

# SOPHOS

## Co-Marketing Partner Case Study

RMON Networks, Inc. ran a ransomware co-marketing campaign that centered on a ransomware webinar and a ransomware lunch-and-learn event. The main objectives were to attract attendees to the webinar and event, generate leads, increase brand awareness, and provide education on security threats. It coincided with the launch of **Sophos Intercept X**, a powerful next-gen endpoint solution with powerful anti-ransomware capabilities.



### The Partner – RMON Networks

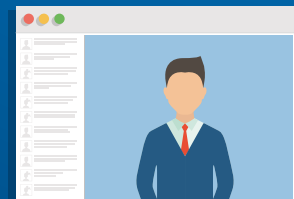
Provides IT services for small to medium-sized businesses with no dedicated IT department.

### The Challenge

Maximize results from a webinar and lunch-and-learn event.

### The Co-Marketing Campaign

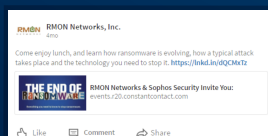
The **Sophos ransomware campaign**, personalized and co-branded through the **Sophos Channel Service Center**.



**28** new qualified leads from the webinar

### The Sophos Support

A complete ransomware campaign co-marketing kit, including presentations, social posts, HTML email templates, and printed postcards. Plus free customization via the Channel Service Center.



### The Results

Purchase of Sophos **devices and licenses**.  
**More deals in the pipeline.**



## About RMON Networks

RMON Networks, Inc. provides IT services for small to medium-sized businesses in Massachusetts and New Hampshire, U.S.A. that do not have their own dedicated IT department. They combine the support of a global technology solutions company, with the personal touch and responsiveness of a local service provider.

Country: U.S.

Website: [www.rmonnetworks.com](http://www.rmonnetworks.com)

Sophos Campaign: Ransomware

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

The main objectives of the campaign were to bring people to an event, generate leads, increase brand awareness, and provide education on security threats. These goals coincided perfectly with the launch of **Sophos Intercept X**. Intercept X is an endpoint anti-exploit, anti-ransomware, and root cause analysis solution. Intercept X came with its own ransomware marketing toolkit, which made designing this campaign even easier.

### Can you briefly describe your campaign?

The campaign itself began centered around a webinar, run through Sophos, explaining how ransomware works and how businesses can protect themselves. At Sophos' suggestion we planned a "lunch-and-learn" event on a similar topic to follow shortly after that webinar, which gave us an opportunity to invite specific attendees to that event.

We were able to create a culture of learning, communication, and collaboration, leveraging Sophos supporting material around ransomware. We used materials created by Sophos throughout the campaign including emails to our customers and prospects.

*"All of the campaign materials were prepared by Sophos, which helped a small marketing team like ours tremendously. They acted like a marketing agency – but at no extra cost."*

*Erin Makarow Marketing Coordinator RMON Networks, Inc.*

### How did you execute the campaign?

Sophos provided a complete, ready-to-use **ransomware campaign toolkit**, which we fully utilized. We used the HTML email templates and social media copy included, to invite customers and prospects to our webinar and lunch-and-learn event. With the help of Sophos we also printed invitation postcards for the lunch-and-learn event and mailed them to our house-list of customer and prospect contacts. In addition, we attended an expo for a local chamber of commerce, where we handed out those invitations to all businesses exhibiting. We didn't have to create anything from scratch—we could even take the webinar presentation and sales collateral from the toolkit to build off for our content. All of the campaign materials were prepared by Sophos, who co-branded the assets with our logo and even customized them according to our specific needs.

### What support did you get from Sophos and how does this compare to other vendors?

Sophos by far outdoes other vendors we work with. Their neatly organized and simple-to-use advanced partner marketing toolkits make the process easy. It would have taken us a week to produce the content made readily available from Sophos. By using Sophos' ransomware toolkit, we were able to very quickly prepare and execute our campaign in a fraction of the time that would have otherwise been required.

### What results did you see?

Sales cycles are long when it comes to specialized consultative and complete IT solutions for small to medium-sized businesses.

**A large number of leads** were generated from this campaign. We've already closed several deals and have a number of opportunities that are close to closure. We track all of this in-house and are clear about where all leads come from and how many touch points we had.

### What are your takeaways? Would you do it again?

Looking ahead, we plan to hold more webinars in the future rather than in-person events, given the reach and attendance.

### Anything else you'd like to add?

Given the quality and how easy to use the ransomware toolkit was, and the level of support we received from Sophos, we would definitely do this again. We are planning a new webinar for next quarter, and will use much of the same processes and materials made available to us from Sophos to provide remote access to a similar event. This is very exciting for RMON.



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