



Virtual Marketing Masterclass:

How You Can Promote & Generate Demand At No Extra Cost With Sophos

Michel Lanaspèze

Regional Marketing Director,
Western & Eastern Europe

SOPHOS

Virtual Marketing Master Class Schedule

➤ **How You Can Promote & Generate Demand At No Extra Cost With Sophos**

25th May 2020 | 10am – 11 am CEST



Michel Lanaspèze,
Regional Marketing Director,
Western & Eastern Europe

➤ **Your Gateway to Success - Partner Portal Tour**

26th May 2020 | 10am – 11 am CEST



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA



Wim Feyen
Marketing Manager
BeNeLux

➤ **Generating New Business – Where and How to Find New Customers**

27th May 2020 | 10am – 11 am CEST



Dan Skip
EMEA Sales Development Manager

➤ **Social Media: Tips for Success**

28th May 2020 | 10am – 11 am CEST



Sally Adam
Marketing Director

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Marketing Director



Why Marketing?

What Does Marketing Do?



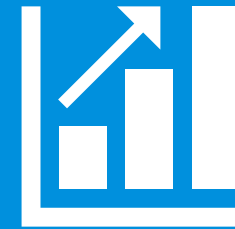
**INCREASE
AWARENESS**

Know you



BUILD CREDIBILITY

Trust you



**GENERATE
SALES LEADS**

Buy from you

See best home office chairs reviews

Sponsored



Executive Office



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

SOPHOS



TOOLS



CONTENT



SUPPORT



TOOLS



CONTENT



SUPPORT



TOOLS

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

Medium [Learn More](#)

DocDI	19.8%	▼
JSDldr	8.1%	▼
Agent	6.6%	▼
DrodZp	5.0%	▼
Equatio	2.7%	▲
Zbot	2.2%	▼
Upatre	2.1%	▼
Phish	2.1%	▼

POWERED BY **SOPHOS**labs

Threat Dashboard

2019-03-12 13:20:
By Lisa Vaas
Facebook sues developers over data-s...

2019-03-12 12:23:
By Lisa Vaas
Study throws security shade on freel...

2019-03-12 12:22:
By John E Dunn
Citrix admits attackers breached its...







2019-03-12 12:10:
By Danny Bradbury
Email list-cleaning site may have le...

naked security by **SOPHOS**

NewsSync



TOOLS

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

500+
partners using Sophos tools!

Webinar-in-a-Box



TOOLS



1400+
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

Site-in-a-Box



TOOLS

Let's Take a Look ...

TOOLS

SOPHOS

SOPHOS INTERCEPT
NOW WITH EDR

Cybersecurity Made Simple.

- Network**
Powerful unified threat management for your entire network.
- Sophos Central**
The unified console for managing your Sophos products.
- Endpoint & Server**
Endpoint, mobile, and web security licensed per user, not device.

Site-in-a-Box

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naked security by SOPHOS

NewsSync

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
Medium
Learn More

DocDi	19.8%	▼
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Zbot	2.2%	▼
Upatre	2.1%	▼
Phish	2.1%	▼

powered by SOPHOS Labs

Threat Dashboard

- Answering the Tough Questions About an Incident with EDR
04 Jan 2019
- MSP Connect Flex
26 Jun 2018
- EDR - Endpoint Detection and Response Explained
17 Nov 2018
- Is your IT environment secure? - Find out where it leaks with Sophos attack simulation tools
20 Dec 2018
- MSP Connect Flex
12 Nov 2018
- Is your IT environment secure? - Find out where it leaks with Sophos attack simulation tools
07 Nov 2018
- Is your IT environment secure? - Find out where it leaks with Sophos attack simulation tools
07 Nov 2018
- Tips & Tricks for XG - Sophos XG Firewall Overview
03 Nov 2018

Webinar-in-a-Box



Sophos Security

We've worked with many security products over the years,
now we just work with the best

SOPHOS

OVERVIEW

PRODUCTS

RESOURCES

DATASHEETS

SOPHOS

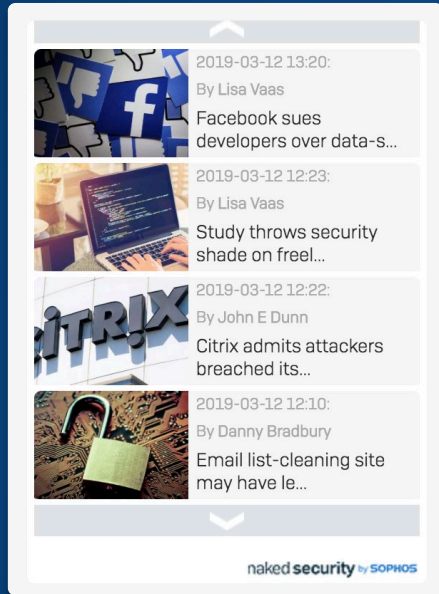
INTERCEPT

NOW WITH EDR

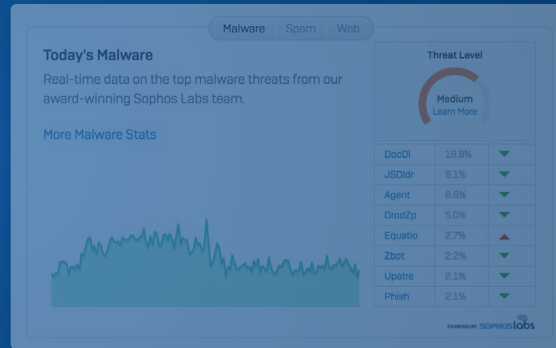
TOOLS



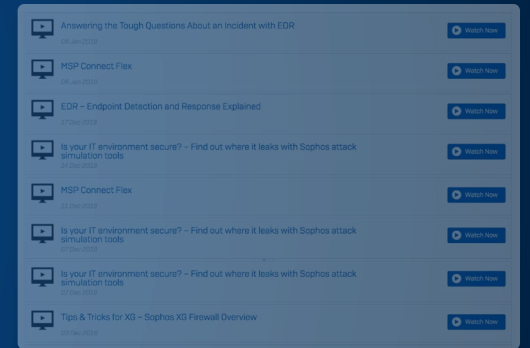
Site-in-a-Box



NewsSync



Threat Dashboard



Webinar-in-a-Box

This is Presilient

A single point of reference for all your IT needs

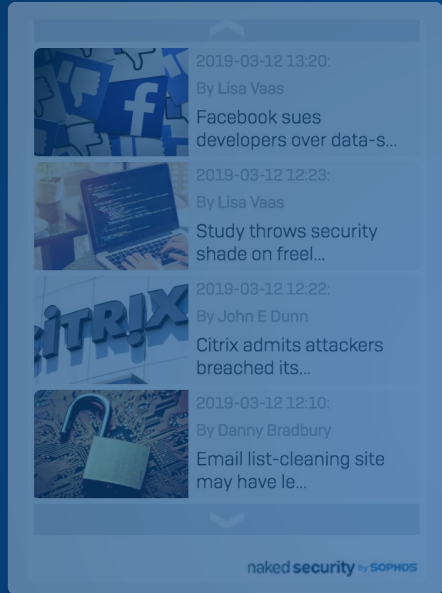
[OUR SERVICES](#)

[LEARN ABOUT US](#)

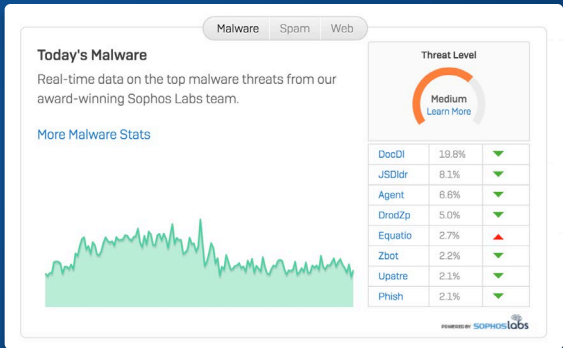
TOOLS



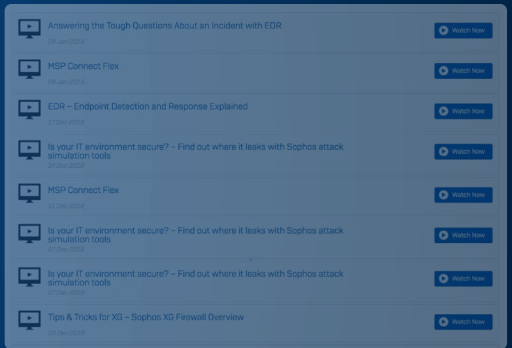
Site-in-a-Box



NewsSync



Threat Dashboard



Webinar-in-a-Box



Make Cyber Security A Business Priority

The Cyber Security of Your Organisation's Data Is Paramount

Cyberthreats are becoming more sophisticated and prevalent. As an organisation, if you are collecting personally identifiable information from customers, you are required to take reasonable steps to protect that data. Data breaches cost time and money and can affect your organisation's reputation.

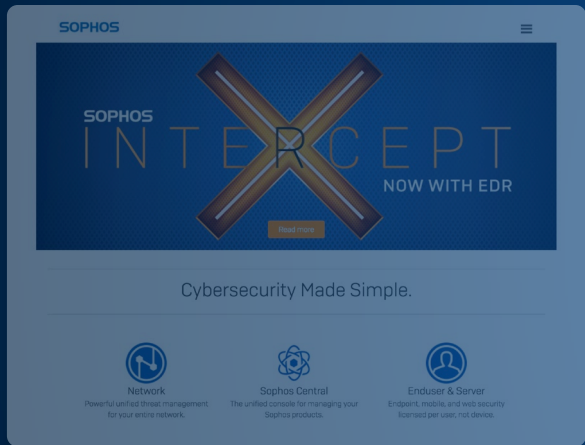
Ensuring your information systems are secure and taking preventative action with a holistic approach to cyber security risks is crucial. This involves having the right people and processes, advanced technology that can respond to new threats and regularly testing and reviewing systems to ensure they are still effective.

IMPORTANT NOTICE: Notifiable Data Breach Scheme & General Data Protection Regulations (GDPR)

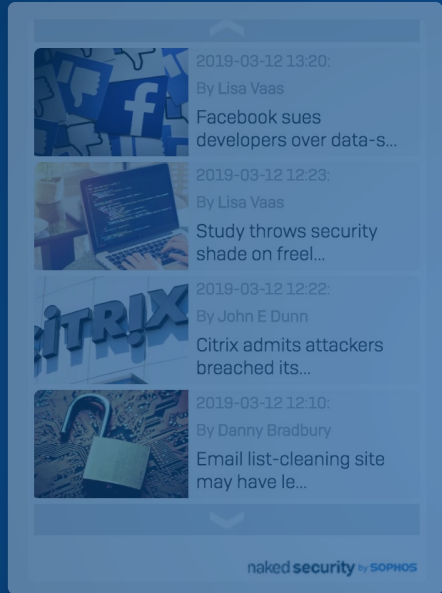
Recent changes to the Australian Notifiable Data Breach (NDB) scheme and European Union [General Data Protection Regulations](#) (GDPR) are now enforceable, and the fines are severe. Your technology plays a vital role in ensuring compliance – find out more below.



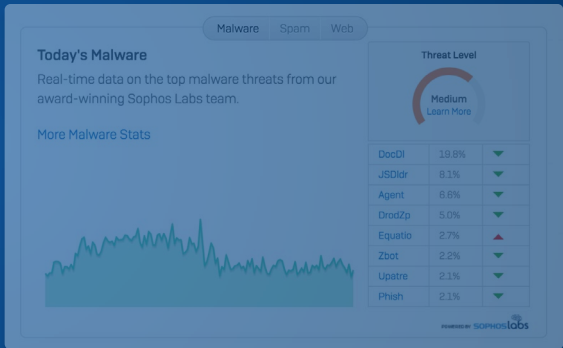
TOOLS



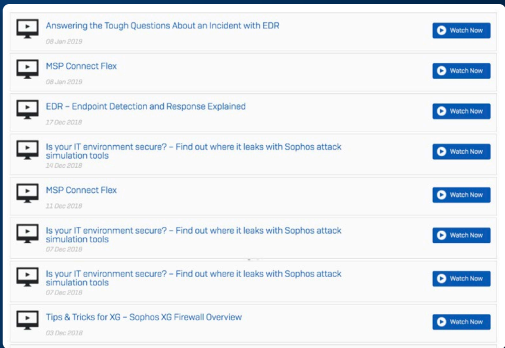
Site-in-a-Box



NewsSync



Threat Dashboard



Webinar-in-a-Box



Webinars

Could you use a little more detail on how to protect your business from hackers, or what to do about phone systems going end-of-life? For in-depth explanations of certain technologies, events, and best practices, check out our archive of webinars below. We regularly collaborate with our provider partners to explore topics such as cyber security, ransomware, and more.

- [Cybersecurity: The Best Defense Is a Good Offense, Part 2, September 27, 2017](#)
- [Cybersecurity: The Best Defense Is a Good Offense, Part 1, September 20, 2017](#)
- [Toshiba's Exit From Telecom -What Are Your Options? May 17, 2017](#)
- [Ransomware – Be Proactive, March 14, 2017](#)

Looking for info from the experts on all things cyber security? Sophos is an industry leader in security, and has been named a leader in Gartner's Magic Quadrant Reports for Endpoint and Network Security every year since 2012. Below, you'll find our repertoire of webinars from Sophos delving into subjects spanning malware, cryptojacking, phishing, security best practices, and more.

TOOLS

1. Browse

The screenshot shows the Sophos Partner Portal interface. At the top, there's a navigation bar with 'SOPHOS PARTNER PORTAL' and 'Manage Sophos Central Support'. Below that, a menu includes 'Sales & Marketing', 'Sales Zone', 'Devices & Licenses', 'Products', and 'Training & Certification'. The main content area is titled 'Email Campaign Gallery' and features a video player with the text 'Where to Start Watch our "How To" video and get started today!'. A 'Keyword Search' field is present. A 'Filter Templates' sidebar lists categories: Languages, Intercept X, Sophos Central, Next-Gen Security, Ransomware, SG UTM, and XG Firewall. Two templates are displayed: 'Advanced Threat Defense Made Simple Whitepaper Download' and 'Anti-Ransomware Toolkit Download'. Each template has 'View Template' and 'Download' buttons.

2. Add logo

The screenshot shows a whitepaper template titled 'Template: Advanced Threat Defense Made Simple Whitepaper Download'. The template preview includes the Sophos logo, a placeholder for a partner logo, and the main heading 'Advanced Threat Defense Made Simple'. The content discusses APT attacks and offers a 'Download Now' button. On the right, there's a 'DESCRIPTION' section, a language selector (English, Français, Español), a 'SET UP YOUR REFERRAL ID' field with the value '0014C0000050Abj', and a 'Create Request' button.

3. Download and use

The screenshot shows a completed email campaign template. It features the Sophos logo and the Casair.net logo. The main headline reads 'THE RESULTS ARE IN FOR THE WORLD'S BEST CYBERSECURITY. SEE FOR YOURSELF.' Below this, there's a section titled 'Experts agree.' followed by text about Sophos Intercept X. Another section says 'Customers also agree.' and mentions 'Intercept X doesn't just test well, it performs in the real world.' A 'Want to see for yourself?' section includes the text 'Put Sophos to the test against live malware and real-world threats. We're sure you'll also agree.' and a prominent orange 'SEE FOR YOURSELF' button. Social media icons for LinkedIn, Twitter, Facebook, and YouTube are at the bottom.

Email Campaign Gallery



FREE



TOOLS

FREE



CONTENT

FREE



SUPPORT

CONTENT



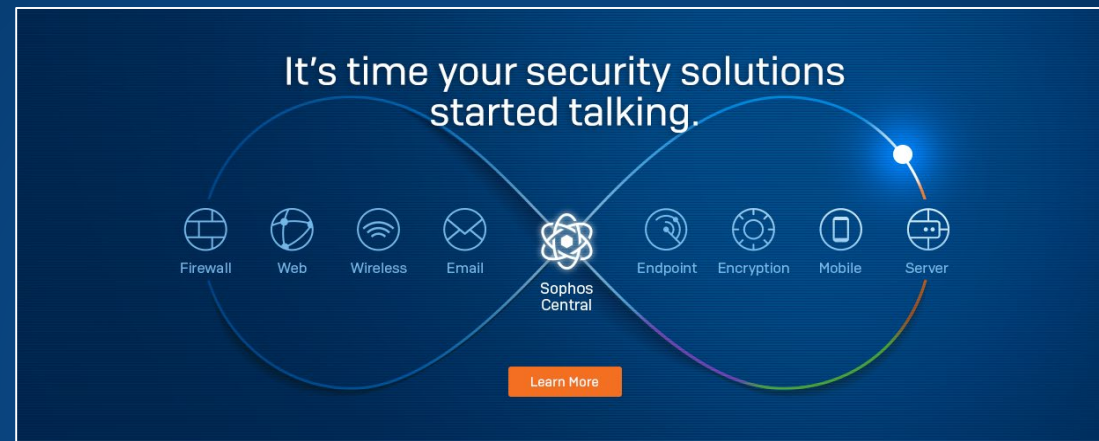
X FIREWALL

Keep your network secure with a 30 day free trial.

[Try for free](#)

SOPHOS

It's time your security solutions started talking.



Firewall Web Wireless Email **Sophos Central** Endpoint Encryption Mobile Server

[Learn More](#)

SOPHOS

THE END OF RANSOMWARE

Stop ransomware in its tracks with Sophos Intercept X.

[Learn More](#)



7 BEST PRACTICES FOR SECURING THE PUBLIC CLOUD

SOPHOS [Download Guide](#)

STOP THE PARASITES ON YOUR NETWORK

See what they are and how to block them.

SOPHOS [Download Paper](#)



SEEING THE FUTURE IS THE FUTURE OF CYBERSECURITY.

[Learn More](#)

SOPHOS

CONTENT

SOPHOS
Cybersecurity made simple.

FIREWALL BEST PRACTICES TO BLOCK RANSOMWARE

Ransomware attacks are only increasing in complexity and are getting more efficient at exploiting network and system vulnerabilities, leaving organizations with a heavy bill. Modern firewalls are designed to block these types of attack, but do their job. In this white paper, you'll learn how they can help you protect your firewall and network.

A Sophos Whitepaper October 2020

SOPHOS

Cybersecurity System Buyers Guide

With 63% of IT managers in agreement that cyberthreats have become harder to stop over the last year, more and more organizations are moving from isolated security point products to an interconnected cybersecurity system. Choosing a cybersecurity system is a big decision. And with many vendors talking about cross-product integration, what should you look for and how can you be sure of making the right choice?

In this guide we explore the key factors to consider when choosing a cybersecurity system. We also take a look at how Sophos' interconnected Security system stacks against other vendors, including Fortinet, SonicWall, Cisco, Palo Alto Networks, and Microsoft.

Whitepapers

10 STAGES OF A BUSINESS EMAIL COMPROMISE ATTACK

Business Email Compromise (BEC) targets specific individuals within an organization. Emails impersonating a specific sender or trusted source, usually a senior executive, are sent in an attempt to convince an innocent victim to take certain actions, like sending money to the crooks' bank accounts.

BEC attacks are usually harder to spot than other phishing emails as they often use spoofed (look-a-like) email addresses to fool people into replying or clicking. While they can play out in a number of different ways, here's a common BEC approach.

- STEP 1: RESEARCH**
Cyber crooks start by hunting for a weakness or opportunity they can exploit.
- STEP 2: IDENTIFY A TARGET**
Based on their research, the crooks decide what angle they're going to try to exploit, and which organization they are going to target.
- STEP 3: BUILD A PERSONA**
Through web search, the crooks can identify board members in the target organization.
- STEP 4: IDENTIFY A VICTIM**
Next, they look for an innocent person at the target organization who the crooks want to trick.
- STEP 5: SPOOF THE EMAIL ADDRESS**
The attack starts with an email that appears to come from the senior leader. The crooks first spear-pinch the executive to get their credentials then log in as them to send their email.
- STEP 6: PERSONALIZE THE EMAIL**
The crooks dig all their research and persona building work to good use, crafting an email that appears to come from the senior leader. They add personalization (Dear Helen) and reference specific events (Yesterday's press release), and request money transfer.
- STEP 7: ISOLATE THE VICTIM**
Isolation is a popular technique to put pressure on the victim and stop them checking with others. Common phrases include "confidential - don't share" "I'm only trusting you" or "highly sensitive".
- STEP 8: AVOID FOLLOW-UP**
The crooks don't want the victim checking in with the senior leader so discourage by making him or her seem overwhelmed, for example saying they're out of the office.
- STEP 9: PROVIDE BANK DETAILS**
The bank account is one of the crooks' largest expenses so they will only share after they've hooked the victim through their spoofed emails.
- STEP 10: MONEY TRANSFER**
Game over. The money's been transferred to the crooks, never to be seen again. Soon someone will notice a big hole in the bank account, and that's when the alarms go off.

41% of IT professionals report at least daily phishing attacks

55% of organizations report senior managers have been impersonated in spear-phishing attacks.

Accounting and finance are the department most frequently targeted in phishing attacks.

For more information on phishing and how to stop it, visit www.sophos.com/phishing.

Infographic

Sophos Intercept X with Deep Learning
from Sophos

03:06

Videos

EMOTET

Nastier than WannaCry and harder to stop

SOPHOS

PPT decks

SOPHOS

SOPHOS RANKED #1 FOR ENDPOINT PROTECTION

#1 ENTERPRISE ENDPOINT PROTECTION
#1 SMALL BUSINESS ENDPOINT PROTECTION
#1 PROTECTION ACCURACY

SE LABS ENDPOINT PROTECTION REPORT

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 our latest blog post: <http://www.sophos.com/ran-sophos>
2. Worried about ransomware? Check out the anti-ransomware how-to stop it: <http://www.sophos.com/ran-sophos>
3. See how ransomware is evolving, how a typical attack takes place and how to stop it: <http://www.sophos.com/en-us/security-news/whitepapers/sophos-ransomware-protection.aspx>
4. How can you stay ahead of ransomware? This anti-ransomware to help you: <http://www.sophos.com/en-us/security-news/whitepapers/sophos-ransomware-protection.aspx>
5. See how Sophos Intercept X stops ransomware in its tracks: <http://www.sophos.com/intercept-x>
6. 54% of organizations have been hit by ransomware - twice as often as last year. Learn more: <http://www.sophos.com/en-us/about/cybernews-ir-epidemiology-report.aspx>
7. 77% of organizations hit by ransomware were running up-to-date software. Learn more: <http://www.sophos.com/en-us/security-news/trends/whitepapers/report.aspx>

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Australia: Tel: +61 2 9111 1111 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/en-us/games/play-spot-the-phish.aspx
- Would you fall for a phishing email hook, line, and sinker? Find out with the Sophos Spot the Phish game. www.sophos.com/en-us/games/play-spot-the-phish.aspx
- Will you fall into the phishing net? Pick your wits against the Sophos Spot the Phish game. www.sophos.com/en-us/games/play-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/phishing
- Phishing attacks are on the rise. Keep your organization safe from the phishing net. www.sophos.com/phishing
- What unites Amazon, Apple and Microsoft? They're the three most spoofed brands in phishing attacks. Learn more about phishing at www.sophos.com/phishing
- 65% 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/phishing

SOPHOS Placeholder Image for Partner Logo

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 actively managed.

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 Placeholder Image for Partner Logo

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 have to say about XG Firewall:

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

"XG Firewall's performance and protection measures at a great price." – IT PRO

[30 Day Free Trial](#)


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

SOPHOS Placeholder Image for Partner Logo

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](#) [v](#)



SEEING THE FUTURE IS THE FUTURE OF CYBERSECURITY.

[Learn More](#) **SOPHOS**

Social posts

Emails

Web banners

Lead Referral Program

<https://secure2.sophos.com/en-us/products/intercept-x/free-trial.aspx?id=98304-XXXXX>

Prefix ↑
Referral ID ↑

Get referral ID
from your
Sophos rep

Tell us who
should get
your leads

Add referral
ID to all
Sophos links

Start
promoting!

Lead Referral Program

Where to find your Referral ID?

- Partner Portal under “account settings”

Sales & Marketing ▾ Sales Zone ▾ Devices & Licenses Products Training & Certification

My Profile

[Edit](#) [Change Password](#)

User Information

Username	global_channel_easterneurope@sophos.com.test	Time Zone	(GMT+00:00) Greenwich Mean Time (Europe/London)
Locale	English (United Kingdom)	Language	English
Nickname	Global-Channel-EasternEurope	Information Currency	GBP

Contact Information

First Name	Global Channel	Email	amir.khawajaeasterneurope@sophos.com
Last Name	Eastern Europe	Title	
Contact Role			
Phone	+44 (0) 1235 540233	Extension	
Fax		Cell	
Street	ul. Rzymowskiego 53	City	Warsaw
State/Province		Zip/Postal Code	
Country	Poland		

My Company Profile

General Information

Account Name	Test Silver Eastern Europe	Website	
Industry Header	Services	Size of Company	100
Partner Level	Silver	Primary Portal Contact	Global Channel Eastern Europe

Registration Questions

Annual Revenue	Years in business
No. of active customers	Expected revenue growth next 12 months
No. of branch offices	IT Security revenue proportion
Number of Employees	IT reselling security solution statement
Percentage of sales staff	Products vs. services revenue proportion
Percentage of technical staff	Customer support emphasis
	Other Vendor Products Sold

Marketing Information

Partner Only

Referral ID: 00130000017k1Tq

Lead Referral Program

Where to find your Referral ID?

- Partner Portal under “account settings”

Sales & Marketing ▾ Sales Zone ▾ Devices & Licenses Products Training & Certification

My Profile [Edit](#) [Change Password](#)

User Information

Username	global_channel_easterneurope@sophos.com.test	Time Zone	(GMT+00:00) Greenwich Mean Time (Europe/London)
Locale	English (United Kingdom)	Language	English
Nickname	Global-Channel-EasternEurope	Information Currency	GBP

Contact Information

First Name	Global Channel	Email	amir.khawajaeasterneurope@sophos.com
Last Name	Eastern Europe	Title	
Contact Role			
Phone	+44 (0) 1235 540233	Extension	
Fax		Cell	
Street	ul. Rzymowskiego 53	City	Warsaw
State/Province		Zip/Postal Code	
Country	Poland		

My Company Profile

General Information

Account Name	Test Silver Eastern Europe	Website	
Industry Header	Services	Size of Company	100
Partner Level	Silver	Primary Portal Contact	Global Channel Eastern Europe

Registration Questions


Annual Revenue	Years in business
No. of active customers	Expected revenue growth next 12 months
No. of branch offices	IT Security revenue proportion
Number of Employees	IT reselling security solution statement
Percentage of sales staff	Products vs. services revenue proportion
Percentage of technical staff	Customer support emphasis
	Other Vendor Products Sold

Marketing Information

Partner Only

Referral ID: 00130000017kTq

Lead Referral Program: Receive the Leads in your Mailbox

 Sophos Partner Program New Lead Notification

Partner: Marketing Unaccepted Lead

New Lead Available for you to follow up!

Dear Partner,

You're receiving this automated notification because our marketing system generated this lead.

Our marketing system has detected a lead that may be a good fit for your business. However, due to bad data, and there may be some missing information that prevents complete visibility to all parties.

Please note that this lead is available in the [Partner Lead Referral Portal](#).

Your new lead:

Account Name:	Contact Name: Sebastiano Fieneo
Account Address: Heiligenstädter Lände 29/1/5 Wien Austria Karlsruhe Germany	Contact Job Role: Non-IT Professional (Sales/HR)
Size of company: 25 to 50 employees	Contact Phone Number: +49721255160
Industry: Other	Contact Email: sebastiano.fieneo@sophos.com
Lead Source Type: Evaluation Request	
Marketing Asset: Intercept X - Free Trial	

Lead Referral Program: See your Leads in the Partner Portal

SOPHOS PARTNER PORTAL Manage Sophos Central Support

Sales & Marketing **Sales Zone** Devices & Licenses Products Training & Certification

View Leads ⁱ

View: Partner Referral ID Leads New Lead

Action	Lead Name	Company	Created Date	Lead First	Campaign Description	Status	Lead Status Reason
<input type="checkbox"/> Edit			09/2016	White Paper	Gartner Magic Quadrant for UTM 2015	3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit			09/2016			3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit			02/2017	Evaluation Request	Sophos EndUser Protection	3c - Closed, Rejected	3 - Invalid contact details
<input type="checkbox"/> Edit	Martins Ezis	Ezis	28/02/2017			3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Povilas Viksraitis	Hermitage	07/11/2016	Evaluation Request	Intercept X - Free Trial	3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Povilas Viksraitis	Hermitage Solutions UAB	30/05/2016	White Paper	Gartner Magic Quadrant - Endpoint Protection Platforms 2016	3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Povilas Viksraitis	HSLT	22/03/2017	Evaluation Request	Sophos Central - Free Trial	3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Marta Mistere	Ezitis	08/02/2017			3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Tedd Capone	GDD	14/10/2016	Evaluation Request	Sophos Central - Free Trial	3c - Closed, Rejected	3 - Other
<input type="checkbox"/> Edit	Monte vava	ggAAA	30/03/2017	Evaluation Request	Sophos XG: iView	3c - Closed, Rejected	3 - Other

« 1 2 3 4 5 6 7 8 9 10 11 »



TOOLS



CONTENT



SUPPORT

Channel Service Center

Add marketing expertise
without adding headcount

- Customize and co-brand emails
- Co-brand web banners
- Custom graphic design work
- Referral ID support

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

SUPPORT



EXPLOITS EXPLAINED

DISCOVER THE TECHNIQUES USED IN E... ATTACKS AND HOW TO STOP THEM

Exploits are commonly used in cyber attacks, with upwards of 90% 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, according to a recent Sophos-sponsored survey.

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


Read the Exploits... techniques used in... stacks 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](#) [t](#) [f](#) [v](#)

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 Sophos, 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 E	Sophos Endpoint Protection
Foundational techniques				
Deep learning	✓	✓	✓	✓
Anti-ransomware	✓	✓	✓	✓
Endpoint detection and response (EDR)	✓	✓	✓	✓

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

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

www.sophos.de/firewalls



SOPHOS INTERCEPT



DEEP LEARNING FÜR TIEFGREIFENDE SICHERHEIT

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XG FIREWALL



الأفضل عالمياً للمراقبة، الحماية، والاستجابة [المزيد](#) **SAFEDENY**

Campaign Examples



7 UNCOMFORTABLE TRUTHS

20%

unaware how
threat got in

13hrs

to discover threat

48 days


investigating
potential security
incidents

54%

can't take full
advantage of
EDR



7 UNCOMFORTABLE TRUTHS




UNCOMFORTABLE TRUTHS OF ENDPOINT SECURITY

Results of an independent survey of 3,100 IT managers commissioned by Sophos

To understand the realities of endpoint security today, Sophos commissioned independent research specialist Vanson Bourne to survey 3,100 IT managers across the globe. The resulting paper reveals the experiences, concerns and future plans of organizations in 12 countries and six continents. It provides deep insight into the day-to-day challenges IT teams face securing their organizations against cyberattacks, as well as their experiences with endpoint detection and response (EDR) technologies.

SOPHOS

PDF report




Uncomfortable Truths of Endpoint Security

Results of an independent survey commissioned by Sophos and conducted by Vanson Bourne

SOPHOS

PPT deck



UNCOMFORTABLE TRUTHS OF ENDPOINT SECURITY

Download the Seven Uncomfortable Truths of Endpoint Security to discover the results of an independent survey of 3,100 IT managers across 12 countries.

Sponsored by Sophos, the survey reveals deep insights into the day-to-day challenges IT teams face securing their organizations against cyberattacks, including:

- Where most cyberattacks are discovered
- Why IT teams struggle to plug their security gaps
- How much time is lost each month investigating non-issues

It also explores their experiences of, and future plans for, endpoint detection and response (EDR) technologies.

[Read Report](#)

Emails



UNCOMFORTABLE TRUTHS OF ENDPOINT SECURITY

Hear what 3,100 IT managers have to say.

[Read Report](#)

Web banners

SOPHOS



UNCOMFORTABLE TRUTHS OF ENDPOINT SECURITY

Results of an independent survey of 3,100 IT managers commissioned by Sophos

TRUTH #1
IT IS NOW THE NORM TO BE A CYBERATTACK VICTIM

68% of organizations say they were hit by a cyberattack in the last year, twice on average.

TAKEAWAY: Assume you will be hit by a cyberattack when planning your security strategies.



TRUTH #2
IT TEAMS LACK VISIBILITY INTO ATTACKER DWELL TIME

Organizations don't know how long nearly one in five threats (17%) was in their environment before being discovered. As a result, they don't know the damage caused.



Infographic



LIVE HACKING WEBINAR

SOPHOS

LIVE HACKING

Webinar:
Behind the Scenes - The Dark World of Hackers

19th March 2020 | 13:30 - 15:00 GMT [Register Now](#)

Social Media Tiles

SOPHOS Placeholder image for Partner Logo

LIVE HACKING

WEBINAR:
Behind the Scenes - The Dark World of Hackers [Register Now](#)
19th March 2020 | 13:30 - 15:00 GMT

Thursday 19th March 2020 | 13:30 - 15:00 GMT

Venture into the dark world of hacking and find out how well equipped you are against cyber attacks!

During this live webinar, the hacking experts from penetration testing specialists NSIDE will:

- Show you how human attackers smuggle malware into companies and look around in stealth mode before they really strike
- Illustrate why artificial intelligence plays an essential role in beating these attackers
- Demonstrate the tools which can protect yourself and your company

Places on this webinar are limited so register today!

[Register Now](#)

[in](#) [t](#) [f](#) [You Tube](#)

Co-branded Email

1,611
Registrations!



HOT TOPIC: ZERO TRUST

SOPHOS

Demystifying Zero Trust

The age of the corporate network and single security perimeter is coming to an end. Users are increasingly working remotely, conducting their work over the public internet. The rise of Software-as-a-Service (SaaS) apps, cloud platforms, and other cloud-based services has eroded the efficacy of using the network as the primary element to secure a resource. We can no longer rely on a single, sealed-off corporate network and afford trust to all the systems that reside within it as the boundaries between networks are now blurred.

Enter zero trust, a cybersecurity philosophy on how to think about security and how to do security. Zero trust is based upon the principle of "trust nothing, verify everything" and focusing on protecting resources regardless of where they are physically or digitally and to never trust anything by default.

No one vendor, product, or technology will get you to zero trust. Rather it requires a cultural shift and a lot of different solutions to shift the paradigms by which we secure our resources.

This paper looks at the concept of zero trust, the benefits of implementing a zero trust model, and provides guidance on the steps that organizations need to take to transition towards it.

Whitepaper



Presentation/Webinars

Demystifying ZERO TRUST

Register for Webinar

Zero Trust is not a product or a solution. It's not something you buy and install then sit back and relax. It's not a feature you enable. It's not a single tool or technology. It's not made by a single vendor.

Zero Trust is a philosophy for how to think about cybersecurity and a model for how cybersecurity is done.

In this webinar, we explore the Zero Trust model and cover:

- What Zero Trust is
- The benefits of, and how to move to, a Zero Trust infrastructure
- The technology stack required within a Zero Trust model

Register for Webinar

Emails

SOPHOS

Why practice Zero Trust?

Social Tiles

Zero Trust Deskaid

What is zero trust?

- Zero trust is a cybersecurity philosophy. It's a way to think about and implement security.
- It is based upon the principle of "trust nothing, verify everything" and focuses on protecting resources regardless of where they are, and to never trust anything by default.
- Devices in a zero trust model are treated as if they were internet-facing. Each device is protected by a micro perimeter with checks and controls around and between them.

Why do I keep hearing about it?

A rise in remote working, the use of mobile devices, and cloud-based platforms and services mean the boundaries between networks are now blurred. We can therefore no longer rely on a single, sealed-off corporate network and afford trust to all the systems that reside within it.

Adopting a zero trust approach is the solution to this.

What are the key benefits?

- Control of the entire IT estate - from inside the office all the way to the cloud platform your customers use
- Manage and secure users all in the same way - this simplifies IT security while ensuring all devices and users are treated equally
- Maintain control of security - even when customers don't have their own full control of the infrastructure in use
- Drastically reduce the movement of malware or attackers - attackers only have access to the bare minimum of systems in zero trust environment

How Sophos products can help

To move to a zero trust model, customers need technology to:

- Manage the zero trust environment
- Control and secure the resources/assets within the zero trust environment - people, data, devices, workloads and networks

The management of zero trust

Sophos Solution	Zero trust environment element managed
Sophos Central	Automation & orchestration, visibility, awareness, ops
Synchronized Security	Automation & orchestration

Securing resources and assets in a zero trust model

Sophos Solution	Resources and assets secured
CloudOps	Workloads, networks, device data
Intercept X	ALL
Intercept X for Server	Devices, workloads
Sophos Home	ALL
Phish Threat	People
SafeGuard Encryption	Data
Sophos Email	Networks, workloads
Sophos Mobile	People
Sophos Mobile	Devices, data, people
Sophos Wireless	Networks
Task Source Gateway	Networks, workloads
XD Firewall	ALL

Products alone cannot move organizations to a zero trust model. Additional products / services are required that cybersecurity vendors do not offer, such as a single sign on (SSO) solution.

As a partner with a breadth of IT products and services, you potentially can move customers to a zero trust environment - there are many cross selling opportunities here.

Questions to ask

- Are you familiar with the zero trust approach to cybersecurity?
- Have you considered moving to a zero trust model?
- How far away are you from achieving a zero trust infrastructure?

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Sales Desk Aid

Back in the old days, we would build these perimeters around our networks...

Ask Sophos: What is Zero Trust?

More from Sophos
Autoplay next video

Video



Start small

Plan your marketing program

Play to your strengths

Track and measure your results

Where to Find Everything

PARTNER PORTAL

The screenshot shows the Sophos Partner Portal navigation menu. The menu is open, displaying a list of options. The 'Marketing Tools' option is highlighted with a red border. The background of the portal features a blue header with the Sophos logo and 'PARTNER PORTAL' text, and a central illustration of a man in a blue jacket holding a laptop and a smartphone.

- Sales & Marketing
- Sales Zone
- Devices & License
- Sales Tools
- Marketing Tools**
- Demand Gen Campaigns
- Site-in-a-box
- Product Images
- Channel Programs
- Sophos Rewards
- SophSkills Webcasts
- Partner Blog

SOPHOS.COM

The screenshot shows the Sophos.com homepage. The navigation bar includes 'SOPHOS', 'PRODUCTS', 'SOLUTIONS', 'PARTNERS', 'SUPPORT', 'COMPANY', and 'SIGN IN'. The main content area features two primary product sections: 'XG Firewall Next-Gen Firewall' and 'Intercept X Next-Gen Endpoint'. Below these are several product categories: Sophos Central, Sophos Mobile, Intercept X for Server, Sophos Wireless, Phish Threat, SafeGuard Encryption, Sophos Email, UTM, and Secure Web Gateway. A 'For Home Users' section highlights 'Sophos Home' with a 'Learn More' button. At the bottom, there are links for 'Free Security Tools', 'Free Trials', 'Product Demos', and 'Live Sales Chat'.

The screenshot shows the Sophos Knowledge Center page. The navigation bar is identical to the previous screenshot. The main heading is 'Sophos Knowledge Center' with the subtitle 'Industry-leading whitepapers'. Below this, there are several whitepaper titles and brief descriptions:

- 7 Uncomfortable Truths of Endpoint Security**
Based on an independent survey of 3,100 IT managers across 12 countries, this report reveals, among other things, why IT teams can't plug their security gaps, how much time is lost investigating non-issues, and where most cyberattacks are discovered.
- Cybersecurity System Buyers Guide**
Choosing a cybersecurity system is a big decision. Read this guide to discover the key factors to consider when choosing a cybersecurity system, and see how Sophos' Synchronized Security system stacks against other vendors, including Fortinet, SonicWall, Cisco, Palo Alto Networks, and Microsoft.
- Emotet: Nastier than WannaCry and Harder to Stop**
Emotet is one of the most costly and destructive threats around. Read this paper to learn what Emotet is and how it works. You'll also discover the technologies and best practices to follow to minimize your Emotet risk.
- Endpoint Buyers Guide**
See how Sophos stacks against other vendors in independent tests, including Symantec, Sentinel One, McAfee, CrowdStrike, Trend Micro and Microsoft. Plus learn about the latest security threats and how to fight them.



**Sophos
Marketing
Team**

**Channel
Service
Center**

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



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Cybersecurity evolved.