

MSP Jumpstart: Create New Opportunities Selling Cybersecurity Services with Sophos

The MSP benefits of Sophos next-gen cybersecurity systems

Introduction

In today's dynamic cybersecurity landscape, Managed Service Providers (MSP) are in an ideal position to help small and medium-sized businesses protect their assets. Selling cybersecurity services with Sophos solutions gives you, as an MSP, a unique opportunity to grow revenue, improve operational efficiency, and lower your costs.

This guide provides insight and direction for leveraging your partnership with Sophos to spark more meaningful sales conversations and create fresh opportunities with customers and prospects. Find practical strategies, key statistics, talking points, campaign ideas, and links to valuable resources to support your marketing campaigns and sales engagements.

Getting Started: Jumpstart Your Success

Today, more than ever, small to mid-sized companies (SMBs) must be agile and creative when it comes to leveraging technology. Remote working and shifting business models have forever changed the way we do business, and technology is now front and center. This opens opportunities for you to become a trusted advisor and act on their behalf to improve cybersecurity posture.

You may already support customers with cloud-based apps, storage and backups, business software, and other services, but haven't yet extended your services to cybersecurity. Understanding the needs of these current customers gives you excellent opportunities for cross- and up-sell.

What's Inside: Steps to Success

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Step 1:

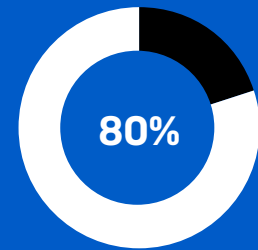
Understand and Address the Pain Points of SMBs

Offering cybersecurity services presents excellent opportunities to showcase your knowledge while helping customers mitigate risk. Maintaining a good cybersecurity posture is critical. Initiating important conversations on the real risks and right security technologies positions you as a trusted advisor.

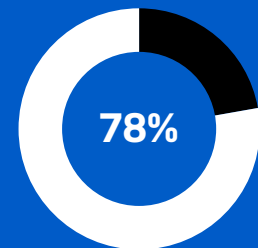
Being emphatic to the pain points of SMBs can go a long way towards building rapport and trust. Here are just a few of the barriers that SMBs face:

- **Limited resources.** Many SMBs outsource their IT systems or lack the in-house staff they need to manage an around-the-clock security program.
- **Lack of hardware and software.** Some SMBs lack the necessary hardware, software, and processes to effectively manage IT systems.
- **Overconfidence.** While not every SMBs is overconfident, attackers will exploit under-prepared businesses.
- **Unaware of the latest risks.** Keeping up with today's cybersecurity threats is a full-time job. With an MSP on their side, they can focus on their strengths – such as running their business.

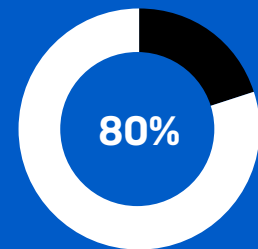
But the good news is 64% of organizations surveyed stated that Managed Detection and Response (MDR) will help them gain faster detection of intrusion.¹



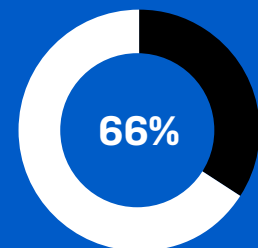
of businesses saw an increase in cyberattacks in 2020.²



increase of supply chain attacks in 2020.³



increase of business email compromise (BEC) incidents in some sectors.⁴



of SMBs don't believe they are vulnerable to cyberattacks.⁵

Step 2:

Consider Verticals for Go-to-Market Success

You may already have strong partnerships with firms that necessitate regulatory compliance. Verticals such as retail and healthcare require regulations such as PCI DSS, GDPR or HIPPA, and these businesses prefer to engage with partners that are well-versed in the compliance standards required by their industry.

This, of course, is a big driver when it comes to choosing a Managed Service Provider. Building vertical-focused compliance expertise helps you to become poised as the “go-to” MSP for those in specialized industries.

Sophos Helps You Comply with Multiple Regulatory Frameworks

- HIPPA
- General Data Protection Regulation (GDPR)
- Australian Signal Directorate (ASD)
- The EU Directive on Security of Network and Information Systems (NIS Directive)
- The Ohio Data Protection Act
- PCI DSS
- Sarbanes-Oxley Act (SOX)
- Protection of Personal Information Act (POPI)
- NYDFS Cybersecurity Regulation
- CIS (SANS Top 20) Critical Security Controls
- Children’s Internet Protection Act (CIPA)
- NIST Cybersecurity Framework
- ISO/IEC 27001:2013

Find out more at sophos.com/compliance

Step 3: Sell Strategy, Rather Than Point Solutions

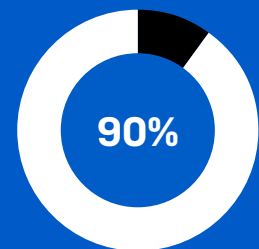
Oftentimes, organizations buy disconnected point products such as endpoint protection or anti-virus. While these security products are good on their own, they are even better together! Sophos partners that communicate a comprehensive strategy utilizing Sophos connected solutions realize greater success with prospects and customers. Demonstrate your value by offering integrated, synchronized, and packaged Sophos cybersecurity solutions bundled with complimentary services such as cloud backup and storage to provide a complete infrastructure.

It is also important, as an MSP, to maintain an optimal cybersecurity posture yourself. As you probably know, attacks on MSPs are on the rise and have the potential to impact your customer base. After you have developed your internal cybersecurity strategy, you can easily approach your customers with your solid and proven methodology.

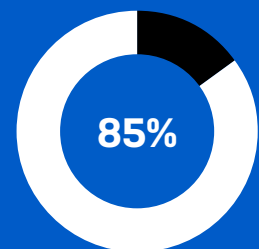
Sophos provides a complete portfolio of next-gen products and services that help you achieve true defense in depth. We can help with all your cybersecurity needs: mobile protection; server workload protection; XDR; next-gen firewall; email; unified endpoint management; and more.

Whether your customers are running in the cloud, on-premise, or hybrid, we've got you covered.

Business Impact of Sophos Solutions



less time to identify issues.⁶



reduction in the number of security incidents.⁶

Step 4:

Utilize a Platform Custom-Built for MSPs

We know that striking a balance between securing your customers, keeping operational costs down, and growing revenue can sometimes feel like an uphill battle. This is why we build our solutions with MSPs' success in mind.

Sophos partners benefit from a unified cybersecurity management platform.

Whether you are protecting on-premise, private, or public cloud environments, Sophos gives you a competitive edge with service-based pricing and aggregate billing options that maximize your margin and lower your costs:

- A single management view of customers and their Sophos products reduces vendor management time and makes the most of your resources.
- Integrations with leading remote monitoring and management, professional services automation, and reporting vendors including Kaseya, ConnectWise and Datto allow you to increase profitability and streamline operations.
- The entire next-gen product portfolio gives you the flexibility to seamlessly add new products to the MSP menu of offerings, with cross- and up-sell opportunities highlighted in your console.

90%+ reduction in day-to-day security administration

With Sophos, all data is consolidated in a single management platform and presented in a consistent format, making it easy to identify and respond to issues.

Step 5:

Jumpstart Success with Sophos Resources

The more you educate your customers with facts and information, the more aware they will become of the need for stronger security. The Sophos Partner Portal provides a wealth of information for you, your prospects, and your customers. Leverage comprehensive, on-demand resources such as website materials, co-brandable flyers promoting your managed services, and lead generation campaigns consisting of emails, social media tools, and more. These resources are designed to help you market and sell the need for cybersecurity to SMB customers, and to help you position yourself as a mature, industry thought leader – all within just a few clicks. Moreover, we provide an extensive list of training and certification to give you a solid foundation of knowledge and expertise.

Visit the resources below for more information:



Sophos Partner Portal Overview Video

This video gives you everything you need to successfully market, sell, and deliver Sophos solutions. For a quick overview, watch this short video.



[Watch Now](#)

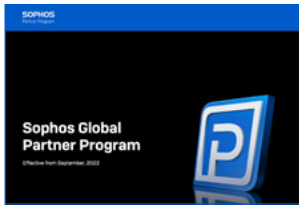


Sophos Training Portal Video

This video provides access to sales and technical training, as well as certifications. For a quick overview, watch this short video.

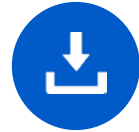


[Watch Now](#)



Sophos Partner Program Guide

Get a comprehensive overview of the MSP Connect Program by reading the Sophos Partner Program Guide.

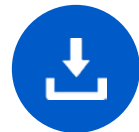


[Read Now](#)



MSP Partner Connect Case Study

Learn how our partners are fueling growth by increasing demand for Sophos' next-generation cybersecurity solutions and managed threat response services.



[Read Now](#)



MSP Awareness and Demand Gen Campaign (Co-brandable)

Leverage these assets to raise awareness about the discussed cybersecurity topic, position yourself as a trusted Managed Security Service Provider, and generate more managed customers.



[Read Now](#)

Sources

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² Comparitech, 300+ Terrifying Cybercrime and Cybersecurity Statistics (2021 EDITION), 29 June 2021, Contact: Andra Zaharia, <https://www.comparitech.com/vpn/cybersecurity-cyber-crime-statistics-facts-trends/>

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/>

⁵ Tech Republic, 66% of SMBs don't believe they are vulnerable to cyberattacks, 26 July 2019, Contact: Macy Bayern, <https://www.techrepublic.com/article/66-of-smb-s-dont-believe-they-are-vulnerable-to-cyberattacks/>

⁶ Sophos, Cybersecurity Evolved: The Sophos Business Impact, November 2020, <https://secure2.sophos.com/en-us/medialibrary/Gated-Assets/white-papers/sophos-cybersecurity-evolved-the-sophos-business-impact-wp.pdf>

For more information on complete cybersecurity for MSPs and to become a Sophos MSP, visit us at [Sophos.com/MSP](https://sophos.com/MSP)

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