

Welcome on Stage!



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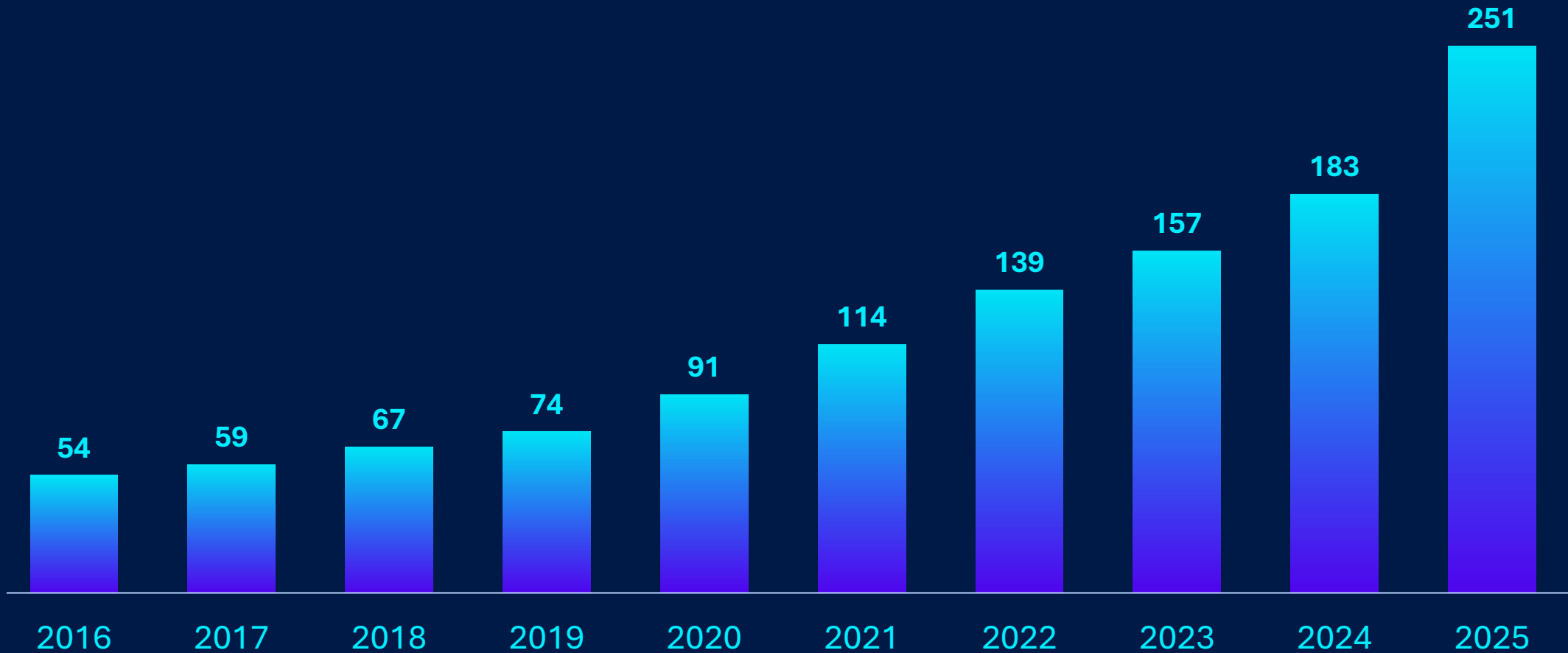
Stronger Together: Microsoft Ecosystem Play

Milano

May 26th, 2026

MICROSOFT COMMERCIAL REVENUE

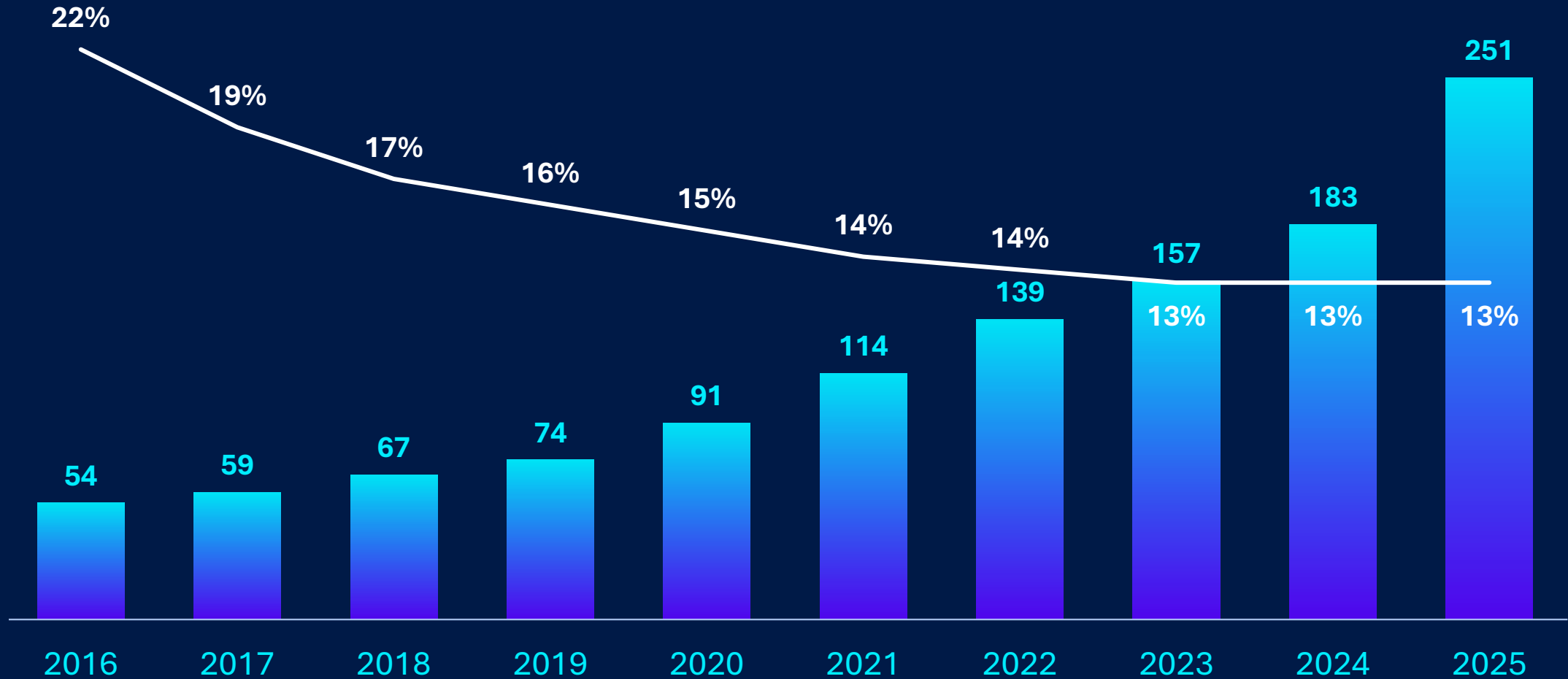
365% growth in the last decade



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



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Microsoft Intelligent
Security Association



Microsoft Verified
SMB Solution

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**

