

 SOPHOS

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



# Sophos Plattform, Tools und Partner Programm

# Agenda

1. **Sophos Central Plattform**
2. **Partner Portal**
3. **Central Partner Dashboard**
4. **Partner und NFR Programm**

# SOPHOS CENTRAL PLATFORM

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

## DATA LAKE



**AI-ASSISTED & AGENTIC WORKFLOWS**

# SOPHOS CENTRAL PLATFORM

Bereitstellung durch Sophos

## MANAGED SERVICES

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**AI-ASSISTED & AGENTIC WORKFLOWS**

# Flexible Gestaltung – Partner Services

## Partner Managed Services

- Partner SOC (Basis XDR)
- Managed Firewall
- Managed Security Services  
(Monitoring, Partner Playbooks, SALs)

## Partner on-demand Services

- Advisory Services
- Tabletop Services
- Incident Response
- Security Assessments
- Incident Readiness & Security Testing

## Sophos Central

Security Operations Platform (XDR, NDR, ITDR, etc.)

# Kostenfreie Advisory Tools

## INCIDENT RESPONSE

### Incident Response Planner

Developed based on NIST and CISA guidelines, this planner helps you define critical contacts, build your incident response team, and use playbooks for effective crisis management.

### Incident Classification

The Incident Classification leverages the National Cyber Incident Scoring System (NCISS) framework to assess severity, prioritizing incidents based on impact, disruption, unauthorized access, and data compromise for consistent response.

## ASSESSMENTS

### CIS 8.1 Assessment

Evaluate your organization's cybersecurity posture with a comprehensive assessment aligned to CIS Controls version 8.1, highlighting strengths, weaknesses, and opportunities to enhance your security program.

### NIST Cybersecurity Assessment

Evaluate your organization's cybersecurity readiness with a detailed assessment aligned to NIST standards, identifying gaps and areas for improvement.

### NIS2 Directive Assessment

Measure your compliance and maturity against the NIS 2 Directive to strengthen resilience and meet regulatory requirements.

### NCSC Cyber Assessment Framework

Ready to validate your organization's cyber resilience? This guide will help you understand and apply the NCSC CAF (Cyber Assessment Framework) Version 4.0 principles to effectively manage security risk and maintain essential functions.

### ASD Essential Eight

The Essential Eight is a prioritised list of mitigation strategies developed by the Australian Signals Directorate (ASD) to help organisations protect themselves against cyber threats.

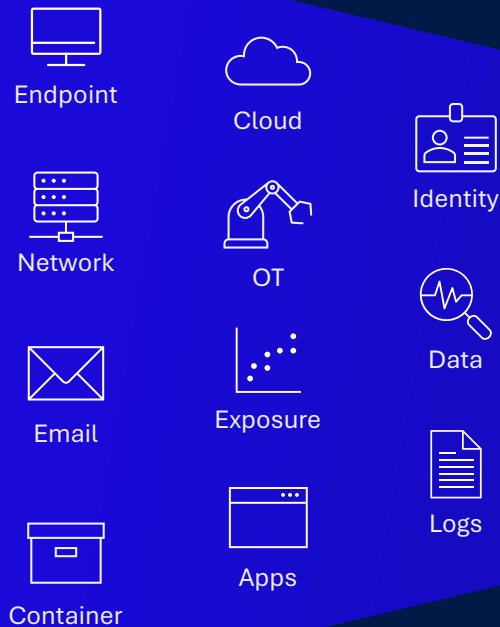
## Tabletop-Übungen für Ihre Cybersecurity

Best Practices für Tabletop-Übungen zur Vorbereitung Ihres Unternehmens auf Cyberangriffe

# Zentrale Plattform für Security Operations

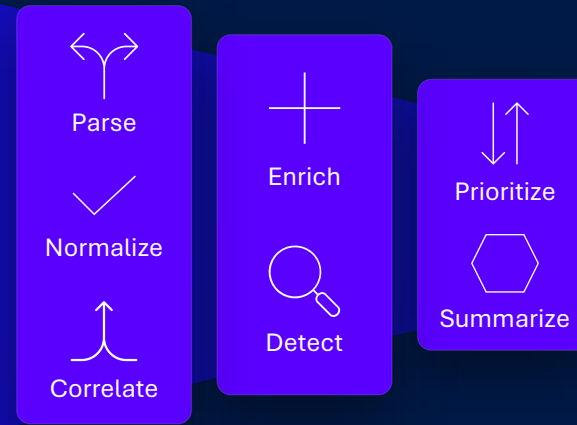
## Datenerfassung

350+ Integrationen



## Erkennung und Korrelation

223 terabytes; 34M tägliche Erkennungen



## Untersuchung & Reaktion

1,100+ Untersuchungen; 230+ gestoppte Attacken



**Sophos X-Ops**  
**inkl. Sophos CTU** <sup>TM</sup>

Threat Graph – 40B Data Points

# Partner Portal

# Auf einen Blick



**Sales Materialien  
und  
Know-How**



**Deal  
Registrierung**



**Quote  
Erstellung und  
Preiskalkulation**



**Opportunity und  
Renewal  
Management**

**Stay Compliant. Secure Your Margins.**

Make sure to meet all revenue and certification requirements until March 31, 2026.

[Find out more](#)

**Partner-Benutzer**

Ihre Rolle: Full access  
Portal-Admins suchen

**Partner-Account**

Partner-Level: Sophos Platinum Partner  
Bevorzugten Distributor wählen

**Channel Support**

Sales Germany  
Sophos Partner Care

# Willkommen im Sophos Partner-Portal

Hier erhalten Sie die Expertise, Tools und Ressourcen, um schneller zu wachsen, intelligenter zu verkaufen und bessere Cybersecurity-Ergebnisse zu erzielen.

[Tour durchs Portal](#)

[Sophos Central Verwaltung](#)

## Schnellzugriff

-  [Benutzerverwaltung](#) 
-  [Preise und Angebote](#) 
-  [Opportunity & Device Manager](#) 
-  [Neuen Deal registrieren](#) 
-  [Preisanfrage erstellen](#) 
-  [Leads](#) 

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-  Preisanfrage erstellen 
-  Leads 

# Central Partner Dashboard

# Dashboard

See a snapshot of your customers

Manage Dashboards

PINNED

Partner overview

## Alerts - For My Managed Customers

[View All Alerts](#)

122

High Alerts

73

Medium Alerts

41

Info Alerts

## Usage For My Monthly Customers

[Edit Details](#)

1

Sophos End...

28

Sophos XDR...

3

Sophos XDR...

10

Increase Da...

1

Central Fire...

3

Support for ...

4

Support for ...

2

Support for ...

32 Monthly Customers

## Sophos Central

License Management

## Sophos Central - Firewalls





Customers

Customers

Licenses

Managed customer usage

Trial licenses

Sophos Central

Easily manage your Sophos Central

0

Near Expiration

Show licenses for the last

Name

DACH iPad Master

DACH iPad Master

DACH iPad Master

SOPHOS CENTRAL

My customers

Firewalls

SOPHOS PARTNER PORTAL

Marketing & training

Pricing

MY CUSTOMERS

Customers

Licenses

Managed customer usage

Trial licenses

67

All Licenses

Export to CSV

Search

Start Date

End

Support for AP6 840E

LN1000155803

Enterprise

02/13/2024

0:

Central Firewall Reporting

L0010910824

Enterprise

01/17/2023

0:

Phish Threat

D544158640

Enterprise

04/16/2023

0:

- Customers
- Licenses
- Managed customer usage
- Trial licenses

### Sophos Central Customers

View your Sophos Central customers

Customer Details Delete Scheduled Unlink

Show my protection only

Show customers active in last 30 days Show All Customers

Search

Name & Details	Managing	# Groups	Region	Central Identity Integration Pack	Server Protection	Support for CS1010-8FP switches	Central Email Integration Pack	Central Portal Encryption Add-on for Email Advanced	Support for AP6 420	Identity Threat Detection and Response	Email Advanced	Phish Threat	Enduser Protection
? L33T Services	No	0									🕒	🕒	
DACH iPad Master	No	1	Germany	✓		✓	✓	✓		✓	✓	✓	
Hauser GmbH	Yes	0	Germany						✓				
JABA MSP	Yes	0	Germany										
LUCH Partner MSP	Yes	0	Germany										
MAJE Sophos	Yes	0	Germany										
MALU Sophos	Yes	0	Germany										
MALU Test Customer	Yes	0	Germany										
Marcel Strunk NUC	No	1	Germany	✓		✓	✓	✓	✓	✓	✓	✓	✓
MAST Post BST MSP	Yes	0	Germany										

1 - 71 of 71 customers

<< < 1 > >>

- Customers
- Licenses
- Managed customer usage
- Trial licenses

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? L33T Services	No	0											
DACH iPad Master	No	1	Germany	✓	€	✓	✓	✓	€	✓	✓	✓	€
Hauser GmbH	Yes	0	Germany	€		€		€	✓		€	€	
JABA MSP	Yes	0	Germany										
LUCH Partner MSP	Yes	0	Germany										
MAJE Sophos	Yes	0	Germany										
MALU Sophos	Yes	0	Germany										
MALU Test Customer	Yes	0	Germany										
Marcel Strunk NUC	No	1	Germany	✓	€	✓	✓	✓	✓	✓	✓	✓	€
MAST Post BST MSP	Yes	0	Germany										

1 - 71 of 71 customers

<< < 1 > >>



Customers

Customers

Licenses

Managed customer usage

Trial licenses

Sophos Central

Easily manage your Sophos Central

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Near Expiration

Show licenses for the last

Name

DACH iPad Master

DACH iPad Master

DACH iPad Master

SOPHOS CENTRAL

My customers

Firewalls

SOPHOS PARTNER PORTAL

Marketing & training

Pricing

MY CUSTOMERS

Customers

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67

All Licenses

Export to CSV

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Start Date

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Phish Threat

D544158640

Enterprise

04/16/2023

0:

Support for CS1010 05D

# Partner und NFR Programm

# Ihr Partner Level



# Anforderungen



## Titanium

- Mindestens 5 Mio \$
- 200+ Punkte
- technische Plattform Akkreditierung

**Minimum  
2 Architects**

## Platinum

- Mindestens 750.000 Mio \$
- 200+ Punkte

**Minimum  
2 Architects**

## Gold

- Mindestens 150.000 \$
- 100+ Punkte

**Minimum  
1 Architect**

## Silver

- Mindestens 5.000 \$
- Aktive Zertifizierungspunkte

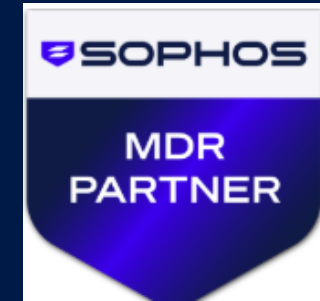
**Minimum  
1 Zertifizierung**

## Authorized

# Zertifizierungen und Akkreditierungen

Vetrieb	Punkte
Selling Sophos: Quick Start (SC00)	5
Selling Sophos: Fundamentals (SC01)	5
Selling MDR (SC02)	5

Technik	Punkte
MDR Guided Onboarding	10
Engineer	25
Architect	50
Technician	25



# Ihre Partner Discounts

Discounts	Commercial	MM/Enterprise			Advisory Services/Services Subscription Units		
	Commercial	Standard	Deal Registration	Incumbency*	Standard	Deal Registration	Incumbency*
Platinum und Titanium	29 %	10 %	35 %	25 %	5 %	15 %	10 %
Gold	24 %	10 %	30 %	20 %	5 %	15 %	10 %
Silver	19 %	10 %	25 %	15 %	5 %	15 %	10 %
Authorized	14 %	10 %	20 %	-	5 %	15 %	-

# NFR Programm

PARTNER-PROGRAMM-LEVEL	AUTHORIZED	SILVER	GOLD	PLATINUM	TITANIUM
<b>BENUTZER &amp; MENGE</b>					
Endpoint-Produkte/Nach Endbenutzer-Zahl lizenzierte Produkte (inkl. MDR)	10	25	100	250	250
Server Protection-Lizenzen	3	5	10	25	25
Netzwerkprodukte/Appliances/ Firewall-Lizenzen/Lizenzen für Advanced Reporting/Zubehör	2	2	3	4	4
TAM (Technical Account Management) Services	1	1	1	1	1
<b>DISCOUNTS</b>					
Endbenutzer-Software/ Standard-Firewall-Management- und Reporting-Tools	100 %	100 %	100 %	100 %	100 %
XDR- und EDR-Lizenzen (Endpoint & Server)	75 %	75 %	100 %	100 %	100 %
ITDR-/Workspace Protection-/ Taegis-/Central Firewall Reporting Advanced-Lizenzen	75 %	75 %	75 %	75 %	75 %
MDR-/NDR-/Managed Risk-/ Integration Packs-Lizenzen	55 %	55 %	55 %	55 %	55 %
Hardware-Appliances, -Geräte und Zubehör/ Central DMARC Manager Add-on für Email Advanced	50 %	50 %	50 %	50 %	50 %
TAM (Technical Account Management) Services	30 %	30 %	30 %	30 %	30 %

## NFR-Bestellvorgang

Bitte reichen Sie Ihre NFR-Anfragen wie unten beschrieben ein:

Partner Care	Distributor
<ul style="list-style-type: none"> <li>Kontaktieren Sie Sophos Partner Care über <a href="https://support.sophos.com">https://support.sophos.com</a>, um NFR-Produkte zu bestellen</li> </ul>	<ul style="list-style-type: none"> <li>Senden Sie alle NFR-Anfragen an Ihren Distributor</li> </ul>

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# Route to Market – Lizenzen und Marge

# Agenda

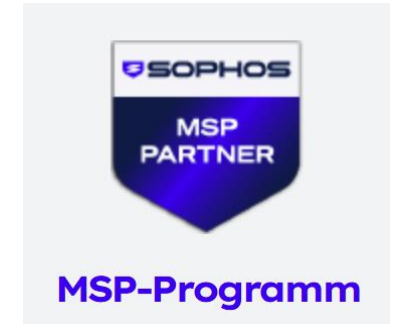
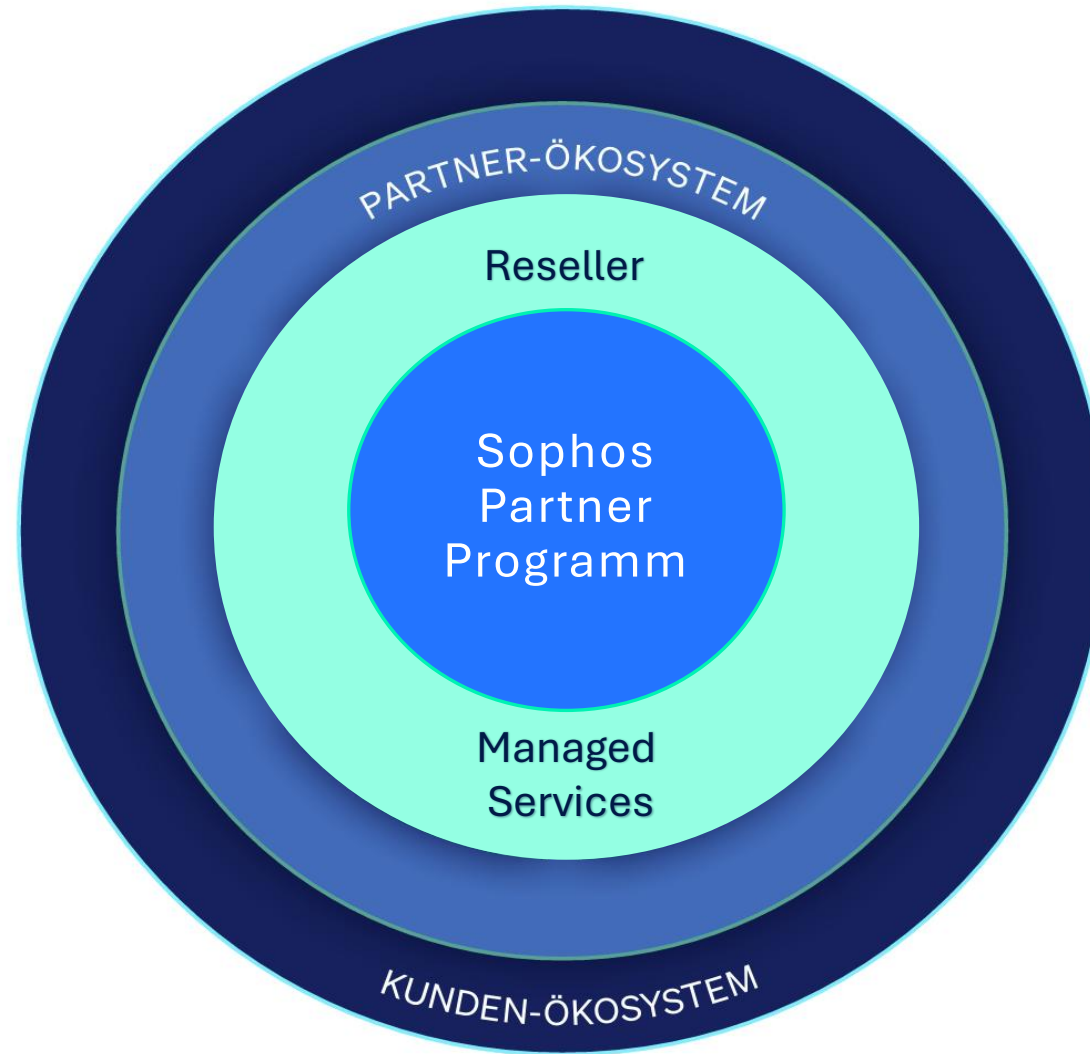
1. **Vertriebs- und Geschäftsmodelle**
2. **Lizenz- und Service-Modell**
3. **Marge und Profitabilität**
4. **Kalkulation: Termed & MSP**

# Vertriebs- und Geschäftsmodelle

**„Lizenzen und Renewals bringen Marge.  
Cross-/Upselling und Services schaffen ein  
skalierbares Geschäftsmodell.“**

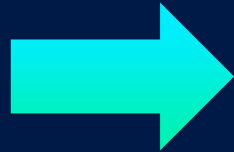
Sophos Partner Programm

# Passend zu Ihrer Go-to-Market- Strategie



# Vom Reseller zum Service Provider

**Klassischer  
(Hybrid)-  
Reseller**



# MSP Programm

# MSP Programm

## MSP

Für eine Partnerschaft sind gültige Sophos-Reseller- und MSP-Verträge erforderlich.

Vom Partner verwaltete Lizenzen

## MSP FLEX

Sophos Produkte anbieten – flexibel und nutzungsbasiert.



### Anforderungen

- Sales Zertifizierung (SC01)
- Erlaubnis für monatliche Abrechnung von Sophos und Distribution
- Level 1 Support für Kunden

Nutzungsbasierte Abrechnung nachträglich

## MSP ELEVATE

Exclusive MSP Vorteile: MDR Pakete, 40% Hardware-Rabatt (Network-in-a-Box), kostenlose Trainings.



### Anforderungen

- Anforderungen für MSP Flex
- Mindestmonatlicher Umsatz: 2.000 USD
- Teilnahmezeitraum: 12 Monate

Schneller zu Rabatten und zusätzlichen Vorteilen



# Überlegungen für angehende MSSPs



**Umfang der  
angebotenen  
Managed Security  
Services**



**Geeignete Threat  
Analysten finden und  
entwickeln**



**Kundenerwartungen  
an die Reaktionszeit  
erfüllen**



**Akkreditierungen für  
spezifische Markt  
Anforderungen**

# 88%

der Ransomware-Angriffe  
beginnen abends, nachts  
oder am Wochenende.

Sophos Active Adversary Report 2025



# 7 Tagen

ist die durchschnittliche  
Verweildauer eines  
Angreifers.

Sophos Active Adversary Report 2025



# 63%

der Ransomware-Opfer  
konnten den Angriff  
aufgrund fehlender Experten  
nicht stoppen.

Sophos State of Ransomware Report 2025



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nicht stoppen.

# Sophos MDR

**24/7  
Abdeckung**



**38  
Minuten**

ist die durchschnittliche  
Sophos-MDR-Reaktionszeit

**Hunderte  
Experten**



# Sophos bietet flexible SOC-Modelle



Eigene Services mit  
einem internen  
Ops-Team



Zusammenarbeit mit  
Sophos: gemeinsame  
Verwaltung Ihrer Services



Auslagerung Ihrer  
Sicherheitsservices  
an Sophos



# Lizenz- und Servicemodell

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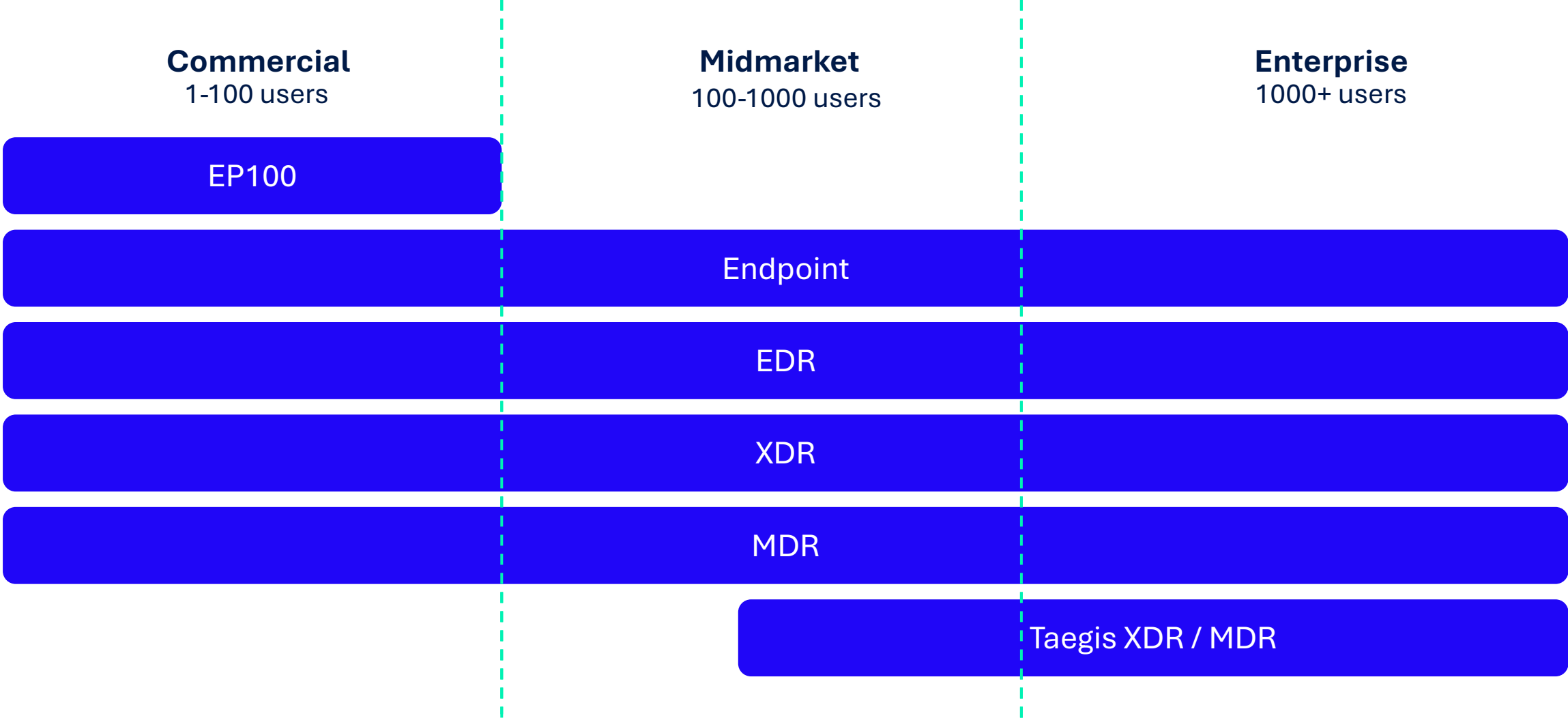
## THREAT INTELLIGENCE

## DATA LAKE

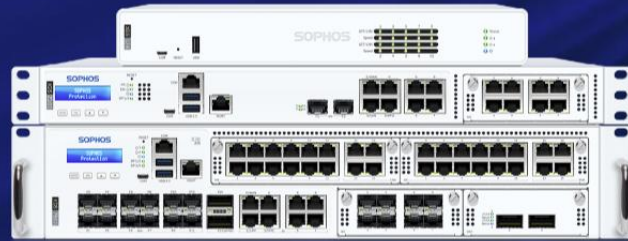


**AI-ASSISTED & AGENTIC WORKFLOWS**

# Kundensegmente



# Flexibel im Einsatz – immer gleiche Software



**XGS Series  
hardware appliances**



**Virtual or Software  
appliance**



**Public Cloud**



# Marge und Profitabilität

# Ihr Weg zum Erfolg

Produkt  
Portfolio



Security  
Services



Höhere Marge  
und  
Kundenbindung



# Termed-Kalkulation

# Ihre Umsatzvorteile mit dem Sophos Partner Programm

Discounts	Commercial
	Commercial
Platinum und Titanium	29 %
Gold	24 %
Silver	19 %
Authorized	14 %

MM/Enterprise		
Standard	Deal Registration	Incumbency*
10 %	35 %	25 %
10 %	30 %	20 %
10 %	25 %	15 %
10 %	20 %	-

Advisory Services/Services Subscription Units		
Standard	Deal Registration	Incumbency*
5 %	15 %	10 %
5 %	15 %	10 %
5 %	15 %	10 %
5 %	15 %	-



# Best-in-Class Profitabilität

## Deal Registrierung

- Bis zu 35% Discount auf Sophos Core Produkte
- Bis zu 24% bei Taegis Produkten
- Discounts für Deal-Registrierungen sind 90 Tage gültig

## Renewal Incumbency

- Renewal Schutz stärkt Partner- und Kundenbeziehungen
- Renewal Angebote bereits 90 Tage im Voraus
- Proaktive Renewal-Unterstützung durch Sophos und Distribution



# MSP-Kalkulation

# MSP – Lizenzierung

Lizenzierung pro Benutzer	Lizenzierung pro Server	Lizenzierung pro Gerät (Firewall Subscription)
1–99 Benutzer	1–24 Server	1–24 Appliances
100–499 Benutzer	25–99 Server	25–99 Appliances
500–999 Benutzer	100–249 Server	100–199 Appliances
1.000–4.999 Benutzer	250–499 Server	200–499 Appliances
5.000–9.999 Benutzer	500–999 Server	500–999 Appliances
Über 10.000 Benutzer	Über 1.000 Server	Über 1.000 Appliances

# MSP – Beispiel Kalkulation (1/2)

## Gesamtsumme MSP

Kunde A
200 Benutzer 25 Server

Kunde B
300 Benutzer 5 Server

Kunde C
410 Benutzer 10 Server 15 Appliances 2 Blöcke

Kunde D
1.110 Benutzer 5 Server

## MSP gesamt

=  
2.020 Benutzer  
45 Server  
30 Appliances  
2 Blöcke

# MSP – Beispiel Kalkulation (2/2)

## Lizenzierung pro Benutzer Endpoint, Mobile, Web, Email, Encryption, MDR, Phish Threat, MDR, ZTNA

1–99 Benutzer
100–499 Benutzer
500–999 Benutzer
1.000–4.999 Benutzer
5.000–9.999 Benutzer
Über 10.000 Benutzer

## Lizenzierung pro Cloud-Asset Central Cloud Optix

1–49 Assets
50–99 Assets
100–249 Assets
250–499 Assets
500–999 Assets
Über 1.000 Assets

## Lizenzierung pro Server Endpoint für Server

1–24 Server
25–99 Server
100–249 Server
250–499 Server
500–999 Server
Über 1.000 Server

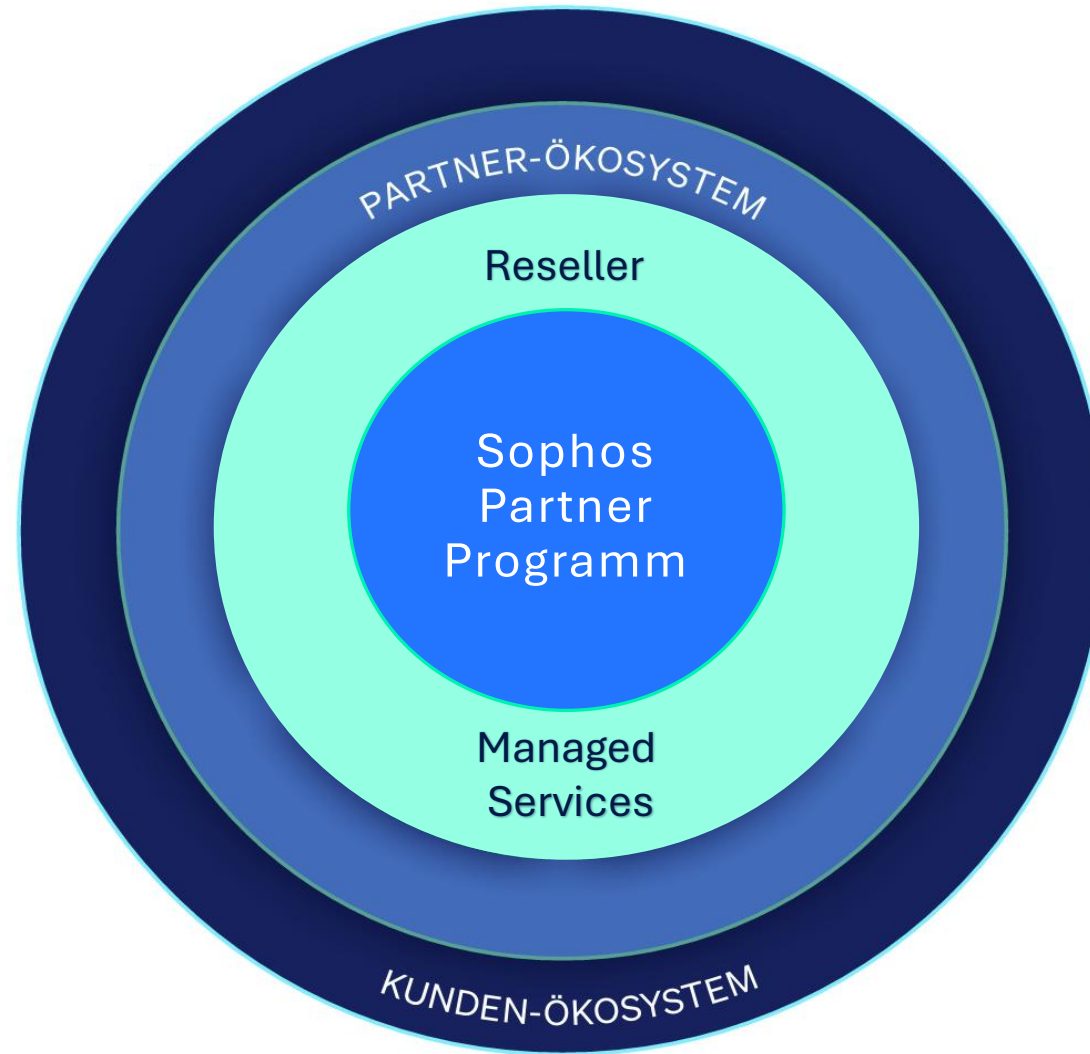
## Gerät: Firewall Subscription

1–24 Appliances
25–99 Appliances
100–199 Appliances
200–499 Appliances
500–999 Appliances
Über 1.000 Appliances

## Central Firewall Reporting Advanced (CFR-A)

2 CFR-A-Blöcke

**Wählen Sie das  
Modell,  
das zu Ihnen  
passt**



 SOPHOS

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# Driving Growth Through Marketing with Sophos

# Marketing Fundamentals

## The “5Ws” of Marketing



# 4 Psychological Customer Types

## Analytical (The Thinker)

- **Traits/Typical Behavior:** Precise, methodical, logical, data driven, cautious
- **Reacts well to:** Facts, data, detailed explanations, proof, charts, case studies
- **Don't:** Rush them, use vague claims, be disorganized, exaggerate



## Amiable (The Supporter)

- **Traits/Typical Behavior:** Friendly, relationship - focused, avoids conflict, loyal, calm, cooperative
- **Reacts well to:** Trust, empathy, personal connection, slow pace, testimonials
- **Don't:** Be pushy, aggressive, or overly transactional, hard selling



## Driver (The Leader)

- **Traits/Typical Behavior:** Assertive, competitive, fast-paced, goal-oriented, decisive, time-sensitive
- **Reacts well to:** Results, efficiency, clear ROI, control, bullet points, deadlines, options
- **Don't:** Waste their time, be indecisive, over-explain, small talk, disorganized, don't have an ego!



## Expressive (The Visionary)

- **Traits/Typical Behavior:** Talkative, emotional, big-picture, enthusiastic, future-focused, lack the detail
- **Reacts well to:** Big picture, stories, excitement, recognition
- **Don't:** Overwhelm with detail, ignore their ideas, be boring



# 4 Psychological Customer Types

## Analytical (The Thinker)

**Traits/Typical Behavior:** Precise, methodical, logical, data driven, cautious



## Amiable (The Supporter)

**Traits/Typical Behavior:** Friendly, relationship - focused, avoids conflict, loyal, calm, cooperative



## Driver (The Leader)

**Traits/Typical Behavior:** Assertive, competitive, fast-paced, goal-oriented, decisive, time-sensitive



## Expressive (The Visionary)

**Traits/Typical Behavior:** Talkative, emotional, big-picture, enthusiastic, future-focused, lack the detail



# What this means for you as a Partner?

- Your customers don't all buy for the same reasons — **the same solution needs different conversations**



- One-size-fits-all messaging limits impact — **personalised communication increases conversion**



- Successful marketing and sales start with recognising **who you're talking to** and adapting your message



- Sophos provides content, assets, and campaigns that help you engage **each personality type effectively**



How can Sophos **help you**  
address these four personalities?

# Analytical *The Thinker*

## What matters to the Thinker:

- Data-driven decision making
- Facts, detailed explanations
- Proofs, charts, case studies

## How Sophos can help:

- Vendor agnostic campaigns based on surveys
- Stats & charts about cybersecurity threats
- Data with detailed graphs and analysis
- Case studies

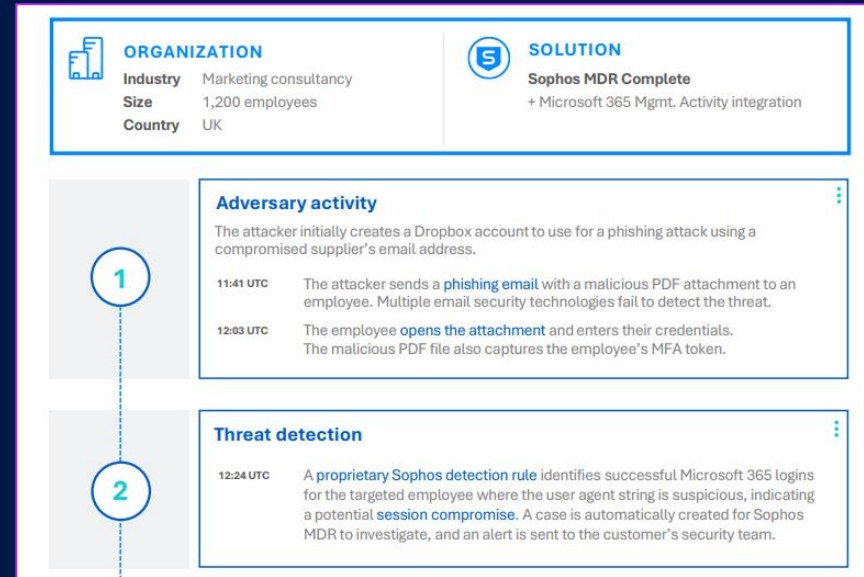
## Key message to your customer:

There is reliable data and multiple proofs that it is dangerous out there and your IT infrastructure has to be protected for your operational efficiency.

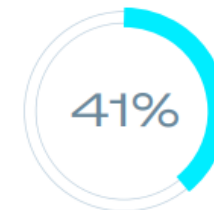
## Sophos customer stories

See how organizations of all sizes around the world use Sophos solutions to stop advanced threats, reduce risk, and simplify security.

Explore real stories from businesses, schools, public sector organizations, and more — the challenges they faced, the Sophos solutions they chose, and the results they achieved.



## Accelerate security outcomes



The percentage of Sophos MDR threat cases that are triggered by Microsoft telemetry.



The number of attacks on Microsoft environments neutralized by Sophos MDR in 2025.



The average threat remediation time in Microsoft environments by Sophos MDR.

# Amiable

## *The Supporter*



Marketing New

Sophos  
+  
Microsoft

Sophos and Microsoft: Better Together

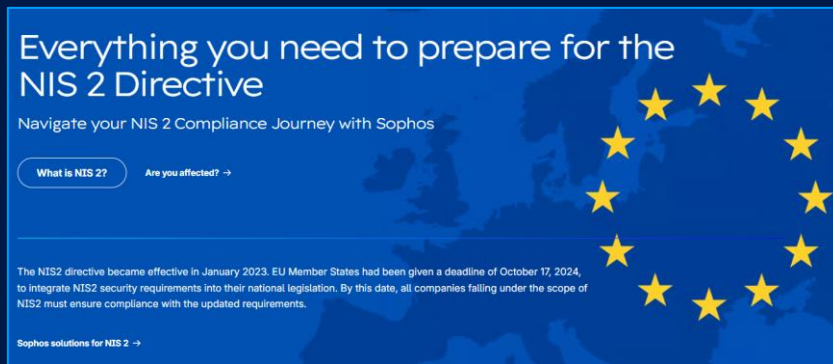
Microsoft is the foundation of the environments you protect every day. That's why Sophos and Microsoft are stronger together. Sophos deeply integrates with the...



G2 Summer 2025 Reports

SUMMER 2025 

Grid Leader



Everything you need to prepare for the NIS 2 Directive

Navigate your NIS 2 Compliance Journey with Sophos

What is NIS 2? [Are you affected? ->](#)

The NIS2 directive became effective in January 2023. EU Member States had been given a deadline of October 17, 2024, to integrate NIS2 security requirements into their national legislation. By this date, all companies falling under the scope of NIS2 must ensure compliance with the updated requirements.

[Sophos solutions for NIS 2 ->](#)

### What matters to the Supporter:

- Trust & long-term relationships
- Testimonials
- Collaboration & loyalty

### How Sophos can help:

- Testimonials from customers
- Industrial recognition
- Proven long-term leadership in cybersecurity
- Compliance benefits
- Collaboration with market leaders (Microsoft, Cyberinsurance, 3rd party integrations)

### Key message to your customer:

We are not just a reseller, we are a long-term trusted security advisor.

# Driver

## The Leader

### What matters to The Leader:

- Focus on goals
- Clear return on investment (ROI)
- Competitive advantage
- Speed & efficiency

### How Sophos can help:

- Campaigns with proven record of cost saving on efficiency
- Graphics and statistics to prove
- Testimonials

### Key message to your Customer:

You can focus on your profitability while we are making sure your IT infrastructure is safe and your operational efficiency maximized.

### 3. Block phishing and BEC before the inbox

Phishing and business email compromise (BEC) drive over **90%** of successful cyber attacks — and now account for **37%** of ransomware entry points.

- **Sophos Email** proactively stops threats before they reach users with AI-powered detection. It seamlessly enhances Microsoft 365 and Google Workspace, while integrating with the full Sophos ecosystem.



of successful cyber attacks driven by phishing and BEC

 **SOPHOS**

## Stopping more, spending less

How prevention shifts the cybersecurity equation



## Maximize ROI with Prevention-First Cybersecurity

Cyberattacks are costly — but prevention pays off. Discover how a prevention-first approach to cybersecurity can reduce risk and deliver measurable ROI.

- **Learn the strategy:** Explore the prevention-first approach to cybersecurity.
- **See the numbers:** Download the ROI whitepaper from Sophos.
- **Interactive insights:** Real-world use cases of prevention-first cybersecurity in action.

Start building a stronger, smarter defense today.

[Start with Sophos](#)

[See the ROI](#)

 **SOPHOS**

**PARTNER** 2026  
**EXPERIENCE**



Sophos named a Customers' Choice for Endpoint Protection, MDR, XDR, and Firewall

Sophos is the only vendor to be named a "Customers' Choice" in each of these categories: Endpoint Protection Platforms, Extended Detection and Response, Managed Detection and Response, and Network Firewalls

**Marketing**

Neutralize cyber threats 24/7

**SOPHOS**

Neutralize Cyber Threats, 24/7

The "Neutralize Cyber Threats, 24/7" campaign empowers partners to highlight how Sophos delivers continuous, unrivaled protection through its open, AI-powered...

# Expressive The Visionary

## What matters to the Visionary:

- Innovation
- Big-picture strategy
- Future-readiness
- Storytelling & recognition

## How Sophos can help:

- AI-powered cybersecurity services
- Continuous innovation
- Thought leadership
- External recognition

## Key message to your customer:

We have you covered with the world-class, externally recognized, AI driven cybersecurity services.



### Customer Case Studies

[Discover industry-specific customer validation >](#)

[Interested in participating in a case study? Learn how >](#)



### Why Customers Choose Sophos

[Share this full list of third-party recognition >](#)

How can **we support you** in your self-guided Demand Generation activities?

# How Can We Support You?

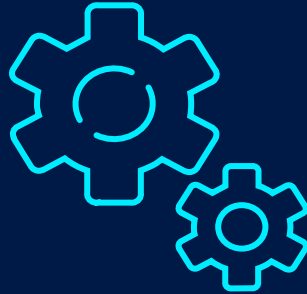
1



**CONTENT**

*For free*

2



**TOOLS**

*For free*

3



**SUPPORT**

*For free*

# Guided Self-Service Marketing Campaigns



To help you succeed, Sophos provides a guided, step-by-step **marketing campaigns** on the Partner Portal. This gives you everything you need to build awareness, engage prospects, and move opportunities forward.

**Sophos Prevention-First Campaign**  
Too often, prevention is undervalued — but every threat that slips past it drives up costs. When prevention works, security operations become leaner, faster, and mor...

**Neutralize Cyber Threats, 24/7**  
The “Neutralize Cyber Threats, 24/7” campaign empowers partners to highlight how Sophos delivers continuous, unrivaled protection through its open, AI-powered...

**Sophos and Microsoft: Better Together**  
Microsoft is the foundation of the environments you protect. Sophos and Microsoft are stronger together. Sophos deep...

**Getting Started**  
Total Steps 2 / Completed 2

**Campaign Resources**  
Total Steps 1 / Completed 1

**Plan & Execute Campaign**  
Total Steps 2 / Completed 1

**Track And Analyze**  
Total Steps 1 / Completed 0

**Step 1**  
**Read Campaign Execution Guide and plan your campaign**  
Read comprehensive step-by-step guide with messaging guide, target audience, and campaign guidance

**Prevention-First Campaign**

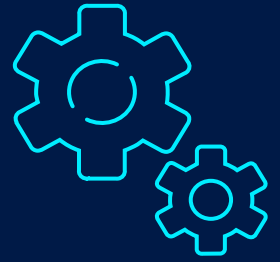
# Getting Started: Quick Tips



- The campaigns are **fully and automatically customizable**, allowing you to choose what assets to share and what tactics you would like to use to reach your audience.
- Leverage your **referral ID to own all the leads** you create via the Sophos website. Important: co-brandable emails are set up to automatically include your unique Referral ID.
- **Upload your logo and add your company name** under your profile settings to automatically co-brand materials. This is a one-time action!
- **Built-in social sharing:** to expand reach with campaign-ready content



# Lead Referral ID



A Sophos Lead Referral ID allows you to generate leads for your business by using Sophos contents, events or free trials. All the leads you create automatically appear in your – and only your – leads list.



## Where can I find it?



## Where are the leads?

You can see all the leads generated by you in the lead Manager in the Sophos Partner Portal.

Check under «Sales Tab» → «Leads»



## How to set it up?

Add your Referral ID to the end of a [www.sophos.com](http://www.sophos.com) page with «?id=12345» at the end.

Example: [www.sophos.com/mdr?id=12345](http://www.sophos.com/mdr?id=12345)

You'll find the Referral ID Guide [here](#).



# Channel Service Center (CSC)



The Channel Service Center (CSC) is a team of marketing professionals to help ensure a successful campaign.



## What we do?



## Who can request support?

The Channel Service Center is available for all Sophos Partners at no cost.



## How to contact us?

Just send an email to [csc@sophos.com](mailto:csc@sophos.com) to request support.



# Marketing Circle

*A regular enablement initiative designed to help partners market more effectively with Sophos*

## 3 Key Takeaways:

- Covers content, tools, demand generation, and best practices
- Clear understanding of how to use Sophos marketing resources to drive demand
- Inspiration and best practices you can apply immediately to your own marketing activities
- All News around Marketing with Sophos

Sign up for the Next Session: **[Date & Time]**

# Upcoming Customer Webinars

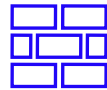
## FIREWALL CAMPAIGN



Hidden Risk in Modern Firewalls\* – 7 May

**Invite your Customers**

*\*Session for Sophos prospects*



Network Security Best Practices\* – 12 May

**Invite your Customers**

*\*Session for Sophos Endpoint and MDR Customers without firewall*



Secure by Design – Inside Sophos Firewalls – 16 Jun

**Invite your Customers**

## THOUGHT LEADERSHIP



The Identity Takeover – 10 June

**Invite your Customers**



The State of Ransomware – TBD

**Invite your Customers**

 SOPHOS

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



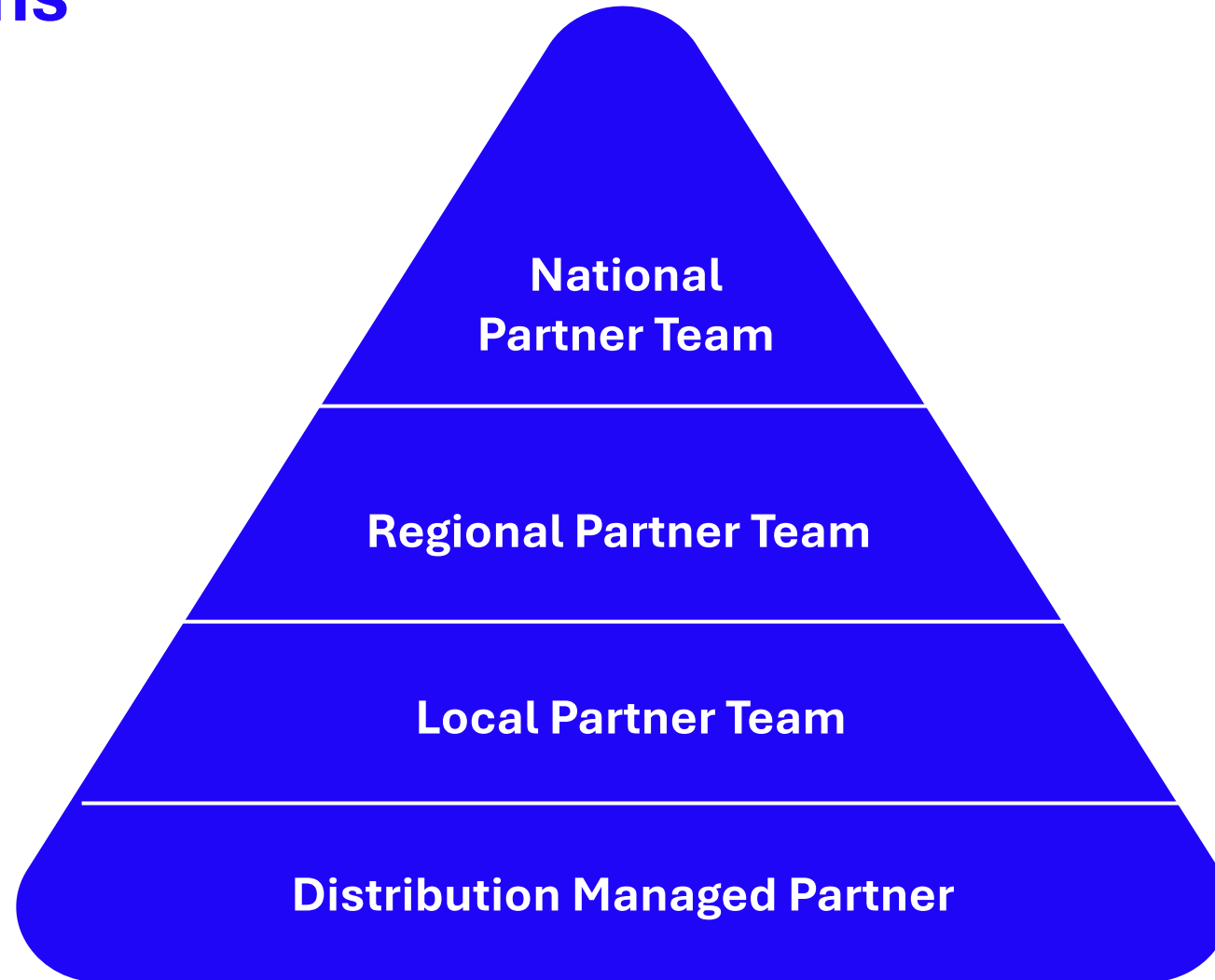
# Erste Schritte mit Sophos Sales

# Agenda

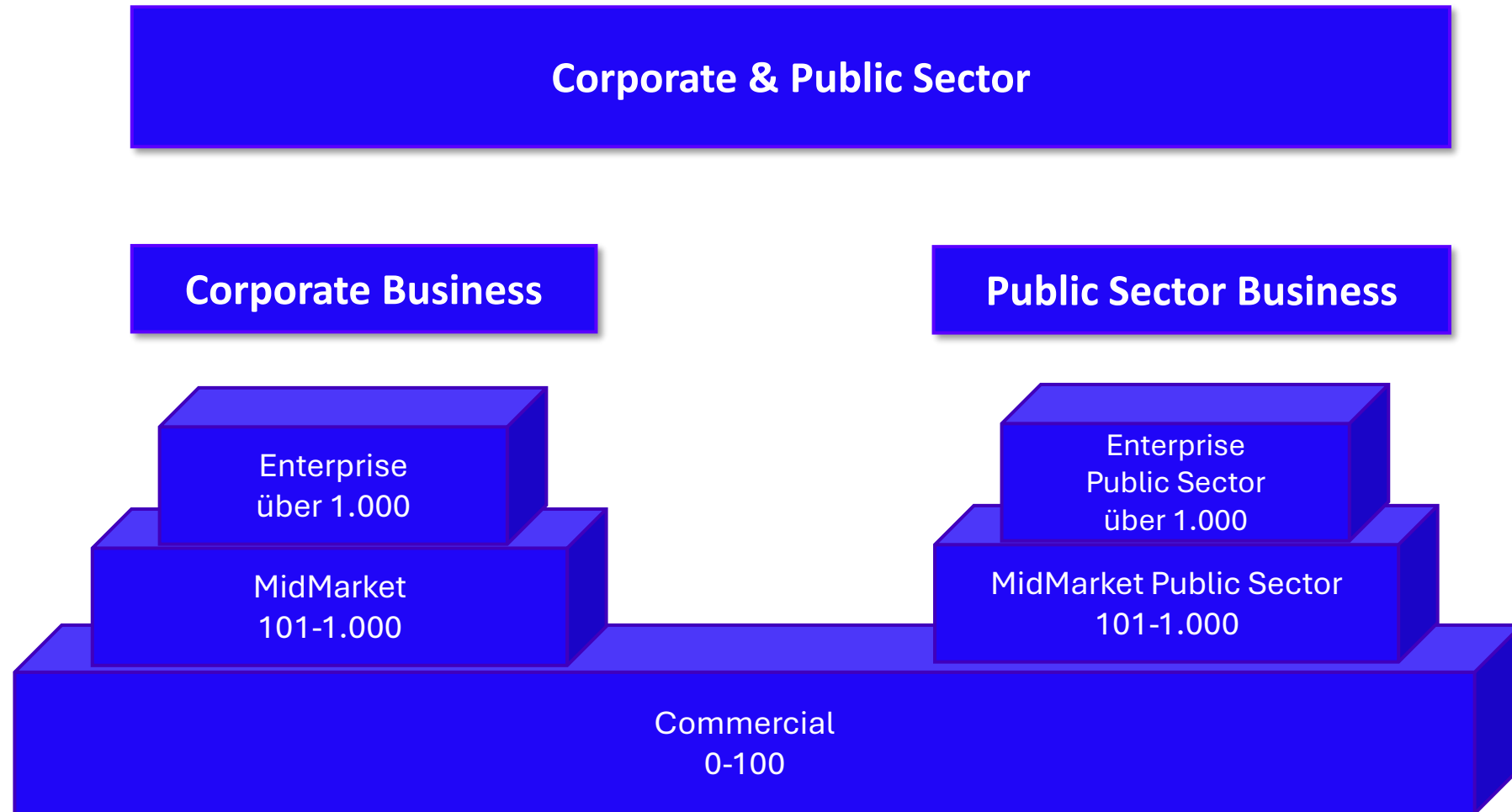
1. Channel und Sales Struktur
2. Projektverlauf
3. Zusammenarbeit mit Sales
4. Tools zur Umsatzsteigerung
5. Praxisbeispiele

# Channel und Sales Struktur

# Channel Teams



# Sales Teams



# Teamwork und Channel First

Sophos  
Partner

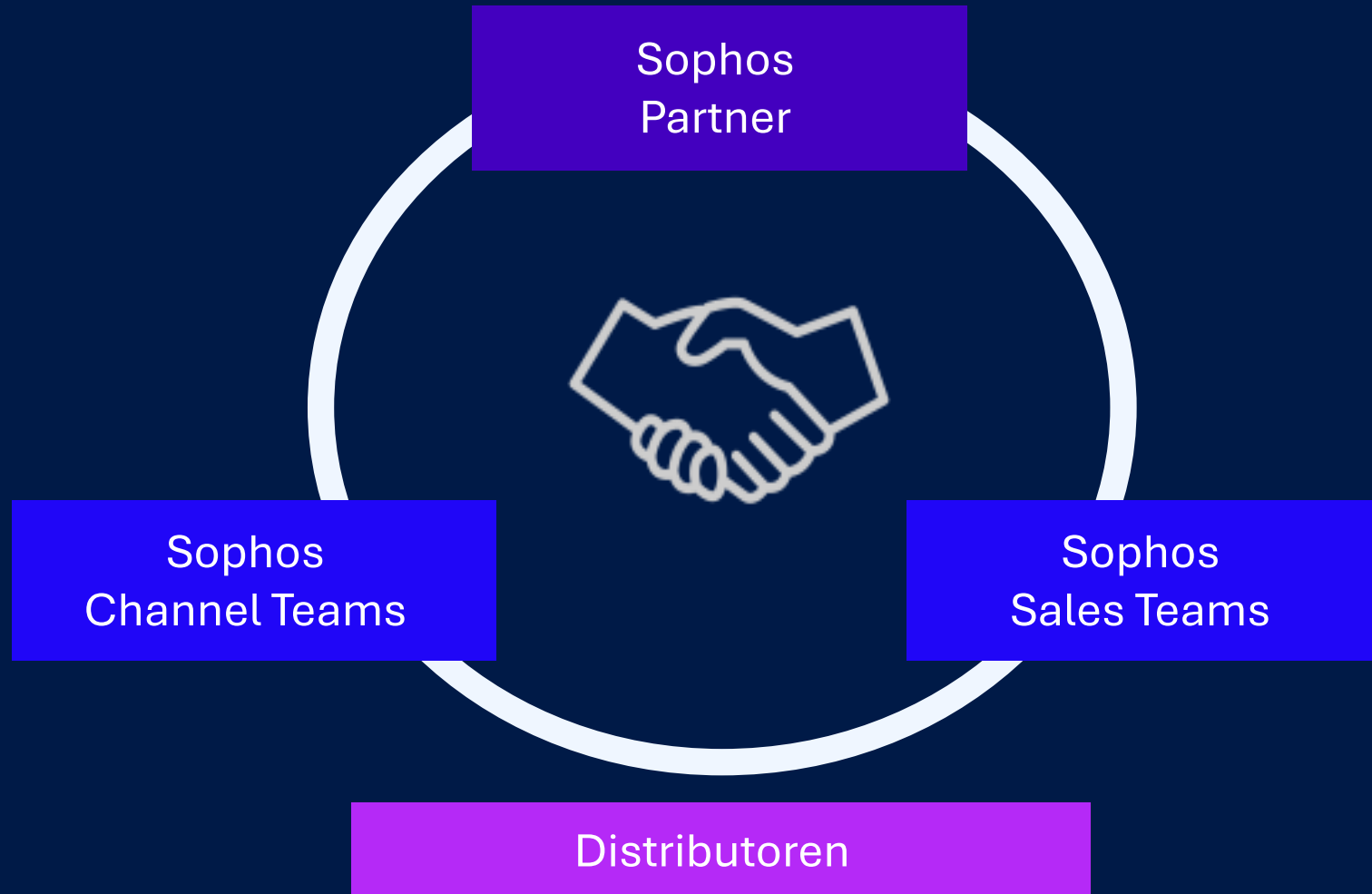


Sophos  
Channel Teams

Sophos  
Sales Teams

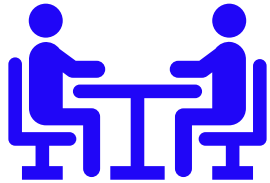


# Teamwork und Channel First



# Projektverlauf

# Projektverlauf in der Praxis



Partner & Kunde  
besprechen  
Projekt

 **SOPHOS**  
PARTNERS



Partner  
meldet Projekt  
im Portal

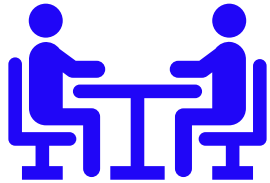


Projekt wird  
von Sophos  
geprüft



Austausch  
zwischen Partner  
und Endkunden-  
betreuer

# Projektverlauf in der Praxis



Partner & Kunde  
besprechen  
Projekt

 **SOPHOS**  
PARTNERS



Partner  
meldet Projekt  
im Portal



Projekt wird  
von Sophos  
geprüft



Austausch  
zwischen Partner  
und Endkunden-  
betreuer

Stay Compliant. Secure Your Margins.

Make sure to meet all revenue and certification requirements until

Partner-Benutzer  
Ihre Rolle: Full access  
[Portal-Admins suchen](#)

Vertrieb

💰 Preise und Angebote

📱 Opportunity & Device Manager

👤 Neuen Deal registrieren

💰 Preisanfrage erstellen

👤 Vertriebstools

📄 Angebots-Generator

💰 Leads

[Find out more](#)

# Willkommen im Sophos Partner-Portal

Hier erhalten Sie die Expertise, Tools und Ressourcen, um schneller zu wachsen, intelligenter zu verkaufen und bessere Cybersecurity-Ergebnisse zu erzielen.

[Tour durchs Portal](#)

[Sophos Central Verwaltung](#)

## Schnellzugriff

- 👤 [Benutzerverwaltung](#)
- 💰 [Preise und Angebote](#)
- 📱 [Opportunity & Device Manager](#)
- 👤 [Neuen Deal registrieren](#)
- 💰 [Preisanfrage erstellen](#)
- 💰 [Leads](#)

Stay Compliant. Secure Your Margins.

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Vertrieb

💰 Preise und Angebote

📄 Opportunity & Device Manager

👤 Neuen Deal registrieren

💰 Preisanfrage erstellen

👤 Vertriebstools

📄 Angebots-Generator

💰 Leads

Find out more

# Register a Deal

Step 1 of 4 | Company

Is there an existing opportunity or renewal for this deal?

Yes  No  I don't know

## Company

\* Company Name

🔄 Search Existing Companies 🔍

Stay Compliant. Secure Your Margins.

Make sure to meet all revenue and certification requirements until

Partner-Benutzer

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Vertrieb

💰 Preise und Angebote

📄 Opportunity & Device Manager

👤 Neuen Deal registrieren

💰 Preisanfrage erstellen

👤 Vertriebstools

📄 Angebots-Generator

💰 Leads

Find out more

# Register a Deal

Step 1 of 4 | Company

Is there an existing opportunity or renewal for this deal?

Yes  No  I don't know

## Company

\* Company Name

🔍

Stay Compliant. Secure Your Margins.

Make sure to meet all revenue and certification requirements until

Partner-Benutzer

Ihre Rolle: Full access  
Portal-Admins suchen

Vertrieb

💰 Preise und Angebote

📄 Opportunity & Device Manager

👤 Neuen Deal registrieren

💰 **Preis-anfrage erstellen**

📊 Vertriebstools

➕ Angebots-Generator

📈 Leads

Find out more

# Create a Quote

Step 1 of 4 | Company

Is there an existing opportunity for this quote?

Yes  No  I don't know

Please use the [Opportunity Manager](#), to create the quote.

1. Select the opportunity you would like to create a quote for.
2. Select the **Create Quote** button.

Search for... Select an Option Search Clear All

Type: Select | Sales Stage: Select | Deal Reg Status: Select | Incumbency Status: Select | Renewal Status: Select | Product Family: Select | Devices/Software: Select | License State: Select | New Logo: Select | Won/Lost Opportunities:  Exclude

Show Advanced Search

Opportunities Devices & Licenses

Register a Deal Export Opportunities

Type	Sales Stage	End User Name + Primary Quote	Close Date	Renewal Status+ Contract #	Value	Quantity	Deal Reg Exp Date +Status	Incumbency Status	Teaming Plan Type
New	In progress		22.6.2026		EUR 0	16000		Not Applicable	
New	Open	_TestDummy_	20.3.2026			12		Not Applicable	
New	Open	ABC GmbH	28.05.2026		EUR 0	244		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	

**DR - Ascot Carpets - 244**

View Existing Products Create Quote

[Contacts](#) [Sales Stage](#) [Quotes](#) [Offers](#) [Notes](#)

**End User**

**Account:**  
ABC GmbH  
Straße 12  
Stadt

Search for... Select an Option Search Clear All

Type: Select | Sales Stage: Select | Deal Reg Status: Select | Incumbency Status: Select | Renewal Status: Select | Product Family: Select | Devices/Software: Select | License State: Select | New Logo: Select | Won/Lost Opportunities:  Exclude

Show Advanced Search

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**DR - Ascot Carpets - 244**

View Existing Products Create Quote

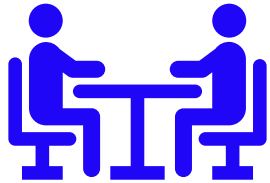
Contacts Sales Stage Quotes Offers Notes

**End User**

**Account:**  
ABC GmbH  
Straße 12  
Stadt

# Zusammenarbeit mit Sales

# Projektverlauf in der Praxis



Partner & Kunde  
besprechen  
Projekt

 **SOPHOS**  
PARTNERS



Partner  
meldet Projekt  
im Portal



Projekt wird  
von Sophos  
geprüft



Austausch  
zwischen Partner  
und Endkunden-  
betreuer

# Ihr persönlicher Sales Kontakt

Opportunities Devices & Licenses

Register a Deal

Export Opportunities

Type	Sales Stage	End User Name + Primary Quote	Close Date	Renewal Status+ Contract #	Value	Quantity	Deal Reg Exp Date +Status	Incumbency Status	Teaming Plan Type
New	In progress		12.6.2026		EUR 14.415.539,47	0		Not Applicable	
New	In progress		24.7.2026		EUR 500.000	16000		Not Applicable	
New	Open	ABC GmbH	28.05.2026			12		Not Applicable	
New	Open				EUR 0	244		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	
New	Open	DACH SE EDB Account	15.06.2026		EUR 0	0		Not Applicable	

DR - \_TestDummy\_ - 12

View Existing Products

Create Quote

Contacts

Sales Stage

Quotes

Offers

Notes

> End User

> Partner

> Distributor

▼ Sophos

Contact:

Andreas Koch

andreas.koch@sophos.de

# Tools zur Umsatzsteigerung

# Vertriebskampagnen

## Vorbereitung

Schritte Insgesamt 4 / Abgeschlossen 1

## Durchführung

Schritte Insgesamt 3 / Abgeschlossen 0

## Analyse Und Nachverfolgung

Schritte Insgesamt 1 / Abgeschlossen 0

### SCHRITT 1

#### Lesen Sie den Kampagnen-Guide

Nutzen Sie den Guide mit Tipps zum Messaging und zur Zielgruppe.



Kampagnen-Guide zur Kampagne  
Präventive Cybersecurity

### SCHRITT 2

#### Definieren Sie Ihre Zielgruppe

Bestimmen Sie Ihre ideale Zielgruppe für die Kampagne und erstellen Sie Ihre Kontaktliste.

### SCHRITT 3

#### Wählen Sie die Materialien aus, die Sie nutzen möchten

Wählen Sie die Materialien aus, die sich für Ihre Ziele und Kontakte am besten eignen. Sie können alle Materialien nutzen oder nur gezielt bestimmte Materialien auswählen.

### SCHRITT 4

#### Erstellen Sie einen Plan

Erstellen Sie einen Plan, der Ihre Marketing-Aktivitäten mit konkretem Zeitplan enthält.

Marketing Neu

**Kampagne: Präventive Cybersecurity (DE)**

Prävention wird oft unterschätzt – doch jede Bedrohung, die nicht rechtzeitig gestoppt wird, verursacht zusätzliche Kosten. Mit Sopho...

12%

# Proof of Value (POV)



Deal  
Registrierung  
melden



Sophos  
Presales  
Team



14 Tage  
begleiteter  
Test



Start in  
regulären  
Betrieb



# Threat Profile Assessment



Kostenfreier Sicherheits-  
Check für Firmen, die  
noch keine Sophos  
Produkte einsetzen

„Viele Unternehmen unterschätzen, wie viel über sie im Internet sichtbar ist – der kostenlose Scan von Sophos schafft hier Klarheit.“

# Praxisbeispiele

# Auto Müller GmbH & Co.KG



*„Wir sind bei Sophos in guten und professionellen Händen, es besteht ein Austausch auf Augenhöhe. Mit dem Thema Cybersecurity sind wir hiermit einen großen Schritt weiter und können uns auf unsere alltägliche Arbeit konzentrieren.“*

Niklas Goßler, IT-Teamleiter Technik

*„Als IT-Abteilung mit begrenzten Ressourcen ist Sophos MDR mit seinem Expertenteam für uns Gold wert. Die Kooperation verschafft uns die nötige Ruhe und Expertise, um der Entwicklung in Sachen Cybersecurity gelassen entgegenzusehen.“*

Niklas Goßler,  
IT-Teamleiter Technik

# BD|SENSORS GmbH

*'Mit Sophos EDR & MDR in Kombination mit Firewall und Endpoint-Schutz von Sophos haben wir nun ein Gesamtpaket an Security-Lösungen, das uns den höchstmöglichen Schutz vor Cyberbedrohungen bietet.'*

Patrick Denndörfer, IT-Leiter



*'Die Cyberbedrohungen werden immer raffinierter und nehmen ständig zu. Das Risiko, Ziel einer gezielten Cyberattacke zu werden ist heute so hoch wie noch nie. Für eine permanente Überwachung aller Systeme und Endpoints fehlte uns schlicht die Zeit und Manpower. Mit Sophos MDR haben wir jetzt das gute Gefühl, dass nichts passieren kann.'*

Patrick Denndörfer  
IT-Leiter

