

How to work with distribution in the United Kingdom

Partner FAQ Document



Sophos U.K. Transition to Distribution – Frequently Asked Questions

Sophos has been using distribution throughout the world for many years except for the U.K. As our business continues to grow, now is the right time to bring the benefits of working with distribution partners to the U.K. Alongside the Sophos sales teams, this will allow us to provide our partner community with a greater level of service through a broader range of resources along with the many other benefits and services provided by distributors.

Sophos U.K. Distributors

ARROW ECS

Arrow Electronics guides innovation forward for over 180,000 leading technology manufacturers and service providers. Arrow Electronics develop technology solutions that improve business and daily life. Their broad portfolio spans the entire technology landscape and helps customers create, make, and manage forward-thinking products that make the benefits of technology accessible to as many people as possible.

Arrow ECS

Suffolk House
Fordham Road
Newmarket
Suffolk
CB8 7AA
01638 569600

<https://www.arrow.com/ecs/uk/contact-us/>

Tech Data

Tech Data is one of the United Kingdom's largest distributors, enabling 115,000 resellers with advanced logistics and value-added services enable partners to efficiently and cost effectively support the diverse technology needs of end users.

Tech Data

A TD SYNnex Company
Washington House
Birchwood Park Avenue
Birchwood
Warrington
WA3 6GR
01925 287992

<https://uk.techdata.com>

Giacom

Giacom are one of the fastest-growing MSP and cloud distributors in the United Kingdom, supporting over 6,000 channel partners with leading technology platforms. Aiming to make it simple for partners to train, sell, deliver and support small business customers in the cloud.

Giacom World Networks Ltd

Hampshire House
Hampshire Corporate Park
Templars Way
Chandler's Ford
Eastleigh
SO53 3RY
03304 331233

<https://cloudmarket.com/get-in-touch/>

When can the U.K. Distributors accept orders?

Arrow ECS:

Are fully operational and ready to take your orders now.

Tech Data:

Will be available to take orders from Monday 1st November 2021. Please be sure to contact them before this date to set up your account, credit, and contact details.

Giacom:

Will be available to take orders from Monday 1st November 2021. Please be sure to contact them before this date to set up your account, credit, and contact details.

Key Sophos contacts for U.K. Distributors:

Arrow ECS:

Arrow Sophos sales team for all Sophos sales and technical queries, quotations, questions, and general enquiries:

Sophos.ecs.uk@arrow.com

01638 569650

Arrow Credit Control

credit.control.ecs.uk@arrow.com

Arrow Post sales, shipping ETA queries:

Customer service – customer-service.ecs.uk@arrow.com

Tech Data:

Tech Data Sophos sales team for all Sophos sales and technical queries, quotations, questions, ETA's and general enquiries:

uksecuritysales@techdata.com 01925 287992

Tech Data Credit Control: RMSDGCreditcontrol@techdata.co.uk

Giacom:

Giacom Sophos sales team for all Sophos sales queries, quotations, questions, and general enquiries:

sophosteam@giacom.com

03304 331233

Technical support:

sophostech@giacom.com

Giacom Credit Control:

creditcontrol@giacom.com

Giacom Post sales, shipping ETA queries:

sophoscs@giacom.com

Points of contact at Sophos:

- Sophos Partner Care
 - <https://www.sophos.com/en-us/support.aspx> Access issues with Partner Portal, Central Dashboard, and SophosID
 - Licensing issues
 - Multi-factor authentication and resets
 - Updating company and contact details
 - User management within the Sophos Partner portal
 - Opportunities/leads and renewal contacts, MDF contacts and partner portal administrators
 - Retrieving information on your Sophos partner program tier and Sophos channel team contacts

Technical Support / Sophos Support – 0844 767 4670

Sophos main reception – 01235 559933

How do I open an account with one of your U.K. Distributors?

Arrow ECS:

Please contact the Arrow on 01638 569650 or at Sophos.ecs.uk@arrow.com

Tech Data:

Please contact Tech Data on 01925 287992 or use the following link <https://uk.techdata.com/becomeareseller>

Giacom:

There's three easy ways to create a Giacom account, call on 03304 331233, visit cloudmarket.com/sophospartner or email to sophosteam@giacom.com

Will there be changes to my credit limits and terms?

Our Distributors are committed to working with our partners to provide a credit limit that will continue to facilitate their Sophos business and support them in future growth. Each partner will be assigned a named credit controller. For any queries on this use the following contact details for each of our Distributors:

Arrow ECS:

Please direct all queries to credit.control.ecs.uk@arrow.com and a member of the Arrow team will respond soon as possible. After the transition period, your Sophos account will be closed, and outstanding invoices will need to be settled.

Tech Data:

Please direct all queries to RMSDGCreditcontrol@techdata.co.uk or call 01256 864274 and a member of the Tech Data team will respond soon as possible. After the transition period, your Sophos account will be closed, and outstanding invoices will need to be settled.

Giacom:

Please direct all queries to creditcontrol@giacom.com and a member of the Giacom team will respond soon as possible. After the transition period, your Sophos account will be closed, and outstanding invoices will need to be settled.

Will my Sophos Partner Program level and benefits change?

The terms of the Sophos Partner program will remain the same. No changes will be made to partner tier status. Sophos will continue to promote partners automatically on achievement of the requirements for higher tiers.

Requirements

	AUTHORIZED	SILVER	GOLD	PLATINUM	SELECT ¹
Valid Partner Agreement	✓	✓	✓	✓	✓
ANNUAL REVENUE REQUIREMENTS²					
Group A ³		USD 5k	USD 75k	USD 500k	USD 1M
Group B ⁴		USD 5k	USD 75k	USD 300k	N/A
Group C ⁵		USD 5k	USD 50k	USD 150k	N/A
Group D ⁶		USD 5k	USD 25k	USD 100k	N/A
CERTIFICATION REQUIREMENTS⁷					
Sales Certifications		1	3	4	10
Engineer Certifications		1	2	2	3
Architect Certifications			1	2	
Technician Certifications				1	

¹ Select tier limited to North America region

² Revenue is based on net billings to Sophos from distribution.

³ Group A Country List: Germany, Italy, UK, USA

⁴ Group B Country List: Australia, Belgium, Brazil, Canada, Chile, Colombia, India, Japan, Luxemburg, Malaysia, Mexico, Netherlands, Philippines, Singapore

⁵ Group C Country List: Austria, Bangladesh, Bhutan, China, France, Hong Kong, Indonesia, Macau, Maldives, Mongolia, Nepal, New Zealand and Pacific Islands, Nigeria, Papua New Guinea, Saudi Arabia, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, Vietnam, Rest of Latin American Countries.

⁶ Group D Country List: Rest of the world

⁷ Sales Certification is based on completion of the Sales Fundamentals SC01 course. All Technical Certifications are based on completion of individual product courses e.g. ET15, AT80. Access the training portal to see which course(s) you have currently completed.

Global currency conversions

Revenue requirements are converted into local currency as per the table below.

USD	GBP	EUR	AUD	YEN
1.00	0.80	0.90	1.50	100

Will there be any changes to the RMA process?

The RMA process will continue to be managed by Sophos support.

Where will hardware ship from?

No change. Hardware will continue to ship from the U.K.

Who should the partner contact for a quote?*

Partners can continue to create a quote on the Sophos Partner Portal, <https://partners.sophos.com>, if they wish. You can also contact your chosen Distributor to support with this using the contact details below.

Arrow ECS:

Email squotes.ecs.uk@arrow.com and where necessary copy in sophos.ecs.uk@arrow.com.

Tech Data:

Email uksecuritysales@techdata.com, or call 01925 287992.

Giacom:

Email sophosteam@giacom.com.

Is there any change to the deal registration process?

As of 1st June 2021, all partner deal registrations must be submitted via the partner portal, <https://partners.sophos.com>, or via the Sophos Partner App. Please include your deal registration number when requesting a quote from your chosen Distributor so that they can include the correct discount. Distributors are unable to issue quotations with deal registration "subject to approval."

Does incumbency still need to be requested and is there any change to process?

Incumbency for deals will still need to be requested by the partner via the portal: <https://partners.sophos.com>. If you believe that you are the incumbent for a particular renewal, please notify your Distributor when you request your quote so we can provide the correct discounts on your quote.

Where can a partner find a customer's license number in order to request a quote from the Distributor?

The customer's license number can be found on the Partner Portal or in the customer's license schedule.

How does a partner notify Sophos they are buying Sophos products through a Distributor?

As soon as a credit account has been opened with your chosen Distributor, the partner can notify Sophos sales by email. Our three Distributors will also be providing Sophos with regular progress updates on partner credit accounts created.

Will quotes raised by Sophos with discretionary discounts be honoured? For what period? How do they transact those through distribution?*

Any discretionary discounts provided will be honoured for the period for which they have been fixed (typically 30 days). Sophos Partner Program margins will not be affected by the transition to distribution.

Who do I contact for special bid pricing?*

For opportunities over 100 users, partners should contact their Sophos Territory or Enterprise account manager. For pricing on opportunities 100 users or less, please contact sales at your chosen Distributor or your Sophos channel account manager (CAM).

Will the Territory account managers (TAM) still engage with the partners on opportunities?

Sophos Territory account managers continue to be fully available to partners on opportunities for 101 users and larger.

Do partners still qualify for Not for Resale (NFR)?

Partners will still qualify for NFR as before.

Who do partners contact for tracking information on hardware shipments?

Please contact your chosen Distributor regarding this using the following customer service teams' details, you can also review this via the portal: <https://partners.sophos.com>:

Arrow ECS: Email customer-service.ecs.uk@arrow.com

Tech Data: Email uksecuritysales@techdata.com or call our Sophos sales team on 01925 287992

Giacom: Email sophoscs@giacom.com

Who will send the partner the license schedule?

The license schedule will be sent to the partner by the Distributor. Sophos will send a copy directly to the customer.

How do partners book training courses?

No change. Partners should contact their Sophos channel account manager.

Professional services - will this be arranged through my chosen Distributor or directly with Sophos?

Quotes can be requested from the Distributor or from the Sophos channel account manager or Sophos territory account manager.

Will the deal registration notification process change?

Partners will still receive email confirmation of deal registration approval or change in status. All deals need to be registered through the partner portal: <https://partners.sophos.com>.

Will my MSP orders be processed via distribution?*

Your chosen Distributor will continue to bill your MSP in the same way that Sophos have previously from 21st of each month.

Who should an MSP contact to move a termed license to MSP?

Your chosen distribution account manager will work with the MSP Operations team to convert termed licensing.

Who should be contacted regarding extending trial licenses?

Partner can request trial license extensions from the partner care team via <https://www.sophos.com/en-us/support.aspx>.

Who should be contacted regarding Sophos Partner Program queries?

Please contact your Sophos channel account manager or sales at your chosen Distributor

* For the avoidance of doubt, the Distributor is free to offer any level of discount that it deems appropriate to a Partner at its sole discretion.

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