

Welcome on Stage!



Marco Finocchi

Manager Channel Sales
Sophos Italy

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 & Africa



RECORD YEAR

2025 saw record new customer wins thanks to our partners (90%)



NUMBER 1

Sophos MSP partners grew 26% and exceeds 3500 active partners

Thank you!



CHANNEL EVENTS

148 EVENTS delivered
via Channel Partners
and Distributors



CERTIFICATIONS

+700 SALES
CERTIFICATIONS on
ITDR and Workspace
last 3 months



MDF \$\$\$

+200K\$ Co-MKTG
FUNDS



REBATE \$\$\$

300K\$ paid to our
Partners

Partners drive every stage of the customer journey

2026
EMEA cybersecurity
opportunity

\$99.57bn  **+11.6%**

>90%

sold through and with partners

Advise and design

12%

Sell technology

32%

Deploy and integrate

7%

Maintain and support

10%

Manage and outsource

39%

Services

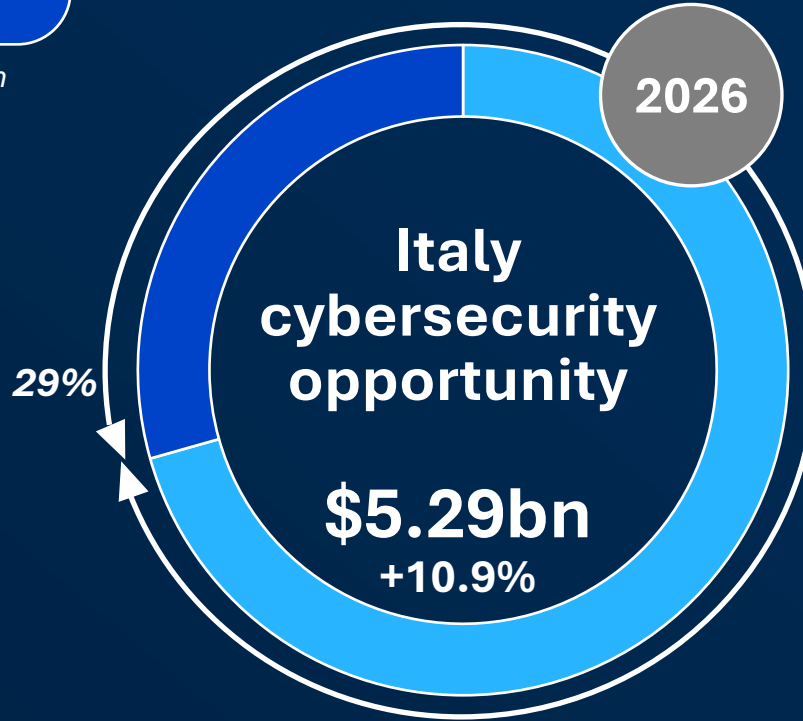
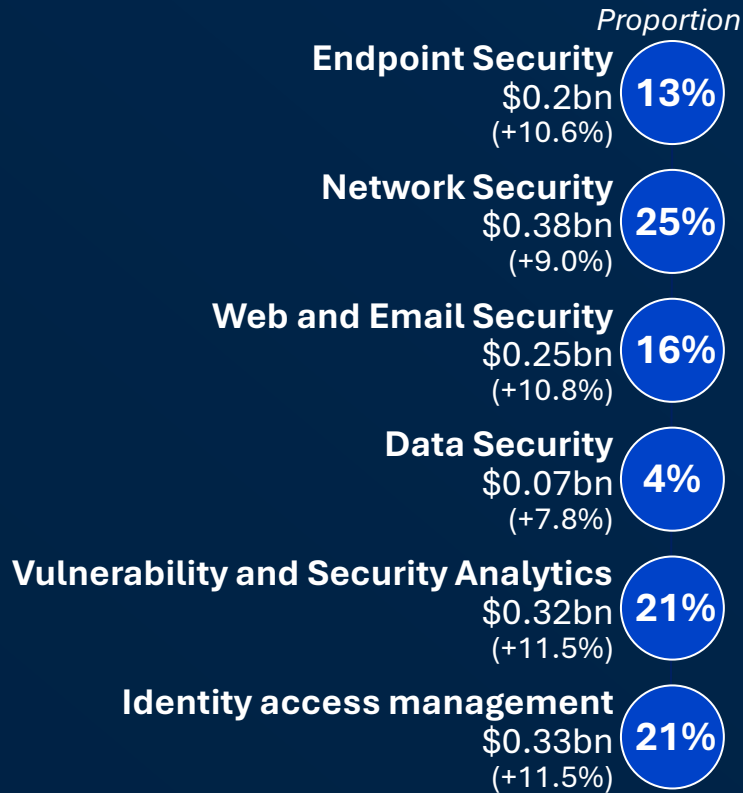
\$2.11

\$1.00

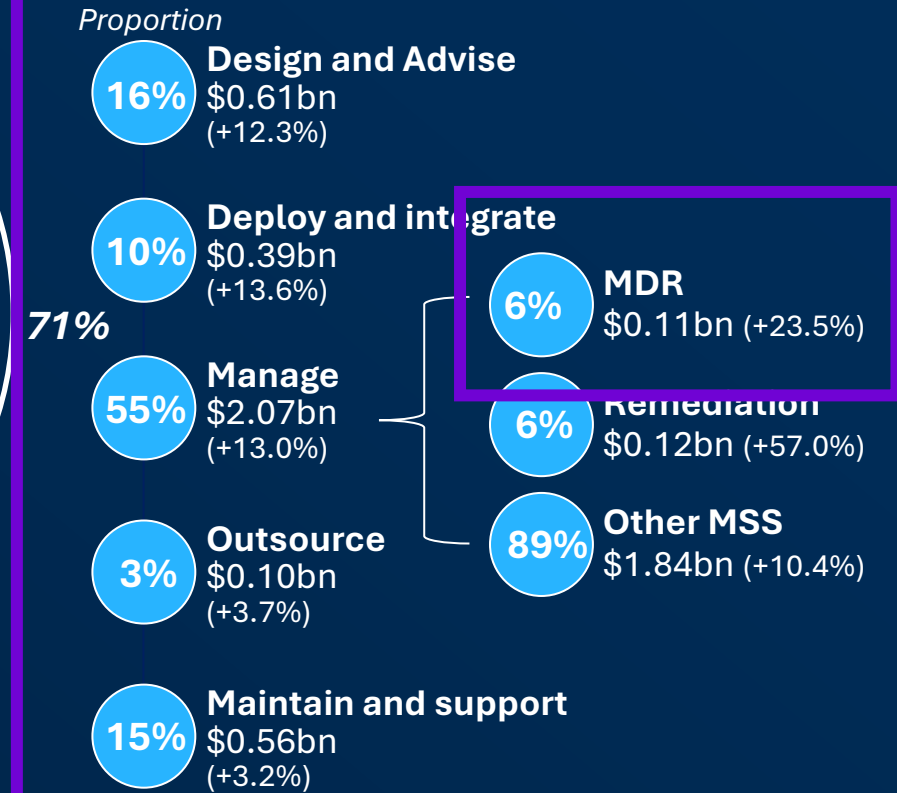
Technology

Italy cybersecurity opportunity to reach \$5.29bn in 2026

TECHNOLOGY \$1.55bn (+10.5%)



SERVICES \$3.73bn (+11.1%)



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 (Italy July 1st)
- 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

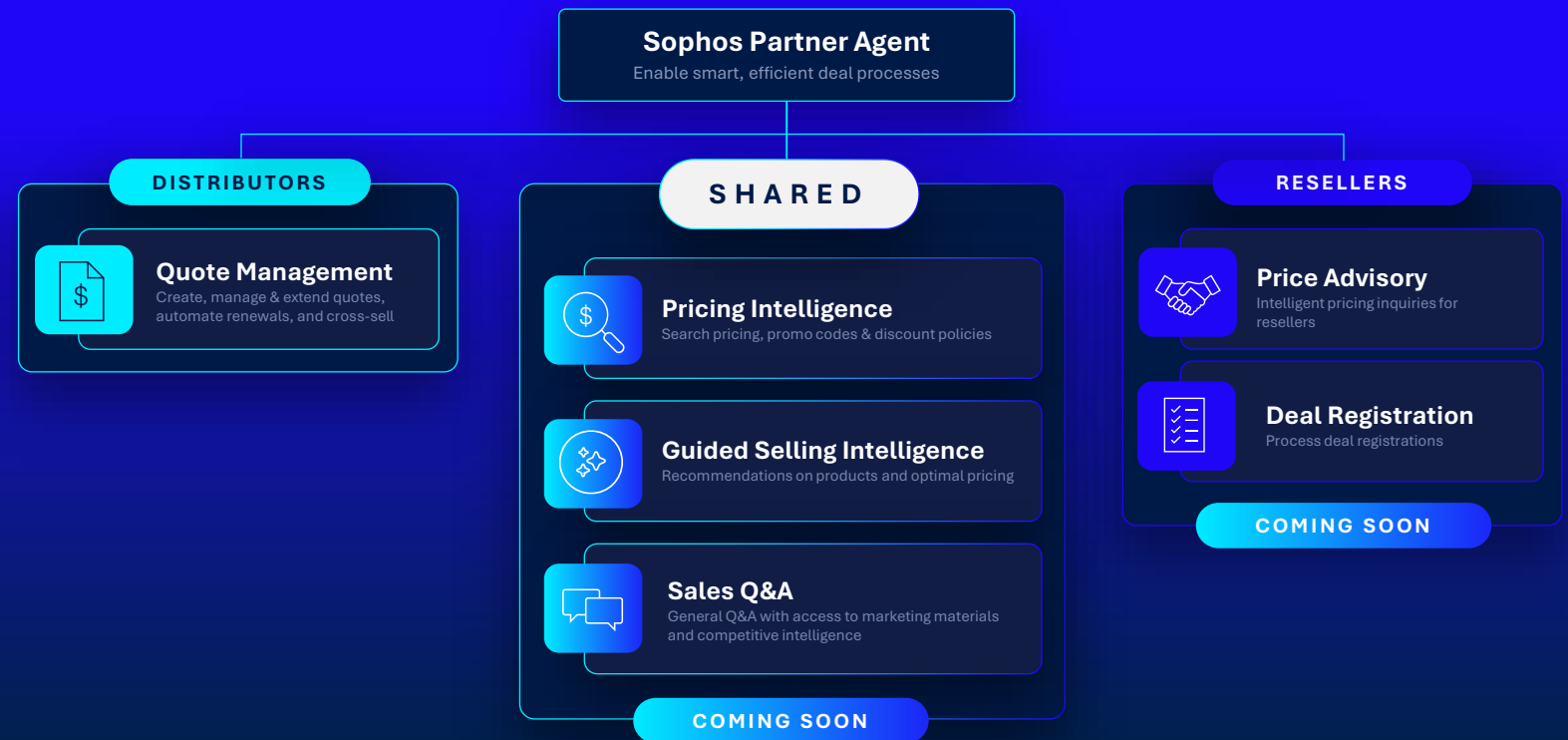
SERVICES (MSP)

AI PARTNER AGENT

CAMPAIGNS

Introducing the Sophos Partner Agent

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



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 Account Manager or Distributor for details

The New AI-Powered Sophos Academy

Launching Early June 2026 • A Smarter Way for Partners to Learn and Grow

What's New

- **AI-personalized learning paths** tailored to each partner's role and goals
- **Faster, more intuitive search** to find courses quickly
- **Role-based training** aligned to sales, technical and certification needs
- Built to help partners **build skills, stay current, and sell more**

What This Means for You

- **Position Sophos Academy** as the go-to destination for your sales and tech enablement and certification
- **Guide people** to role-based learning paths aligned to sales, technical, and certification needs
- **Use Sophos Academy** to support customer conversations focused on faster time-to-revenue and growth

Call to Action

- **Direct your team** to the Partner Portal to access the new Sophos Academy after the go-live
- **Use it in day-to-day customer visit** to support competition analysis, positioning and sell more



Your FY27 Growth Playbook

Our commitment: every program is built to help you win more, faster.

0 1

Adopt

Activate the Sophos Partner Agent and new self-serve quoting across your team.

Cut quoting time by 70%+

0 2

Enable

Bring your sellers and SEs into the new academy paths and certification tracks.

Accelerate time-to-competency with AI-personalized learning.

0 3

Expand

Lean into MSP Elevate, SPIFFs & deal registration to capture the full value of FY27.

Maximize margins with industry-leading economics and deal protection

Three moves. One outcome: faster growth.

 SOPHOS

PARTNER 2026
EXPERIENCE