

SOPHOS

Co-Marketing Partner Case Study

Foursys wanted to create awareness and demand around Sophos Intercept X, a next-gen endpoint solution launched in September 2016. To capitalize on the momentum of the product launch, Foursys quickly used co-marketing campaign resources and support services provided by Sophos. Their efforts resulted in multiple won deals plus a strong open pipeline.



The Partner - Foursys

Foursys provides award-winning IT security services to businesses throughout the UK.

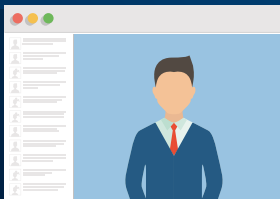
The Challenge

To create a successful Intercept X-based webinar campaign.



The Sophos Support

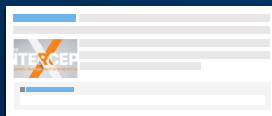
A complete co-marketing webinar package including, customized email invitations, social media and newsletter copy, webinar management, and a product specialist to deliver the webinar.



460 people in attendance!

The Promotion

The webinar was promoted through the Foursys blog, as well as two email invitations to customers and prospects. Social media posts to Facebook, Twitter, and LinkedIn were also used.



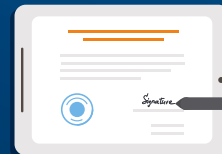
The Co-Marketing Campaign

Foursys leveraged Sophos Intercept X co-marketing resources, personalized through the Sophos Channel Service Center.

The Results

£80,000

business closed, **£370K** in the pipeline.



About Foursys

Foursys is a multi-award-winning cybersecurity provider with more than **20 years experience** servicing the NHS, government, education, SMB and enterprise organisations that has a head count of **50 people** and a turnover of £11 million.

📍 Country: **UK**

👥 Number of Staff: **50**

🌐 Website: **foursys.co.uk**

⚙️ Sophos Campaign: **Intercept X**

What goals did you want to achieve from your recent Sophos campaign?

We wanted to win new customers off the back of a new Sophos product launch - Intercept X, which tackled a rising problem heavily reported in the news at the time. This timing would maximize the impact of the campaign.

How did you execute the campaign?

We receive regular updates from Sophos and saw this Intercept X launch as a perfect topic to capture our audience's attention and meet their current needs. We ran a campaign in line with the global launch of Sophos Intercept X – an endpoint anti-exploit, anti-ransomware and root cause analysis solution. The key campaign element was a webinar explaining the benefits of Sophos Intercept X. **560 people** signed-up for the webinar and **460 attended**. Due to the high number of people registered for the webinar Sophos also provided a co-presenter. To promote the webinar, we sent two emails to our contact base. We were also active on social media promoting the webinar, with regular posts on our Facebook, Twitter, and LinkedIn channels.

What results did you see?

We closed **£80,000 of business within the first 8 weeks**, with an additional **£370K in the pipeline**. Sophos provided metric tracking for webinar sign-ups and attendees, allowing us to easily follow up and generate leads.

What did you learn from this campaign? Would you do it again?

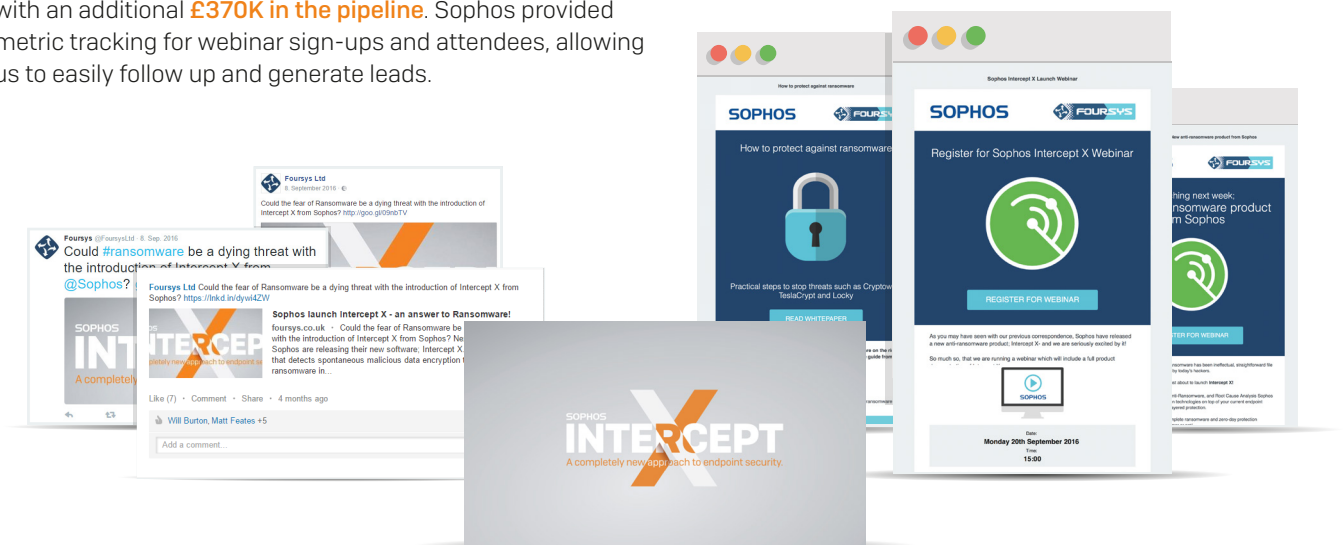
The launch and campaign were perfectly timed. We aim to keep a close eye and finger on the pulse regarding Sophos products being developed.

"We have used emails and social media content from Sophos since the campaign finished. Their toolkits are so easy to roll out and allow you to regularly and easily send out the right message."

Andy Wool, Marketing Manager, Foursys Ltd

Anything else you'd like to say about the campaign?

This campaign was tremendously well-timed given the media attention around ransomware and the new technology Sophos now provide to fight this large threat vector. Combined with the global launch of Intercept X and the support we received from Sophos, the results we've seen and continue to see are tremendous. This is simply the best vendor marketing campaign we have ever run.



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