

# Sophos Deal Registration Booster

Additional 10% discount on deal registrations for customers new to Sophos

February 07, 2025 - September 30, 2025



Sophos is committed to rewarding our partners for investing in, developing, and managing sales opportunities. For a limited time, we're offering an **additional 10%** on top of the recommended reseller discount **on orders placed with an approved deal registration for new customer deals** when the promo code is applied. Take advantage of this offer and boost your profitability.

A customer is considered new if they have not placed an order with Sophos in the previous 12 months and currently have no recorded entitlement with Sophos.

The promo code must be entered at the time of quote and the order must be received on or before the promo's expiry date to receive the additional deal registration booster.

Deal registration is eligible for new business.

Promo code:	<b>DR_NEWCUSTOMER_BOOSTER_10</b>
Benefit:	<b>Extra 10% on top of your reseller discount</b>
Available for:	<b>Customers new to Sophos</b>
Valid until:	<b>September 30, 2025</b>
Region:	<b>Global</b>

**Deal registration rules apply.** This promo can be combined with additional promo codes but cannot be stacked with other deal registration boosters. Refer to the [Deal Registration Guidelines](#) for deal registration qualification and requirements.

#### Terms and Conditions:

1) This promotional offer is valid for eligible deals registered and corresponding orders placed from February 07, 2025 - September 30, 2025.

2) This Promotion applies to approved deal registration opportunities for new Sophos customers.

3) A New Customer has not placed an order with Sophos in the previous 12 months and currently has no recorded entitlement with Sophos.

4) For orders placed for eligible, registered deals during the Promotion Period, an additional ten percent (10%) will be added to the recommended reseller discount.

#### 5) The Promotion:

- Does not apply to any existing Sophos customers.

- Does not apply to Sophos supplied Qualified Leads (SQL/MQLs)

6) Each promotion is issued by the **Sophos entity** indicated for the channel partner's region in the **promo flyer** posted in the Partner Portal.

7) Channel partners participating in a promotion must be a current member of the Sophos Channel Program in good standing.

8) Each promotion is subject to the terms of the relevant Channel Partner Terms found at: <https://www.sophos.com/en-us/legal> and/or any other channel agreement agreed between Sophos and the channel partner ("Channel Agreement").

9) A promotion is only valid for orders placed directly through Sophos channel partners in the regions identified in the flyer but always excluding any embargoed regions as stated at <https://www.sophos.com/en-us/legal/export>.

10) With a promotion, we enable the Sophos distribution channel to provide an additional discount for a qualifying order (as mentioned in the flyer) placed during the Promotion Period.

11) Each Sophos channel partner has the exclusive right to determine the prices charged for all Sophos products and services.

12) A promotion is only valid for the period mentioned in the flyer ("Promotion Period"). It does not apply to previous orders or transactions that were or will be placed outside the Promotion Period.

13) The promotional code as mentioned in the flyer must be provided at the time of purchase.

14) The channel partner organization and participants in a promotion must comply with all applicable anti-bribery and anti-corruption laws and the Sophos policy at <https://www.sophos.com/en-us/legal/sophos-anti-bribery-policy.aspx> at all times.

15) Sophos may, in its sole discretion, modify, suspend, or terminate a promotion, in whole or in part, at any time and for any reason.

16) In the event of any disputes concerning a promotion or these terms and conditions, the decision of Sophos will be final.

17) A promotion is void where prohibited by law.

18) Each promotion shall be governed in accordance with the laws determined in the Channel Agreement.