

# The Sophos Managed Service Provider Program

## Frequently Asked Questions

### 1. What is the Sophos Managed Service Provider program?

The Sophos Managed Service Provider (MSP) program is another way Sophos partners can expand their go-to-market capabilities. For years, Sophos has been engaging with MSPs on e-mail filtering. Now, you can extend the range of managed services you offer to include endpoint security. For more information, please see our program overview or contact your channel account manager.

### 2. How is the MSP program different from the Sophos Partner program?

The MSP program is specifically designed for existing Sophos partners who currently offer managed services to their customers. The program offers a vertical-specific approach that compliments how partners typically operate their business, including license and billing terms, technical management and reporting considerations, and contracts and pricing that reflect this business model.

### 3. I don't sell managed services but would like to. Is this program for me?

No. You must already have the capabilities in house, such as remote monitoring software, to support MSP contracts.

### 4. Why should my company join?

There are many reasons to join the Sophos MSP program, but the three most compelling are the following:

- » Sophos is one of few vendors that offers the winning combination of email filtering and endpoint security managed services.
- » You'll realize higher profits by spending less time managing systems and addressing product issues.
- » You can trust that, when you need support, your call will always be answered within minutes. And unlike other vendors, there's no additional charge for best-in-class support.

### 5. How will the program expand my service offerings?

With the Sophos MSP program, you can give your security customers ongoing services that fall outside of traditional deployment services – and extend into endpoint security, including:

- » Remotely monitoring and managing your customers' endpoint protection
- » Ensuring necessary reports are in place for regulatory compliance
- » Helping customers proactively leverage available product features
- » PC firewall and other monitoring

### 6. Will I get special benefits as an MSP?

Yes. Here are three ways the MSP program can benefit our preferred partners:

- » **Special, volume-based pricing:** Because you're technically certified and licensing larger, ongoing contracts, we can offer you volume discounts.
- » **Higher profitability:** Because you're backed by the best security available – including the lowest number of false positives in the industry – you'll spend less time managing your customers' security infrastructure.
- » **Improved cash flow and management:** The MSP licensing model gives you the choice of paying Sophos on a yearly or monthly basis.

## 7. Are there any prerequisites or requirements to join the program?

Yes. Your business must meet certain prerequisites to become a member of the Sophos MSP program. These criteria are:

- » Enrollment in the Sophos Partner program
- » Technical certifications for the products you offer to manage
- » Infrastructure and monitoring capabilities that include:
  - » A secure method of accessing your clients' network, such as a virtual private network (VPN)
  - » A system platform that allows you to collect data, report on it, and send alerts to customers
  - » Appropriate staffing levels (for example, 5 staff members if you're offering 24x7x365 support)
  - » The means to keep customer data segregated, secure, and in compliance with all applicable regulatory requirements

## 8. How will the partnership improve my contracts?

When you join the Sophos MSP program for endpoint security, you'll become an even more important extension of your customers' IT departments, resulting in:

- » Longer business contracts and increased customer loyalty
- » The ability to interact with and influence customers' security decisions
- » Recurring revenue and increased average revenue per user (ARPU)
- » A more predictable business model
- » Less competition and improved account control

## 9. How does certification work?

To become an MSP, you'll need technical certifications at the advanced sales engineer level for the products you plan to manage. We'll make sure you have the expertise you need to manage most issues with confidence, and once you're technically certified, you can license larger, ongoing contracts.

## 10. What type of support will Sophos provide?

Sophos has always offered its partners robust support programs. As an MSP, you will receive even more, including:

- » Resources covering the monitoring of customers' Sophos security solutions through common, third-party remote monitoring platforms
- » MSP-specific deployment documentation to help you get up and running more efficiently
- » Tools for packaged MSP deployment using just one file
- » A wealth of industry-source content to help get your MSP business off the ground

## 11. What support does Sophos provide for remote management platform integration?

Sophos makes it easy to integrate with any remote management platform that is capable of running scripts and querying registries on endpoints. As an MSP, you will have access to predefined registries that include key information for monitoring endpoint malware protection through remote management consoles.

## For More Information

Visit [partners.sophos.com](https://partners.sophos.com) or contact your channel account team at Sophos.