



Sophos partner **IMEMO** achieves 200% year-on- year growth with Sophos

IMEMO is a medium-sized managed service provider that delivers hosting services for applications and web solutions in Norway. Specialising in technical support and hosting of Microsoft's ERP system Business Central, IMEMO also offers customers IT infrastructure management. The company's philosophy is to deliver 110% service and support.

PARTNER-AT-A-GLANCE

IMEMO

IMEMO

Industry
Managed service provider

Sophos Solutions

Sophos Endpoint Advanced
Sophos Email Advanced
Intercept X Advanced
Sophos Mobile Advanced
XG Firewall
APX Wireless Assess Points

Sophos Partner

Since 2017

IMEMO became a Sophos partner in 2017. Its team members were trained and certified in the Sophos training portal and in just a few months the company was able to leverage the investment made with Sophos, beginning to sell the Synchronized Security proposition to its customers. Since then, the company has enjoyed a year-on-year growth of 200% on its Sophos portfolio.

Business challenges

Networks and firewalls had historically been the top two priorities at IMEMO. Yet, realising that customers were facing greater threats than even before – including ransomware attacks – the company decided to introduce a more in-depth Synchronized Security solution from Sophos.

Furthermore, in Norway, business is often conducted using mobile phones and tablets. However, securing these devices has historically been expensive and cumbersome for smaller companies.

Terje Brand, CEO at IMEMO, knew their customers needed a comprehensive yet easy-to-understand security stack. "When faced with many different security products, it is easy for our customers to be overwhelmed," he says. "With Sophos we can simplify our offering and make a synchronised method of cybersecurity clear and easy for them."

The technical solution

Striving to offer the best possible package for its customers, IMEMO bundled Sophos Endpoint Advanced and Sophos Email Advanced together with Office 365 Business Premium and Microsoft Enterprise Mobility + Security (EMS). The company sets policies for the endpoints tailored to the customers' particular needs. The EMS licence from Microsoft offers Azure AD Premium functionality, Intune for device management and 2-factor authentication, as well as a company portal for downloading approved applications. The Microsoft and Sophos lineup complement each other, and the package offers good value to monthly-paying customers.

IMEMO went on to include Intercept X Advanced in the Office 365 bundle to offer even greater value and protect customers against ransomware attacks. Plus, by also introducing Sophos Mobile, customers now get hassle-free mobile security for a low monthly fee.

Terje also believes the XG Firewall from Sophos offers outstanding functionality and price for partners and customers, while the Sophos Central Management platform simplifies the administration of the firewall and endpoint protection.

'Sophos has a unique competitive advantage in its Synchronized Security offering. Our customers quickly realise the advantages of having a single system where the firewall, through the Heartbeat™ functionality, gets a health status from the endpoint.'

Terje Brand
CEO, IMEMO



Business benefits

In Norway, most companies have between 10 and 30 employees, which sets a licence limitation per customer. Sophos counteracts this with an MSP programme that supports smaller partners with increases in licence rebate tied to a specific number of sold licences. This model encourages cross-selling to reach the next licence threshold – the partner gets increased revenue and the customer gets complete protection.

Terje believes that the successful introduction of Sophos products can be partly attributed to working with Sophos distributor Infinigate, saying they were “enthusiastic and helpful” with any queries that arose. He also believes that Sophos has an excellent training portal, saying that “training is key for partners for certification and knowledge.”

“We always aim to go the extra mile in everything we do. A critical success factor was the close relationship and excellent service provided by Infinigate, our Sophos wholesaler.” Terje Brand, CEO, IMEMO

Terje concludes: “Sophos makes us an attractive proposition and gives us competitive advantage, through providing everything our customers need. Sophos products typically block every serious threat – even the default settings are incredibly effective. You just get a lot out of the box. Thanks to Sophos we have grown our year-on-year revenue by 200%.”

Start your free trial of Sophos Central today to get started with Synchronized Security.

‘Sophos gives us a single viewpoint and a centralised picture of each customer. This enables us to quickly respond to any incidents. It’s also easy to upsell and get increased rebates. It’s a win-win situation for everyone.’

Terje Brand
CEO, IMEMO

IMEMO