



Partnership Made Simple with Sophos

EASTERN EUROPE

EFFECTIVE FROM 1 JULY 2019

Partner Participation and Levels

Driving Value for You

Our program is designed to drive value for you, regardless of whether you resell our products, sell implementation services, or set up a dedicated security practice. We make it easy for you to work with us – in a way that best suits your business requirements.

Partner Levels

We offer multiple levels within our partner program.



Authorized Partners

Partners who are in the process of completing the required certifications will enter the program at the authorized level.



Silver Partners

Sell and promote our products as part of their security portfolio. Minimal investment required.



Gold Partners

Demonstrate significant commitment in promoting Sophos to achieve revenue goals whilst demonstrating excellent sales and technical competency through certification.



Platinum Partners

Meet or exceed high revenue attainment and have invested heavily in sales and technical skills development and accreditation.

Program Overview

Our goal is simple. We want you to successfully expand your business while providing your customers complete security without complexity. We are committed to making it rewarding and easy for you to sell Sophos.

<i>PROGRAM REQUIREMENTS</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
<i>Annual Revenue</i>				
Eastern Europe	N/A	€10,000	€60,000	€200,000
<i>Certification</i>				
Sophos Certified Sales Consultant	N/A	1	2	3
Sophos Certified Engineer	N/A	1	2	3
Sophos Certified Architect	N/A	0	1	2
<i>RECOMMENDED DISCOUNT STRUCTURE</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
Standard Discount (New and Renew) – SMB SKUs	25%	30%	35%	40%
Standard Discount (New and Renew) – MM/E SKUs	15%	15%	15%	15%
Registered Discount - MM/E SKUs	25%	30%	35%	40%
Incumbent Renewal Discount - MME SKUs	15%	25%	30%	35%
Professional Services, Maintenance, Support, Training	10%	10%	10%	10%
<i>PLANNING & PARTNERSHIP</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
Annual Business Review		By Invitation	✓	✓
Quarterly Business Review			By Invitation	✓
<i>MARKETING</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
Onboarding Kit	✓	✓	✓	✓
Use of Partner Logo	✓	✓	✓	✓
Partner Listing on sophos.com		✓	✓	✓
Access to Partner Portal	✓	✓	✓	✓
Participation in Partner Conference		By Invitation	By Invitation	By Invitation
Marketing Assets/Lead Gen Tools	✓	✓	✓	✓
Marketing Development Funds		By Invitation	By Invitation	Priority
Partner Satisfaction Survey	✓	✓	✓	✓
<i>SALES</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
Sales Tools & Competitive Info	✓	✓	✓	✓
Product Evaluations		✓	✓	✓
<i>SUPPORT</i>	AUTHORIZED	SILVER	GOLD	PLATINUM
Technical Support	✓	✓	✓	✓
Beta Program	Recommended	Recommended	Recommended	Recommended

Managing Your Sophos Business

The Partner Portal

Visit the Sophos [Partner Portal](#) to access valuable resources and tools including marketing and sales materials, our training and certification system, logos, pricing and licensing details, product information, PR guidelines and the corporate style guide. You can also get a heads-up on upcoming product launches and enhancements.

Deal Registration

Sophos partners are the cornerstone of our channel business. We are committed to offering our partners the opportunity to register their new business or cross-sell opportunities with us. By sharing what you are working on, we can offer you extra discounts when approved for registration.

Sophos Cloud Security Provider Program

The Sophos Cloud Security Provider (CSP) Program is designed for partners who wish to sell, architect, deploy and manage Sophos products built for the cloud. The CSP Program offers partners the ability to accelerate sales while earning rebates, share leads and gain access to an enhanced level of support.

Sophos MSP Connect Program

Partners with a managed services business may also choose to apply for our MSP Connect Program. With one vendor, one program and one security portfolio, you can provide your customers with proven and comprehensive protection that is managed from one simple management platform.

Not-for-Resale Program

The Sophos NFR (Not-for-Resale) Program offers Sophos partners access to our solutions at a discounted cost. The products may be used for internal training, customer demonstration, or for in-house use.

Technical Support

We want to make selling our solutions simple. That's why we offer you and your customers unrivaled technical support.

Many of our products come standard with 24-hour support and upgrades. And for products that don't, your customers can choose the level of support they need. You can be confident that whenever you contact our Global Support Services you will be speaking to a fully trained Sophos employee.

Training and Technical Enablement

Our training and certification program provides a full curriculum of enablement materials and courses, designed to increase the skill and competency of your sales and technical professionals. In addition, you can take advantage of a variety of local webcasts, road shows, and ongoing enablement events to stay current in your knowledge of Sophos and IT security.

Note: If you misplace your username or password, click on **Forgot your password?** on the partner portal and your login credentials will be emailed to you.

Network with us!    

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