

 SOPHOS

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



**Go to Market update**

# Thank you!



## RECORD HIGH

Project growth > 30%  
High Billings Ever  
Record Pipeline



## MARKET SHARE

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



## RECORD YEAR

2025 saw record  
new customer wins  
thanks to our  
partners



## NUMBER 1

Sophos MSP  
partners grew 26%  
outpacing the  
market rate of 10%

# Partners drive every stage of the customer journey

**2026**  
**EMEA cybersecurity**  
**opportunity**

**\$99.57bn**  **+11.6%**

**>90%**

**sold through and with partners**



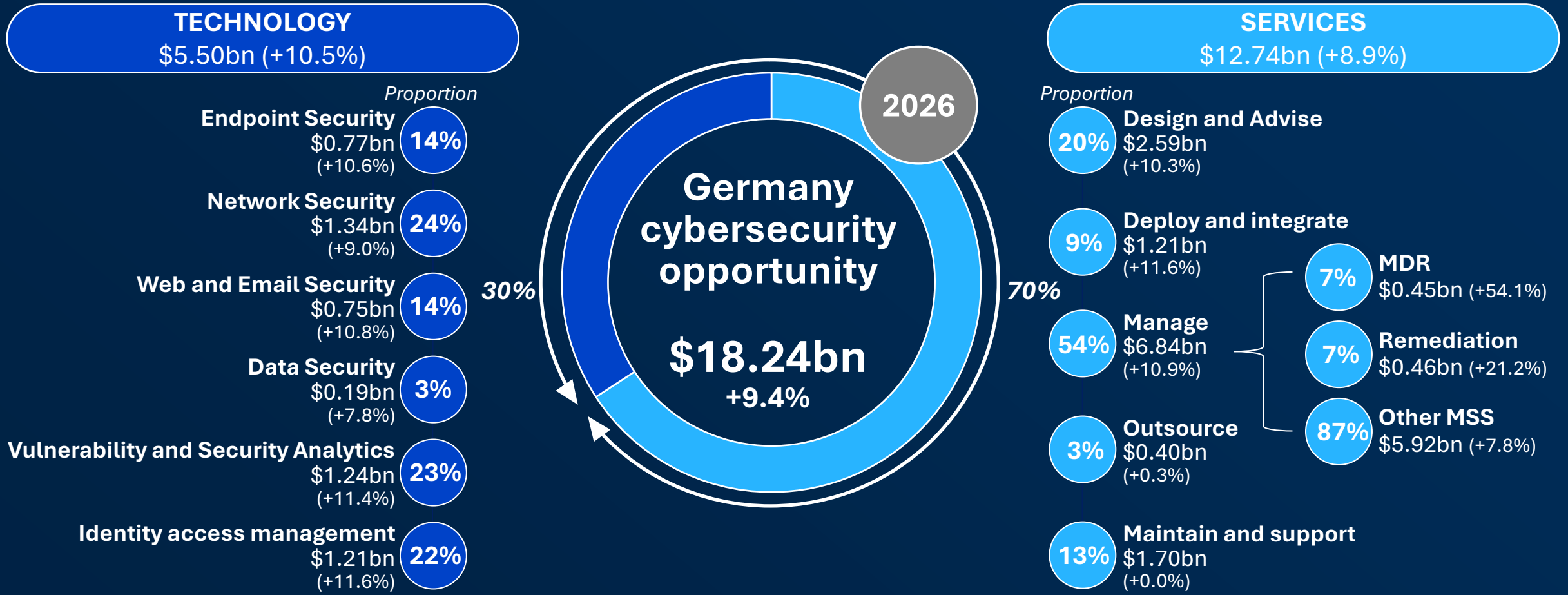
**Services**

**\$2.11**

**\$1.00**

**Technology**

# Germany opportunity to reach \$18.24bn in 2026



Source: Omdia Cybersecurity Ecosystems, 2026

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# Accelerate your growth with Sophos

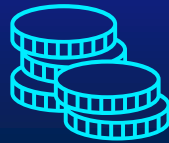
## PROFITABILITY

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



# 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

# Accelerate your growth with Sophos

PROFITABILITY

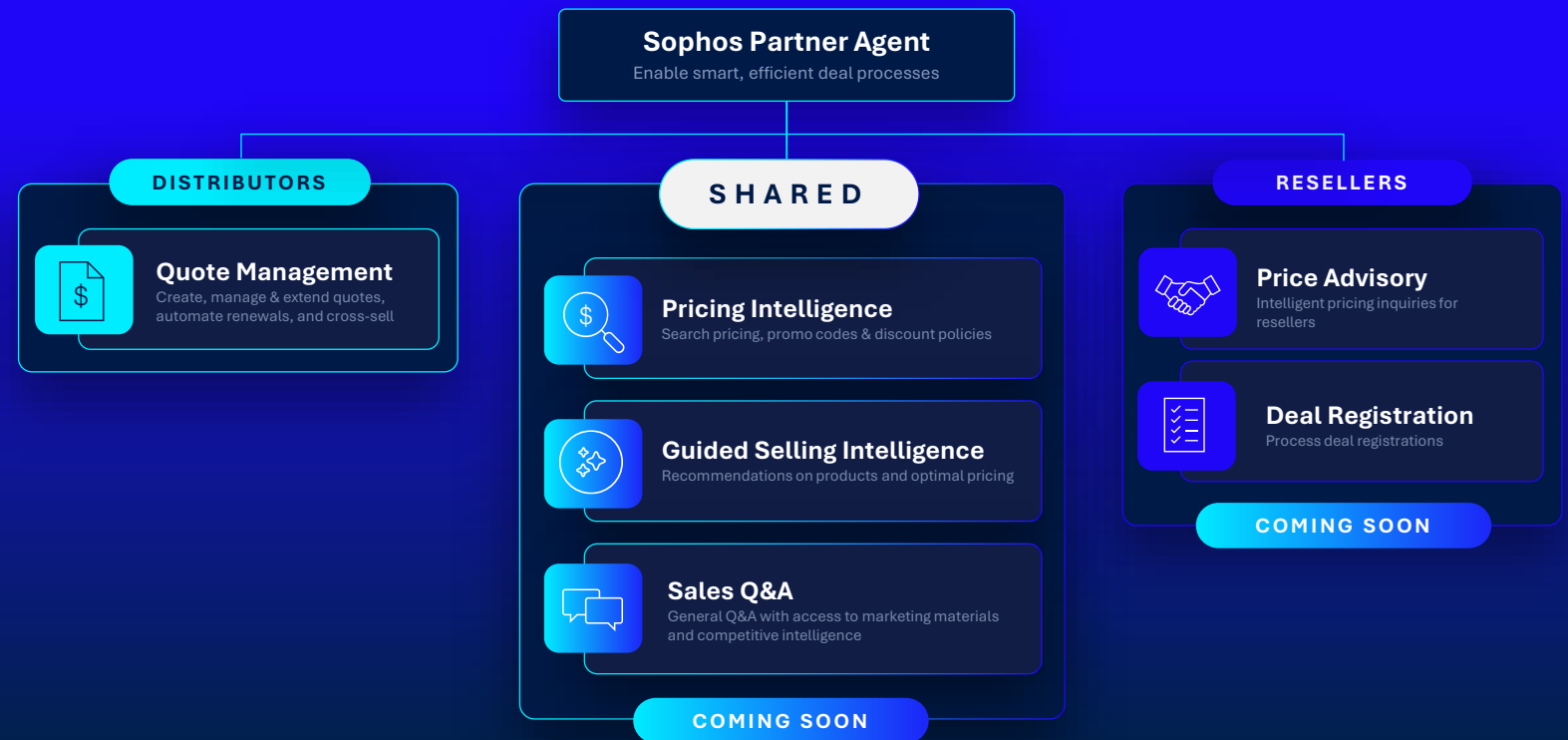
SERVICES (MSP)

AI PARTNER AGENT

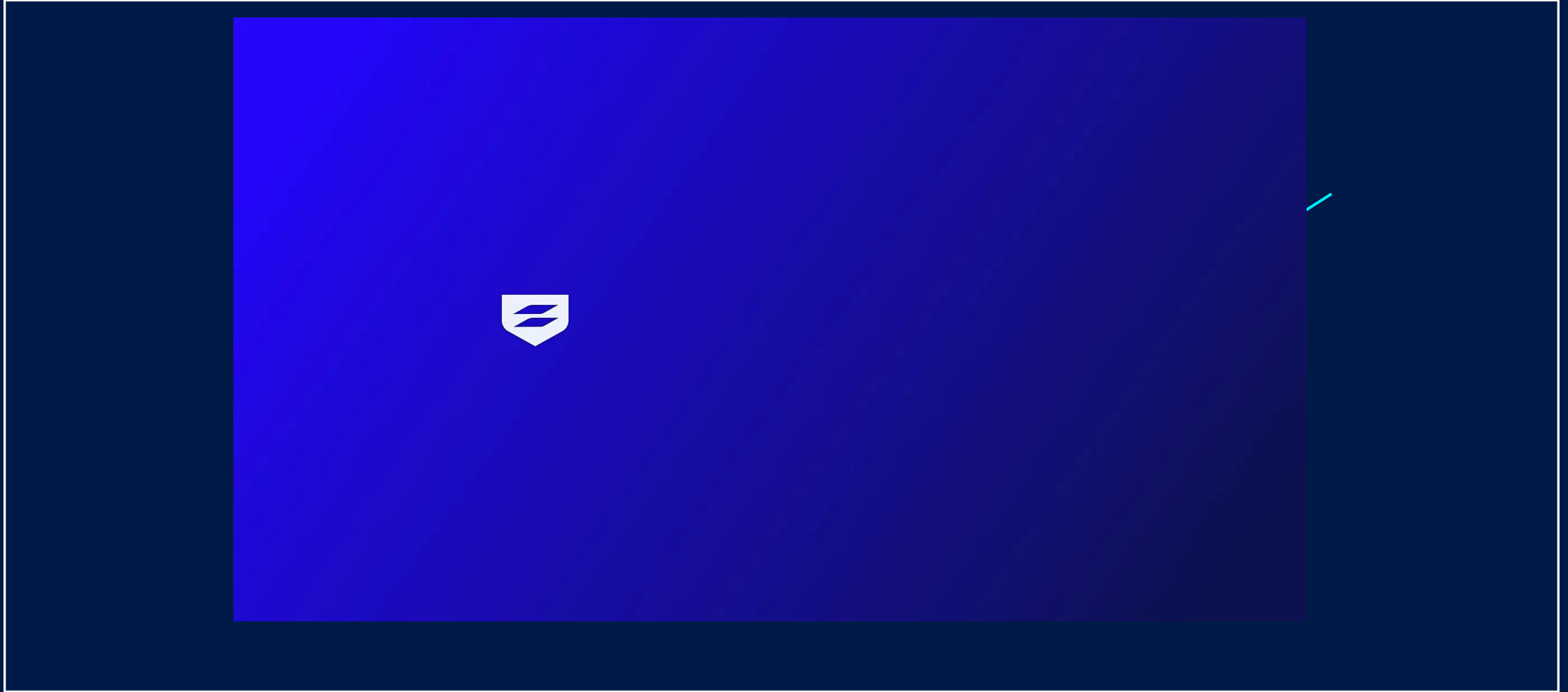
CAMPAIGNS

## Introducing the Sophos Partner Agent

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



# Sophos Partner Agent



# 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  
Prevention First



Neutralize Cyber  
Threats 24/7



Firewall  
Displacement

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

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