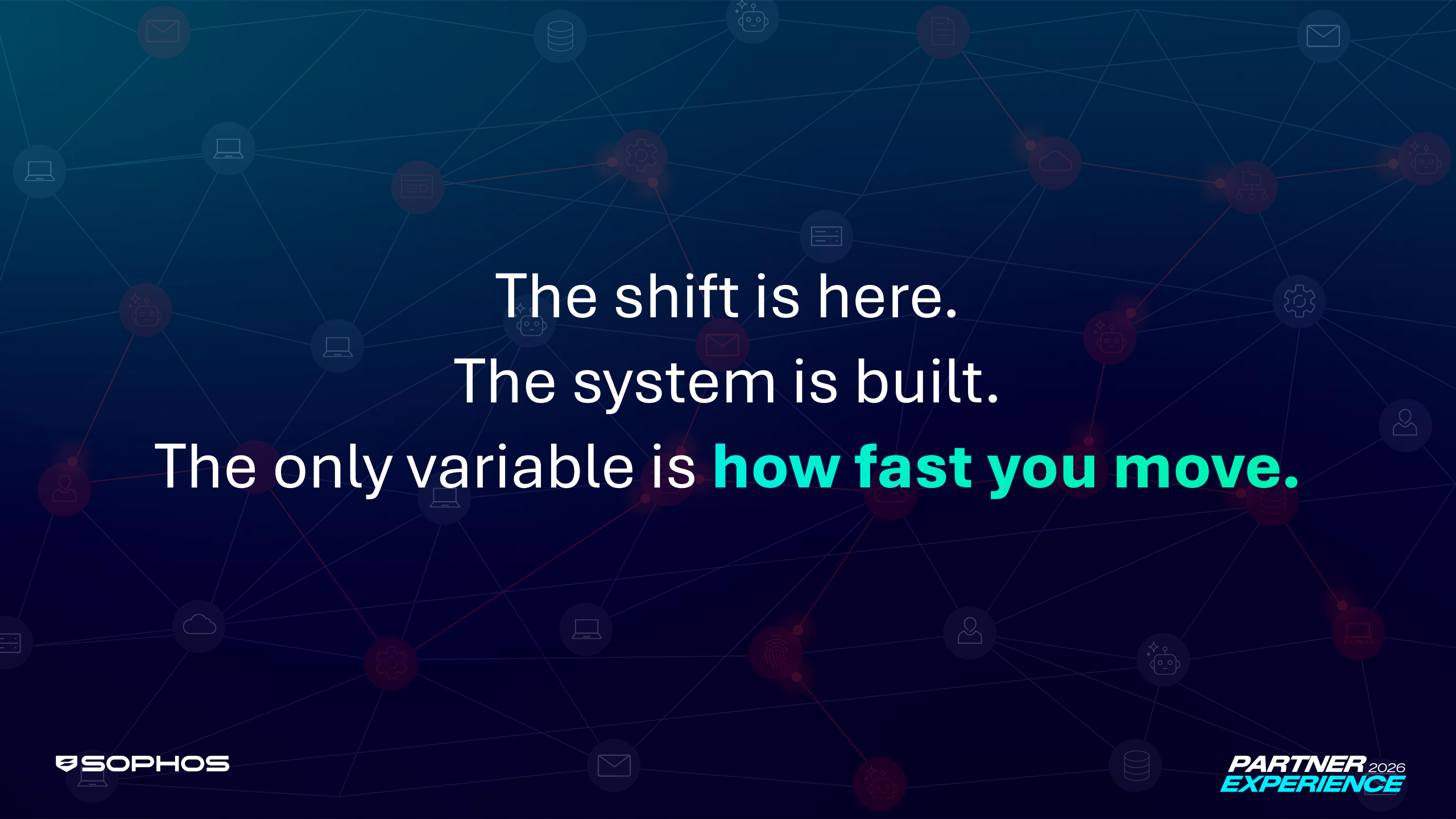
Alert fires with full graph

Correlated across layers

System responds

Analyst validates

**<10 min** per alert



The shift is here.  
The system is built.  
The only variable is **how fast you move.**

# OpenAI is tipping the scales in favor of defenders — and Sophos is leading the charge.



Trusted Access for Cyber Program

- **TAC Program:** Identity-verified access to GPT-5.5 for vulnerability triage, malware analysis, detection engineering, and patch validation
- **Sophos Advantage:** Agentic SOC resolving >50% of cases autonomously; endpoint architecture built to stop AI-generated zero-days
- **Competitive Landscape:** Anthropic’s Claude Mythos triggered emergency government briefings; OpenAI responds with broader, verified defender access
- **Validation:** UK AI Security Institute calls GPT-5.5 “one of the strongest models tested on cyber tasks”

