

 SOPHOS

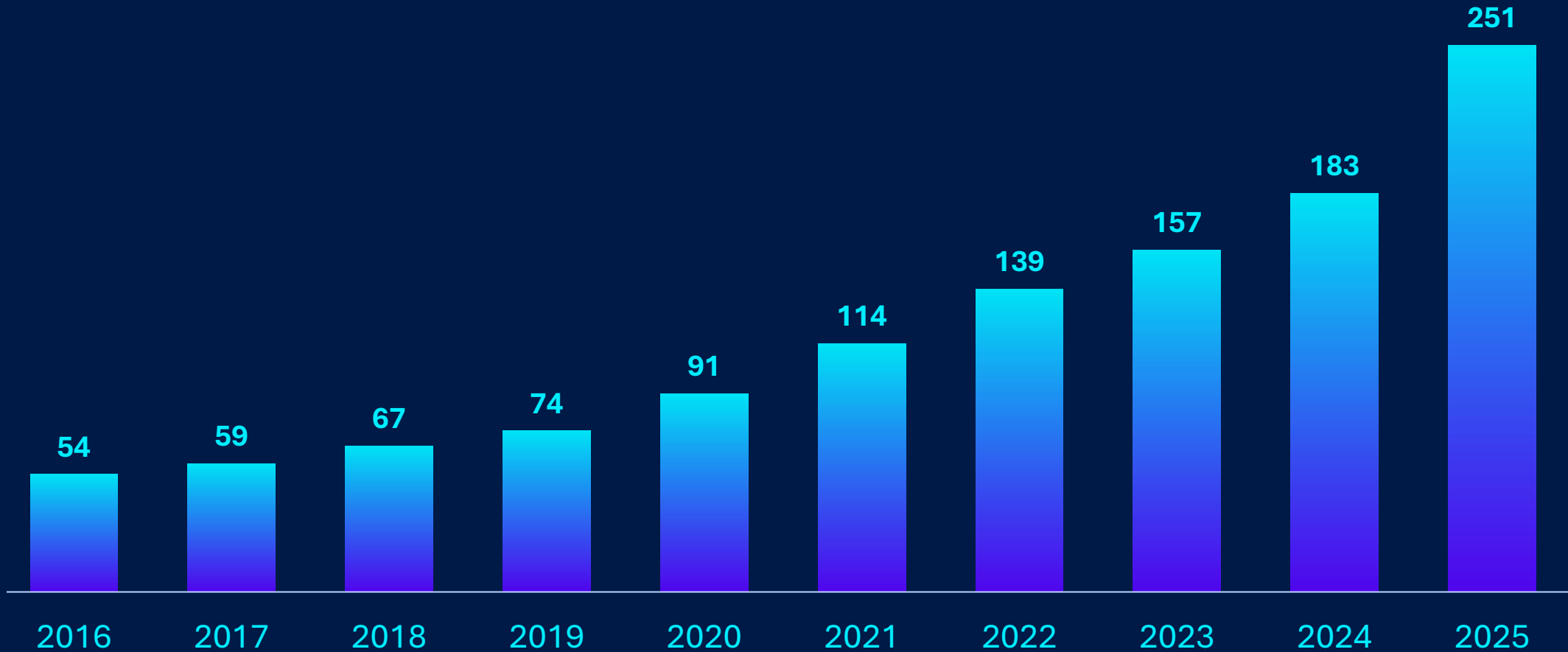
***PARTNER*** 2026  
***EXPERIENCE***



# Stronger Together: Microsoft Ecosystem Play

## MICROSOFT COMMERCIAL REVENUE

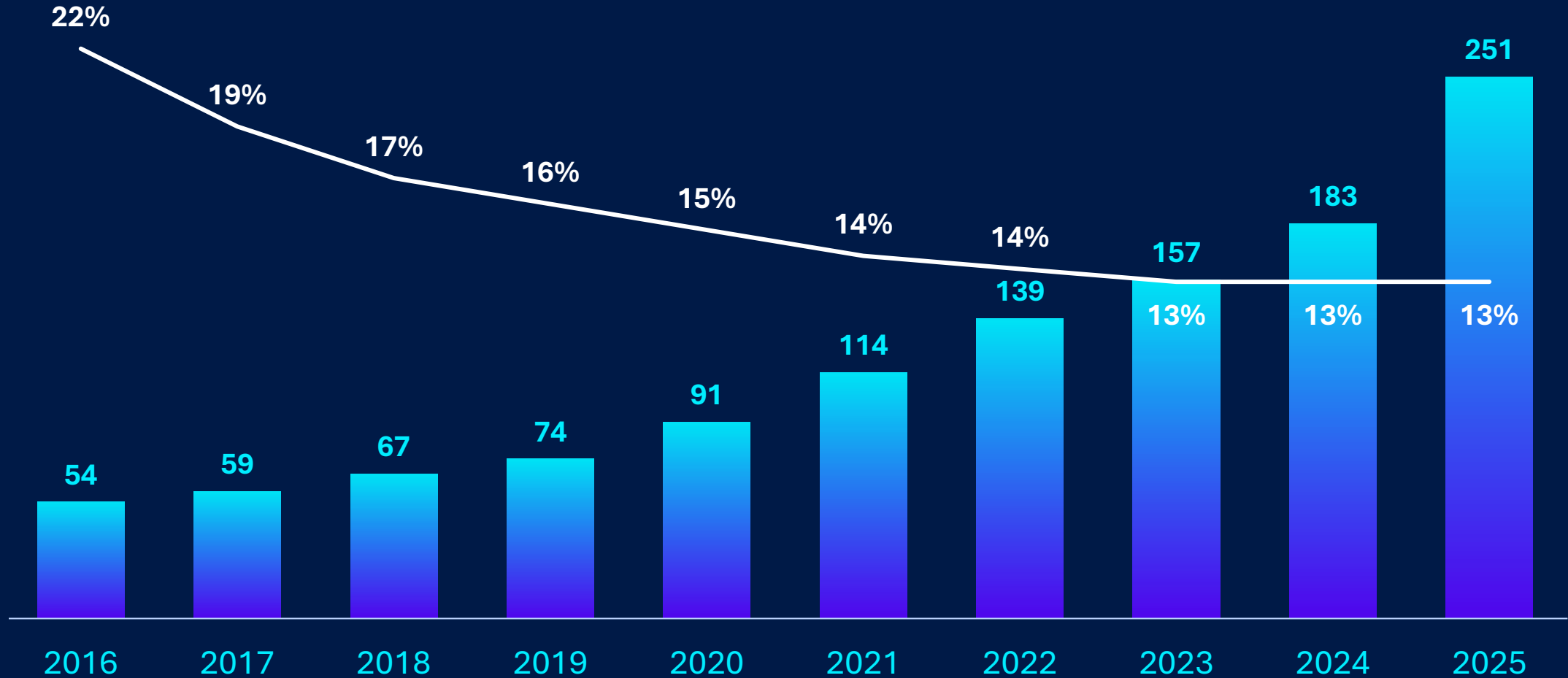
365% growth in the last decade



Source: Stockanalysis.com

## MICROSOFT PARTNER MARGIN

# 41% decline in the last decade



Source: Stockanalysis.com

Partner margin Indicative trend based on industry sources (Cloudmore, IDC, Steve Mordue/Forceworks, Volpi Capital).

# Sophos: The security vendor trusted by Microsoft



Member of  
Microsoft Intelligent  
Security Association



# The Microsoft-Optimized Cyber Defense System



**MOST COMPLETE**



**MOST PROFITABLE**



**MOST EFFECTIVE**

Complementing Microsoft, not rip-and-replace

# The Microsoft-Optimized Cyber Defense System



## MOST COMPLETE

---

All Microsoft plans

Full security portfolio

Endpoint, EDR, XDR, MDR,  
NG SIEM, ITDR, Email, Firewall,  
Services



## MOST PROFITABLE

---

Higher margins

Flexible sales options

Release Sentinel  
consumption costs



## MOST EFFECTIVE

---

600,000+ environments

12-minute MTTR

MISA Verified | Copilot  
Integrated

# The Microsoft-Optimized Cyber Defense System For All Organizations

## Commercial

1 - 99 seats

Immediate  
risk reduction

---

Sophos Endpoint, Sophos MDR,  
Sophos Email, Sophos Firewall

## Mid-Market

100 - 1,000 seats

Synchronized  
defenses

---

Sophos MDR, Sophos ITDR,  
Sophos Firewall

## Enterprise

1,000 seats

Capacity, resilience,  
budget efficacy

---

Sophos MDR, Sophos Next-Gen  
SIEM add-on, Sophos EMS

**RANSOMWARE, IDENTITY THREATS, BEC**

**CYBER RISK**



## Customer Acquisition



## Microsoft Customer Attach (Sophos and non-Sophos)



## Sophos + Microsoft Bundles

FULL SALES PLAY AND CAMPAIGN AVAILABLE ON THE PARTNER PORTAL  
(LOGIN REQUIRED)

**The most complete,  
profitable, and  
effective way to  
secure Microsoft  
environments.**

## RESELLER BENEFITS

**Larger  
deal sizes**

**Higher  
margins**

**Competitive  
differentiation**

**Long-term  
account growth**

## MSP BENEFITS

**Higher  
MRR**

**Stronger  
protection**

**Reduced  
overheads**

**Standardize  
and scale**

 SOPHOS

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# Endpoint Innovation: From Protection to Prevention

# AI just made the endpoint the front line

AI DIDN'T JUST INCREASE ATTACK VOLUME,  
IT COLLAPSED THE TIME WINDOW TO REACT.

Recognized by  
analysts,  
customers and  
3<sup>rd</sup> party tests  
for continuous  
innovation

**Gartner**

**16x Leader**

Magic Quadrant for Endpoint  
Protection Platforms

MITRE | ATT&CK<sup>®</sup>

**100%**

Detection coverage in MITRE  
ATT&CK<sup>®</sup> Enterprise 2025  
Evaluation (Round 7)

 **Grid<sup>®</sup> Reports**

**Leader**

MDR, Endpoint, Firewall,  
XDR, and EDR

 **SE LABS**

**AAA Rating**

Enterprise Endpoint  
Security

 **SE LABS**

**AAA Rating**

Small Business  
Endpoint Security

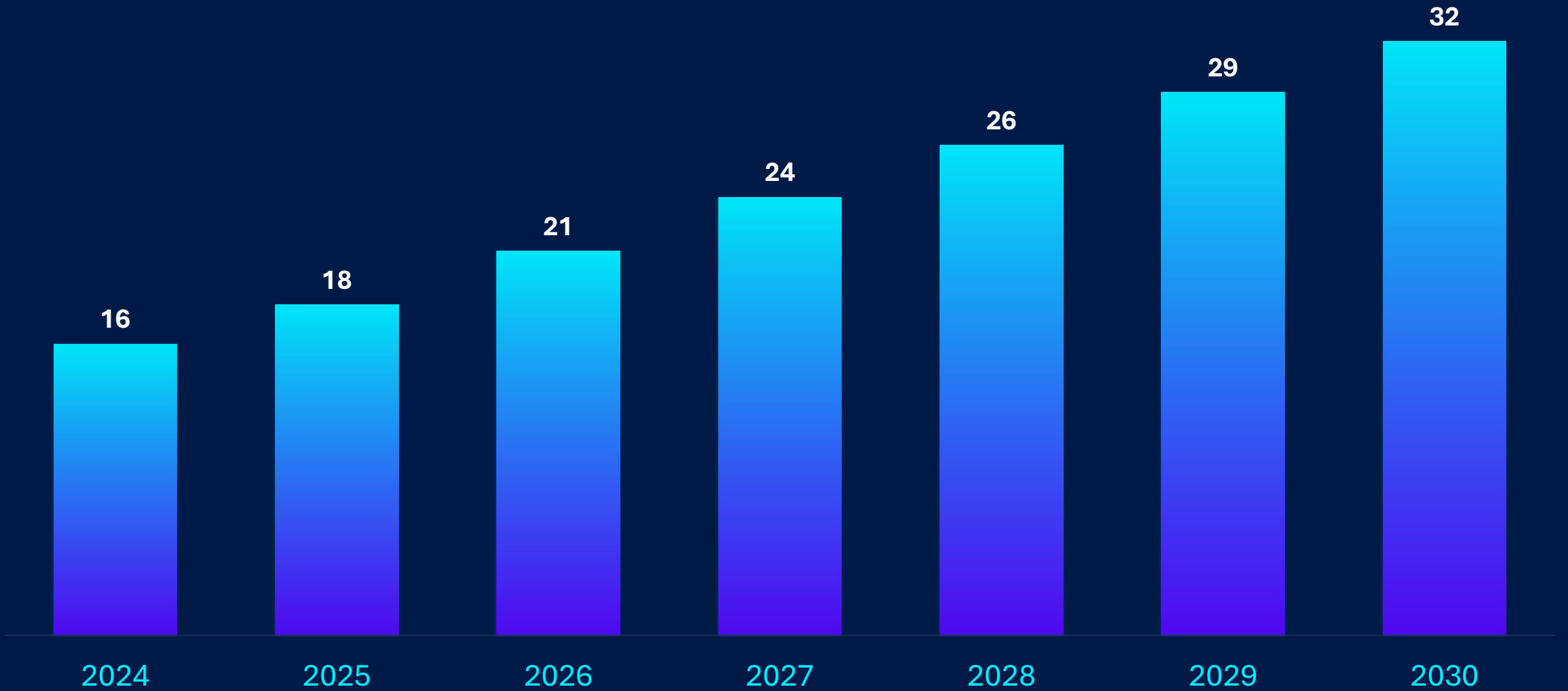


Endpoint Protection  
Platforms



**EXPERIENCE**

## ENDPOINT MARKET GROWTH (BILLIONS)



Source: Gartner, March 2026 model



**THE THREAT HAS BECOME AI-NATIVE  
YOUR DEFENSE NEEDS TO BE AI-NATIVE TOO**



**MODERN PROTECTION FOR  
MODERN THREATS**



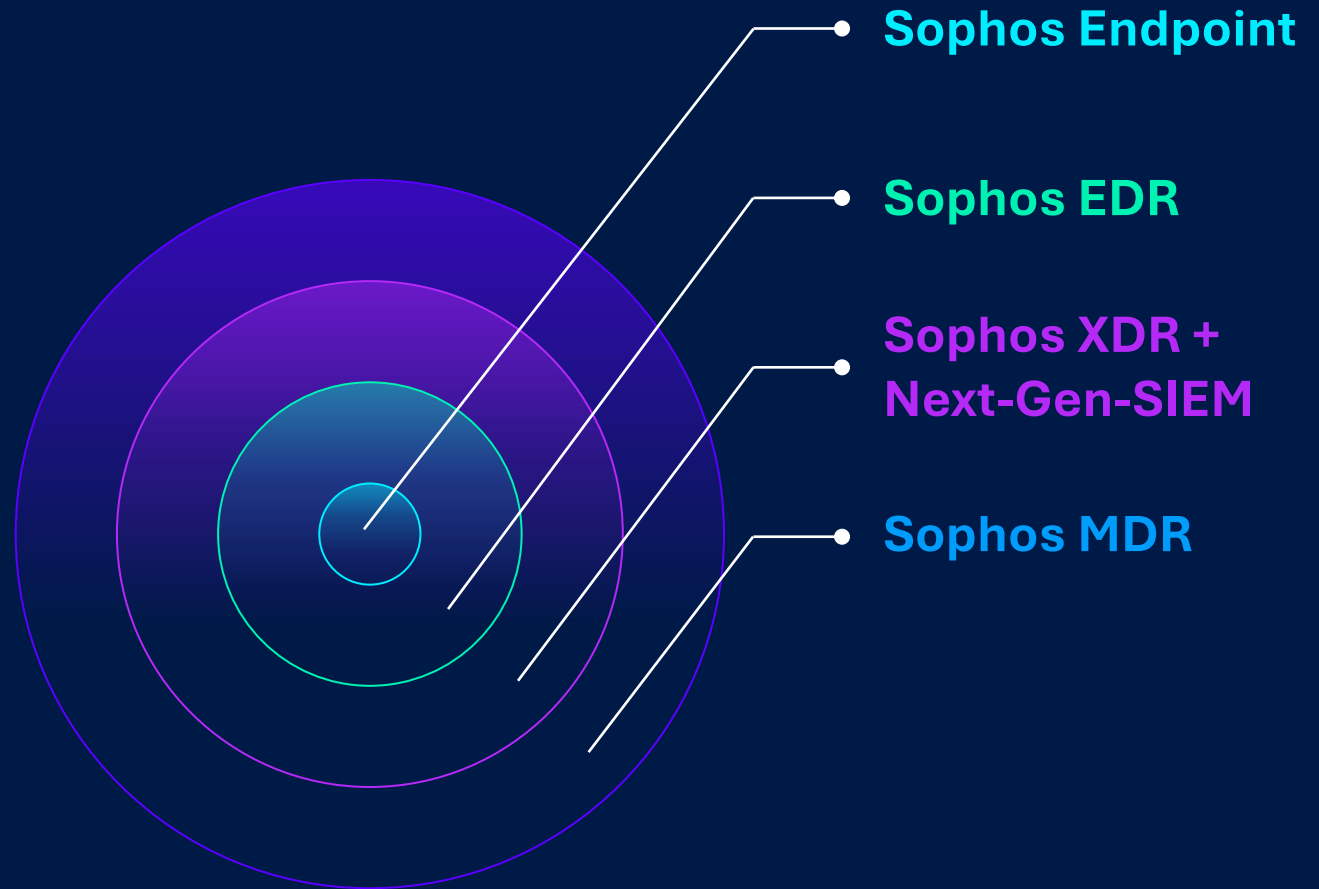
**PROTECTION AND  
PERFORMANCE**



**ADAPT WITH ADVERSARIAL  
BEHAVIOR IN REAL-TIME**



# Path to growth and profitability



# Part of a layered, synchronized defense system for all organizations

## Commercial

1 - 99 seats

Immediate risk reduction with zero-tuning deployment

Minimal tuning, fast deployment, Endpoint 100 to accelerate sales

## Mid-Market

100 - 1,000 seats

Prevention-first endpoint with strong defaults

Organizations adopting Microsoft 365, cloud, and hybrid work

## Enterprise

1,000+ seats

Anchor endpoint as a critical control point in an AI-Native Cyber Defense System

Regulated, ransomware-targeted, and identity-heavy environments



# The world just got faster



No time to  
compromise on  
protection



The endpoint  
market is growing:  
Grab your share



Clear path to growth  
and profitability

RESOURCES AVAILABLE ON THE PARTNER PORTAL (LOGIN REQUIRED)

 SOPHOS

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TOPIC BREAKOUT

# MDR momentum and service expansion

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**



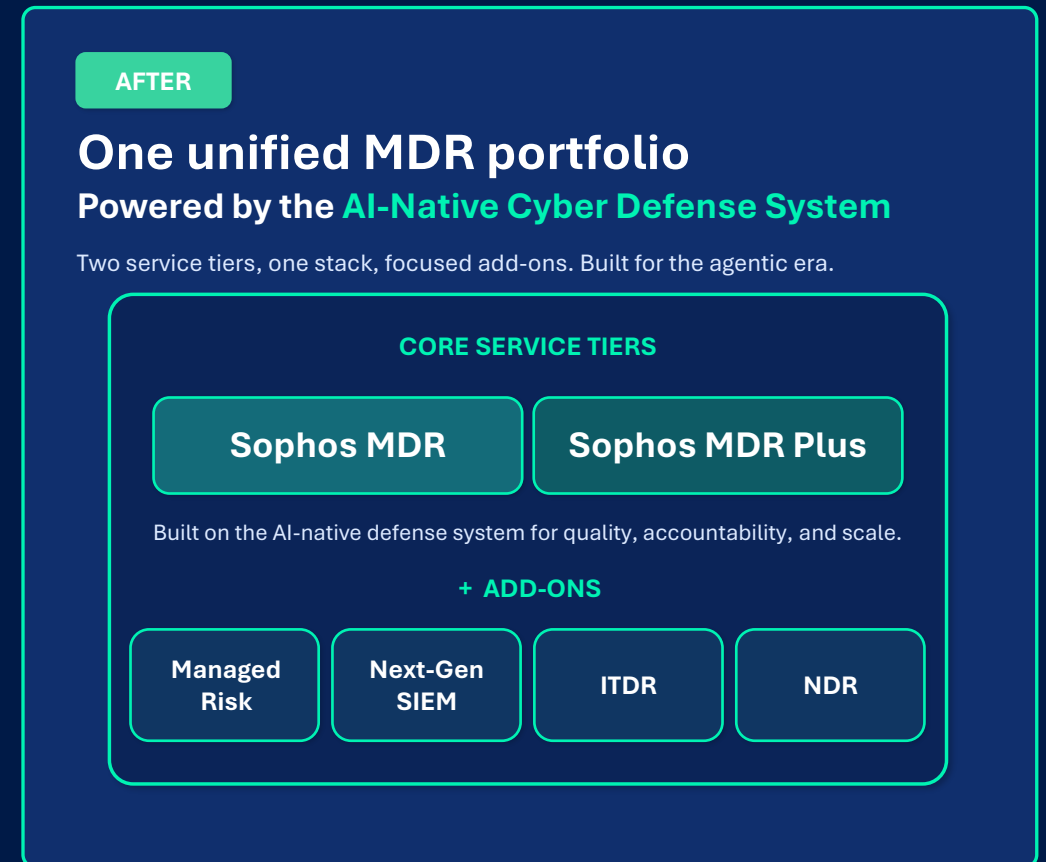
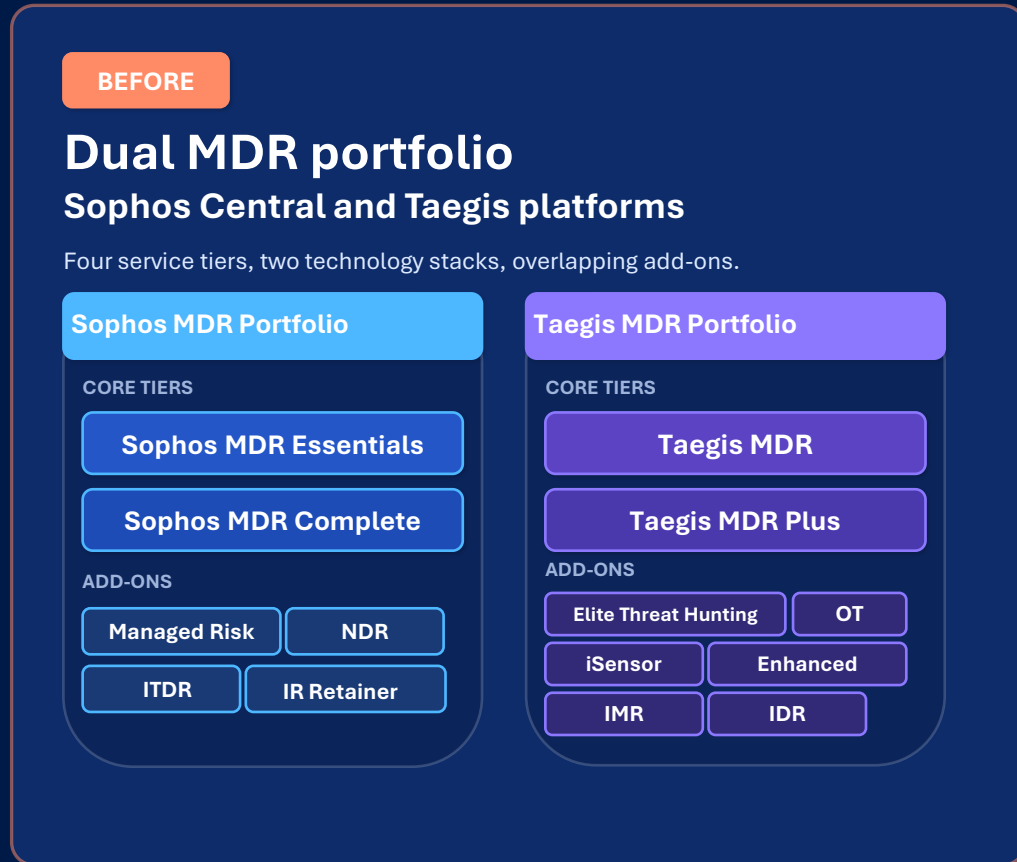
**POINT PRODUCTS  
CAN'T KEEP UP**



**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.



# 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.

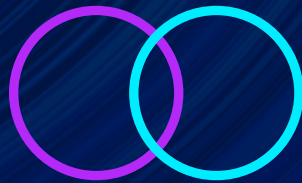
**High urgency — fast close.**  
Delivers strong recurring revenue with low overhead.

**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)

 SOPHOS

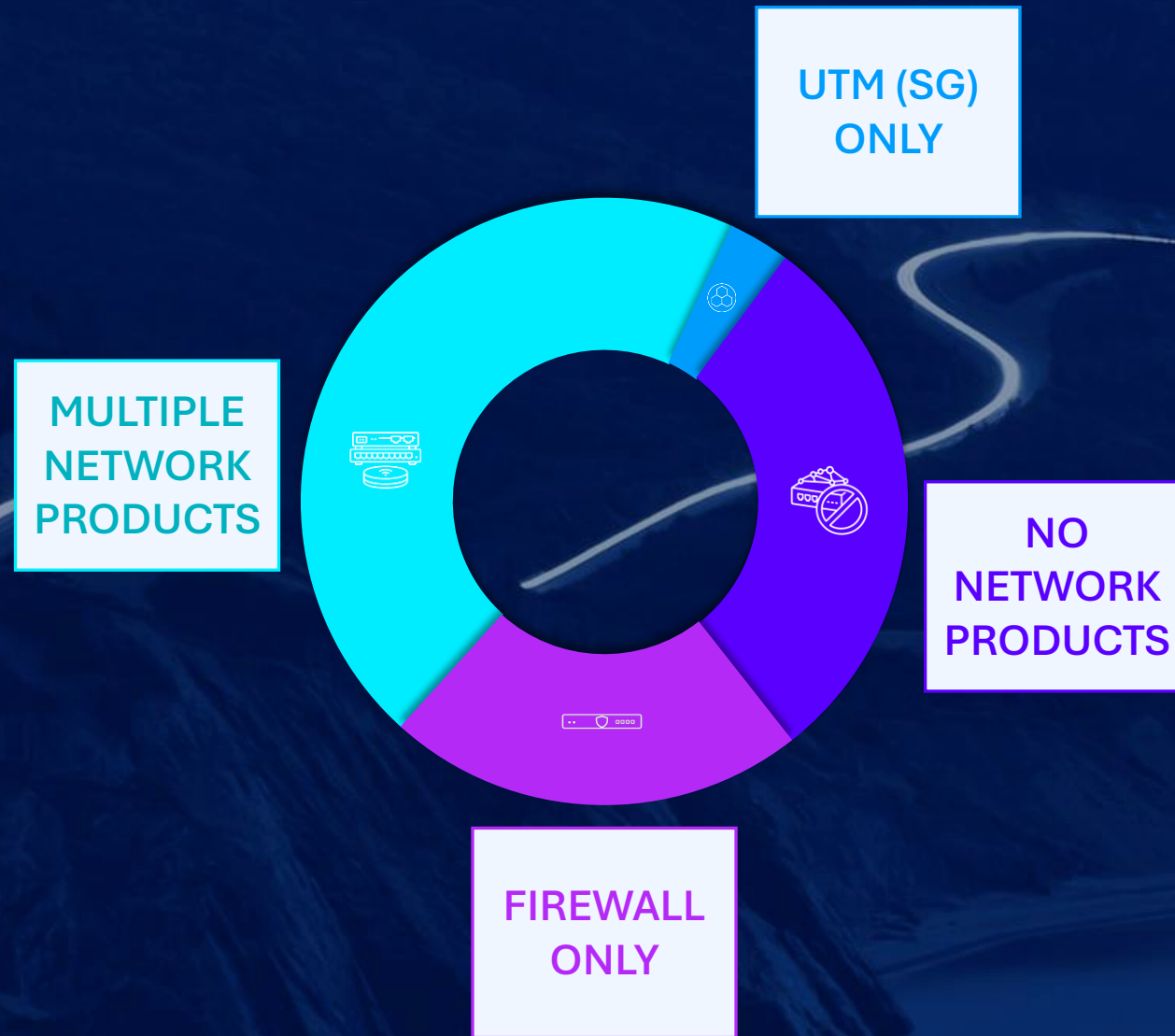
***PARTNER*** 2026  
***EXPERIENCE***



# Secure by Design

## Sophos Firewall + Workspace Protection

# Our Partners are at different places in their network journey...



**But all face the same  
challenges...**

# But all face the same challenges...

## Security

Frequent attacks on edge devices challenge your response capacity

## The AI Conundrum

Visibility gaps slow AI adoption/benefits, while attackers profit

## Response

Limited telemetry from point products slows mitigation

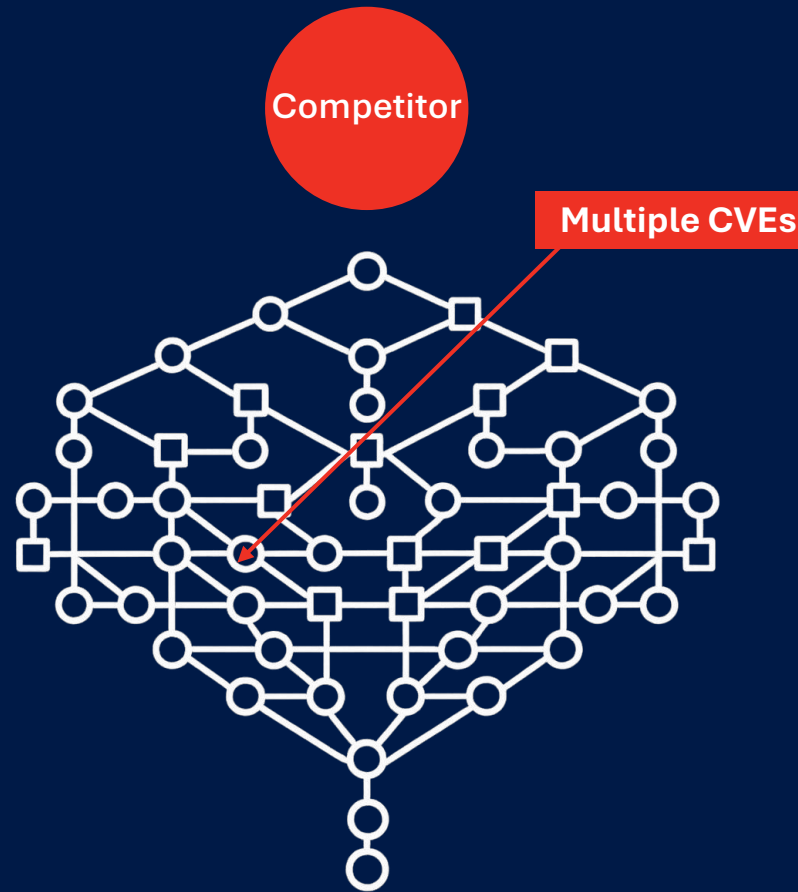
## Complexity

Tool sprawl due to too many vendors, consoles, and agents

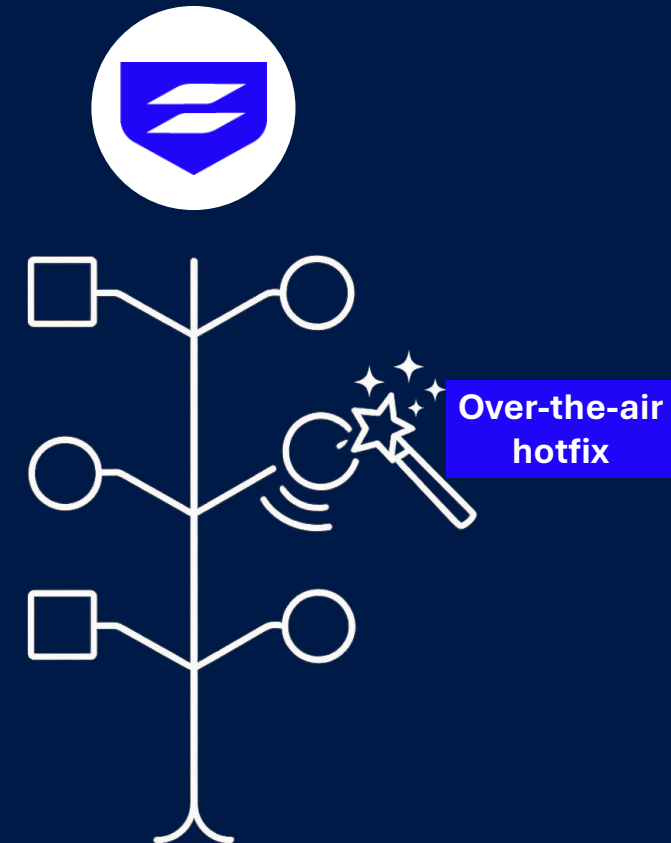
**Attackers are using AI to rapidly discover vulnerabilities.**

**Which would you rather patch in an emergency?**

Complex by Default



Secure by Design

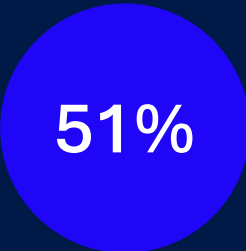


# MSP Survey: Firewall Security Vulnerability - Impact on Partner

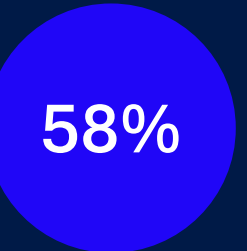
Direct  
financial cost



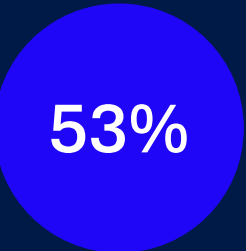
Indirect  
financial cost



Operational  
cost



Reputational  
cost



Financial  
benefit



Source: Sophos MSP Survey

# Together, We Share the Responsibility



## Secure by Design

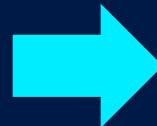
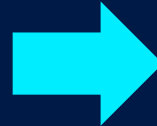
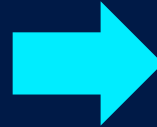
Over-the-air hotfixes, proactive monitoring, health check, securely encrypted backups and updates, etc.

## Visibility and Control

Synchronized Security cross-product integration and automated response, visibility into AI usage, support for remote and hybrid working scenarios, network stack

## Constantly Adding Value

Many new releases introduce new features and improved performance at no extra cost, e.g., NDR Essentials, DNS Protection, Active Threat Response



## Your Benefits

Accelerated, proactive remediation with no additional overhead, monetizable health check, increased trust

## Your Benefits

Cross-sell opportunities via ecosystem, chance to support customers' AI-adoption and zero-trust transitions, Workspace Protection greenfield

## Your Benefits

Demonstrate customer ROI over the full lifecycle of the product, easier to position higher-value bundle and incentivize upgrades, helps with customer retention

# A Strong Value Proposition For All Market Segments

## Commercial

1 - 99 seats

All-in-one, no-compromise protection  
at an attractive price point

---

Network-in-a-Box  
(Sophos Firewall, switches, wireless)

## Mid-Market

100 - 1,000 seats

Consolidate, simplify, and save  
Best protection and performance  
Constantly adding value

---

Consolidate, Simplify, and Save  
(Firewall with SD-WAN, Access,  
Workspace, Email)

## Distributed Enterprise

1,000 seats

Powerful performance and protection  
Integrated detection and response  
Unified management

---

Sophos Firewall with NDR and purpose-  
built MDR/XDR integration with Active  
Threat Response and Sync Security



## Competitive Firewall Displacement

HW + LICENSES + SERVICES  
AND REDUCE ADMIN OVERHEAD



## Sell the Full Stack

INCL. WORKSPACE PROTECTION  
MANAGED FROM A SINGLE CONSOLE



## MDR Cross-sell

SELL MDR/EP TO FW CUSTOMERS  
SELL FW TO MDR/EP CUSTOMERS

# Make a Difference | Help a Customer Fix One Thing Tomorrow

## Which will you choose to immediately reduce risk?

**Introduce phishing-resistant authentication**  
(MFA, passkeys)

**Decommission/upgrade EOL or unsupported tech**  
(Create a lifecycle plan)

**Review and reduce administrator privileges**  
(Limit the attack surface)

Recommended Read: <https://www.fbi.gov/investigate/cyber/ten-actions-to-improve-cyber-resiliency>

Recommended Viewing: FBI interview with Joe Levy

<https://youtu.be/vKCWVReOkXI?si=7ifFCO1DbMh-qyZZ&t=1704>

