



Sophos ANZ Channel Promotions

April 1st - June 30th, 2024



SOPHOS Network SAVERS



Sophos XGS Firewall Promotions

Promotion 1

Free Web Server & 60% off Central Email

100% discount on 3Y Web Server Protection - 60% discount on 3Y Central Email Advanced with XGS and 3 year Xstream



CENTRAL MANAGEMENT

Promotion 2

99% off Firewalls

Purchase 3 years Xstream licensing and receive 99% Off your XGS Firewall



CENTRAL REPORTING

REMOTE VPN

Promotion 3

Free ZTNA

3 x ZTNA licenses for free with a 3Y XGS Xstream subscription



WIFI

SD-RED

MANAGED THREAT RESPONSE

ENDPOINT PROTECTION

CLOUD PROTECTION

Terms & Conditions

Promotion 1: Expiry Date: 30/09/2024. New and upgrade sales only. Min Xstream Term: 36 Months Promo Code: GLOBAL_WSP_CEMA_3Y_Xstream

Promotion 2: Expiry Date: 30/09/2024. New and upgrade sales only. Min Xstream Term: 36 Months. Promo Code: XGS_3Y_Xstream_HWFREE_APAC

Promotion 3: Expiry Date: 30/09/2024. New and upgrade sales only. Min Xstream Term: 36 Months. Promo Code: FREE_ZTNA

Sophos Rated 4.7/5

in Network Firewalls



As of May 31, 2023. Based on 458 reviews.





SOPHOS SMB SAVERS

Sub 100 User Promotions



Promotion 1

Protection - CIXA

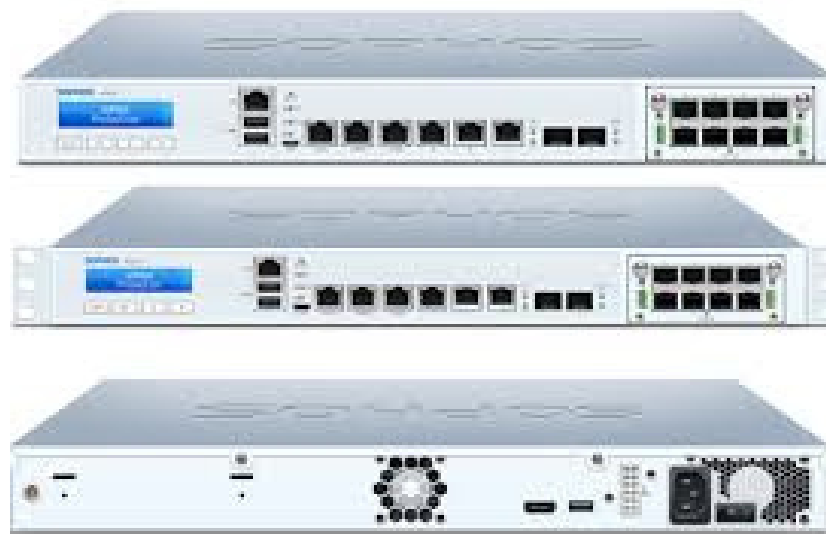
50% off Central Intercept X Advance - Endpoint or Server

- ✔ Web Protection
- ✔ Anti-Exploitation
- ✔ Threat Exposure Reduction
- ✔ Account Health Check
- ✔ Adaptive Attack Protection
- ✔ Critical Attack Warning

Promotion 2

Network - XGS

Purchase 3 years Xstream licensing and receive 99% Off your XGS Firewall



Promotion 3

Response - MDR

Purchase Managed Detection and Response and receive an additional 25% off

(MDR Complete, MDR Essentials, MDR Integration Pack, Sophos NDR)

- ✔ Instant SOC
- ✔ 24/7 Detection & Reponse
- ✔ Expert-Led Threat Hunting
- ✔ Reduce Cyber Risk and Costs
- ✔ Breach Warranty**
- ✔ Full Incident Response Capabilites**

Free Microsoft Integration

Microsoft Security Event Sources

- Microsoft Defender for Endpoint
- Microsoft Defender for Identity
- Microsoft Defender for Cloud
- Microsoft Defender for Cloud Apps
- Identity Protection (Azure AD)
- 0365 Security & Compliance Center
- Microsoft Sentinel
- Office 365 Management Activity

Terms & Conditions

Promotion 1: Expiry Date: 30/06/2024 New SKUS only. Max QTY 100 user / 24 servers. Min Term 12 months / Max Term 36 months. Promo Code: EP_ANZ-DBL_TERM_(*Partner Level)

Promotion 2: Expiry Date: 30/09/2024. New and upgrade sales only. Min Xstream Term: 36 Months. Promo Code: XGS_3Y_Xstream_HWFREE_APAC

Promotion 3: Expiry Date: 30/06/2024 New &Upgrade sales eligible. Max QTY 499 users & 50 servers. Min Term 36 months / Max Term 36 months. Promo Code: MDR25



SOPHOS MDR SAVERS

Managed, Detection & Response - Cybersecurity as a Service

Promotion 1

5% Deal Booster

Additional 5% discount on approved deal registrations

- ✓ MDR Complete
- ✓ MDR Essentials
- ✓ MDR integration packs

Promotion 2

MDR with Email

Purchase multi year MDR and save 35% off Sophos Email

- ✓ Prevent phishing and imposter threats
- ✓ Stop malware from reaching the inbox
- ✓ Gain peace of mind from data security
- ✓ Manage via Sophos Central with your MDR

Promotion 3

25% off MDR

Purchase Managed Detection and Response and receive an additional 25% off

(MDR Complete, MDR Essentials, MDR Integration Pack, Sophos NDR)

- ✓ Instant SOC
- ✓ 24/7 Detection & Response
- ✓ Expert-Led Threat Hunting
- ✓ Reduce Cyber Risk and Costs
- ✓ Breach Warranty**
- ✓ Full Incident Response Capabilities**

Free Microsoft Integration

Microsoft Security Event Sources

- Microsoft Defender for Endpoint
- Microsoft Defender for Identity
- Microsoft Defender for Cloud
- Microsoft Defender for Cloud Apps
- Identity Protection (Azure AD)
- Office 365 Security & Compliance Center
- Microsoft Sentinel
- Office 365 Management Activity

Terms & Conditions

Promotion 1: Expiry Date: 01/01/2025 New & Upgrade Approved deal registrations are eligible. Promo Code: MDR_DEAL_REG_BOOSTER

Promotion 2: Expiry Date: 15/10/2024 New, Upgrade & Renewal sales eligible. Min Term 24 months. Promo Code: CEMA_MDR_RoW

Promotion 3: Expiry Date: 30/06/2024 New & Upgrade sales eligible. Max QTY 499 users & 50 servers. Min Term 36 months / Max Term 36 months. Promo Code: MDR25



Sophos ANZ Channel Promotions Terms & Conditions

Please note T&C's for all listed Promotions:

These Promotions may be combined with other Sophos promotional offers. Sophos retains the right to withdraw or amend the Promotion at any time. The participants in this Promotion must always comply with all applicable anti-bribery and anti-corruption laws and the Sophos policy available at <https://www.sophos.com/en-us/legal/sophos-antibribery-policy>. This Promotion is subject to applicable laws and regulations and void where prohibited by law. Participants agree that Sophos will not be liable for any loss or damage arising from this Promotion. Sophos may, in its sole discretion, modify, suspend, or terminate this Promotion, in whole or in part, at any time and for any reason. In the event of any disputes concerning this Promotion the decision of Sophos will be final.

25% Saving on Sophos MDR!

Take advantage of this special offer to elevate your cyber defenses with 24/7 human-led threat detection and response from the world's most trusted MDR service.

SMBs enjoy a 25% discount on three-year subscriptions for Sophos MDR, including:

- Sophos MDR Complete (endpoints and servers)
- Sophos MDR Essentials (endpoints and servers)
- Sophos MDR Integration Packs
- Sophos NDR

This offer is exclusively available to organizations with fewer than 500 seats and is valid until June 30, 2024.

To take advantage quote code MDR25



Sophos MDR

Sophos MDR is the world's most trusted Managed Detection and Response service, securing over 17,000 organizations from advanced, human-led attacks that technology alone cannot stop.

- 24/7 real-time threat monitoring and response across your full security environment using Sophos and third-party products
- Expert-led threat hunting
- Full-scale managed incident response
- Root cause analysis to prevent recurrence of future threats
- \$1 million breach protection warranty
- Direct call-in support to seven global 24/7 SOCs
- Weekly and monthly activity reports
- Monthly intelligence briefings
- Regular health checks

Terms and Conditions

The Offer is valid for purchases of Sophos MDR Complete, Sophos MDR Complete for Servers, Sophos MDR Essentials, Sophos MDR Essentials for Servers, Sophos NDR, and Sophos MDR Integration Packs ('Eligible Product'). Sophos is providing a 25% discount on the subscription price of the Eligible Product that is applied to the quotation and invoice ('the Offer'). The Offer does not apply if the description term is less than 36 months, or if the number of seats is 51 or greater (server subscriptions only) or 500 or greater (all other Eligible Products). Additional services, hardware, extended or enhanced support and peripherals are not part of Eligible Products and are excluded from the Offer. The Offer applies to the Eligible Products in all countries where Sophos products are sold during the Incentive Period by an authorized partner or distributor (the 'Territory'). The Offer is valid from July 1, 2023 through to March 31, 2024 (the Offer Period). This Offer must be applied at the time of placing the order during the Incentive Period and cannot be retrospectively applied to previous orders or transactions. This Offer can be availed through only active and qualified partners of Sophos located in the Territory ("Partner") and the Partner must be a current member of the Sophos partner program in good standing. This Offer may not be combined with other Sophos promotional offers and may not be used in combination with additional discretionary discounting. Sophos retains the right to withdraw or amend the Offer at any time. This Offer may not be combined with other Sophos promotional offers and may not be used in combination with additional discretionary discounting. The participants in this Offer must always comply with all applicable anti-bribery and anti-corruption laws and the Sophos policy available at <https://www.sophos.com/en-us/legal/sophos-antibribery-policy> This Offer is void where prohibited by law, and subject to applicable laws and regulations. Participants agree that Sophos will not be liable for any loss or damage arising from this Offer. The participating Partner has the exclusive right to determine the prices charged for the Sophos Eligible Product. This Offer is only valid for orders placed directly through Sophos distributors. Sophos may, in its sole discretion, disqualify any participant from this Offer, and modify, suspend, or terminate this Offer or any order, in whole or in part, at any time and for any reason. In the event of any disputes concerning this Offer, these terms and conditions, or any order, the decision of Sophos to disqualify any participant from this Offer, and/or modify, suspend, or terminate this Offer or any order submitted by a participant will be final. Privacy: Sophos will use the personal details of the Participant to fulfil its obligations under this Offer. Sophos may also use the data in accordance with our Sophos Group Privacy Policy, which is available at the following URL: <https://www.sophos.com/en-us/legal/sophos-group-privacy-notice> This Offer, and subsequent orders under this Offer, are subject to the terms of the Partner Reseller Application Terms and Conditions found at: <https://www.sophos.com/en-us/legal/partner-application-terms-and-conditions> ("Reseller Agreement"). This Offer shall be governed in accordance with the laws agreed in the Reseller Agreement.

Promotion

35% off Sophos Email when purchasing a Sophos MDR multi-year subscription

valid until September 30, 2024



Strengthen your email defenses for less

Save 35% off the price of Sophos Email when purchased with a Sophos MDR multi-year subscription (new or renew). With Sophos Email you can:

- Prevent phishing and imposter threats
- Stop malware from reaching the inbox
- Gain peace of mind from data security

Plus, Sophos Email is managed through the same Sophos Central console as Sophos MDR, so you can manage all your Sophos cybersecurity in one place.

This Promotion is valid until September 30, 2024, and can be used when purchasing new subscriptions for Sophos MDR and when renewing existing subscriptions.

Sophos Email protects your people and critical information from malware, phishing, and impersonation attempts, so you can trust your inbox again.

Sophos MDR includes a free integration with Sophos Email, enabling MDR Analysts leverage telemetry from Sophos Email to accelerate detection and response across your environment.

To take advantage ask your Partner to quote code **CEMA_MDR_RoW**

Terms and Conditions
Sophos products are only sold through authorized Sophos channel partners ("Partners"). With this Promotion Sophos is enabling Partners to provide above discounts to end-customers. However, Partners have the exclusive right to determine the prices charged for Sophos products.
The Promotion is valid for purchases of Sophos Email when purchased at the same time as a multi-year subscription for Sophos MDR. 'Sophos MDR' includes Sophos MDR Complete, Sophos MDR Complete for Servers, Sophos MDR Essentials, and Sophos MDR Essentials for Servers. Sophos is enabling special pricing on Sophos Email subscription when buying Sophos MDR with a subscription term of at least 24 months. The Promotion applies to Sophos Email outside of the United States and Canada (the 'Territory'). The Promotion is valid from November 1, 2023 through to September 30, 2024 (the Promotion Period). The code must be applied at the time of placing the order during the Promotion Period and cannot be retrospectively applied to previous orders or transactions. This Promotion is only available through authorized Partners located in the Territory. Partners must be a current member of the Sophos partner program in good standing. This Promotion may be combined with other Sophos promotional offers. Sophos retains the right to withdraw or amend the Promotion at any time. The participants in this Promotion must always comply with all applicable anti-bribery and anti-corruption laws and the Sophos policy available at <https://www.sophos.com/en-us/legal/sophos-antibribery-policy>. This Promotion is subject to applicable laws and regulations and void where prohibited by law. Participants agree that Sophos will not be liable for any loss or damage arising from this Promotion. This Promotion is only valid for orders placed through authorized Sophos distributors. Sophos may, in its sole discretion, modify, suspend, or terminate this Promotion, in whole or in part, at any time and for any reason. In the event of any disputes concerning this Promotion the decision of Sophos will be final.

SOPHOS

Trade-in and Trade-Up: Sophos XGS Firewall

Get a free XGS Series hardware appliance when you order a minimum 3-year term of Xstream Protection*

(Valid until September 30th, 2024)



Replace your existing competitive or XG Series firewall with a new XGS Series hardware appliance and get 99% discount on the hardware plus 1% discount on Xstream Protection. Sophos Firewall and the XGS Series appliances give you the very best in protection and performance to power and protect your network. From the smallest office or retail outlet to larger distributed and campus networks, our XGS Series includes multiple form factors to suit the requirements of many different environments.

This offer is valid for customers who are completely new to Sophos and for existing customers with either an XG Series firewall or other Sophos product(s). A separate offer is available for Sophos UTM/SG Series customers. Ask your Sophos partner about additional offers which may be available in your region.

THE BENEFITS:

Powerful Protection and Performance: Sophos Firewall's Xstream architecture provides protection from the latest threats whilst accelerating important cloud, SD-WAN and other app traffic. The dual-processor XGS Series models include a dedicated hardware FastPath for trusted traffic, freeing up resources for important deep packet and TLS inspection for the traffic that needs it.

Xstream Protection: A single license bundle for advanced protection with Network, Web and Zero-Day Protection plus Central Orchestration for SD-WAN VPN orchestration and a 30-day Central Reporting Advanced data retention period. Rounded out with Enhanced support, this bundle has everything you need to protect your network.

XDR/MDR Connector: Extend your protection beyond your firewall, e.g., with Sophos Managed Detection and Response. Sophos Firewall works in combination with other Sophos products which are licensed separately. See sophos.com/mdr for further details.

HOW TO USE THIS OFFER:

Eligible Purchase	Promo Code
The order must include a minimum 3-year term for Xstream Protection plus an XGS Series hardware appliance.	XGS_3Y_Xstream_HWFREE_APAC

Should you have any questions about this offer, your local Sophos Distributor will be happy to help.

*Discount on XGS hardware (99%) and Xstream (1%) is equivalent to or higher than the MSRP of the hardware appliance.

Promo

Sophos Hardware Promo

Extended Term for New Hardware Subscriptions

Effective October 1, 2023



Get Three Months Free for New Hardware Subscriptions

From October 1, 2023, the subscription term for any new license will start from the date the order is processed by Sophos, regardless of when the end user activates their license.

As delivery times, customs clearance, and short-term technical resource availability for installation can cause delays in the deployment of new hardware appliances, we are offering an extended term of three (3) months for Software subscriptions that are purchased together with new Hardware.

To benefit from this offering, a promo code can be applied to standard orders that include the hardware appliance and the associated subscription as two separate line items. For subscriptions sold with new hardware fulfilled through distribution stock inventory, the promo code can be applied to the new subscription order. In each case, this will extend the standard 1-, 3- and 5-year software subscription term by three (3) months at no additional cost. The subscription will continue to start on the date the order was processed by Sophos, but the extension should enable end user usage for at least the length of the purchased standard term.

Terms and Conditions:

- This promotional offer ("Promotion") is valid from October 1, 2023, until further notice from Sophos ("Promotion Period").
- The 3-month term extension is a gesture of goodwill to allow usage for the length of the purchased standard term, taking Hardware delivery/ deployment times and Sophos' new subscription start policy into consideration.
 - This Promotion applies to Sophos XGS Series, Sophos Switch, and Sophos AP6 Series ("Eligible Products") in all countries where the Eligible Products are sold during the Promotion Period by an authorized distributor.
- Any renewal will fall back to the length of a standard term.
- This Promotion is only available through participating distributors and partners that are a current member of the Sophos partner program and are in good standing.

How to Use the Promo Codes

Quote 15-month SKU for the price of 12 months

Quote 39-month SKU for the price of 36 months

Quote 63-month SKU for the price of 60 months

Promo Code: HW_3FREE

Please note: If the deployment is scheduled to be more than three months after the order date, you have the option to set a fixed, future start date for any subscription (instead of using this promo code). However, future start dates cannot be changed once set, and subscriptions won't be available until the given future start date. Please ask your local Sophos team for further information.

The promotion applies to:

- Sophos XGS Series, Sophos Switch, and Sophos AP6 Series
- Standard term orders (1, 3, or 5-year term)
 - Must be applied at the time of purchase

The promotion does not apply to:

- Renewals
- Future-dated subscriptions
- Hardware/Software bundle SKUs

Any renewal will fall back to the length of a standard term.

- The Promotion
 - does not apply to future dated subscriptions and non-standard term orders (anything other than 1, 3, or 5-year term).
 - may be combined with other Sophos promotional offers.
 - must be applied at the time of purchase.
 - is void where prohibited by law.
 - is subject to the terms of the Sophos distribution or partner agreement, as applicable.
- Sophos may, in its sole discretion, modify, suspend, or terminate this Promotion, in whole or in part, at any time and for any reason. In the event of any disputes concerning this Promotion, or these terms and conditions, the decision of Sophos will be final.
- Participants agree that Sophos will not be liable for any loss or damage arising from this Promotion.
- Participants are solely responsible for paying applicable taxes and fees, if any.
- Sophos' channel partners have the exclusive right to determine the prices charged for all Sophos products and services.
- This Promotion is only valid for orders placed with Sophos through authorized Sophos distributors.