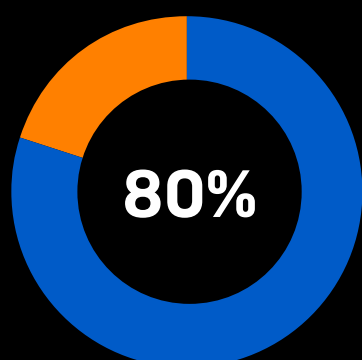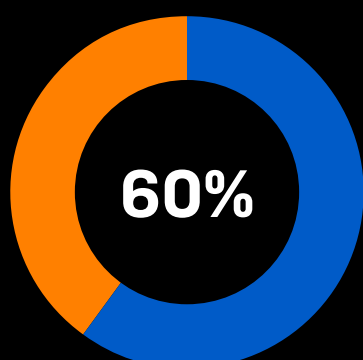# Selling Cybersecurity Services with Sophos

Your jumpstart for a successful cybersecurity practice
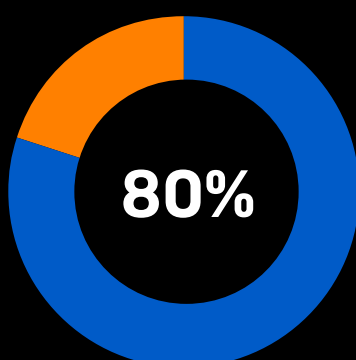
Are your customers aware of the business risks they face?

80%
of businesses saw an increase in cyberattacks in 2020.[1]

60%
of SMBs that are hacked go out of business within six months.[2]

80%
increase in business email compromise phishing incidents in some sectors.[3]

TAKEAWAY: ENSURING CUSTOMERS AND PROSPECTS ARE AWARE OF TODAY'S TROUBLING CYBERSECURITY TRENDS GOES A LONG WAY TOWARDS BECOMING A TRUSTED ADVISOR.

[1] IDC, The Emergence of Managed Detection & Response (MDR), 24 June 2021, Contact: Martha Vazquez. https://blogs.idc.com/2020/06/24/the-emergence-of-managed-detection-response-mdr/
[2] 2 US Securities and Exchange Commission, The Need for Greater Focus on the Cybersecurity Challenges Facing Small and Midsize Businesses, 19 Oct 2015, Contact: Luis A. Aguilar. https://www.sec.gov/news/statement/cybersecurity-challenges-for-small-midsize-businesses.html
[3] ID Agent, 10 SMB Cybersecurity Statistic That Every Business Owner Needs to See, 24 June 2021, https://www.idagent.com/blog/10-smb-cybersecuritystatistics-that-every-business-owner-needs-to-see/

Five steps to MSP success

Sophos provides everything you need to spark more meaningful cybersecurity sales conversations and create fresh opportunities.

1 Understand and Address the Pain Points of SMBs

Today, more than ever, SMBs must be agile and creative when it comes to leveraging technology. This opens opportunities for you to become a trusted advisor and act on their behalf to improve their cybersecurity posture.

2 Consider Verticals for Go-to-Market Success

You may already have strong partnerships with firms that necessitate regulatory compliance. For those in specialized industries, this expertise is a big driver when it comes to choosing an MSP for cybersecurity.

3 Sell Strategy, Rather Than Point Solutions

Partners that communicate a comprehensive strategy realize greater success. Demonstrate your value by offering an integrated, synchronized, and packaged cybersecurity solution. Show how it makes their businesses secure.

4 Utilize a Platform Purpose-Built for MSPs

The award-winning, cloud cybersecurity portfolio from the experts at Sophos offers one unified console to protect businesses from cybercriminals. The comprehensive platform covers a wide variety of attack vectors, keeping businesses out of harm's way.

5 Jumpstart Success with Sophos Resources

The Sophos Partner Portal provides a wealth of information. Leverage on-demand resources such as website materials, co-brandable flyers, and marketing campaigns and more to generate demand and attract new customers.

Sophos makes it easy to grow!

Whether you are protecting on-premises, private, and public cloud environments, Sophos gives you a competitive edge. Service-based pricing and aggregate billing options maximize your margin and lower your costs.

Why MSPs make the switch to Sophos

Sophos makes it easy to deploy, manage and sell new cybersecurity services, growing your revenue and lowering your costs.

Deliver
Award-winning products for offices, remote workers and cloud environments

Offer 24/7 Protection
Threat detection and response from Sophos

Automate
Leverage RMM tools to automate Sophos instal-lations across customers

Work Smarter
A single cybersecurity management console to increase efficiency

Enjoy
Predictable licensing and transparent billing

Add Valuable New Skills
With Sophos extensive training resources and certifications

Maximize
ROI by integrating with PSA tools you already own for billing

Tap Into More
Sophos' valuable marketing campaigns, sales enablement, and business education resources

GET STARTED download the **Sophos MSP Jumpstart** Guide

SOPHOS
Cybersecurity delivered.

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