



SOPHOS PHISHING EXPEDITION

AN ARROW ECS ANZ INITIATIVE

How many phish can you catch?

Arrow's Sophos Phishing Expedition channel acceleration program focuses on two strategic areas to enable partners to sell Sophos technology and the wider Sophos portfolio more effectively.

The program works by having a partner nominate one sales resource and one technical resource become part of the crew that participate over the program period. During this time Arrow sets goals and tasks for the teams based on business activity that contribute to building a profitable Sophos business. These include training and certification, lead generation activities, running demos to prospects and engaging with Arrow's Sophos security specialists on opportunities as well as continuing renewals and sales.

Participants are rewarded beyond the training and certifications with BANT qualified leads, promotional items and giveaways, and the chance to join the top performing partners for a trip to Sydney enjoying an afternoon out on the Harbour in a luxury catamaran. There will also be MDF support directed at select partners within the program to help raise your profile in the channel and create something you can use for social proof to your customers and prospects.



Participant expectations:

- Assign 1x Sales + 1x Tech resource to program
- Participants comply with rules of program
- Participants work with Arrow on all opportunities created within the program.

Program outcomes for partners:

Enablement & Education

- Free in-house training and certification across Australia
- Arrow has Sophos centric Sales Engineers that are available to you. From presales engagements, scoping & design work, through to joint sales calls, the Arrow Sophos SE team is here for complete utilisation.

Business Profitability

- Eligible for share of \$15,000 lead generation campaign
- Performance Incentives
- Sales incentives - Trip to Sydney for top performers includes
 - > Delectable 3 course lunch
 - > 4-hour cruise around Sydney Harbour in a luxury catamaran
 - > Other rewards and giveaways
- Ad-hoc incentives

Sales markers:

- 📍 Complete your Sophos Sales Certified Consultant certification & email a copy of your certification to Sophos.ecsanz@arrow.com
- 📍 Register a deal over AUD \$2,000.00 via the Sophos partner portal. As soon as you receive a copy of the Deal ID email the details to Sophos.ecsanz@arrow.com
- 📍 Complete a sales/marketing activity and email the required proof of performance details to Sophos.ecsanz@arrow.com
- 📍 Close a deal with more than 1 Sophos product in the purchase order
- 📍 Close a deal over AUD \$2,000.00



Technical markers:

- 📍 Complete your Sophos Certified Engineer certification & email a copy of your certification to Sophos.ecsanz@arrow.com
- 📍 Attend (or view/download remotely) an Arrow-led Sophos technical demonstration event
- 📍 Carry out a Sophos demo/POC/trial with an end customer and email the details to Sophos.ecsanz@arrow.com

Points allocation and rewards:



Sign up	Partner registers for the program and completes the sign-up form and agrees to the terms and conditions. Initial sign-up points are allocated.	✓	✗	500
Enablement	Partner to complete Sophos Security Accreditation Assessment - Sales & Tech, before the program ends.	✗	✓	2000
Revenue	Points and leads are allocated for partner orders of Sophos products & solutions (including renewals).	✗	✓	10 for every \$100
Deal reg	Register a deal over AUD \$2,000 with Sophos.	✗	✗	500
Net new logo	Closed partner opportunity with a customer who has never purchased from Sophos. Points, rebate & rewards.	✗	✗	250



Rewards



Points



Leads





Sales blitz	Partner SPIF DAY (install base) Arrow & Sophos assisted. Cash rebate, leads and rewards.	✓	✓	500
Customer campaign	Partner marketing activities/campaigns executed to partners end customers/prospects.	✓	✓	500
Demo	On-demand security demo/trial/POC for partner's customers & prospects.	✗	✗	500
Ad-hoc activity	Bonus points for completion of Ad-hoc activities* throughout the program.	✗	✗	50
Up-sell/cross-sell	Close a deal with more than one Sophos product in the purchase order (excluding renewals).	✗	✗	50



Your phishing guides:

For general program enquiries please contact:

For all general program enquiries please email Sophos.ecsanz@arrow.com

For urgent program enquiries please contact:

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For Sophos sales related enquiries please contact:

For Sophos sales related enquiries please email Arrow ECS ANZ Sophos Partners

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Have a question about the program? Check out our list of frequently asked questions to find the information you need [here](#)



How to catch more phish:

The Arrow team have pooled together sales and marketing resources to help you build a profitable Sophos security business. Save these links to your favourites to stay up-to-date on all things Sophos. If you're looking for something more bespoke don't hesitate to contact the team at Sophos.ecsanz@arrow.com and we'll be in touch within 24 hours.

Resource hub

Check out our Sophos sales resource hub to help you win more Sophos security business: <http://www2.ecs-anz.arrow.com/sophos-sales>

Marketing hub

Check out our Sophos marketing resource hub to help you successfully execute a Sophos marketing campaign to generate leads for your business: <http://www2.ecs-anz.arrow.com/sophos-marketing>

Arrow promotions

Stay up to date on all Sophos promotions here: <http://ecs-anz.arrow.com/promotions/>

Arrow training

Find out when Arrow are running free Sophos training sessions near you to get certified: <http://ecs-anz.arrow.com/events/?type=training-enablement>

