

 SOPHOS

***PARTNER*** 2026  
***EXPERIENCE***

# Welcome On Stage!



**Barbara Santamaria**

Commercial Sales  
Manager



**Ercole Plez**

Senior Channel Sales  
Engineer



TOPIC BREAKOUT

# MDR momentum and service expansion

**Barbara Santamaria, Ercole Plez**

Sophos Sales Team - Italy

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MDR MARKET GROWTH (BILLIONS)

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



Source: IDC 2025, model

# AI is changing *everything*



**AI HAS EXPLODED THE  
ATTACK SURFACE**



**ATTACKERS ARE  
EXPLOITING AI ITSELF**

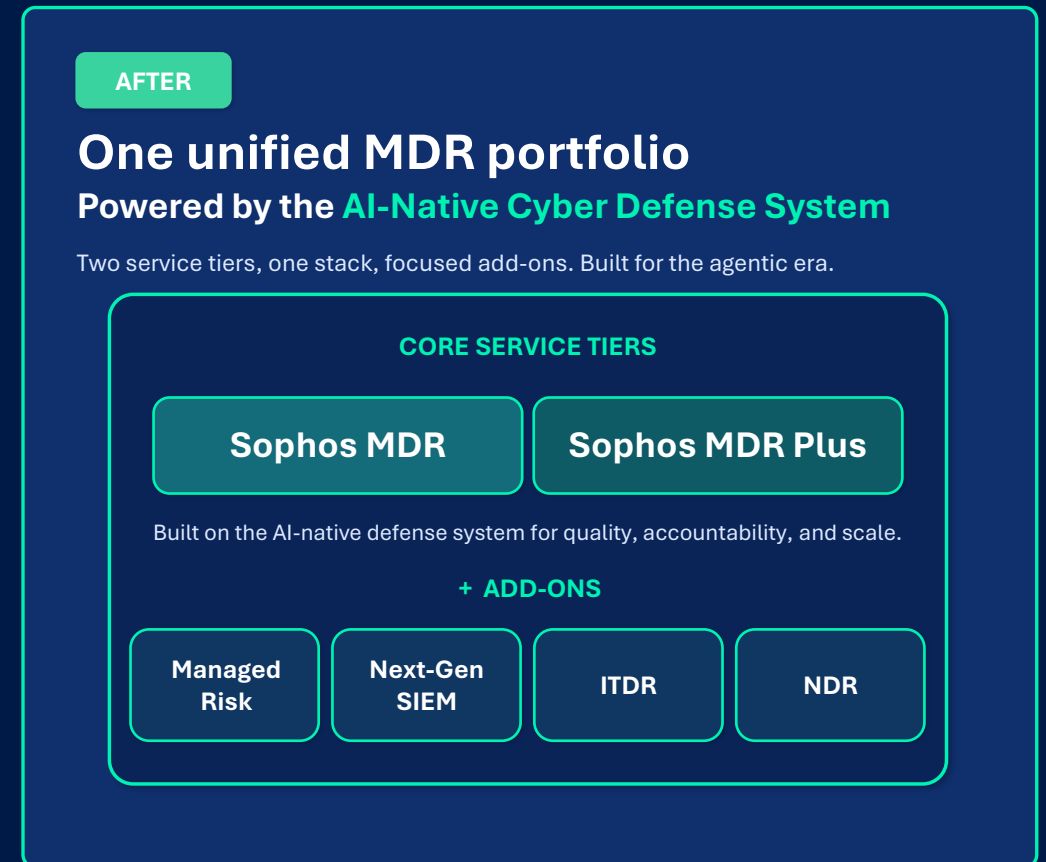
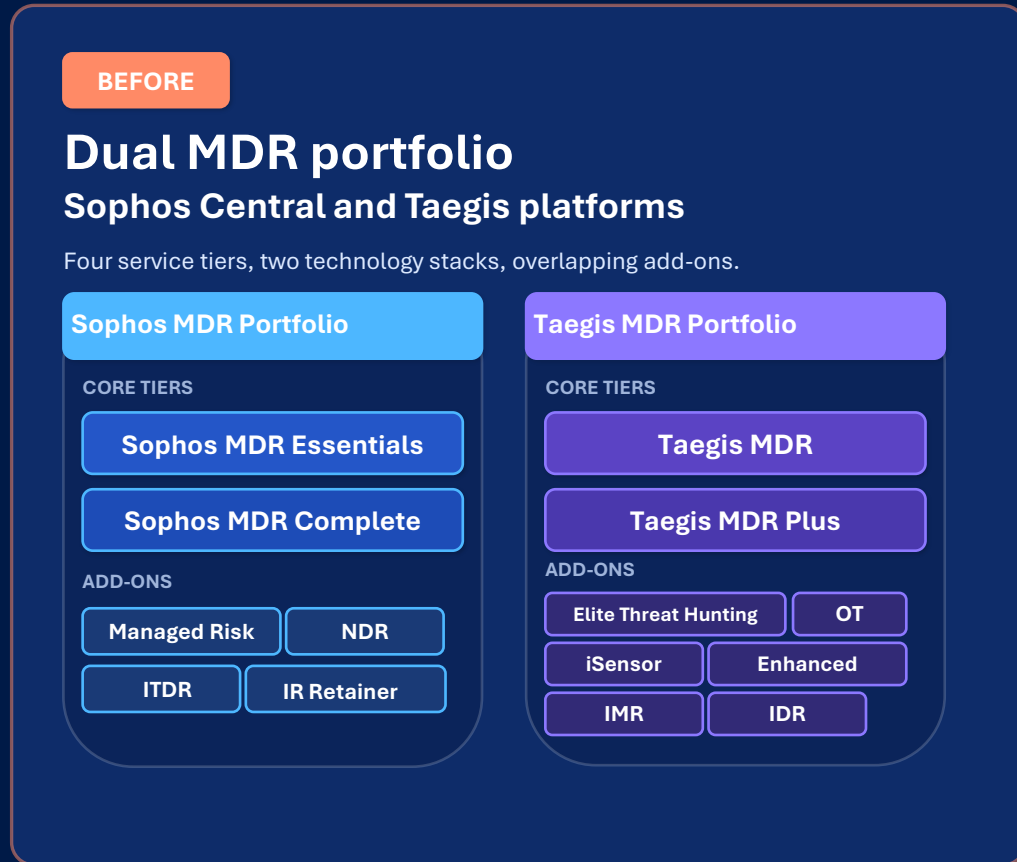


**POINT PRODUCTS  
CAN'T KEEP UP**



**CUSTOMERS ARE BUYING  
OUTCOMES, NOT TOOLS**

# Simpler packaging. Sharper differentiation.



# 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.

# Welcome On Stage!



**Elena Bonvicino**

Sr. Manager of Channel  
**Veeam**



# Simplify Cyber Resiliency with Sophos and Veeam

# The power of MDR + Backup

Sophos and Veeam  
seamlessly exchange  
critical information in  
real-time when a threat  
to your data emerges.

Together, Sophos and Veeam:

**Detect** cyberattacks by closely monitoring your environment for threats.

**Respond** to any threats by thoroughly investigating and determining the best way to protect your backups.

**Recover** your data quickly, so your backups stay clean and reliable even in the face of ransomware.

# Value to Partners:

Why should partners care about this partnership?

What's in it for them?

**Increase your opportunity and profitability** by selling both the Sophos XDR platform or MDR service and Veeam Data Platform to the same customer; you are increasing your revenue opportunity with that customer

**Provide a better customer experience:** integrated solutions to provide broader protection against Cyber Attacks

- I. Sophos XDR or MDR
- II. Veeam Data Platform
- III. Sophos Backup and Recovery Integration Pack

**Improved account control** by providing solutions that work together to detect Cyber Threats throughout your customer's infrastructure, which helps prevent, respond, and recover quickly

# What makes Sophos different — and how you win



## FLEXIBILITY

Vendor-agnostic by design, we meet customers where they are.



## SCALE

Every vertical, every size, every region, every attack surface.



## INSIGHTS

Top-tier threat intelligence that sees what others miss.



## AGENTIC SOC

AI agents and tools with full human governance and accountability.



FROST & SULLIVAN



MITRE | ATT&CK® Evaluations

# Sell with confidence across every segment

Win new business. Retain customers. Expand accounts. Across your entire customer base.

## COMMERCIAL

1-99 seats

**Security outcomes without security staff.**

Highly targeted, limited staff, and unable to monitor 24/7 — creating immediate demand for MDR.

## MID-MARKET

100-1000 seats

**24/7 defense across a growing attack surface.**

Small teams overwhelmed by alerts and complexity need a trusted provider to own security operations outcomes.

## ENTERPRISE

1000+ seats

**AI-native MDR for complex, multi-layer environments.**

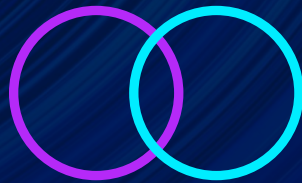
Organizations running multiple solutions struggling with visibility, compliance, and operational overhead.

**High urgency — fast close.**  
Delivers strong recurring revenue with low overhead.

**Natural security operations upsell from endpoint and firewall.** Clear expansion path as customers grow.

**Larger deals — longer cycles.**  
Target customers with fragmented stacks and compliance requirements.

# Sophos is your partner for growth



Your SOC  
+  
Our SOC



Your SOC  
=  
Our SOC



Your SOC  
+  
Our system

RESOURCES AVAILABLE ON THE PARTNER PORTAL (LOGIN REQUIRED)

