

# **SOPHOS** MSP Elevate



### **MSP Elevate Program**

Delivering exclusive business-accelerating benefits in return for a non-exclusive commitment to sell Sophos solutions



- Exclusive MDR Bundle for MSPs
- **40% discount** on Network-in-a-Box hardware bundles
- FREE architect training courses Equipping MSPs to better sell and deploy solutions
- Growth-based accelerators
   Rebates and incentives to reward effort and investment
- More to come....



- Minimum \$2,000 monthly spend Auto-invoices for any monthly shortfall
- 12-month commitment
   Program sits on top of the Flex program
- Automatic annual renewal Option to opt-out at the end of the year

Local currency monthly commitments USD 2,000 | AUD 3,000 | CAD 2,700 | EUR 1,900 | GBP 1,600 | INR 170,000 | JPY 300,000 | TRY 65,000

# **Exclusive MDR Bundle for MSPs**

### Available to partners in the MSP Elevate program



#### **Includes MDR Complete, plus:**

- All integration packs
- Sophos NDR
- 1-year data retention

#### **Compelling pricing:**

- Same price for endpoints and servers
- ~20% uplift on MDR Complete for Endpoints

### **Easier sales**

The simplified proposition is easy to communicate and removes friction and admin overhead

### **Future-proofed**

The inclusion of all integration packs ensures seamless continuity if your customer changes or expands their technology providers

### Value differentiation

The high value offering enables you to grow your business and profit margins

### **Superior outcomes**

Maximizing telemetry input through the inclusion of all integration packs and NDR accelerates threat detection and response

	ALL PARTNERS	ALL PARTNERS	SOPHOS MSP Elevate	
Sophos MDR Bundles	MDR Essentials	MDR Complete	MDR for MSPs	
24/7 expert-led threat monitoring and response	<ul> <li>✓</li> </ul>	✓		
Compatible with non-Sophos security products	<ul> <li></li> </ul>	$\checkmark$		
Weekly and monthly reporting	$\checkmark$			
Monthly intelligence briefing: "Sophos MDR ThreatCast"	$\checkmark$	$\checkmark$	$\bigcirc$	
Sophos Account Health Check	<ul> <li>✓</li> </ul>	$\checkmark$		
Expert-led threat hunting	$\checkmark$			
Threat Response: active attacks are stopped and contained - Sophos XDR Agent or Sensor	$\checkmark$	$\checkmark$		
Direct call-in support during active incidents	$\checkmark$	$\checkmark$		
Root Cause Analysis: performed to prevent future recurrence		$\checkmark$		
Full-scale Incident Response: threats are fully eliminated - Requires full Sophos XDR agent		$\checkmark$		
Dedicated Incident Response Lead				
Sophos Breach Protection Warranty		$\checkmark$		
Sophos Incident Response Services Retainer	+	N/A: full IR Included	N/A: full IR Included	
3 <sup>rd</sup> Party Integrations - Firewall, Email, Identity, Cloud, Backup and Recovery	+	+		
1 Year Data Retention				
Sophos Network Detection & Response				

SOPHOS

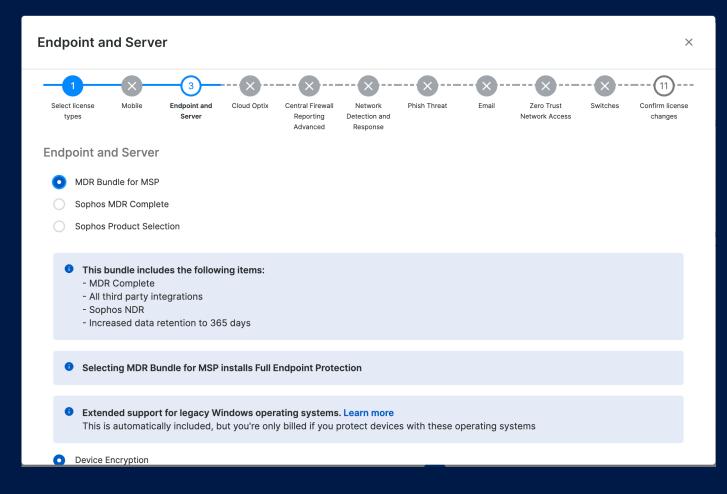
# **Applying the MDR Bundle for MSP in PDB**

The MDR Bundle for MSP will be available in Sophos Partner Dashboard (PDB) within 24 hours of joining the MSP Elevate program.

S	OPHOS PARTNER	Dashboards 🗸 My Business 🗸 My Products 🗸 Alerts Logs Configure 🗸
≕ •	Customers	Create Monthly Account Partner Dashboard / Managed Customer Usage / Create Monthly Account
*	Customers Licenses	Select a license type for every product here. We won't bill you for any you don't use. Mobile
Ū Ō	Managed customer usage Trial licenses	<ul> <li>Mobile Advanced</li> <li>Mobile Standard</li> <li>Sophos Intercept X for Mobile</li> </ul>
	C	Endpoint and Server  MDR Bundle for MSP  Sophos MDR Complete Sophos Product Selection
		<ul> <li>This bundle includes the following items:         <ul> <li>MDR Complete</li> <li>All third party integrations</li> <li>Sophos NDR</li> <li>Increased data retention to 365 days</li> </ul> </li> </ul>
		Selecting MDR Bundle for MSP installs Full Endpoint Protection
		Extended support for legacy Windows operating systems. Learn more This is automatically included, but you're only billed if you protect devices with these operating systems
		Device Encryption

# Applying the MDR Bundle for MSP in PDB

Existing customers can be easily migrated to the MDR Bundle for MSP using the Wizard.



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HOS	PARTNER	Dashboards ~ My Business ~ My Products ~ Alerts Logs Configure ~	
stomers		Confirm license changes	×
nses		Apply these license changes to the selected customer?	
	tomer usage	Mobile - No changes	stomer
llicenses		Endpoint - Included in MDR Bundle for MSP Server - Included in MDR Bundle for MSP	Get Mo
		Extended Support - Enabled	
		Increase Data Retention to 365 Days - Included in MDR Bundle for MSP	
		Cloud Optix - No changes	
		Central Firewall Reporting - No changes	ase Da
		Network Detection and Response - Included in MDR Bundle for MSP	ntion to
		Phish Threat - No changes	
		Device Encryption - Enabled	
		Email - No changes	
		Central Portal Encryption Add-on for Email Advanced - No changes	
		Zero Trust Network Access - No changes	
		Switches - No changes	
		These license changes typically take a few minutes but could take up to 4 hours.	
		Cancel Back Save	
		1 - 17 of 17 Managed Customers / 1 Selected Customers / 2 Selected C	alast updated:

# **Exclusive 40% Discount on Network-in-a-Box**

### Available to partners in the MSP Elevate program



#### Network-in-a-Box:

- 5 go-to network hardware bundles
- Each includes Firewall, Switch and Wireless Access Points

#### **Compelling pricing:**

- 40% discount on hardware bundles, effected via promo code
- Non-Elevate partners can sell Network-in-a-Box but do not get the discount

### **Easier sales**

The go-to bundles make it easy to quote and sell a right-sized network security solution

### **Easier management**

Users can manage all their Sophos network solutions in the Sophos Central platform, increasing ease and efficiency

### Increased profitability

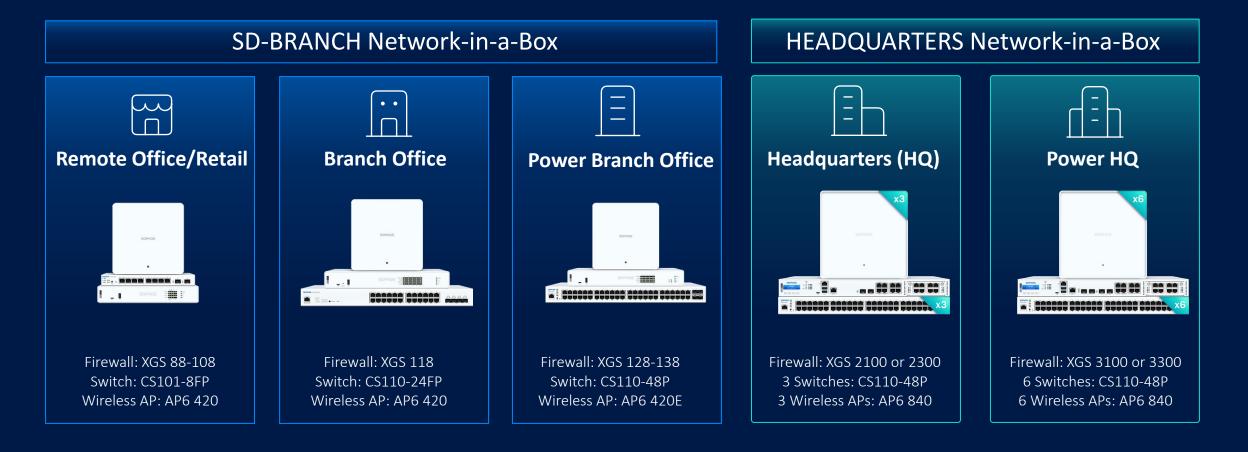
Helps expand footprint with the full network stack while the 40% saving increases profitability

### **Superior outcomes**

Sophos Active Threat Response enables users to automatically block network threats across all Sophos products

# Network-in-a-Box: Five Go-To Bundles

All the protection organizations need from a single provider, managed from a single console, and that works better together - to block active threats and automatically isolate compromised devices.



Upgrade Endpoint customers to MDR

The MDR Bundle for MSP is a compelling reason for customers to add 24/7 threat detection and response to their defenses. Expand footprint in MDR customers

The MDR Bundle for MSP helps sell-in NDR and integration packs to your existing MDR customers.



Win new MDR customers

The differentiated MDR offering helps you stand out with organizations looking for high quality MDR. Sell a network stack

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Sell a network stack

### Joining the MSP Elevate Program

**#1** Visit the Partner Portal page

**#2** Review and accept Ts and Cs

**#3** Receive welcome email

#4 Get started

