

Virtual Marketing Masterclass

How You Can Promote & Generate Demand At No Extra Cost With Sophos, incl. Current Quarter Campaigns



Anna Becker

Senior Marketing Manager Field BeNeLux/EE & MSP EMEA

SOPHOS

Virtual Marketing Master Class Schedule

- **How You Can Promote & Generate Demand At No Extra Cost With Sophos, incl. Current Quarter Campaigns**
19th January 2021 | 11 am – 12 pm CET



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA

- **Your Gateway to Success - Partner Portal Tour**
20th January 2021 | 11 am – 12 pm CET



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA

- **Social Media: Tips for Success**
21st January 2021 | 11 am – 12 pm CET



Sally Adam
Marketing Director



Delaney Gembis
Social Media Specialist

Why Marketing?

What Does Marketing Do?



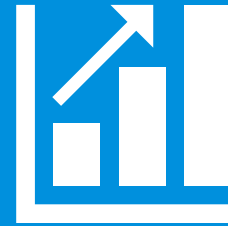
**INCREASE
AWARENESS**

Know you



BUILD CREDIBILITY

Trust you



**GENERATE
SALES LEADS**

Buy from you

See best home office chairs reviews

Sponsored



Executive Office

20
Furniture...
★ ★ (59)
By Google



John Lewis & Partners Specialist Synthetic...
£20.00
John Lewis & P...
★ ★ ★ ★ ★ (6)
By Kelkoo



Aston Synchronous Fabric Manager Chairs
£170.40
Office Furniture...
★ ★ ★ ★ ★ (81)
By Google



Office chair with double padding
£139.99
tectake.co.uk
★ ★ ★ ★ ★ (806)
By Google



Genoa Executive Top Leather Office Chairs
£211.20
Office Furniture...
★ ★ ★ ★ ★ (20)
By Google



Verona Brown Executive Leather Office Chair
£151.20
Office Furniture...
★ ★ ★ ★ ★ (24)
By Google



Executive Chair Rosalind Wheeler
£379.99
Wayfair.co.uk
★ ★ ★ ★ ★ (9)
By Productca...

www.expertreviews.co.uk › Furniture ▼

Best office chair 2020: The best office chairs still in stock

2 days ago - Home › Furniture; Best office chair 2020: The best office chairs still in stock.

Best office chair 2020: The best office chairs still ...

www.techradar.com › best › best-office-chairs ▼

Best office desk chairs of 2020: top seats for comfort when ...





What percentage of a buyer's decision making process is complete before they even engage with a vendor?



57%

Of a buyer's decision making process is
complete before they even engage with sales

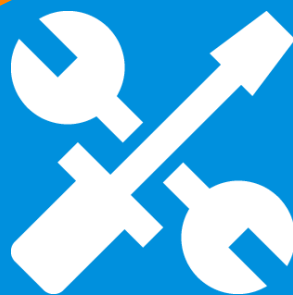
How Sophos can Help

FREE



CONTENT/CAMPAIGNS

FREE



TOOLS

FREE



SUPPORT

BeNeLux & EE Current Quarter Lead Gen Campaigns



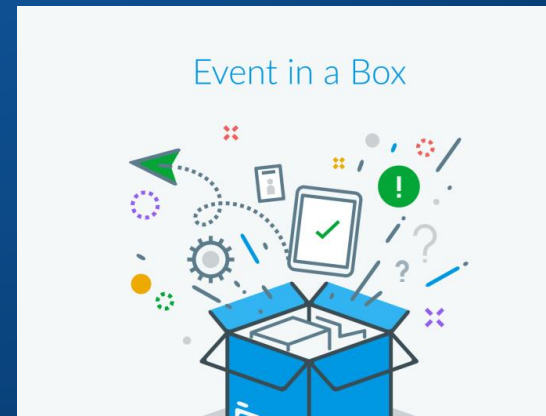
CONTENT/CAMPAIGNS

SOPHOS

Current Quarter Lead Gen Campaigns

Focus on just a few key topics – “Less is more” strategy with focusing more on less

- XG Firewall Academy
- Live Hacking Webinar Series “Break a Hacker’s Heart”
- Virtual-Event-in-a-box – Virtual Sophos Experience Day
- New Business Co-Telemarketing campaigns (tailored call outs for you)



^{XG} ~~SOPHOS CENTRAL~~ ACADEMY

Co-Marketing Lead Gen

SOPHOS

Event Summary

LOOKING TO BECOME A SOPHOS XG FIREWALL EXPERT?

Join our exclusive Sophos XG Firewall Academy webinar series!

During 9 live technical webinars, you'll learn how Sophos XG Firewall provides all-in-one protection: securing the enterprise from security threats and extending secure, compliant network protection to employees anywhere.

Whether you are a Sophos partner or IT admin, these sessions are designed to give you the technical expertise and know-how to successfully deploy, manage and protect any organisation, anywhere.

Plus, for attending 4 or more live sessions you will receive a **FREE** training voucher for one of our great e-learning courses.

EMEA Sophos XG Firewall Academy

<https://register.gotowebinar.com/register/510541044362690059>

XG Firewall Academy Schedule

| SESSION | DATE | LEVEL | TITLE | PRESENTER |
|---------|-------------|------------|---|--------------------|
| 1 | Tue 26 Jan | Foundation | Why Move To XG Firewall? | Andy Dreier |
| 2 | Wed 27 Jan | Foundation | Moving To XG: The Migration Process | Alexander Hägglund |
| 3 | Thur 28 Jan | Foundation | Moving to XG: Post Migration | Christoph Litzbach |
| 4 | Tue 2 Feb | Foundation | Moving to XG: Case Studies and Best Practice | Lukas Pelser |
| 5 | Wed 3 Feb | Innovation | Getting the Most From XG: Routing and Managing Traffic | Grant Lam |
| 6 | Thur 4 Feb | Innovation | Getting the Most From XG: Controlling and Managing Your Environment | Matt Smith |
| 7 | Tue 9 Feb | Innovation | Getting the Most From XG: Managing and Accessing Remotely | Ben Davis |
| 8 | Wed 10 Feb | Innovation | Getting the Most From XG: Managing Your Estate | Luca Christmann |
| 9 | Thur 11 Feb | Innovation | The Future of XG Firewall | Chris McCormack |

Registration Link:

<https://register.gotowebinar.com/register/510541044362690059>

You will only need to register once for attending all the sessions in the series

XG Firewall Academy Schedule

IS YOUR CUSTOMER NEW TO XG?

- We suggest they attend the **Foundation Sessions** for an overview of the product and an introduction to the advanced levels of visibility, protection, and performance it delivers. Technical trainers will be on hand to lend advice as they work towards achieving XG Engineer certification and earn their Engineer badge.

IS YOUR CUSTOMER ALREADY EXPERIENCED WITH XG?

- If your partner/customer has an XG v17.5 Engineer or Architect certification, our latest **Innovation Sessions** are for them. These will cover XG v18's exciting new features and detail how best to use them to optimize their customer's networks. Plus, we'll touch on what's in store for v19.

Lead Gen for Partners with XG Firewall Academy

You can generate valuable sales leads by inviting your customers. Additionally, you can receive bol.com (BNL) & Sophos Store Vouchers (EE) vouchers for your efforts!

BeNeLux Incentive

Generate new leads & win up to 160 € bol.com Vouchers



Benefit from increased sales leads and revenue for your business. Start today by promoting this event using your **Partner Referral ID** and available co-branded marketing assets.



Every partner who generates the below amount of referral ID customer attendees (customers will require to attend at least 1 session), will receive:

- **40 €** bol.com voucher for **5-10** referral ID generated customer attendees
- **80 €** bol.com voucher for **11-15** referral ID generated customer attendees
- **120 €** bol.com voucher for **16-20** referral ID generated customer attendees
- **160 €** bol.com voucher for **21+** referral ID generated customer attendees

Eastern Europe Incentive

Generate new leads & win up to 300 USD Sophos Store Voucher!



Benefit from increased sales leads and revenue for your business. Start today by promoting this event using your **Partner Referral ID** and available co-branded marketing assets.



Every partner who generates the below amount of referral ID customer attendees, will receive:

- **100 \$** Sophos Store voucher for **5-10** referral ID generated customer attendees
- **150 \$** Sophos Store voucher for **11-15** referral ID generated customer attendees
- **200 \$** Sophos Store voucher for **16-20** referral ID generated customer attendees
- **300 \$** Sophos Store voucher for **21+** referral ID generated customer attendees

Lead Gen for Partners with XG Firewall Academy

Promotional materials for partners available on the [Partner Portal](#)

The screenshot shows the Sophos Partner Portal interface. At the top, there's a blue header with 'SOPHOS | PARTNER PORTAL' on the left and navigation links 'Asset Library', 'Manage Sophos Central', and 'Get Help' on the right. Below the header is a white navigation bar with dropdown menus for 'Partner Program', 'Sales', 'Marketing', 'Tech', 'MSP & CSP', and 'Training'. The main content area features a large banner for 'SOPHOS XG FIREWALL ACADEMY' with a subtitle 'Discover the latest cutting-edge product innovations and increase sales as an XG Firewall expert.' and a 'Discover more' button. Below the banner, the page title 'Sophos XG Firewall Academy' is followed by an announcement: 'We're pleased to announce that the 2021 XG Firewall Academy Series registration is now open for new and existing XG partners, prospective partners, and IT resellers and integrators.' A light blue box contains the text 'Our latest academy series will be taking place between:' followed by a bulleted list of dates for EMEA, North America, and LatAm. To the right of this box is a blue square logo with 'Sophos XG Firewall ACADEMY' text. Below the announcement box is a 'Download Supporting Assets' button.

SOPHOS | PARTNER PORTAL Asset Library Manage Sophos Central Get Help

Partner Program ▾ Sales ▾ Marketing ▾ Tech ▾ MSP & CSP ▾ Training ▾

SOPHOS XG FIREWALL ACADEMY

Discover the latest cutting-edge product innovations and increase sales as an XG Firewall expert.

Discover more

SOPHOS | PARTNER PORTAL Asset Library Manage Sophos Central Get Help

Partner Program ▾ Sales ▾ Marketing ▾ Tech ▾ MSP & CSP ▾ Training ▾

Sophos XG Firewall Academy

We're pleased to announce that the 2021 XG Firewall Academy Series registration is now open for new and existing XG partners, prospective partners, and IT resellers and integrators.

Our latest academy series will be taking place between:

- EMEA – January 26 - February 11, 2021 (10 – 11 GMT)
- North America – January 26 - February 11, 2021 (10 – 11 PST)
- LatAm (TBA)

Together, these nine webinars expose the latest cutting-edge product innovations and help you effectively leverage XG Firewall features on your customer's networks. Plus, we'll discuss the future of XG with our soon-to-be-released v19.

Download Supporting Assets

Lead Gen for Partners with XG Firewall Academy

Promotional materials for partners available on the [Partner Portal](#)

4 Asset(s) Found

Sophos XG Firewall Academy - Email Signature

PNG | MARKETING...

13 4 0 0

Sophos XG Firewall Academy - Partner Referral ID Guide

PDF | MARKETING...

16 3 0 0

Sophos XG Firewall Academy - Social Media Tile

PNG | MARKETING...

10 5 0 0

Sophos XG Firewall Academy - Email Invitations (EMEA)

ZIP | MARKETING...

5 5 0 0

Sophos XG Firewall

ACADEMY

Webinar Series: Jan 26 - Feb 11

Register Now

SOPHOS

Sophos XG Firewall

ACADEMY

Webinar Series: Jan 26 - Feb 11

Register Now

SOPHOS

Cybersecurity evolved.

Sophos XG Firewall

ACADEMY

Dear Sophos Partner,

Our exclusive Sophos XG Firewall Academy Series consists of nine new webinars designed to help you achieve expert status.

During this academy, you'll learn how to:

- Migrate to XG
- Get the most out of feature-rich v18
- Integrate it with Sophos Central

Afterward, you'll be able to more effectively demonstrate how easy it is to manage and control their environment, including remote workers.

Starting on January 26, you'll be well-versed in enterprise protection, advanced networking, and zero-touch deployment.

We look forward to welcoming you to our webinar series. The Sophos Team

**Note: If you are unable to attend our webinars due to other commitments, please be sure to view our Sophos XG Firewall Academy Webpage for the recorded sessions.*

[Register Now](#)

in | | |

SOPHOS

Cybersecurity evolved.

Sophos XG Firewall

ACADEMY

Sophos XG Academy 2021 starts on January 26. That's just a week away!

This exclusive 9-part series of live technical webinars will teach you everything you need to know to protect your organization and make the most out of the Sophos XG Firewall solution.

Academy Schedule
(All webinars are from 10 a.m. - 11 a.m. PST)

| Date | Webinar Title |
|-------------|---|
| January 26 | Why Move to XG Firewall? |
| January 27 | Moving to XG: The Migration Process |
| January 28 | Moving to XG: Post Migration |
| February 2 | Moving to XG: Case Studies and Best Practices |
| February 3 | Getting the Most From XG: Routing and Managing Traffic |
| February 4 | Getting the Most From XG: Controlling and Managing Your Environment |
| February 9 | Getting the Most From XG: Managing and Accessing Remotely |
| February 10 | Getting the Most From XG: Managing Your XG Estate |
| February 11 | The Future of XG Firewall |

[Register Now](#)

Remember, if you join us for 4 or more live sessions, you will earn a voucher for E-learning Sophos Certified Administrator - XG Firewall course valued at \$750

We look forward to seeing you next week!

**Note: If you are unable to attend our webinars due to other commitments, please be sure to view our Sophos XG Firewall Academy Webpage for the recorded sessions.*

Lead Gen for Partners with XG Firewall Academy

How to create your unique invitation tracking links?



Generating Webinar Leads with Sophos XG Firewall Academy

This guide explains how you can use tracking codes called Referral IDs to create

leads from the Sophos XG Firewall Academy. It's simple to tailor our email invitation template and include your Referral ID to the registration link. After the event, you'll receive a report into your Partner Portal account on your customers who registered via your link. This is an incredibly simple way to generate new sales leads.

Getting Started

You can start using our Lead Referral Program by following the four steps here:

1. Obtain your Referral ID from the Sophos Partner Portal: Click on the user icon in the upper right corner of the screen on the Partner Portal, go to "Settings", and scroll down to your referral ID. In case you can't find it, reach out to your Channel Account Manager at Sophos.
2. Create your unique invitation tracking link for the event (please see example).
3. Start promoting the Sophos XG Firewall Academy with your unique invitation tracking link via email, social media, blog posts, email signature to your customers.
4. After the webinar you will find all the registrations, generated by your unique invitation tracking link on the Sophos Partner Portal under: "Sales Zone - Manage Leads"

Example:

<https://register.gotowebinar.com/register/510541044362690059?source=PartnerReferralID>

At the end of the Sophos.com URL, add the key "?source=" immediately followed by your Referral ID.

What if I need help?

If you need any further assistance with setting up your unique invitation tracking link, finding your referral ID or adjusting the promotional assets, please reach out to CSC@Sophos.com

Lead Gen for Partners with XG Firewall Academy

Where to find your Ref ID?

The screenshot displays the Sophos Partner Portal interface. At the top, the navigation bar includes the Sophos logo, 'PARTNER PORTAL', and links for 'Asset Library', 'Manage Sophos Central', and 'Get Help'. Below this, a secondary navigation bar lists categories: 'Partner Program', 'Sales', 'Marketing', 'Tech', 'MSP & CSP', and 'Training'. A user profile dropdown menu is open, showing the user's name 'Global Channel Benelux' and the title 'Authorized Partner'. Within this menu, the 'Settings' option is highlighted with an orange rectangle, while 'Manage Users' and 'Log Out' are also visible. The main content area features a large green banner with the text 'SOPHOS PARTNER PROGRAM COMPLIANCE' and a sub-message: 'Be sure to meet all revenue and certification requirements by March 31, 2021.' Below the banner is a 'More information' button. The bottom section of the page is divided into two columns. The left column, titled 'Sophos Partner News', lists three articles: 'Partner Group Firewall Management Demo and Tutorial' (January 15, 2021), 'Join our Virtual Marketing Master Class (BNL) series in January 2021' (January 14, 2021), and 'Increase Sales as an XG Firewall Expert' (January 13, 2021). The right column contains a blue button labeled 'Get the Partner Portal App' with the Sophos logo, and a section titled 'Your Sophos Account Manager' which identifies 'Christopher Chua'.

SOPHOS | PARTNER PORTAL

Asset Library Manage Sophos Central Get Help

Partner Program Sales Marketing Tech MSP & CSP Training

Global Channel Benelux
Authorized Partner

Manage Users
Settings Log Out

SOPHOS PARTNER PROGRAM COMPLIANCE

Be sure to meet all revenue and certification requirements by March 31, 2021.

More information

Sophos Partner News

- Partner Group Firewall Management Demo and Tutorial
January 15, 2021
- Join our Virtual Marketing Master Class (BNL) series in January 2021
January 14, 2021
- Increase Sales as an XG Firewall Expert
January 13, 2021

Get the Partner Portal App

Your Sophos Account Manager
Christopher Chua

Lead Gen for Partners with XG Firewall Academy

Where to find your Ref ID?

SOPHOS | PARTNER PORTAL

Asset LibraryManage Sophos CentralGet Help

Partner Program ▾Sales ▾Marketing ▾Tech ▾MSP & CSP ▾Training ▾

Sophos Partner Program Details

Partner Type

Reseller

Listed on Sophos.com

No

Partner Program Level

Authorized

Sophos Assist

No

Referral ID

00130000017ktKE

Synchronized Security

No

Account ID

00355038

Authorized Training Center

No

Contract Signed Date

MDF Eligible

Yes

Contract Signed By

Lead Gen for Partners with XG Firewall Academy

WHERE DO YOU FIND YOUR LEADS?

SOPHOS | PARTNER PORTAL

Asset LibraryManage Sophos CentralGet Help

Partner ProgramSalesMarketingTechMSP & CSPTraining

Sales Tools

Pricing & Promotions

Lead Manager

Opportunity Manager

Devices & Licenses

Register Deal

Create Quote

Selling Sophos Products

PRODUCING SOPHOS RAPID RESPONSE

Lightning-fast incident response to active threats.

Discover more

SOPHOS | PARTNER PORTAL

Asset LibraryManage Sophos CentralGet Help

Partner ProgramSalesMarketingTechMSP & CSPTraining

Lead Dashboard

My Leads

My Company's Leads

My Leads

Below are the leads we have assigned to you.

Search

Q

Last UpdatedLast 90 DaysQ

Name

Company

Created Date

Campaign Description

Status

Lead Status Reason

Referral ID#

Sophos Partner News

Partner Group Firewall Management Demo and Tutorial

January 15, 2021

Join our Virtual Marketing Master Class (BNL) series in Jan

January 14, 2021

Increase Sales as an XG Firewall Expert

January 13, 2021

SOPHOS

22

XG Firewall Academy Reward

GET REWARDED WITH A FREE ARCHITECT CERTIFICATION COURSE

If you and/or your customers join **four or more live sessions**, they will earn:

- **Partners:** A free Sophos XG Architect Certification e-learning voucher (*worth \$1,500*)
- **End Users:** A free E-learning XG Administration Course for customers (*worth \$750*)



XG Firewall Academy Follow Up – XG Promotion



SOPHOS
XG FIREWALL PROMO
Get up to 100% discount on XG Series appliances.

Switch to Sophos XG Firewall with one of these three options and get up to a 100% discount on the hardware appliance.

50% Discount
75% Discount
100% Discount



SOPHOS BUSINESS PRODUCTS ▼ HOME PRODUCTS ▼ PARTNERS ▼ SUPPORT ▼

**SWITCH TO SOPHOS AND GET A FREE
FIREWALL APPLIANCE**

UP TO 100% HARDWARE DISCOUNT

Replace your current firewall with an XG Firewall from Sophos and receive up to 100% discount on the hardware.

Limited Time Offer: Free Hardware When You Switch to Sophos
New firewall customers switching from a competitive firewall to Sophos get up to a 100% discount on an XG Series appliance when purchased with the relevant two- or three-year subscription for FullGuard, FullGuard Plus, FullGuard Quantum, FullGuard Quantum Plus, or FullGuard Quantum Enterprise.

Where to find?

Asset Library – Promotions

<https://partners.sophos.com/prm/English/s/assets?collectionId=12434>

Live Hacking Webinar Series

“Break a Hacker’s Heart”

16.03. – 18.03.2021

Sneak peek



SOPHOS

Live Hacking Webinar Series “Break a Hacker’s Heart”

- Burning Cybersecurity Topics
- External Ethical Hackers
- Live Hacking
- Co-marketing Promotional Package to invite your customers on the Partner Portal
- Partner incentive for inviting your customers

More details will follow soon

BREAK A HACKER'S HEART

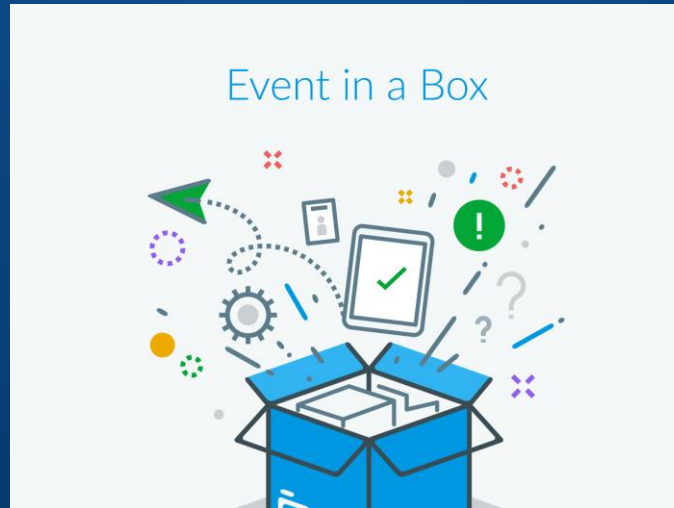


Live Hacking Webinar Series

16th - 18th of March 2021

Virtual-Event-in-a-Box

Virtual Sophos Experience Day for BNL & EE



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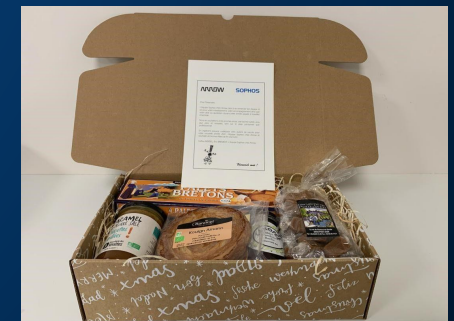
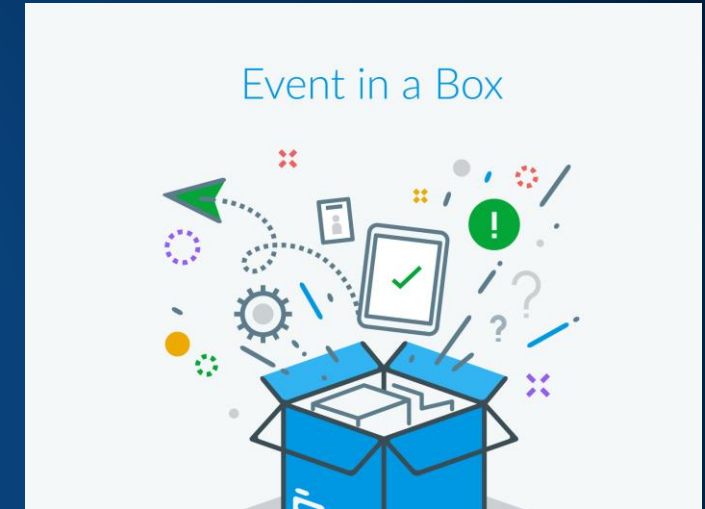
Virtual-Event-in-a-Box “Virtual Sophos Experience Day”

Background:

- Originated from a successful Partner initiative in BNL
- Increasing fatigue of mass webinars with little/no interaction
- Focus on New Business

Co-Marketing Concept:

- Small & dedicated virtual event towards 10-15 of your customers with no Sophos installed (zoom or teams)
- 2-hour content part + socializing part for **beer/wine/cheese/etc. tasting** with packages delivered prior to the event to customer’s homes
- Interactive character
- Focused and individual approach (simplest way to simulate F2F events)



Virtual-Event-in-a-Box “Virtual Sophos Experience Day”

What we are offering (BNL/EE):

- 2-hour PPT content on Sophos Portfolio + SE/Sales expertise (if required)
- Support with providing platform (zoom, teams, if required)
- Support with promotional assets (invites, banners, if required)
- 500€ co-funding of activity through MDF Portal

What we are expecting from you (BNL/EE):

- Select 10-15 net new event attendees (prior agreed with Sophos Sales)
- Decide on the socializing part suitable for your customers & you executing it (breakfast/evening packages, etc)
- Handle activity planning/inviting/execution & boxes send (in-house, external agency, adding external moderator, etc)
- Reporting post activity to Sophos
- **Follow up on attendees to close new deals!!!!**



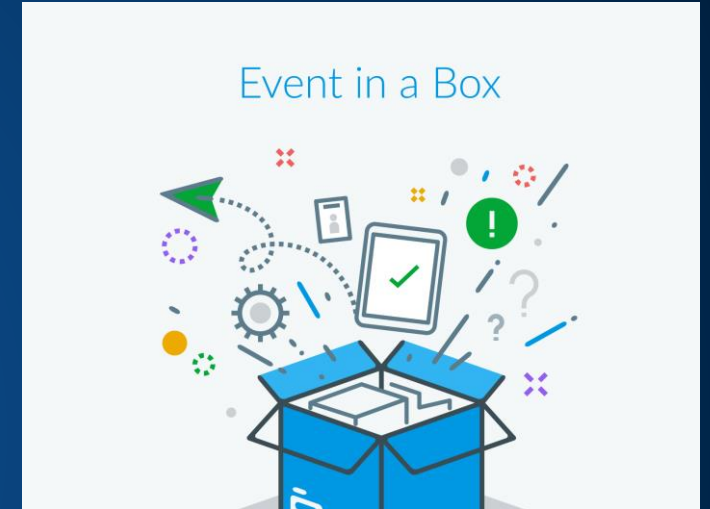
Virtual-Event-in-a-Box “Virtual Sophos Experience Day”

Like what you hear?

- Contact us for planning meetings & submit your MDF campaign requests

***Subject to case-to-case decision (BNL/EE)**

****Can also be used for X-sell campaigns**



Your Sophos Channel
Account Executive
OR
Manager



Anna Becker
Senior Marketing Manager
Field Eastern Europe & MSP EMEA
Anna.Becker@Sophos.com



Britta Schwaldat
Marketing Specialist BeNeLux
Britta.Schwaldat@Sophos.com

New Business Co-Telemarketing Campaigns



SOPHOS

New Business Co-Telemarketing campaigns

What we are offering:

- Sophos in-house telemarketing agents doing call outs for you to identify demand for Sophos solutions
- Languages spoken by agents: ENG, Dutch, PL, CZ
- Briefing call with our agents to brief on Partner database
- Regular updates on project status
- Securing ALL leads for your follow up

What we are expecting from you:

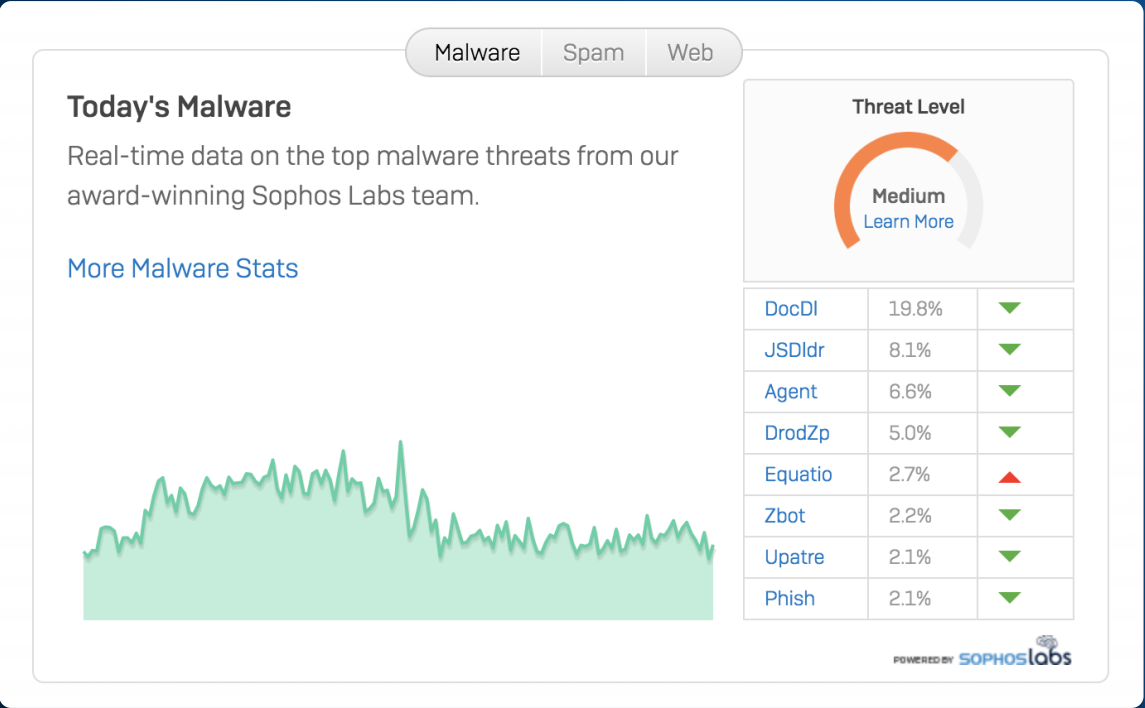
- Thoroughly selected database of net new prospects for Sophos (incl. contact details), agreed with Sophos sales.
- Briefing for our agents
- **Follow up on opportunities to close new deals!!!!**



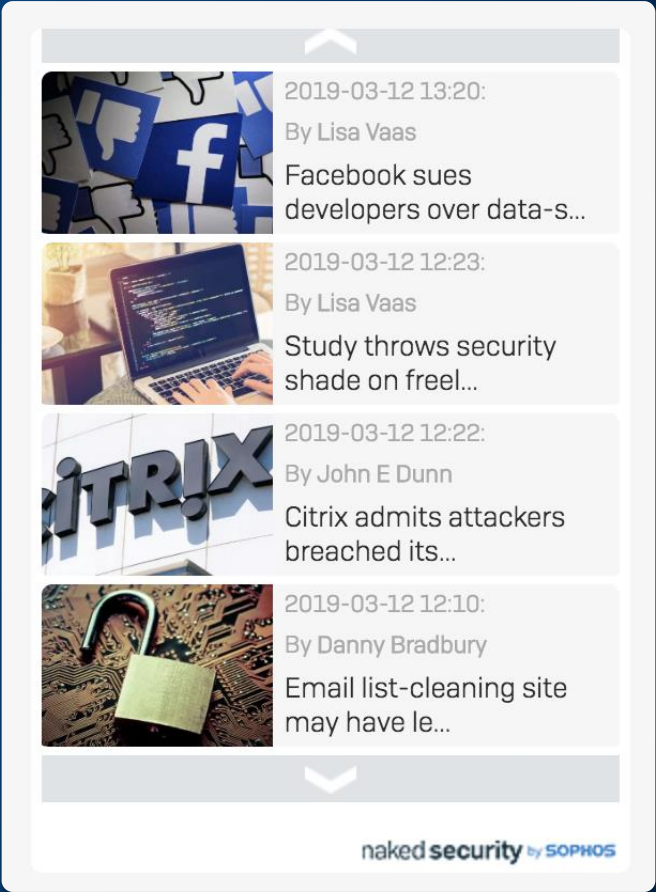
Automated Co-Marketing Lead Gen Tools



SOPHOS



Threat Dashboard



NewsSync



TOOLS



Site-in-a-Box

1500+













partners using Site-in-a-Box

"I've got to say that it is the easiest thing that we've done with the website."

Neil Peacock | Complete IT Systems, UK

"We are thrilled! The design fits perfectly to our side and adjustment was done in 5 minutes. Thank you Sophos!"

Stefan Melzer | Gugerbauer & Melzer OG

| | | |
|---|--|---|
|  | Answering the Tough Questions About an Incident with EDR <i>08 Jan 2019</i> |  |
|  | MSP Connect Flex <i>08 Jan 2019</i> |  |
|  | EDR – Endpoint Detection and Response Explained <i>17 Dec 2018</i> |  |
|  | Is your IT environment secure? – Find out where it leaks with Sophos attack simulation tools <i>07 Dec 2018</i> |  |
|  | Is your IT environment secure? – Find out where it leaks with Sophos attack simulation tools <i>07 Dec 2018</i> |  |
|  | Tips & Tricks for XG – Sophos XG Firewall Overview <i>03 Dec 2018</i> |  |

700+
partners using Sophos tools!

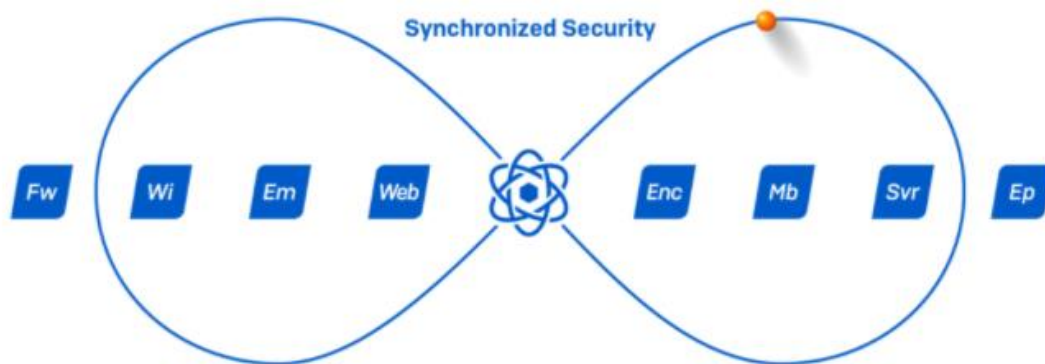
Webinar-in-a-Box

Let's Take a Look ...

SOPHOS RAPID RESPONSE

En savoir plus

Cybersecurity evolved.

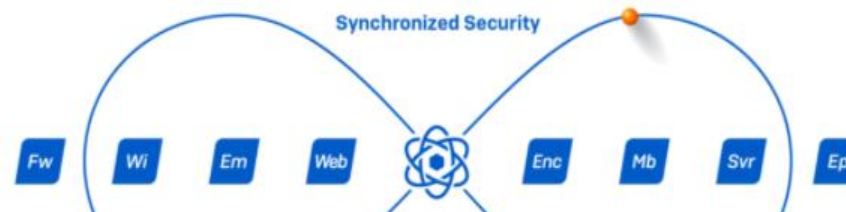


SOPHOS

SOPHOS RAPID RESPONSE

Learn more

Cybersecurity evolved.





SOPHOS

Partenaire privilégié Sophos pour toute la Belgique

Accueil R&D Rapport Attacks & Virus News & Promos Contact

naked security by SOPHOS

NAKED
SECURITY
LIVE

2021-01-18 11:33:
By Paul Ducklin

Naked Security Live – Staying safe online at home (especially if you're homeschooling!)



2021-01-14 22:20:
By Paul Ducklin

Europol announces bust of "world's biggest" dark web marketplace



2021-01-14 16:21:
By Paul Ducklin

S3 Ep15: Titan keys, Mimecast certs and Solarwinds [Podcast]



2021-01-13 15:35:
By Sally Adam

Home schooling – how to stay secure

NAKED
SECURITY
LIVE

2021-01-11 17:53:
By Paul Ducklin

Naked Security Live – HTTPS: do we REALLY need it?

NewsSync



ittes Diensten Over Team Partners

CONTACT

Malware Spam Web

Today's Malware

Real-time data on the top malware threats from our award-winning Sophos Labs team.

[More Malware Stats](#)

Threat Level



| | | |
|---------|-------|---|
| DocDI | 26.0% | ▲ |
| Agent | 9.5% | ▲ |
| KMS | 7.8% | ▲ |
| JSOLdr | 4.2% | ▲ |
| DrodZp | 3.4% | ▲ |
| Phish | 2.7% | ▲ |
| Equatio | 1.7% | ▲ |
| MSIL | 1.6% | ▲ |



POWERED BY SOPHOSlabs

Sophos Firewall x-stream

Cybersecurity evolved

Network

- ✓ Powerful unified threat management for your entire network.
- ✓ Zenders met een algemeen aanbod, entertainment, sport,...
- ✓ De Orange TV-app om alles te beheren
- ✓ Prijs op maat van uw bedrijf

Sophos Central

- ✓ The unified console for managing your Sophos products.

Enduser & Server

- ✓ Endpoint, mobile, and web security licensed per user, not device.



TOOLS

1. Browse

2. Add logo & referral ID

3. Download and use

The screenshot shows the Sophos Partner Portal interface. At the top, there's a navigation bar with 'SOPHOS PARTNER PORTAL' and links for 'Manage Sophos Central', 'Support', and user profile. Below the navigation bar, there's a 'Sales & Marketing' dropdown menu. The main section is titled 'Email Campaign Gallery'. It includes a brief description: 'Generate leads and stay connected with your customer base using our customizable email templates. Simply pick a template from the gallery below and download the HTML files. If you would like us to help you build a mailing, click on a template and use the online form on the right to send us your request.' There are two template cards visible: 'Advanced Threat Defense Made Simple Whitepaper Download' and 'Anti-Ransomware Toolkit Download'. Each card shows a thumbnail image, the template name, and a 'Download' button. To the right of the templates, there's a 'Where to Start' section with a video icon and a 'Keyword Search' bar. Below that is a 'Filter Templates' section with a list of categories: Languages, Intercept X, Sophos Central, Next-Gen Security, Ransomware, SG UTM, and XG Firewall.

The screenshot shows the 'Advanced Threat Defense Made Simple' whitepaper download template. The template has a header with the Sophos logo and a placeholder for a partner logo. The main content area is titled 'Advanced Threat Defense Made Simple' and includes a description: 'With advanced persistent threat (APT) attacks on the rise, organizations are increasingly looking for affordable sandbox solutions that don't require enterprise-level resources to manage.' It also includes a section for 'So how can you make sure that you choose the right sandbox for your organization?' and a list of bullet points: 'Understand the growing threat of APTs', 'See why organizations are choosing sandboxes as protection', and 'Find out the key things to look for in a sandbox solution'. There's a 'Download Now' button. To the right of the template, there's a 'DESCRIPTION' section with a link to the whitepaper. Below that is a 'REVIEW IN' section with language options: English, Français, and Español. There's also a 'SET UP YOUR REFERRAL ID' section with a text input field containing '0014C0000050Abj'. Below that is a section for 'OTHER TEMPLATES IN THIS CAMPAIGN' with options for 'Zero Day Protection' and 'Zero Day Protection Webinar'. At the bottom, there's a 'Get expert help from our free Channel Service Center!' section with a 'Create Request' button.

The screenshot shows the 'Casair.net' email campaign template. The header features the Sophos logo and the Casair.net logo. The main content area is titled 'THE RESULTS ARE IN FOR THE WORLD'S BEST CYBERSECURITY. SEE FOR YOURSELF.' It includes a section for 'Experts agree.' with a quote: 'Sophos Intercept X consistently rates at the top of independent tests and analysts reports.' Below that is a section for 'Customers also agree.' with a quote: 'Intercept X doesn't just test well, it performs in the real world.' There's also a section for 'Want to see for yourself?' with a quote: 'Put Sophos to the test against live malware and real-world threats.' At the bottom, there's a 'We're sure you'll also agree.' section and a 'SEE FOR YOURSELF' button. The footer includes social media icons for LinkedIn, Twitter, Facebook, and YouTube.

Email Campaign Gallery

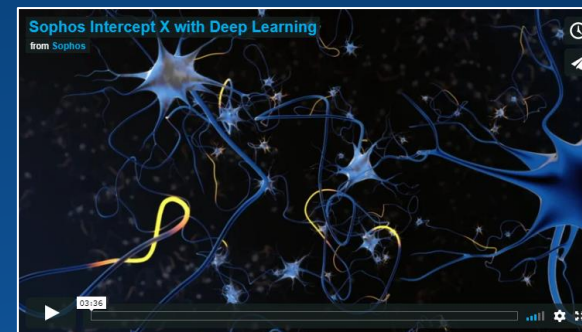
CONTENT



Whitepapers



Infographic



Videos



PPT decks



Social Tiles



CONTENT

SOPHOS
Security made simple.

RANSOMWARE

Sample Social Media Posts

Use this copy in social communities or on Twitter to raise awareness of ransomware and drive demand. Don't forget to add your unique partner ID to all web links to ensure you get all of your leads.

1. Want to learn more about ransomware and how to stop it? Check out the anti-ransomware guide. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
2. Worried about ransomware? Check out the anti-ransomware guide. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
3. See how ransomware is evolving. Have a typical attack taken place? <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
4. How can you stay ahead of ransomware? X. This anti-ransomware guide helps you. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
5. See how Sophos Intercept X stops ransomware in its tracks. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
6. 54% of organizations have been hit by ransomware - twice as often as last year. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>
7. 77% of organizations hit by ransomware were running up-to-date software. <https://www.sophos.com/ten-us/learn/whitepapers/anti-ransomware-guide.aspx>

Global English and Worldwide Sales
Tel: +44 (0)1607 471121
Email: global@sophos.com

North American Sales
Tel: Free 1-800-450-0042
Email: north@sophos.com

Australia
Tel: +61 2 9211 2121
Email: australia@sophos.com

SOPHOS
Cybersecurity made simple.

Stop the Phishing sample social media posts

Use these example posts to help generate awareness of the dangers of phishing, and leads for your business. Don't forget to include your partner referral ID in all links to the Sophos website to ensure you get all the leads you create.

Spot the Phish Game (ungated)

- Can you tell a phishing email from a genuine one? Test your skills with the Sophos Spot the Phish game. Will you take the bait? www.sophos.com/ten-us/learn/games/spot-the-phish.aspx
- Would you fall for a phishing email, line, and sniffer? Find out with the Sophos Spot the Phish game. www.sophos.com/ten-us/learn/games/spot-the-phish.aspx
- Will you fall into the phishing net? Pit your wits against the Sophos Spot the Phish game. www.sophos.com/ten-us/learn/games/spot-the-phish.aspx

Phishing Campaign Page

- 30% of phishing emails are opened. [Make sure your organization doesn't take the bait. Learn how. www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx](https://www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx)
- Phishing attacks are on the rise. [Keep your organization safe from the phishing net. www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx](https://www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx)
- What makes Amazon, Apple and Microsoft? They're the three most spoofed brands in phishing attacks. Learn more about phishing at www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx
- 55% of organizations say senior managers have been impersonated in spear-phishing attacks. Get practical tools to help you in the fight against phishing. www.sophos.com/ten-us/learn/whitepapers/anti-phishing-guide.aspx

SOPHOS

STOP THE PARASITES ON YOUR NETWORK

See what they are and how to stop them.

[Download Paper](#)

For too many organizations poor visibility into network traffic is the norm. And hidden apps don't need to be active to cause security or compliance risks. And in many cases, they can't identify and block them. So what should you do?

They can drain bandwidth needed for mission-critical applications, cause security or compliance risks. And in many cases, they can't identify and block them. So what should you do?

Download the whitepaper to see:

- Common types of hidden apps and the problems they cause
- Why most modern firewalls can't identify and block them

SOPHOS

XG FIREWALL

Keep your network secure with a 30 day free trial.

[Try for free](#)

Sophos XG Firewall provides more top-shelf protection in a single appliance than any other firewall on the market. You get protection against malware, exploits, hackers and more, plus unparalleled performance.

Your word for it. Here's what top analysts and reviewers say about XG Firewall:

"The Gartner Magic Quadrant for Unified Threat Management (UTM) named Sophos XG Firewall a 'versatile gateway appliance.'" – PC PRO

"Sophos XG Firewall provides more top-shelf protection in a single appliance than any other firewall on the market. You get protection against malware, exploits, hackers and more, plus unparalleled performance." – IT PRO

[30 Day Free Trial](#)

[in](#) [t](#) [f](#) [y](#)

SOPHOS

Endpoint Buyers Guide

See how different vendors stack up

[Download Now](#)

With so many marketing claims bouncing around from cybersecurity vendors, it can be hard to know what you need and how different vendors stack up before you buy. Fortunately help is at hand.

The Endpoint Buyers Guide will help you navigate successfully through the endpoint maze.

- Understand key endpoint technologies and why you need them.
- See how Sophos stacks up against other vendors, including Symantec, Sentinel One, McAfee, CrowdStrike, Trend Micro, and Microsoft in independent tests.
- Get the top ten questions to evaluate endpoint security products.

[Download Now](#)

[in](#) [t](#) [f](#) [y](#)

SEEING THE FUTURE IS THE FUTURE OF CYBERSECURITY.

[Learn More](#)

SOPHOS

Social posts

Emails

Web banners

What if you need help?





Channel Service Center

Add marketing expertise
without adding headcount

- Customize and co-brand emails, web banners
- Setting up tracking links
- Custom graphic design work
- Referral ID support
- Much more...

4.7/5

Average partner
rating

csc@sophos.com

"The response and service has always been first-rate. I can make a request and forget about it, knowing that I will get my response in a timely and professional manner."

Peter McKeand | IT IS Technology Inc, Canada

Help needed? – Channel Service Center

SOPHOS | PARTNER PORTAL Manage Sophos Central


Tools & Resources ▾ Sales Zone ▾ MSP Hub Products Training & Certification ▾ Get Started

Marketing Tools

As a Sophos Partner, you get free access to ready-to-use marketing materials and tools that help you promote and generate demand for Sophos products. Choose from a range of options, including simple-to-use marketing campaigns, automatically updated content you can host on your website, and customization support for marketing materials, just to name just a few. Get started now and boost your revenue.

Jump to a section: [Looking for help?](#) | [Lead generation campaigns](#) | [Web content syndication](#)

Looking for help?



Channel Service Center

Marketing support for successful demand generation campaigns.

[Watch video](#)

SOPHOS
Partner Program

Sophos Channel Service Center

Marketing support for successful demand generation campaigns.

Highlights

Unrivalled support: Marketing agency services, free for all Sophos partners

Easy to reach: Single point of contact for all your marketing requests

Focused: Engaging concepts that help you reach your goals

In your brand: Customized Sophos demand generation campaigns

Full-service: Ready-to-run campaigns that are easy to execute

Results-driven: Sophos lead tracking fills your lead pipeline automatically

The best marketing support in the industry

We strive to give you the best marketing support every time you interact with us. Consider the Channel Service Center your personal Sophos marketing agency: We provide you with our expertise, industry best practices, bespoke Sophos campaigns, and support on execution.

What we do


Tell us what you'd like to achieve and we'll help you identify the right campaign, the right tools, and the right timing. We'll provide you with email templates, presentation decks, sales tools, banners, whitepapers, and much more. And we support you in running the entire campaign successfully. We want what's best for your business, so you can be successful and grow your revenue.

It's that simple

We're just an email away. Send an email to csc@sophos.com and describe your goals, the topic you'd like to push, and the audience you'd like to reach, and we'll get in touch with you.

Contact us at csc@sophos.com

SUPPORT



EXPLOITS EXPLAINED

DISCOVER THE TECHNIQUES USED IN CYBER ATTACKS AND HOW TO STOP THEM


Download Now

Exploits are commonly used in cyber attacks, with upwards of 90% of reported data breaches including an exploit in the attack chain.

At the same time, misunderstanding around anti-exploit technology abounds, with two-thirds of IT managers unable to define it correctly in a recent Sophos-sponsored survey.

While almost every major security vendor can claim some level of exploit prevention, the breadth and depth of that protection varies significantly.

Read the Exploits Explained whitepaper to learn more about the techniques used in attacks up.




Break a Hacker's Heart 2019 Tour

Coming to a city near you

Register now

Sophos is hitting the road!

Join us for the Break a Hacker's Heart Tour



THE RESULTS ARE IN FOR THE WORLD'S BEST CYBERSECURITY.

SEE FOR YOURSELF.

Experts agree.

Sophos Intercept X consistently rates at the top of independent tests and analysts reports.

Customers also agree.

Intercept X doesn't just test well, it performs in the real world.

Want to see for yourself?

Put Sophos to the test against live malware and real-world threats.

We're sure you'll also agree.

SEE FOR YOURSELF

in

Intercept X Advanced with EDR

Threat intelligence expertise: When Intercept X Advanced with EDR elevates a potentially suspicious file, IT administrators can gather more information by accessing on-demand threat intelligence curated by SophosLabs, which receives and processes approximately 400,000 previously unseen malware samples each day. This, and other threat intelligence is collected, aggregated, and summarized for easy analysis. This means that teams that do not have dedicated threat intelligence analysts, or access to expensive and hard to understand threat feeds, can benefit from one of the top cybersecurity research and data science teams in the world.

Guided Incident Response
Intercept X Advanced with EDR allows administrators to answer the tough questions about security incidents by providing visibility into the scope of an attack, how it started, what was impacted, and how to respond. Security teams of all skill levels can quickly understand their security posture thanks to guided investigations which offer suggested next steps, clear visual attack representations, and built-in expertise.

When an investigation is concluded, analysts can respond with a click of a button. Rapid response options include the ability to isolate endpoints for immediate remediation, clean and block files, and create forensic snapshots.

Intelligent EDR Use Cases
Intelligent endpoint detection and response means that security teams have the visibility and expertise they need to answer the tough questions that are asked as part of an incident response effort.

| | Sophos Intercept X Advanced with EDR | Sophos Intercept X Advanced | Sophos Intercept X | Sophos Endpoint Protection |
|---------------------------------------|--------------------------------------|-----------------------------|--------------------|----------------------------|
| Foundational techniques | | | | |
| Deep learning | ✓ | ✓ | ✓ | |
| Zero-trust | ✓ | ✓ | ✓ | |
| Organizational and ransomware | ✓ | ✓ | ✓ | |
| Endpoint detection and response (EDR) | ✓ | | | |

Try it now for free
Register for a free 30-day evaluation at sophos.com/intercept-x

encore **SOPHOS**
TECHNOLOGY GROUP



XG FIREWALL

الأفضل عالمياً للمراقبة، الحماية، والاستجابة

المزيد

SAFEDENY

SOPHOS ALSO

MAXIMALE LEISTUNG. PREMIUM SCHUTZ. TOP ENTSCHEIDUNG.




SG UTM und XG Firewall
Jetzt mit Deep Learning – integriert in Sophos Sandstorm.

Intercept Network Security
P. 10/16

Radware Choice
Security
Builder
AWARD 2018

ISG
SECURITY
AWARD 2019

www.sophos.de/firewalls



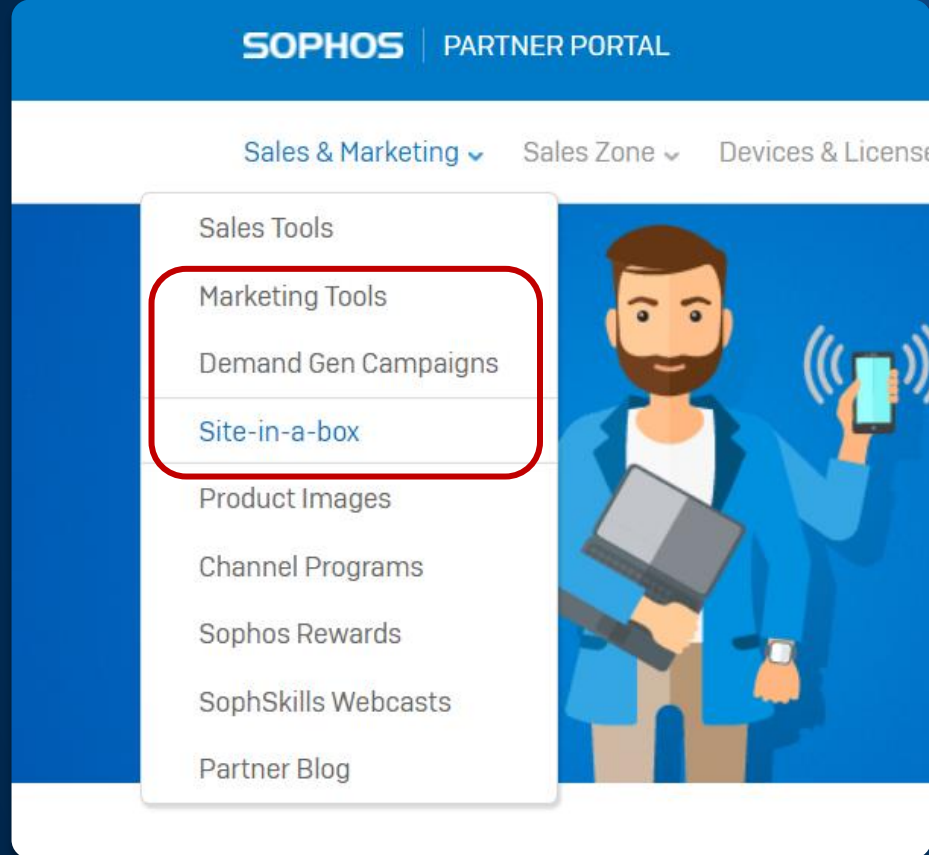
INTERCEPT

DEEP LEARNING
FÜR TIEFGREIFENDE SICHERHEIT

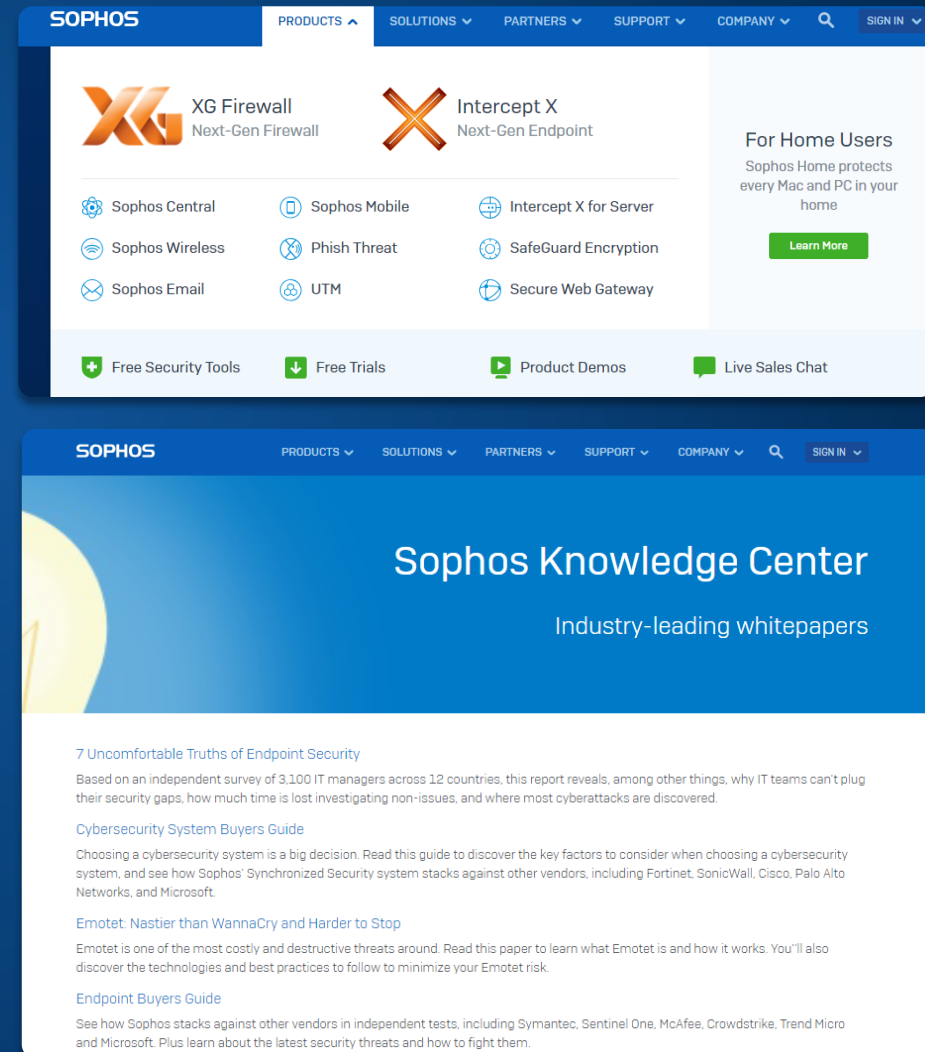
www.sophos.de/intercept-x

Where to Find Everything

PARTNER PORTAL



SOPHOS.COM





Start small

Plan your marketing program

Play to your strengths

Track and measure your
results

**Sophos
Marketing
Team**

**Channel
Service
Center**



Questions... Ideas... Comments? - Reach out to us!



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Britta.Schwaldat@Sophos.com

Virtual Marketing Master Class Schedule

- **How You Can Promote & Generate Demand At No Extra Cost With Sophos, incl. Current Quarter Campaigns**

19th January 2021 | 11 am – 12 pm CET



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA

- **Your Gateway to Success – A Live Partner Portal Tour**

20th January 2021 | 11 am – 12 pm CET



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA

- **Social Media: Tips for Success**

21st January 2021 | 11 am – 12 pm CET



Sally Adam
Marketing Director



Delaney Gembis
Social Media Specialist