



Selling Sophos on AWS Marketplace

AWS Marketplace Consulting Partner Private Offers for Sophos

Sophos cloud security solutions for AWS protect the life of cloud infrastructure – from the development cycle through to the ongoing security of live cloud services.

As a worldwide leader in next-generation cybersecurity, Sophos protects more than 400,000 organizations of all sizes in more than 150 countries. Sophos works with AWS sellers and a network of over 50k reseller partners to secure AWS infrastructure, achieve greater executive alignment across security and infrastructure services, and potentially shorten the sales cycle.

Introducing the AWS CPPO Program

Sophos works together with AWS to support our partners on AWS Marketplace. The result is making available a range of Sophos public cloud services through AWS Marketplace Consulting Partner Private Offers, or CPPO for short. It allows Sophos partners to sell select Sophos solutions through AWS Marketplace in a similar fashion to how they are sold today.

Sophos partners benefit from a discounted monthly rate on Sophos AWS Marketplace pricing, as well as the ability to help customers improve procurement processes. This allows them to pay as they go, to match their cloud growth, while at the same time counting towards any AWS spend commitments [EDP] they have in place.

How AWS Private Offers Work

The AWS Marketplace seller 'private offer' feature enables Sophos partners to receive product pricing from Sophos that isn't publicly available. Partners negotiate pricing and terms with Sophos, and Sophos creates a private offer for the designated AWS account. Partners accept the private offer and receive the negotiated price and terms of use.

Sophos Discounts Through AWS CPPO

Sophos has a standard discount offered through CPPO that will automatically discount the listed MSRP price. Details will be presented once partners sign up to CPPO.

Sophos Products Available

- ▶ **Network Firewalling:** Sophos XG Firewall and Sophos UTM Firewall are available in a variety of yearly and monthly consumption-based licensing models. In AWS, XG Firewall and UTM are both available for standalone deployments. UTM also supports High Availability and Auto Scaling deployments.
- ▶ **Cloud Security Posture Management:** Cloud Optix is available on request at a discounted yearly rate.
- ▶ **Cloud Workload Protection:** Intercept X for Server is available on request at a discounted yearly rate.
- ▶ All Sophos Central products are available on request. Contact the Sophos Public Cloud team to find out more at publiccloud@sophos.com.

How to Apply a Private Offer

There are two ways to apply a private offer with Sophos:

1. Procure based on the standard discount Sophos offered for either a yearly or monthly term.
2. Procure based on an increased discount via a private offer form. In this scenario you would need to work with the Sophos Public Cloud team on the opportunity to work out a one-time discount.

Requirements for Joining

AWS does have requirements for CPPPO, and they should be discussed with AWS during the registration process.

How to Join the CPPPO Program

To join CPPPO, contact the Sophos Public Cloud team at publiccloud@sophos.com. The team will connect partners with the AWS CPPPO team to initiate the signup process. Alternatively you can join [here](#).

Tips for Co-Selling With AWS Marketplace

How to discuss key benefits with customers

Help modernize procurement. AWS Marketplace helps customers improve their procurement processes to match the speed of cloud while maintaining governance.

Enterprise Discount Program (EDP). AWS Marketplace purchases contribute to a customer's EDP commitment. Software spend that is already approved and budgeted can help them reach their spend commitment faster and potentially unlock deeper discounts.

When to discuss AWS Marketplace

Discuss early. Ask if they use AWS and AWS Marketplace to purchase software or if they are considering it for future acquisitions.

Communicate with AWS. When working on a new opportunity make sure you register it in your partner portal account to have early access to AWS sales and technical resources.

Why to Co-Sell with AWS Marketplace

Increases the value you bring to customers and creates stickiness in accounts.

Helps your customers satisfy EDP commitments.

Contact Sophos
publiccloud@sophos.com

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