



Partner-at-a-Glance

Blue Cube Security Ltd

Focus market

Midmarket and enterprise

Website

www.bluecubesecurity.com

Sophos Solutions

Safeguard Encryption,
Endpoint Antivirus and
Unified Threat Management

Sophos Partner

Since 2008

Sophos Partner Profile

Solution Partner — Gold

Security Specialists

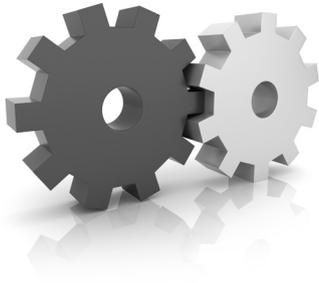
Sophos + service +
expertise = success for
Blue Cube and security
for its customers.



'Sophos is our preferred partner and our default recommendation for clients, wherever possible.'

GARY HAYCOCK-WEST

Managing Director, Blue Cube Security Ltd



'Sophos is a young, forward-looking, innovative company that is committed to making the channel relationship work.'

GARY HAYCOCK-WEST
Managing Director, Blue Cube Security Ltd

Blue Cube Security Ltd is a specialist security firm based in East Sussex. Founded in 2000, they aim to deliver truly impartial expert consultancy and best of breed technology to secure mid-market companies and enterprises. The company is one of a handful of Sophos Gold Solution Partners in the UK.

Do the right thing for the customer

'I've been in IT for 32 years and I set up Blue Cube 13 years ago,' says Gary Haycock-West, Managing Director at Blue Cube Security Ltd, 'and being vendor-independent is very important to me.' It is part of Blue Cube's commitment to finding the best possible solution for its clients.

So, when the company devotes resources to become a specialist in Sophos technology, for example sending engineers on three-day certification courses, it's a commitment based on the quality of the products and the strength of the relationship.

Blue Cube sells Sophos Safeguard Encryption, Endpoint Antivirus and Unified Threat Management. In fact, the company recently completed one of the largest UTM deals ever.



Introducing Sophos UTM

Sophos UTM is an Internet security appliance that can be deployed as software, virtual or hardware. It wraps up all a customer's network and endpoint security into a single-box management console.

It also offers centralised management for Sophos RED, an SSL bridging product that offers an alternative to IPSEC-VPN for remote offices.

'It's refreshing working with Sophos instead of the same-old, same-old.'

GARY HAYCOCK-WEST

Managing Director, Blue Cube Security Ltd

Proactive sales support

'Sophos's campaigns are very supportive,' says Gary, 'and we've had a very productive relationship so far.' He says that Sophos has a positive approach that is committed to working with resellers rather than competing with them.

Blue Cube uses Sophos's marketing and sales collateral and works with Sophos on go-to-market campaigns supported by monthly review meetings and joint planning.

Vendors vary in their commitment to the channel, says Gary. In some cases, he says, you can't get a look in if you're not one of their favoured partners, but 'Sophos runs a clean channel with deal registration so you have confidence to put your own marketing dollars into campaigns.'

Training and certification

As part of the company's consultative approach to sales, it is important to have engineers and sales people who understand the technology. This allows Blue Cube to offer clients the right products, with the right project management and the right managed service to support it.

'Sophos offer very good training and the accreditation process is very good,' says Gary. This training and the Gold Solutions Partner certification that comes with it helps Blue Cube do a better job for its clients and it says 'these guys know what they're doing'.



The combination of solid products, proactive sales and marketing support, a commitment to the channel (without a competing direct sales model) and effective training works for Blue Cube and its customers. According to Gary, 'Sophos is our favoured partner wherever possible.'



Learn more about the Sophos Partner Program.
Visit www.sophos.com/partners

United Kingdom and Worldwide Sales
Tel: +44 (0)8447 671131
Email: sales@sophos.com

North American Sales
Toll Free: 1-866-866-2802
Email: nasales@sophos.com

Australia and New Zealand Sales
Tel: +61 2 9409 9100
Email: sales@sophos.com.au

Asia Sales
Tel: +65 62244168
Email: salesasia@sophos.com