

# SOPHOS ENABLING PARTNERS WITH SOLUTIONS AND TRAININGS TO MEET CUSTOMER NEEDS DURING THE PANDEMIC

The vendor partner relationship is most crucial when it comes to meeting challenges faced by their customers. Presently, all the businesses are facing cyber security challenges due to the new normal – Work From Home (WFH) which organizations are forced to adopt because of the global pandemic, COVID-19. Sophos with its partner community and products are safeguarding their customers in this remote work environment where the chance of cyber breach has increased manifold due to unprotected network.

A 100% channel focused company – Sophos puts its partners at the centre in whatever they do. Its extensive global partner channel is the key differentiator for the company. With its huge partner ecosystem the company has been able to address customer challenges in the time of pandemic. Talking about the channel policy and how the company is helping its partners to meet the customer demands during the critical time of pandemic, **Sunil Sharma, Managing Director- Sales (India & SAARC), Sophos** says,

“Sophos is a 100 percent channel focused cybersecurity company. We put our partners first in everything we do—from sales, marketing and support through to product development. Our extensive global partner channel is a key strategic asset for Sophos and remains a key differentiator.



**The core things around which we design our channel policy are:**

• **Partner Profitability:**

Our channel policy rewards commitment. The more partners are committed to Sophos, more profitability they can achieve. We provide tiered discounts aligned to respective partner tiers: Authorized Partner, Silver Partner, Gold Partner, Platinum Partner and Sub-Distributors. These discounts help partners built their profitability on consistent bases.

• **Margin Retention Opportunities:**

We give much importance to secure our partners' efforts in our channel policy. Deal Registration and Incumbency are the arrangements to provide margin retention for our partners. Deal Registration helps

partners to secure upsell, cross sell and new customer opportunities. Incumbency helps them to secure their renewing customers.

• **Technical Enablement:**

We emphasize on training partners to increase their technical abilities to secure their customers. Sophos provides certification for each important role at partner companies: Certified Sales Consultant, Certified Engineer, Certified Architect and Certified Technician.

**Engaging with Partners & Customers**

Pandemic has changed one thing categorically that it has changed the physical platforms to virtual. Earlier we had physical meetings with customers and partners, physical webinars, customer roadshows, partner conferences. But during this pandemic time everything has changed to virtual platform. Many people are of the opinion that there is a lot of time saving but at the same time a lot of customers believe that until they meet the vendor physically they do not enjoy the discussion. Today, the new normal has been set up and people are enjoying it.

**Sophos addressing customer challenges**

Sophos has been doing a lot of work and supporting its customers through over 3000 partner network in the country. The first requirement in work from home scenario is a secured connection from anywhere, so we established the VPN connectivity between remote employees and organization servers. The client VPN enables on their devices and with the help of our XG Firewall we have IPsec or SSL kind of VPN which we enabled for our customers. Second, on end points customers were using our solutions and we have upgraded them from plain antivirus to anti-ransomware. So when you are using anti-ransomware and InterceptX, what we did is we deployed synchronised security with the XG Firewall and that helped to eliminate any kind of attack happening on a particular remote device. It is synchronised security which has actually protected so many customers and all IT Managers were happy to see the central dashboard and with this they can identify the malicious attack which has happened on a particular device, how it went into quarantine zone and how the same device became healthy and come back as a healthy device to the network.

**Partner ecosystem**

We have over 3000 partners in India and SAARC. I can proudly say that approximately over 25000 customers have been protected with the help of Sophos solutions which we have in the last four to five years and they are very happy with the solutions. I feel proud that the job which we are into - protecting the most precious customer data from cyber criminals. So that is a proud feeling for all of the Sophos employees.”



## “Sophos is the only security vendor which can provide an end to end security solution for Network and Endpoint Security”

Ronil Mehta, Director – Sales, Magnamious Systems

**Security challenges during remote workforce**

Due to the pandemic we are seeing massive tsunami of customers who are looking to transform their IT and make it capable to serve the remote workforce. With this particular shift come a whole gamut of security challenges which threaten their Data and infrastructure integrity. In order to address these needs we have created a dedicated team of engineers who have hands on the solutions that we deliver to such customers. We have structured the working of these team in a way that the roll out can be as fast as possible.

**Addressing the growing security challenges**

This is where our security partner Sophos helps us in addressing these needs. With Sophos's VPN & MFA we are now enabling remote workers connect to corporate network. With Sophos's next gen technology on Endpoint we can now be rest assured that there is no security breach when these endpoints are being used in an open and unsecure environment. Sophos has empowered us with all the tools and demo licenses so that we can conduct these PoC and demo seamlessly and efficiently. Thanks to Sophos team where they have ensured timely trainings for our engineers so that our team is always updated with the latest version and product of Sophos.

We have seen a substantial growth in our security sales and all thanks to the world – class solutions from Sophos. We have had customers coming back to us and sharing great feedback on the product and road map of the product.

**Challenges & Sophos Sync Security**

Remote working has surely brought in a lot of challenges however one of the key challenges in remote working is users connecting to their corporate IT network to access their apps and data. This is where the excellent capabilities of the Sophos Sync Security come in where users can authenticate themselves using XG Firewall, VPN with MFA option along with this Sophos Endpoint makes sure that the remote user's laptop is able to meet all the security parameters set by IT. In case if the parameters are not met then Endpoint can instruct the XG Firewall through heartbeat to block this access. Hence this is boon to the IT where Sophos is the only security vendor which can provide an end to end security solution for Network and Endpoint Security.



## Sophos: The strongest Partner of VIBS Infosol

Vibhore Shrivastava, Director, VIBS Infosol

### Security challenges during remote workforce

COVID 19 pandemic is among the toughest time for any economy. This COVID-19 crisis will leave a great learning for all of us. Most customers had adopted high availability as mandate for their design and architecture. Similarly, during this pandemic, most industries and institutes across vertical have understood the real meaning of agility. Since we consider employees and customers as our real assets, we need to stand with them in this unprecedented times. Applying policy of WFH and allowing everyone to connect to work safely is the prime concern for all customers. Customers had really taken this challenge positively and mostly managed safe connectivity to all their workforce.

There were initial challenges for WFH majorly related with connectivity, complete Data Protection, Employee monitoring, End point management, Collaboration tool for Audio and Video conference. Similarly, migrating to Cloud environment is also one of the important factor every customer is looking for. Today, early adapters had already implemented majority of them and followers are soon going to be on track.

### Addressing the growing security challenges

During the pandemic, customers had to face a major responsibility to provide data accessibility while managing all possible controls. It is also important for them to ensure safety of data at all levels, whether it is from internal threats or mishandling of data. Ensuring the actual data availability and securing it properly, is what every customer wants to talk about today. Our enterprise customers were earlier more concerned about perimeter security and basic endpoint management solution; however, with the sudden rise in cyber threats and different attack patterns, they are now looking for endpoint threat management suite, including anti-malware, anti-Ransomware, EDR, MDR, APT, encryption, anti-phishing and many more. As an organisation, Sophos is always our strongest partner, we always have a great message for our customer to stay safe in all situations.

### Challenges & Sophos Solutions

As we all know, WFH is a new normal and most companies want to maintain social distancing and complete hygiene within their work place. Some companies have started partial operational hours with limited work force. Major challenges are to manage compliances and security with complete connectivity and optimal productivity. Large enterprises were initially concerned about connectivity factors but lately, they understood and realised the real reason for concerns from audit and other relevant department about security protocol and compliance. Our major services comprises of managing security for customers centralized environment and end-user threat management. We had offered secured VPN connectivity to many of our customers comfortably to manage the panic situation during lockdown. Thanks to our partner Sophos who had shown real value, to stand with its customers and partners in bad times. We had also offered complete endpoint threat management tools to all concerned customers. Many customers had adapted advanced InterceptX, Cloud security, EDR, Phishing threat solutions, Email security and Encryption during this lockdown. Additionally, with the help of Sophos and it's on going webinars (throughout the tenure), we could help our customers more confidently. Customer sessions were very informative and accurate to understand and resolve their problems. We had also improved our learning curve through internal trainings and got major of our engineers certified on Sophos complete product line. This helped us to stand strongly for our esteemed customers and society to manage all their major issues / threats during COVID-19. With Sophos, we are future ready to stand against most security challenges on behalf of our esteemed customers.



## “With the help of Sophos we were utilizing the 2FA functionalities and SAAS managed solution for the endpoint security”

Srikkantan Venkatesh, Director, DigitalTrack Solutions

### Security challenges during remote workforce

Considering the spike in remote work today customer are taking two aspects, one is company provided assets and another one BYOD. On the both scenarios VDI would be better choice in terms of security as well the performance (mostly for the on-premise applications). In addition to VDI we will have the hybrid proxy (office asset) and host check to ensure the client is compatible enough to connect network and restricted access irrespective of any internet provider.

### Addressing the growing security challenges

For most of our customers during the consulting phase this point (security challenges) is mostly covered from the business continuity perspective, this unprecedented outbreak (COVID-19) thought us to secure the WFH (Work From Home) by enabling Host check through VPN, Hybrid proxy and zero trust access. With the help of Sophos we were utilizing the 2FA functionalities and SAAS managed solution for the endpoint security to achieve additional level security on web and user authentication.

### Challenges & Sophos Solutions

The current outbreak forced every other business verticals to WFH, traditionally ITES users are familiar with WFH however industry like hospitality, or departments like administration and accounts not familiar with the new style of working from home. So we had challenge in educating them but we have successfully enabled them to continue their work without any hindrance. Our team is totally in sync with Sophos local team and attending the webinar conducted by Sophos which helps our team to understand the technologies, which will make the team to help the customer on their challenges.



## Macaws Infotech provides customers comprehensive, scalable, end to end Sophos solutions

Manasi Saha, CEO, Macaws Infotech

### Security challenges during remote workforce

Our esteemed customers are in uncertainty due to COVID-19 pandemic and are pushed into work from home (WFH) situations. We as a cybersecurity solution provider has suggest following things.

- Set up the 2FA
- Preconfigure work-from-home arrangements
- Remember to back up data and encrypt valuable data
- Limit the use of VPNs
- Use of antivirus either centralised or Cloud-based
- Ensure anti-phishing solution for email
- Proper deployment of firewall, WAF, load balancers, DDoS protection
- Use a ransomware protection
- Skilled manpower

### Addressing the growing security challenges

We have a long lasting relationship with Sophos (since last 8 years) and are providing Sophos Security Solutions to our customers. We offer our customers comprehensive, scalable, end to end Sophos solutions. We are doing extensive virtual webinars for the employees of customers on awareness and trainings.

### Challenges & Sophos Solutions

Before COVID-19, we use to take remote from our office and now we are taking it from home, we face some technical hitches with internet bandwidth. As per security is concerned, we use 2FA, limited VPN, Sophos encryption and MDM.