

 SOPHOS

PARTNER 2026
EXPERIENCE

Welcome !



Emmanuel Gosselin

Channel Director
Benelux
France



Serena Smolders

Channel Account Executive
Netherlands

Follow & Tag **@Sophos Partners**
on LinkedIn for a chance to win!

Share a post by **3:00pm** answering one
of these three questions:

- 1 What's this year's Partner Experience highlight for you?
- 2 What are you looking forward to the most with Sophos this year?
- 3 Which Sophos product update are you most excited about?





Agenda

Agenda

Time	Session
11:00 AM – 12:20 PM	Welcome & Intro – <i>Emmanuel & Serena Smolders, Channel Director & Channel Account Executive</i>
	Sophos Mission and Vision – <i>Bruno Durand, VP Sales, EMEA South</i>
	Sophos Vision to Reality – <i>Joey van der Mark, Sales Engineer & Bas Dusee, Senior Sales Engineer</i>
	State of the Industry – <i>Joey van der Mark, Sales Engineer & Bas Dusee, Senior Sales Engineer</i>
	Channel Strategy & Focus – <i>Jason Ellis, VP Channel Sales & Naveed Malik, Head of EMEA, MSP</i>
12:20 PM – 1:20 PM	LUNCH
1:20 PM – 2:25 PM	Stronger Together (Sophos + Microsoft) – <i>Sally Adam, VP Product Marketing</i>
	Endpoint Innovation: From Protection to Prevention – <i>Tom Walsh, Principal Product Manager</i>
	MDR Momentum – <i>Sally Adam, VP Product Marketing, Arjan Boll & Egbert Brinks, Manager – Managed Services, Cloudwise</i>
2:25 PM – 2:50 PM	Panel Discussion & Q&A – <i>Brian Schippers, Arjan Boll & Serena Smolders</i> <i>Niels de Waard, Business Development Manager Aragorn & Johan den Besten, Business Manager, Netstream</i>
2:50PM - 3:10 PM	Awards – <i>Emmanuel & Serena Smolders, Channel Director & Channel Account Executive</i>
3:10 PM	Music, Entertainment & Networking

Content Hub

To Develop Your Business



Partner Feedback Form

Your Insights Are Essential



Co-marketing Materials and Campaigns

Turn Roadshow Insights Into Revenue



Support and Slide Decks

Explore And Revisit The Presentations And Resources From The Event



Meet our speaker



Bruno Durand

VP Southern EMEA

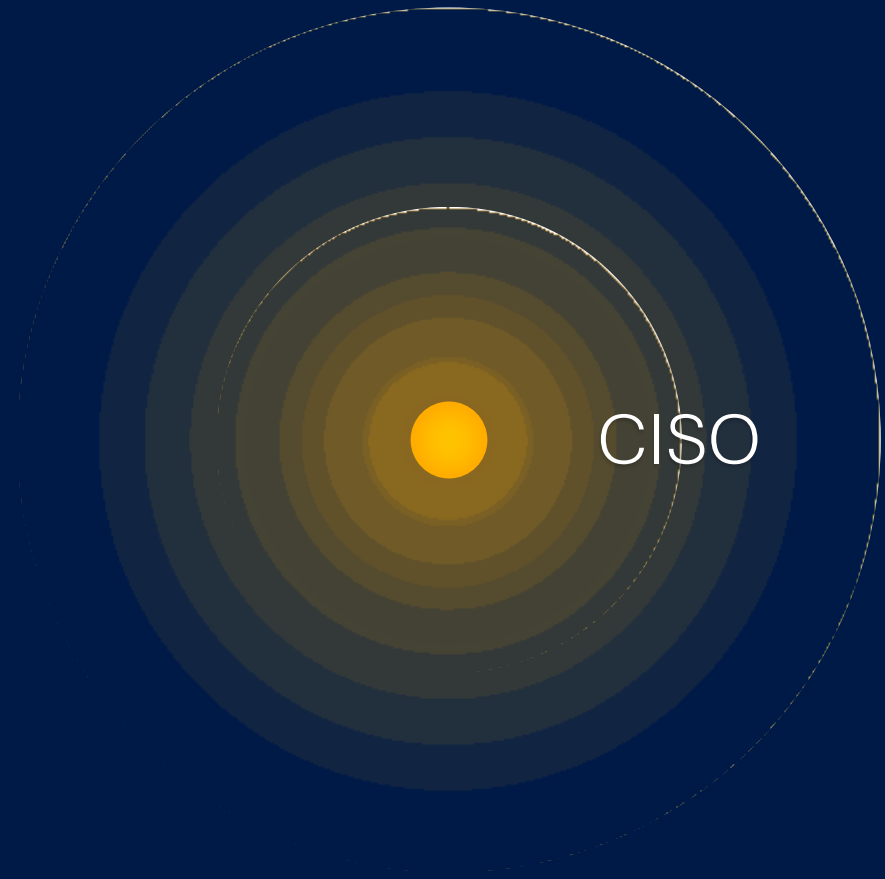


Sophos Vision and Strategy

Why Sophos

Why now

Why we win



CISO

359 M

Companies Worldwide



35 000

CISOs Employed Globally



0,0009%

← The Cybersecurity Poverty Line

10,000



OUR VISION

A world where the most trusted cybersecurity is also the most accessible.

OUR MISSION

Erase the cybersecurity poverty line and democratize resilience by driving advances in technology and services, AI, and global threat intelligence.

Sophos Strategy



Portfolio

Build for the most demanding environments.
Make it accessible to everyone.



Channel

Scale through partners as the operating
model, not just the route to market.



Customer

Make outcomes the product
and the system the proof.



Operating Model

AI is the multiplier. People remain
strategic and accountable.



Culture

Build things that matter. Be people worth
trusting. We are a company of builders.



Proof Point

✓	Scale that compounds into intelligence	600,000+ customers; every threat feeds the system
✓	Human judgment at the control point	MDR analysts supervise AI, own critical decisions, and preserve trust
✓	A defense system, not a stack	One architecture; detection anywhere triggers response everywhere
✓	The strongest first line of defense	Autonomous protection stops threats before they become incidents
✓	The most complete Microsoft security integration	Proprietary detection rules; surfacing threats that MSFT misses

Why Sophos

We have identified
the root cause

Why now

We have named
the inflection

Why we win

We have built
the system





Vision to Reality: Platform Innovation and Roadmap Updates

Meet our speakers



Joey van der Mark

Sales Engineer



Bas Dusee

Senior Sales Engineer

SOPHOS PORTFOLIO AND ROADMAP

Introducing the AI-Native Defense System

WHAT WE'LL COVER...

- The architecture of the industry's first AI-native defense system, **and why differentiated in the market.**
- The FY27 innovations that **expand your opportunity**, from Next-gen SIEM to Secure AI to CISO Advantage.
- Why together we are positioned to build the best Cyber Security outcomes with both our **SMB and Enterprise customers.**

SOPHOS CENTRAL

Managed by Customers | Managed by Partners | Managed by Sophos

MANAGED SERVICES

MDR

Incident Response

Vulnerability Management

Professional Services

ADVISORY SERVICES

Penetration Testing

Security Assessments

Red Team Exercises

Incident Readiness

SERVICES

CONTROLS

Endpoint

Firewall

Identity

Email

Network

Cloud

INTEGRATIONS

350+ Third Party Integrations

SECURITY OPERATIONS

XDR

SIEM

EDR

ITDR

NDR

SOAR

THREAT PREVENTION AND CONTROLS

SOPHOS X-OPS

Adversary Tracking

Threat Research

Breach Forensics

Malware Analysis

Industry Collaboration

AI, AUTOMATION & ENGINEERING

Adaptive Attack Protection

Critical Attack Warning

Security Analytics

Detection Logic

Threat Protection

THREAT INTELLIGENCE

UNIFIED DATA LAKE



AI-NATIVE DEFENSE SYSTEM

SOPHOS CENTRAL PLATFORM – Enriched by SCWX

Managed by Customers | Managed by Partners | Managed by Sophos

MANAGED SERVICES

MDR

Incident Response

Vulnerability Management

Professional Services

ADVISORY SERVICES

Penetration Testing

Security Assessments

Red Team Exercises

Incident Readiness

SERVICES

CONTROLS

Endpoint

Firewall

Identity

Email

Network

Web Browser

INTEGRATIONS

350+ Third Party Integrations

SECURITY OPERATIONS

XDR

SIEM

EDR

ITDR

NDR

SOAR

THREAT PREVENTION AND CONTROLS

SOPHOS X-OPS

Adversary Tracking

Threat Research

Breach Forensics

Malware Analysis

Industry Collaboration

AI, AUTOMATION & ENGINEERING

Adaptive Attack Protection

Critical Attack Warning

Security Analytics

Detection Logic

Threat Protection

THREAT INTELLIGENCE

UNIFIED DATA LAKE



AI-NATIVE DEFENSE SYSTEM

Sophos Central

The AI-Native Cybersecurity Defense System



CONTROL POINTS

Native and third-party

Compounding Intelligence

Agentic autonomy + human accountability

Synchronized Security™

UNIFIED DATA LAKE

Generate and test parsers with nine main sections.

1. Parser Description
2. Logs Deduplication
3. Find Matching Log
4. Schema Classifier
5. Output Parsing
6. HmEEP Parser Generator
7. Test Parser
8. Parser Evaluation
9. Feedback

Generate parser name and check product lineage

What are we trying to build?

hey i want to build parsers for mcafee epo



How to search logs?

Describe how to search for logs...



Where to search logs?

Taegis

Bring Your Own Data

Generate Parser Description

Usage Instructions:

- HmEEP Parser Generator: Log message (required) + optional comma-separated schemas (e.g. `auth, antivirus, process`). Leave schemas empty to auto-classify.

Parser Description Results

```
{
  "parser_name": "McAfee/ePO",
  "fits_existing_lineage": true,
  "parent_parser": "McAfee",
  "product_lineage": "McAfee ePolicy Orchestrator (ePO)",
  "reasoning": "The request is to build parsers for McAfee ePO. An existing McAfee lineage already exists in the tree (McAfee/epoSubTypes/RegistryCheck...), so the new parser should live under the McAfee product lineage and be named consistently as McAfee/ePO (with subtypes as needed)."
}
```

Chat Assistant

Chatbot



AI Parser Generator

Two Leaders. One architecture. The most complete defense system in cybersecurity.

Unified XDR and Next-gen SIEM

Fully integrated into Sophos Central. One platform, one experience.

Upgraded MDR Services

Combines the operational expertise of Sophos MDR and Taegis MDR.

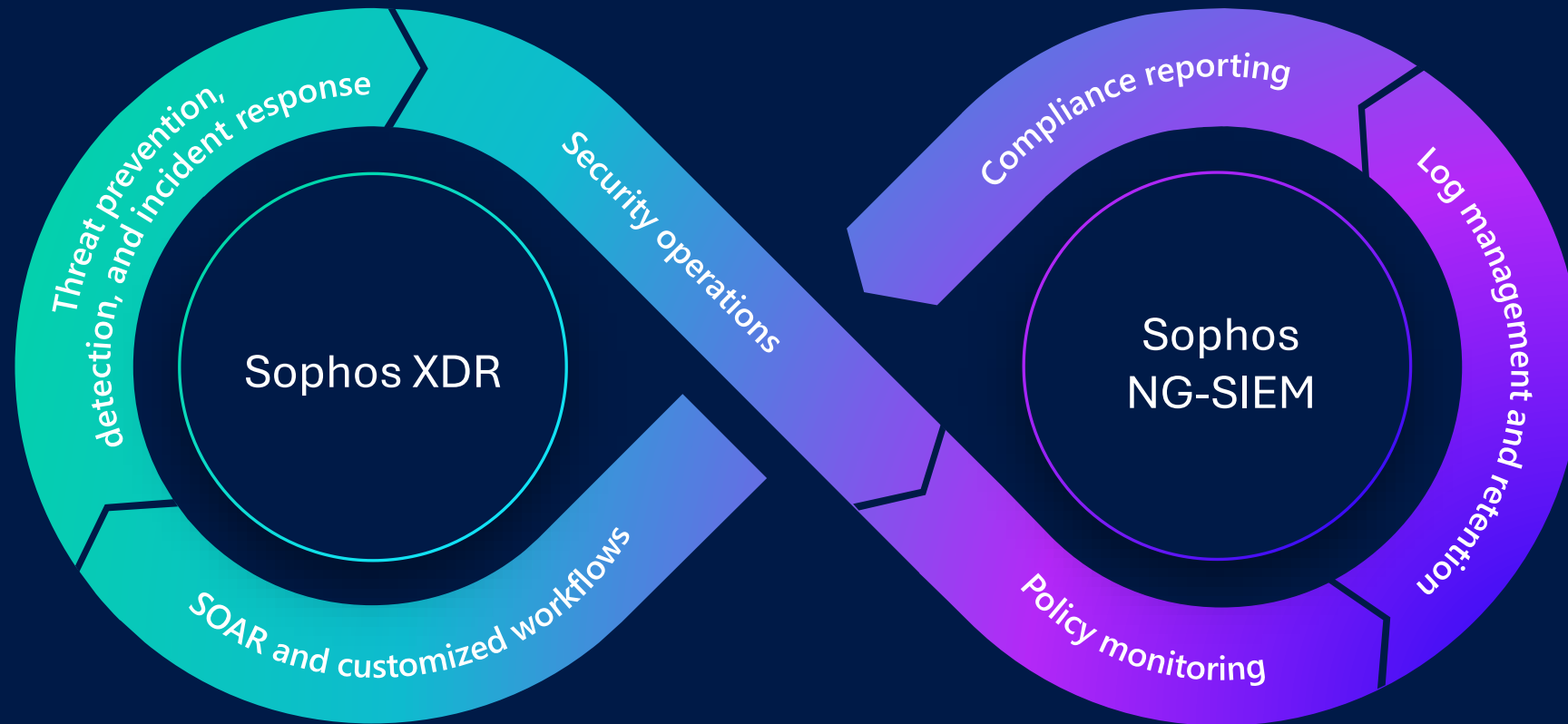
Sophos X-Ops + Counter Threat Unit

Sophos threat research + Secureworks CTU = threat tracking across every layer

350+ Integrations and growing...

Open integration framework inherited from the Taegis platform

Next-gen SIEM: A major growth opportunity



Secure AI: Protecting the new attack surface



VISIBILITY

See every AI tool across the environment

Shadow AI discovery
AI usage dashboard
Endpoint + Network + Browser multi-layer detection



CONTROL

Enforce AI policy without slowing innovation

Granular access management
Global policy enforcement
Role-based controls
Prompt monitoring



PROTECTION

Defend data and block high-risk AI behavior

Input sanitization
Output interception
DLP for AI prompts
MDR-managed AI risk 24/7

COMING OCTOBER 2026

Sophos CISO Advantage



The longer-term vision for
AI in CISO Advantage

The Agentic Office of the CISO

Wren

"The Architect"

Methodical and obsessive about structure. Harmonizes controls across frameworks, decomposes them into assessable steps, and scores maturity by area. Never starts from scratch when a blueprint exists.

Penn

"The Author"

Precise with language, tireless with revisions. Reviews and generates security policies and standards calibrated to the organisation's maturity and regulatory obligations, eliminating the most time-consuming vCISO deliverable.

Justinian

"The Lawyer"

Sharp, thorough, and always reading the fine print. Discovers applicable obligations from sector and context, maps controls to regulations, and keeps a running compliance posture, not just a point-in-time snapshot.

Rosetta

"The Translator"

Bilingual in tech and boardroom. Converts technical posture into business-risk language and produces board-ready summaries with trend and benchmark context. Makes the complex feel clear.

Tenzing

"The Guide"

Forward-looking and relentlessly constructive. Builds prioritized remediation roadmaps, tracks improvement over time, and recommends next actions based on maturity gates, closing the loop between assessment, action, and evidence.

Vigil

"The Watchkeeper"

Never sleeps, never blinks. Detects drift against the assessed baseline using live telemetry, flags regressions, and surfaces emerging gaps in real time. The reason CISO Advantage Plus is fundamentally different from a periodic assessment.

Latest industry recognition

MITRE | ATT&CK
Evaluations

100%
DETECTION COVERAGE

2025 Enterprise
Evaluations (Round 7)

SE LABS

AAA Rating

Enterprise
Endpoint Security

Gartner
Peer Insights™

4.8 / 5.0

XDR Platforms

Gartner
Peer Insights™

4.8 / 5.0

Network Firewalls

Gartner
Peer Insights™

4.8 / 5.0

Email Security
Platforms

kuppingercoie
ANALYSTS

Leader

2025 Leadership Compass
for Email Security

SE LABS

AAA Rating

Small Business
Endpoint Security

Grid® Reports

Leader

MDR, Endpoint, Firewall,
XDR, and EDR

Gartner
Peer Insights™

4.8 / 5.0

MDR Services

Gartner
Peer Insights™

4.8 / 5.0

Endpoint Protection
Platforms

Protection

Endpoint, Firewall, Email, Cloud,
Workspace Protection

*The strongest first line of
defense in the industry.*

Detection & Response

XDR, NG-SIEM, EDR, NDR,
ITDR, SOAR

*Displace Splunk/Sentinel.
Already integrated.*

Managed Services

MDR, Incident Response,
Vulnerability Management

*37K+ MDR customers.
World's largest operation.*

Advisory Services

Security Services Retainer

*On-demand expertise
with built-in flexibility.*

Secure AI Coming in July


Visibility, Control, Protection
for AI adoption

*Secure the new
attack surface.*

CISO Advantage Coming in October

Risk assessment, compliance,
peer benchmarking

*Strategic leadership and risk
management as a service*



The system is built.
The innovation is accelerating.
Now we go win **together.**



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



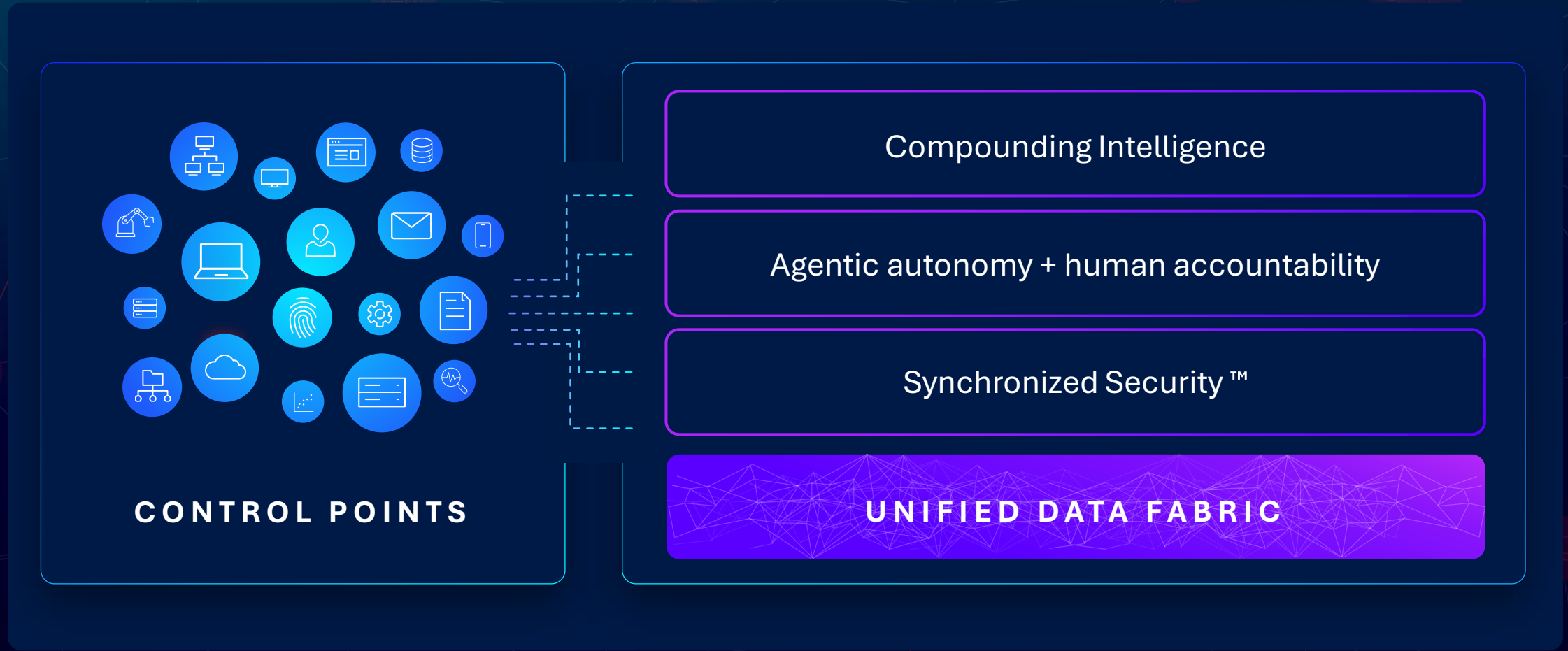
Copilot

EchoLeak

Enterprise Data
Exfiltration

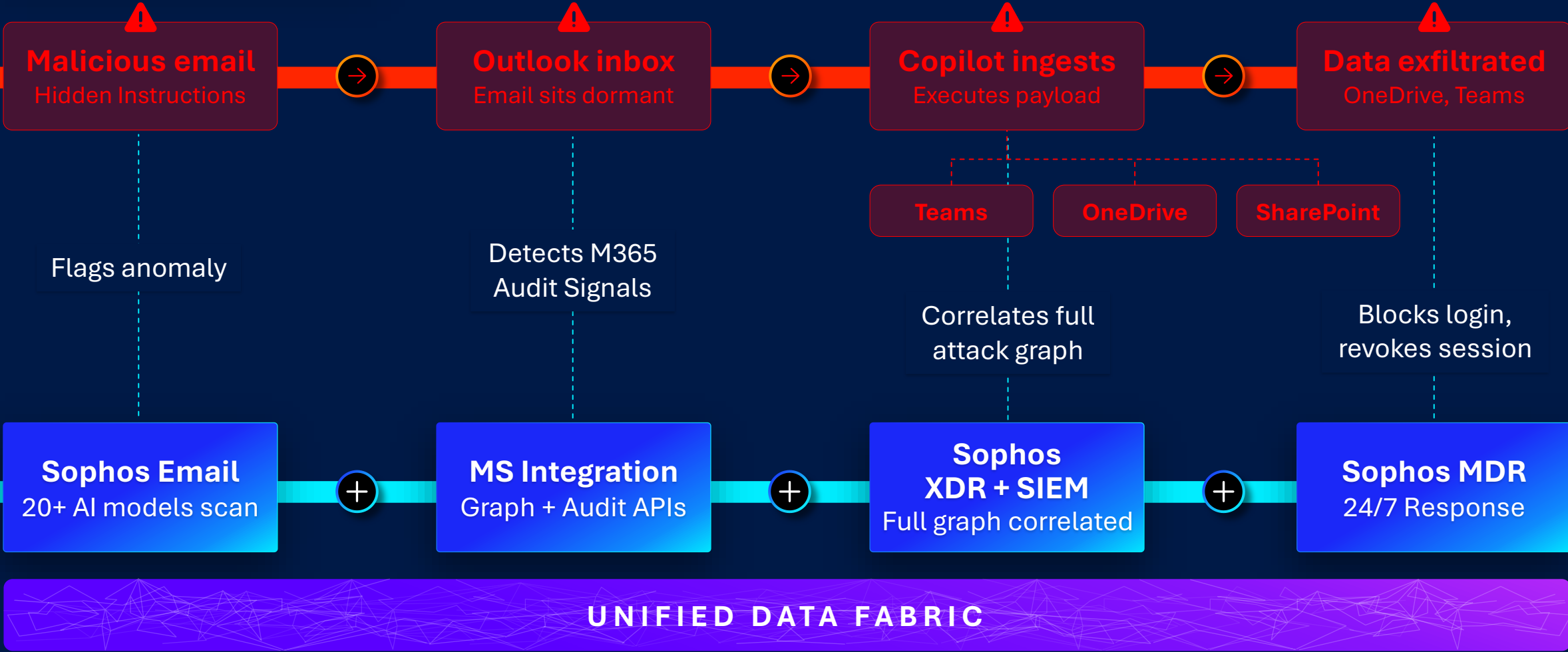
Sophos Central

The AI-Native Cybersecurity Defense System





EchoLeak



Three Business Accelerators



Growth Driver

Sophos MDR



Margin Optimizer

Sophos XDR + SIEM



Force Multiplier

Sophos Central

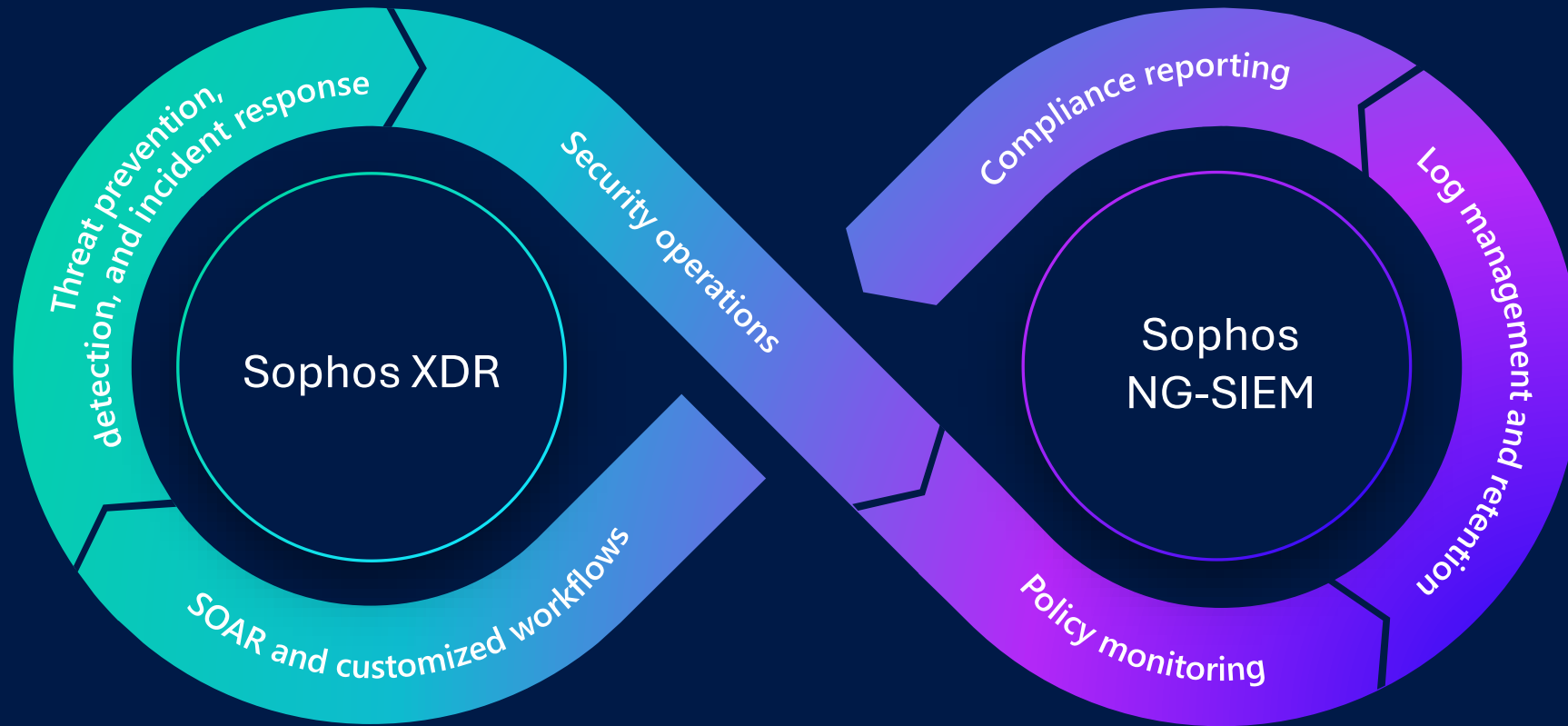
MDR MARKET GROWTH (BILLIONS)

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



Source: IDC 2025, model

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

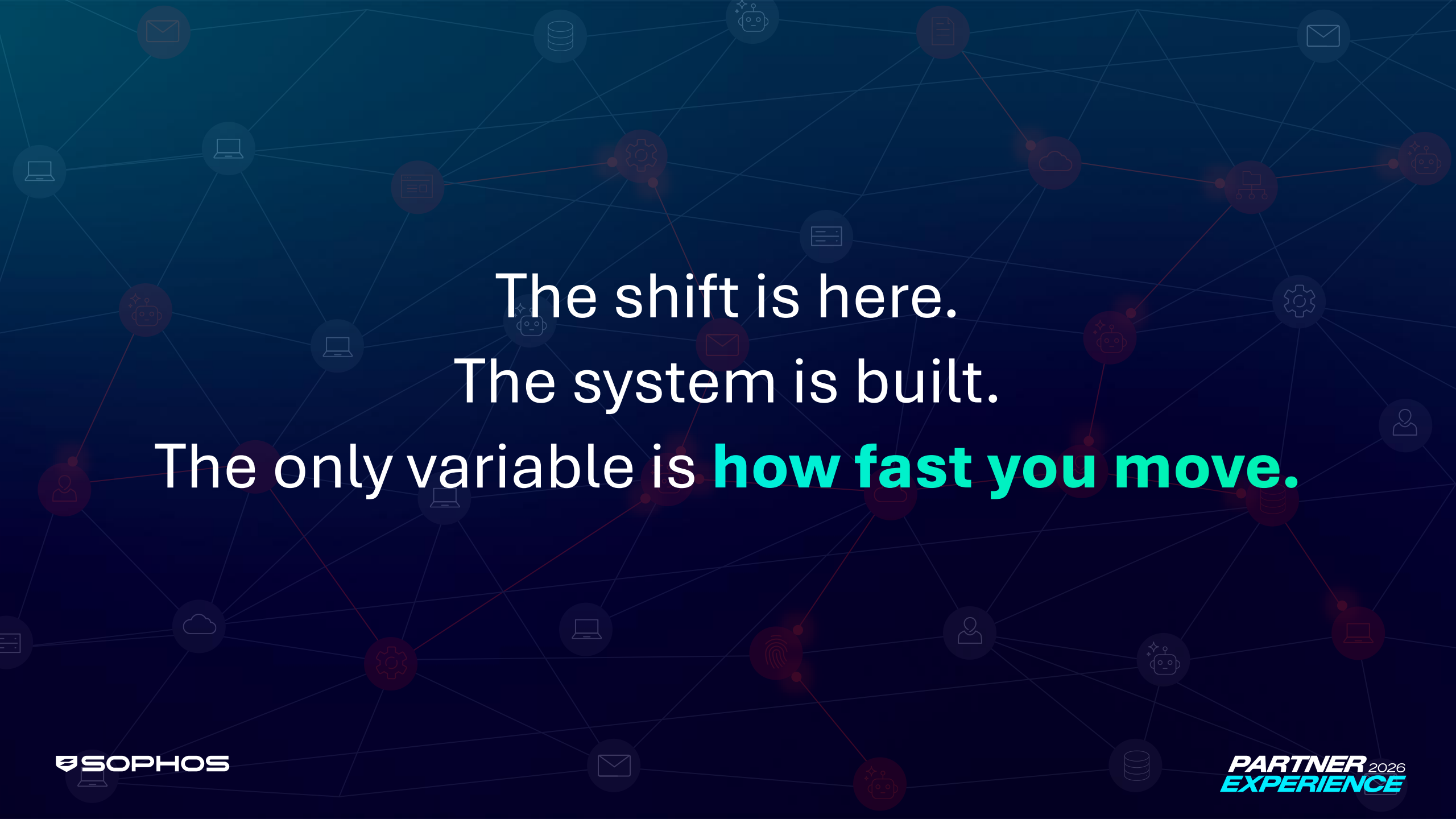
Alert fires with full graph

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.**



Stronger Together: Microsoft Ecosystem Play

Meet our speakers

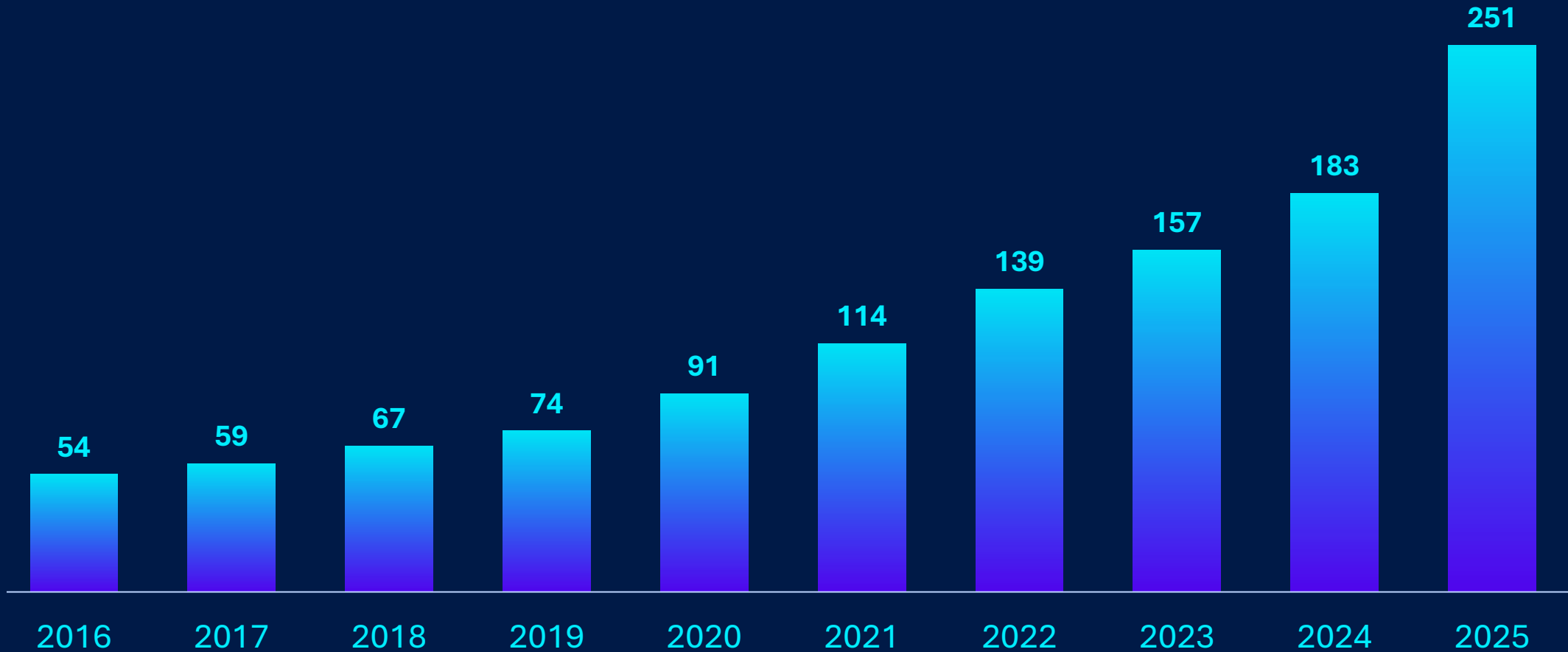


Sally Adam

VP, Product Marketing

MICROSOFT COMMERCIAL REVENUE

365% growth in the last decade

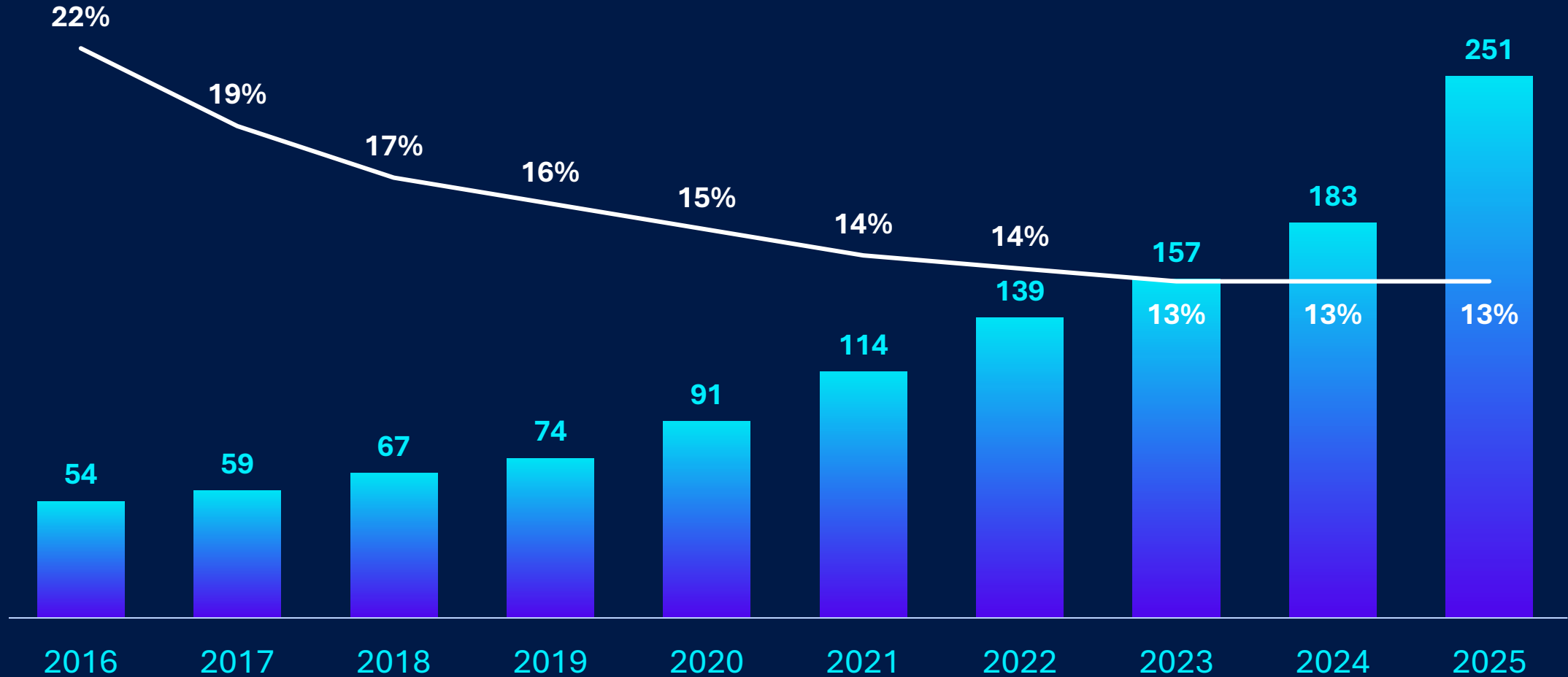


Source: Stockanalysis.com



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



Sophos: The security vendor trusted by Microsoft



300



3



1

Our Unique Status

- MISA Certified
- Microsoft Verified (1 of 3)
- Co-Pilot Integrated (1 of 1)



The Microsoft-Optimized Cyber Defense System



MOST COMPLETE



MOST PROFITABLE



MOST EFFECTIVE



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

89-second MTTR (AI)

12-minute MTTR

MISA Verified | Copilot



Maximize Microsoft Value



E3 to E5 cost uplift = **40 - 66%**
Low Partner Margins
E5 to increase 5% July 2026

SERVICES, RUNTIME
STORAGE & INTEGRATIONS
All in addition to E5 license

E3 to **gain features in 2026**

Anti-Phishing, Safe-Links, Safe
Attachments, URL Link Protection,
Advanced Threat Protection

E5 focused on **SOC & Co-Pilot**

EDR & XDR, Sentinel Integration,
Threat Hunting, Automation Builder,
Focused on MSFT environment



Sophos MDR = **Single License**
HIGH retained margins

Includes 365 days data retention
inc. FULL RAW MSFT Data =
Removing data capture penalties

Sophos BUILDS on E3 with 22,000
detectors & reduces complexity

Instant 247 SOC with unlimited
threat response from
experienced, certified teams

Inclusive Integrations for
MSFT Security CoPilot, PowerBI
& Microsoft Teams for SOC

Instant Access to
MSFT Playbooks, Fully Integrated
SIEM, Automation, Threat Intelligence

Keep or move customers BACK to E3
Customers gain more value from this combination
5:1 Cost Reduction Ratio v Microsoft SOC



EXPERIENCE

ACQUIRE – ATTACH - EXPAND

Acquire NEW Customers

Solve Commercial and Security Challenges and WIN NEW

Attach to Current MSFT Customers

Increase Margin and Security Outcomes in Your MSFT Base

Expand in Existing Sophos Base

Drive Expansion Opportunities working with Sophos

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**





Endpoint Innovation: From Protection to Prevention

Meet our speaker



Tom Walsh

Principal Product Manager

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
3rd party tests
for continuous
innovation

Gartner

17x Leader

Magic Quadrant for Endpoint
Protection

MITRE | ATT&CK[®]

100%

Detection coverage in MITRE
ATT&CK[®] Enterprise 2025
Evaluation (Round 7)

 **Grid[®] Reports**

Leader

MDR, Endpoint, Firewall,
XDR, and EDR

 **SE LABS**

AAA Rating

Enterprise Endpoint
Security

 **SE LABS**

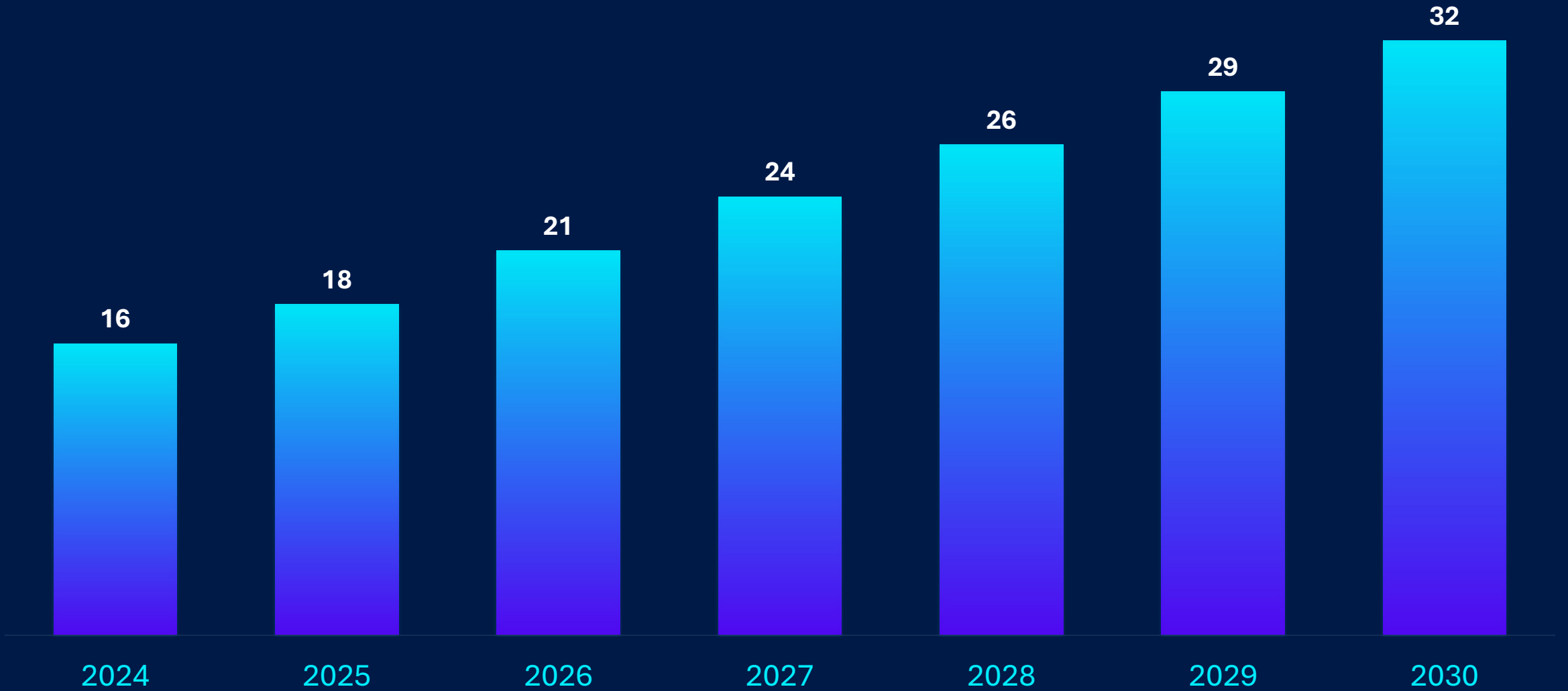
AAA Rating

Small Business
Endpoint Security



Endpoint Protection
Platforms

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**

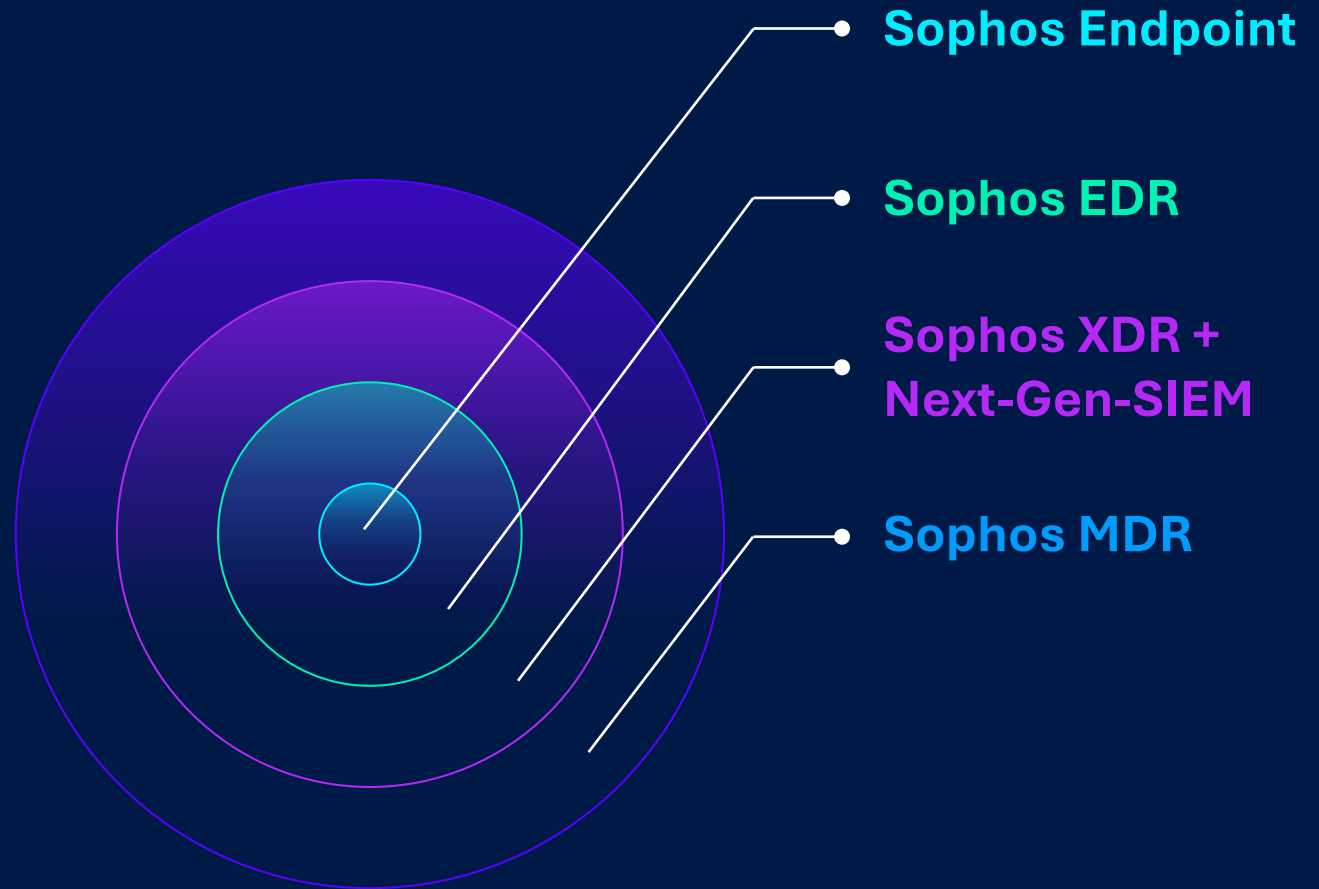


**PROTECTION AND
PERFORMANCE**



**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)



Managed Detection and Response Momentum

Name

Title, Company

Date

Meet our speakers



Sally Adam

VP, Product Marketing

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**



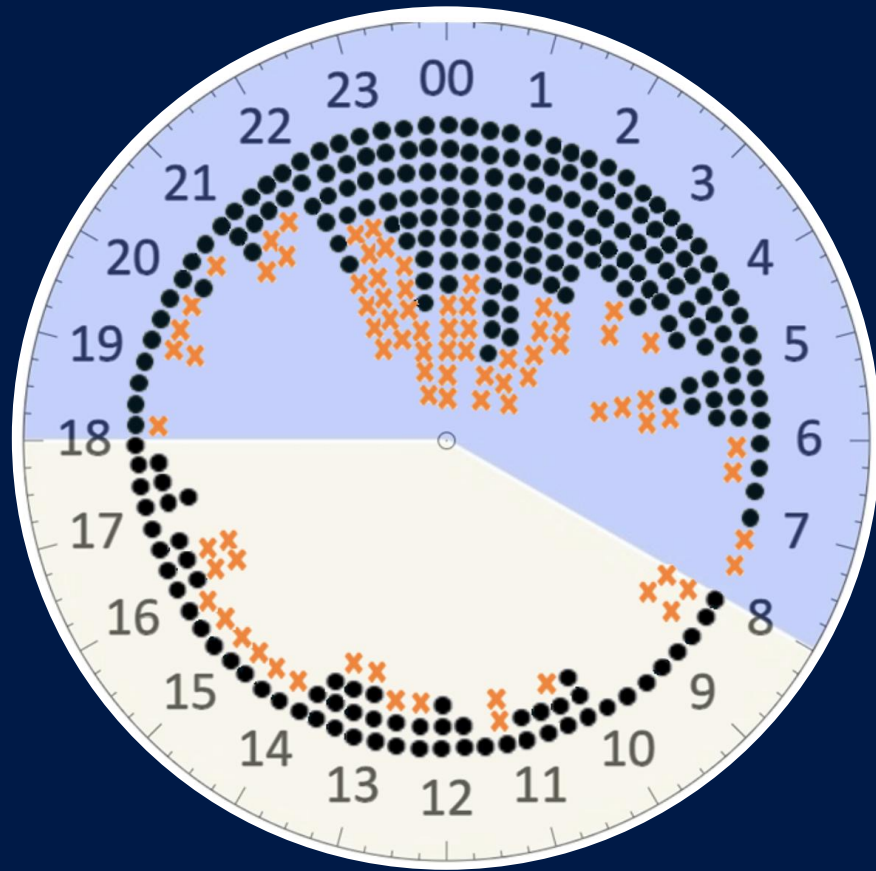
**POINT PRODUCTS
CAN'T KEEP UP**

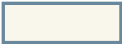


**CUSTOMERS ARE BUYING
OUTCOMES, NOT TOOLS**

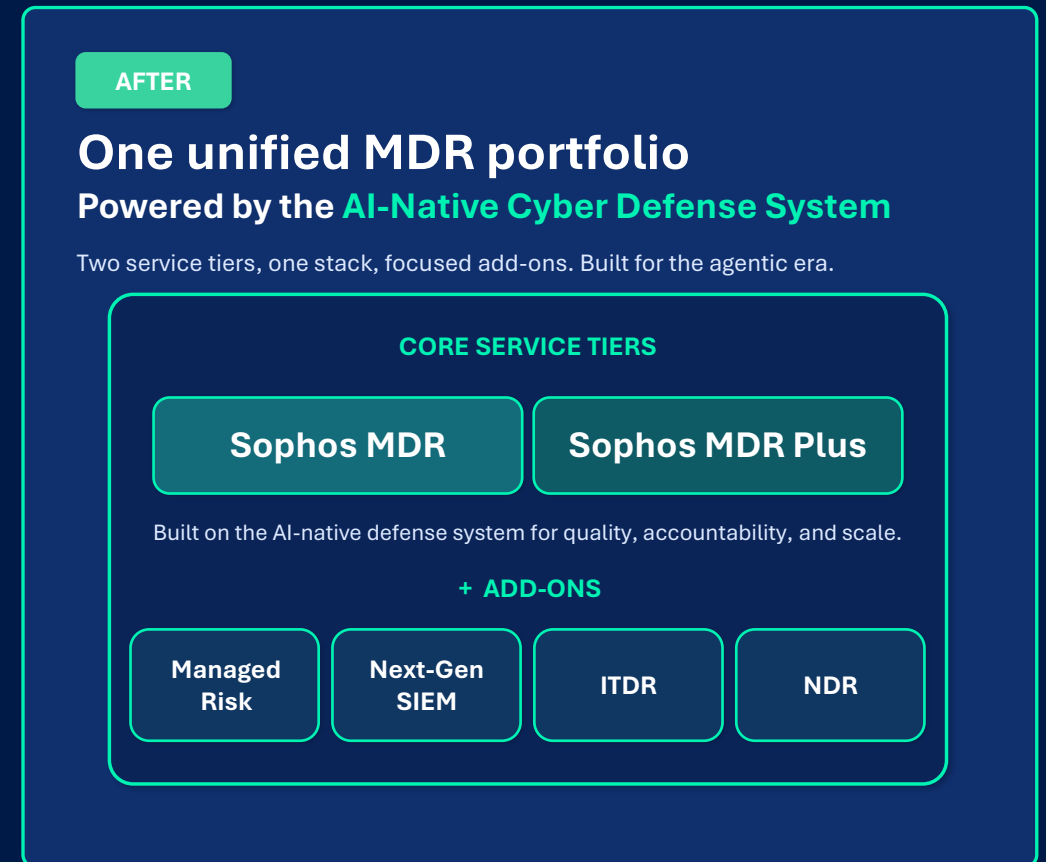
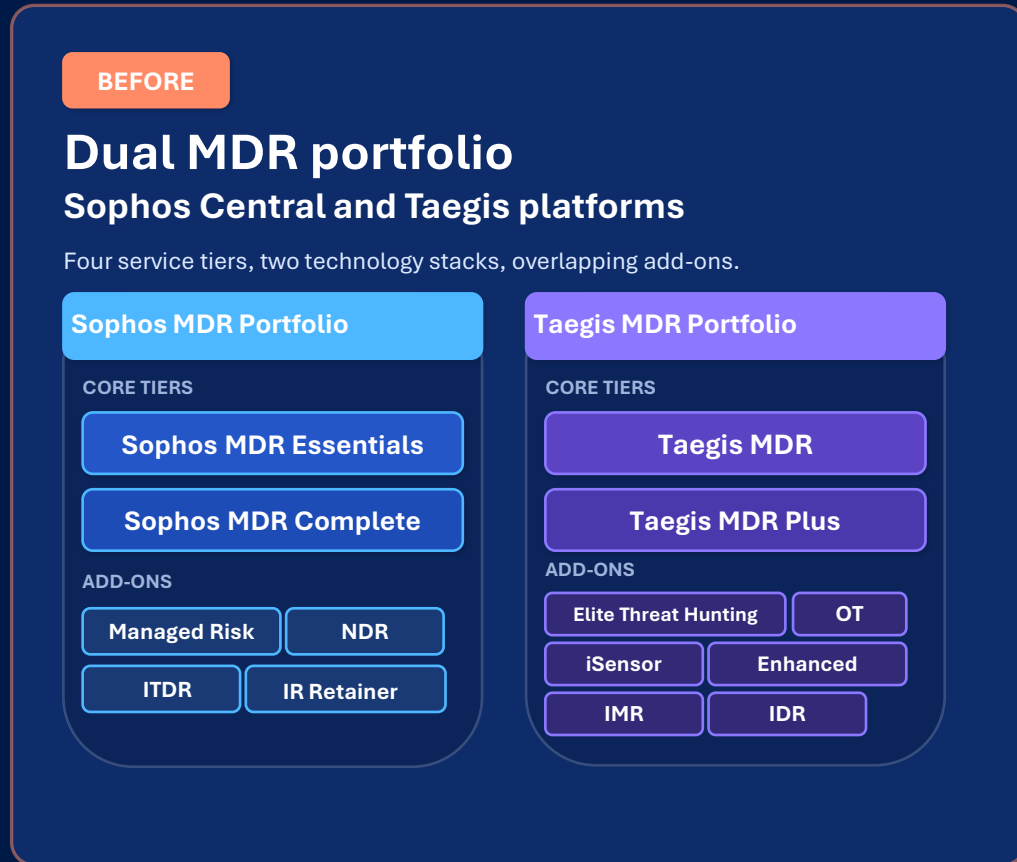
88% ransomware is deployed during non-business hours

Sophos 2026 Active Advisory Report

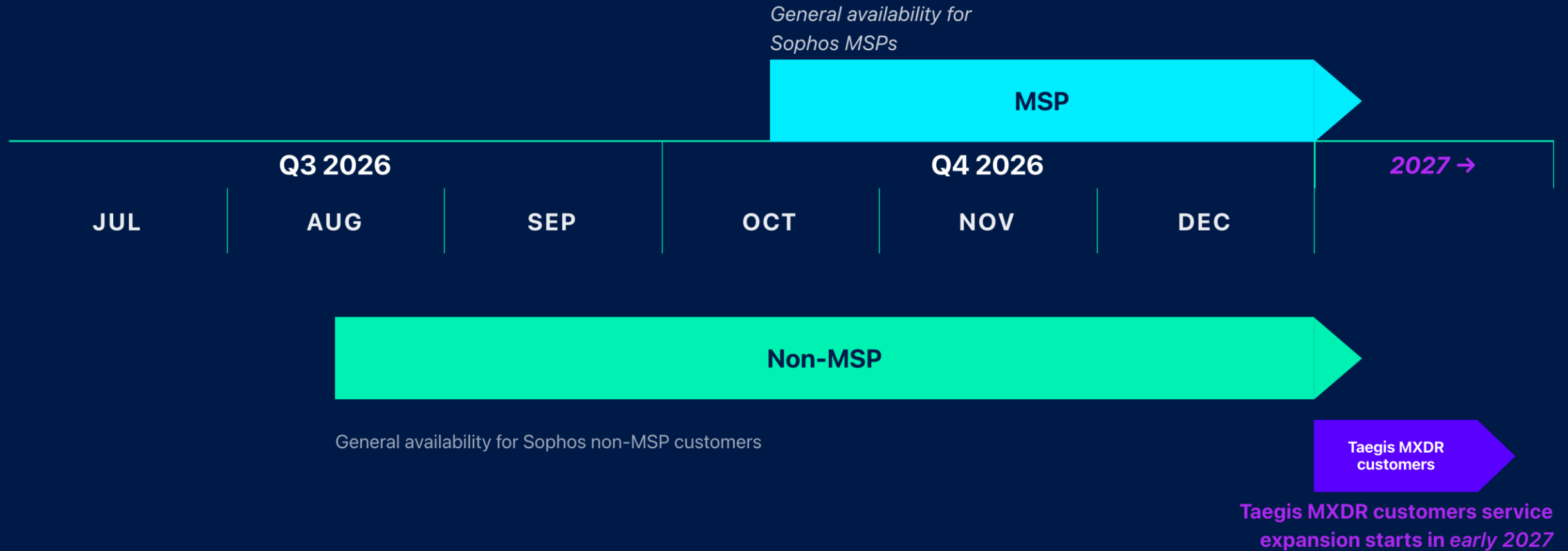


-  Business hours in target's time zone
-  Outside business hours in target's time zone
-  Weekday attack
-  Weekend attack

Simpler packaging. Sharper differentiation.



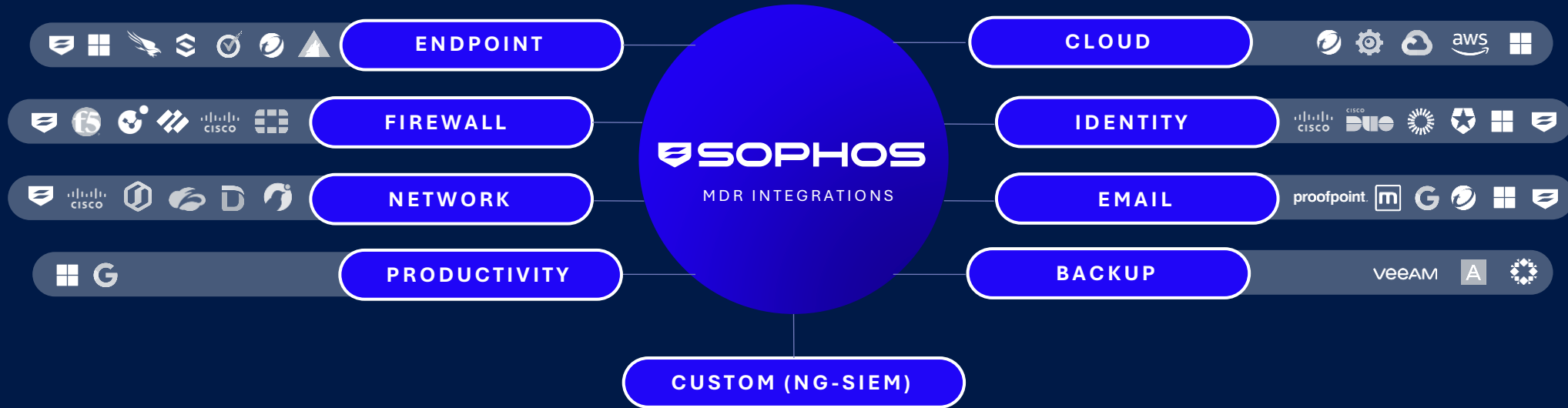
2026 Service Expansion Timeline



Disclaimer: Roadmap is informational only — not a contract. Timing and feature scope subject to change at Sophos' sole discretion.

**PARTNER
EXPERIENCE**
2026

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.

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

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.

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

ENTERPRISE

1000+ seats

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

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

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



Sophos Channel Strategy: Winning Together

GTM UPDATE

Jason Ellis – VP EMEA Channels

Thank you!



RECORD HIGH

Incredible 60,000 partner projects closed via deal reg in past 12 months



MARKET SHARE

Sophos MDR is the number 1 MDR solution in Europe, Middle East & Africa



RECORD YEAR

2025 saw record new customer wins thanks to our partners



NUMBER 1

Sophos MSP partners grew 26% and exceeds 3500 active partners

Partners drive every stage of the customer journey

2026
EMEA cybersecurity
opportunity

\$99.57bn  **+11.6%**

>90%

sold through and with partners



Services

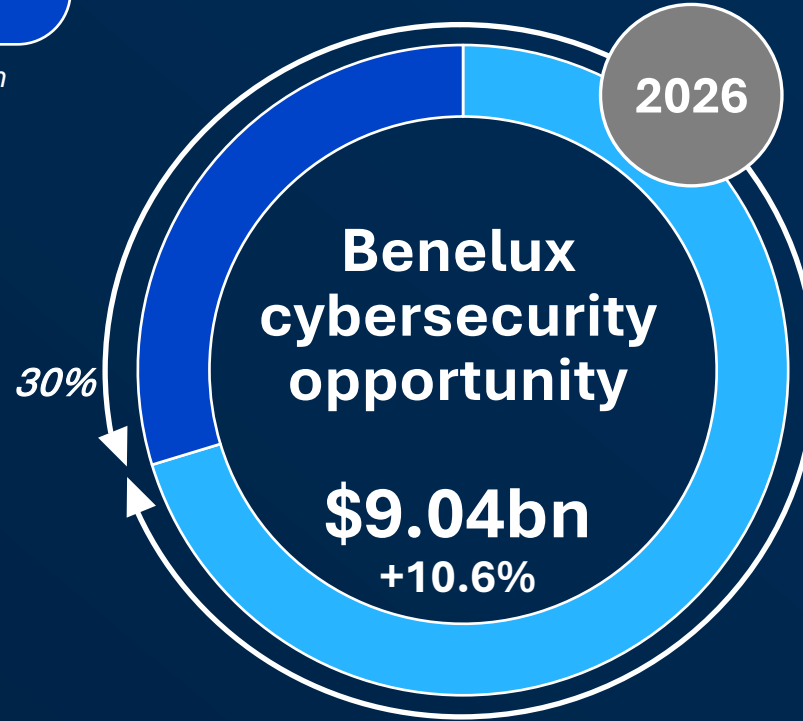
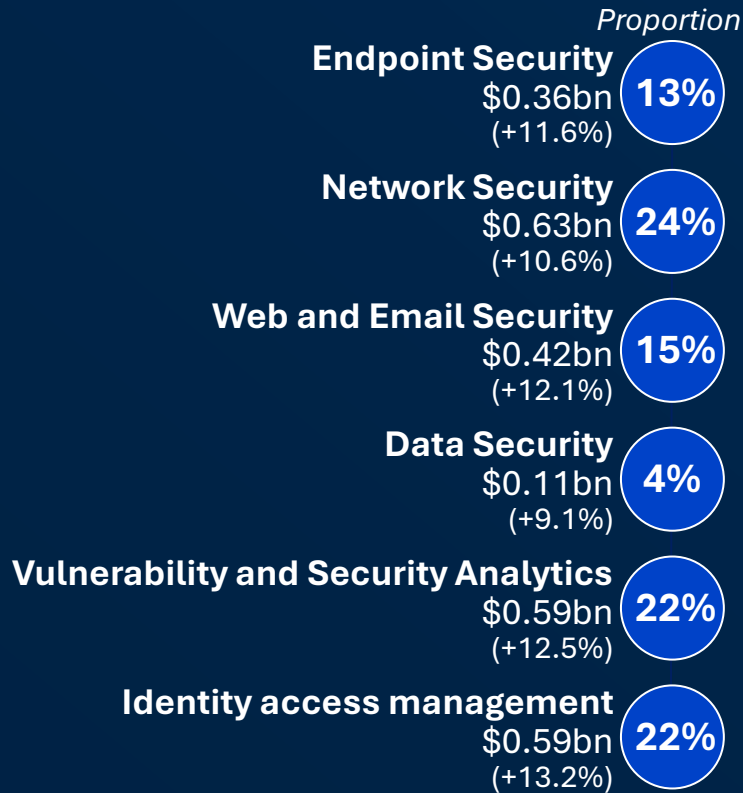
\$2.11

\$1.00

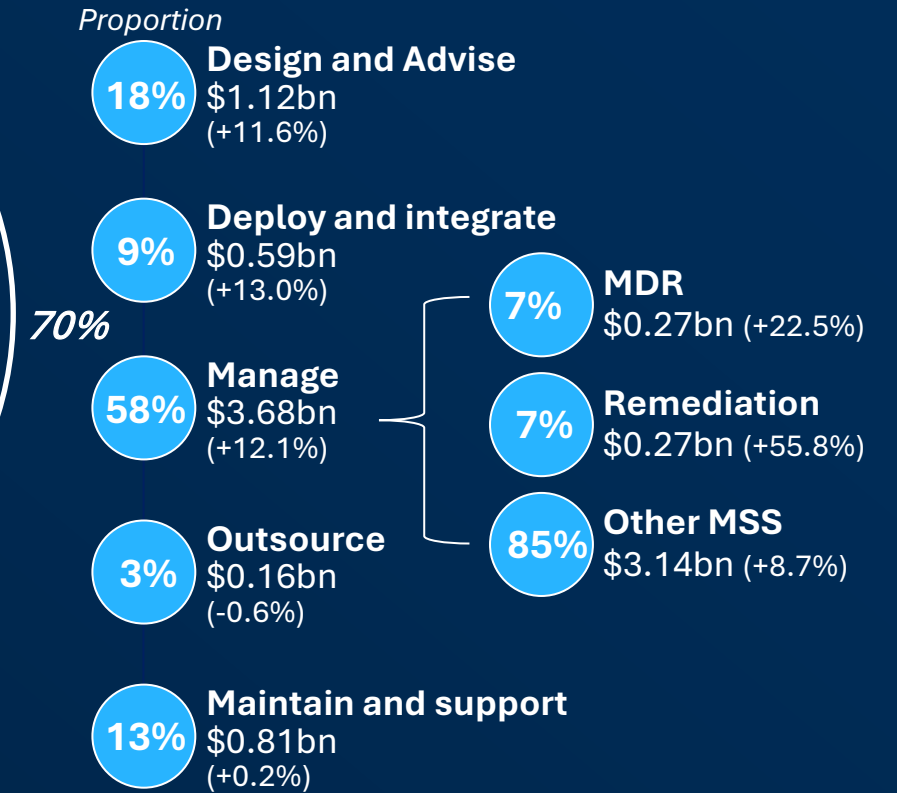
Technology

Benelux cybersecurity opportunity to reach \$9.04bn in 2026

TECHNOLOGY \$2.68bn (+11.9%)



SERVICES \$6.36bn (+10.1%)



Accelerate your growth with Sophos

PROFITABILITY

SERVICES

AI PARTNER AGENT

CAMPAIGNS

- Award winning partner program managing \$1B of projects
- **NEW:** Deal reg extended to all opportunities
- Extra 10% for new customer wins extended



- **NEW:** Teaming agreements available this quarter
- Defined engagement, long term protection



- Stand out with our new **Sophos Sales Professional certification**
- Check out “Win with Sophos” training series



- Earn \$\$ every time you sell Sophos !!
- We pay you for closing 5k+ Deal reg opportunities
- Terms apply





MSP & MSSP opportunity

SOPHOS FASTEST GROWING CHANNELS

Naveed Malik – EMEA MSP Leader

Accelerate your growth with Sophos

PROFITABILITY

SERVICES (MSP)

AI PARTNER AGENT

CAMPAIGNS

MSP

For Partners who deliver Sophos security as part of a managed IT service, protecting customers day-to-day with simple, flexible, usage-based billing. Best suited to MSPs managing security alongside broader IT services for SMB and Mid-Market customers.

- Sophos Central at the heart of MSP Efficiency
- Usage Based Aggregated Billing – aligns costs and revenue
- MDR Bundles for MSPs – differentiation and scale
- Integrates seamlessly with RMM & PSA systems

Manage \$6.84bn
(+10.9%)

Source: Omdia Cybersecurity
Ecosystems, 2026

More Choice. More Control.

One Powerful Sophos MSP Program.

MSP

Partnerships require valid Sophos reseller and MSP agreements

Partner-owned license entitlements

MSP FLEX

Deliver Sophos cybersecurity solutions on a flexible, usage-based model.



REQUIREMENTS

- Complete your sales certification (SC01)
- Get approval for monthly billings with Disti of choice
- Use PSA/RMM tools and provide Level 1 support to your managed customers

Consumption-based billing in arrears

MSP ELEVATE

Unlock exclusive MSP rewards: MDR bundles, 40% off hardware, free training, growth incentives and more.



REQUIREMENTS

- Meet the requirements of MSP Flex
- Minimum monthly spend of \$2,000 USD (or local currency equivalent)
- 12-month participation period

Accelerated discounts and benefits

Accelerate your growth with Sophos

PROFITABILITY

SERVICES (MSSP)

AI PARTNER AGENT

CAMPAIGNS

MSSP

For Partners provide security as a core, specialist service, delivering advanced threat detection and response such as MDR, often with 24/7 monitoring and security operations.

- Scale without building a platform
- Build MDR/XDR services faster (MTTR)
- Deliver outcomes, not just alerts
- Drive operational efficiency and resilience
- **NEW:** Certified Training available

\$5.92bn (+7.8%)

Source: Omdia Cybersecurity Ecosystems, 2026



Making it easier to sell Sophos

NEW AI TOOLS

Accelerate your growth with Sophos

PROFITABILITY

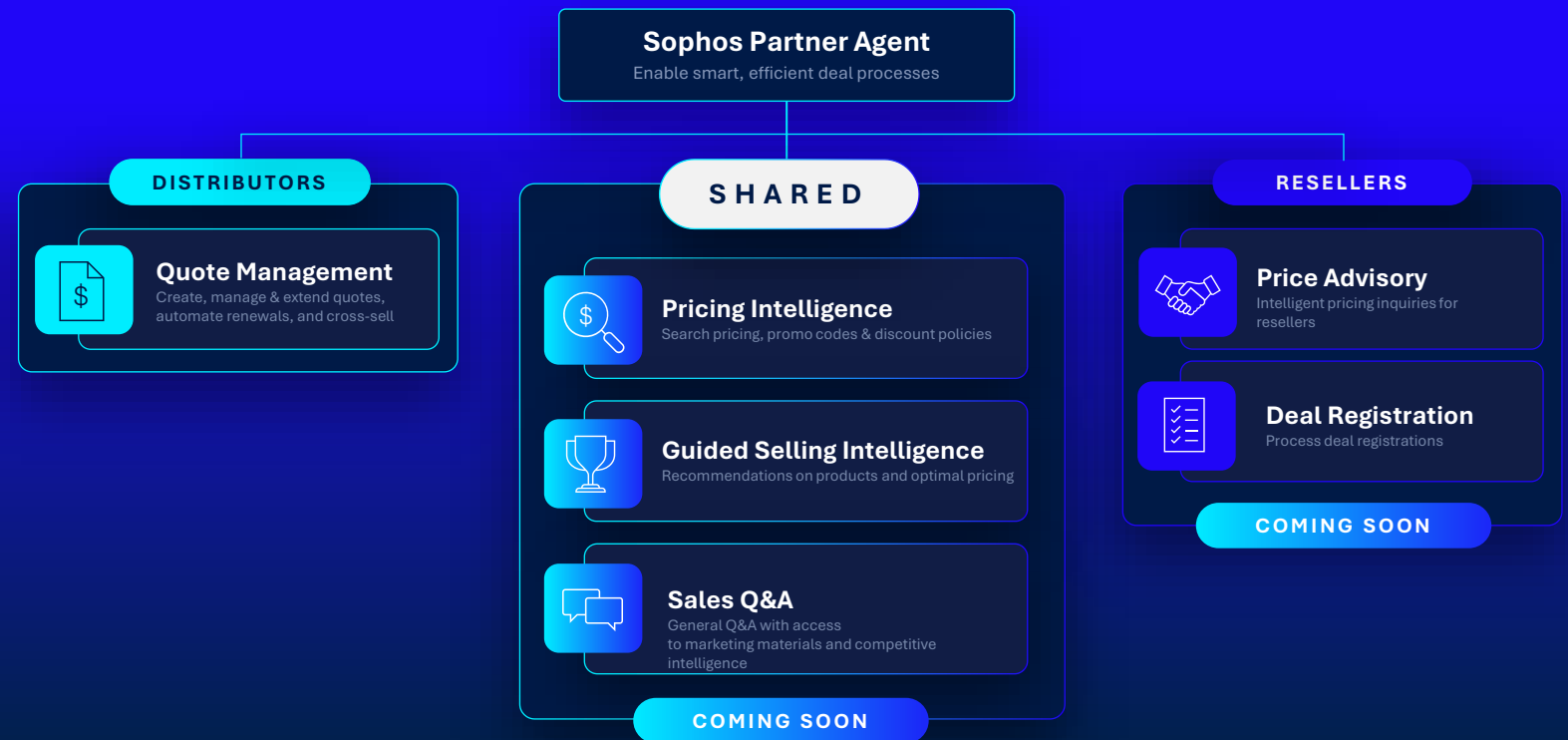
SERVICES (MSP)

AI PARTNER AGENT

CAMPAIGNS

Introducing the Sophos Partner Agent

A unified AI-powered experience to simplify and accelerate partner deal workflows





What's Next

Expanding capabilities to drive even greater partner impact

AVAILABLE NOW

Distributors:

- Quote management (renew, upgrades & cross-sell)
- Pricing intelligence

COMING SOON IN H1

All Partners:

- Guided Selling
- Sales Q&A
- Price Intelligence
- Access directly within your Microsoft Teams environment

Distributors:

- Expanded quote management capabilities (new, amend & extend)

Resellers:

- Price Advisory
- Deal Registration

This is just the beginning of a **smarter, more connected** partner experience.

Accelerate your growth with Sophos

PROFITABILITY

SERVICES

AI PARTNER AGENT

CAMPAIGNS



Sophos + Microsoft
Stronger Together



Sophos Endpoint
Prevention First



Neutralize Cyber
Threats 24/7



Firewall
Displacement "Secure
by Design"

- Purpose built marketing campaigns from execution to pipeline
- Awareness – Consideration - Decision
- Speak to your Marketing / Account Manager or Distributor for details

 SOPHOS

PARTNER 2026
EXPERIENCE

Follow & Tag **@Sophos Partners**
on LinkedIn for a chance to win!

Share a post by **3:00pm** answering one
of these three questions:

- 1** What's this year's Partner Experience highlight for you?
- 2** What are you looking forward to the most with Sophos this year?
- 3** Which Sophos product update are you most excited about?



Content Hub

To Develop Your Business



Partner Feedback Form

Your Insights Are Essential



Co-marketing Materials and Campaigns

Turn Roadshow Insights Into Revenue



Support and Slide Decks

Explore And Revisit The Presentations And Resources From The Event





PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



MSP PARTNER OF THE YEAR

PARTNER AWARDS

*PARTNER 2026
EXPERIENCE*



MSP PARTNER OF THE YEAR

SYSTEMEC

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



**MDR PARTNER
OF THE YEAR, NETHERLANDS**

PARTNER AWARDS

**PARTNER²⁰²⁶
EXPERIENCE**



MDR PARTNER OF THE YEAR

NETSTREAM

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



MDR PARTNER *OF THE YEAR, BELGIUM*

PARTNER AWARDS

PARTNER 2026
EXPERIENCE



MDR PARTNER OF THE YEAR

CIPAL SCHAUBROEK

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



DISTRIBUTION

PARTNER OF THE YEAR, NETHERLANDS

PARTNER AWARDS

PARTNER 2026
EXPERIENCE



DISTRIBUTION PARTNER OF THE YEAR

INFINIGATE

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



DISTRIBUTION

PARTNER OF THE YEAR, BELGIUM

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



DISTRIBUTION PARTNER OF THE YEAR

KAPPA DATA

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



PARTNER
OF THE YEAR, NETHERLANDS

PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



PARTNER OF THE YEAR

ARAGORN

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



PARTNER
OF THE YEAR, BELGIUM

PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE



PARTNER OF THE YEAR

IXT

PARTNER AWARDS

*PARTNER²⁰²⁶
EXPERIENCE*



PARTNER ***AWARDS***

PARTNER 2026
EXPERIENCE

 SOPHOS

PARTNER 2026
EXPERIENCE

