

 SOPHOS

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



# Marketing Circle

# Welcome on stage!



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# FY27 Comarketing Target

70% CUT (Customer Cross Sell)

30% New Logo

Increase the market share in Mid Market & Enterprise

Maintain a strong position in Commercial Market

# MDF Delivery Rules

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## Only Managed Partners are MDF eligible

Very few exceptions accepted (Gold)



## The MDF request has to be submitted before the campaign/event

No later than the close of the quarter's second month



## CLAIM must be raised after the campaign/event

Documents needed:

- Invoice
- List lead in excel (Name, Surname, Email, Company)
- Pictures/Invite/Script

# Comarketing Support for Non-MDF Partners

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**EVENTS:** Content, Speakers & Merch KIT

**WEBINARS:** Customized or Promote Ours

**SDR** as a service

**PARTNER PORTAL:** Ready to use campaigns

# Partner Portal Campaigns



Sophos e Microsoft  
Stronger Together



Prevention First  
Campaign



Neutralizzare le  
Cyberminacce 24/7

# Guided Self-Service Marketing Campaigns

To help you succeed, Sophos provides a guided, step-by-step **marketing campaigns** on the Partner Portal. This gives you everything you need to build awareness, engage prospects, and move opportunities forward.

## Step 1 – Introduction

- Campaign guide
- Training and enablement
- Solution briefs
- Sales resources

## Step 2 – Execution

- Cobranded email invites
- Landing page examples
- Webinar on-demand
- Social media templates
- Infographics, whitepapers, toolkits, etc.

## Step 3 – Follow Up

- Call script
- Manage leads
- Submit DRs

## Getting Started

Total Steps 2 / Completed 2



## Campaign Resources

Total Steps 1 / Completed 1



## Plan & Execute Campaign

Total Steps 2 / Completed 1

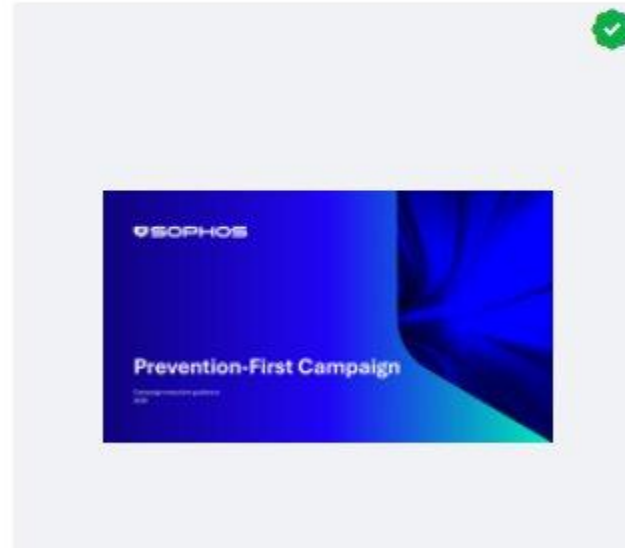
## Track And Analyze

Total Steps 1 / Completed 0

### Step 1

## Read Campaign Execution Guide and plan your campaign

Read comprehensive step-by-step guide with messaging guide, target audience, and campaign guidance



## Getting Started

Total Steps 2 / Completed 2



## Campaign Resources

Total Steps 1 / Completed 1



## Plan & Execute Campaign

Total Steps 2 / Completed 1

## Track And Analyze

Total Steps 1 / Completed 0

### Step 1

#### Increase Digital Presence

Increase digital presence by adding a campaign web banner to your banner to your website or share on social media to build awareness.

Completed



### Step 2

#### Send Co-brandable Email

Upload your logo to automatically co-brand pre-build emails to show your audience how Sophos is helping organizations prioritize prevention.



# Getting Started: Quick Tips

- The campaigns are **fully and automatically customizable**, allowing you to choose what assets to share and what tactics you would like to use to reach your audience.
- **Upload your logo and add your company name** under your profile settings to automatically co-brand materials. This is a one-time action!
- Leverage your **referral ID to own all the leads** you create via the Sophos website. Important: co-brandable emails are set up to automatically include your unique Referral ID.
- **Built-in social sharing:** to expand reach with campaign-ready content

# Topic of Discussion

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## LE Market

What we can do Together to gain Market Share?

What you need by us?

Which tactics/campaign to address this market?