



Channel Sales Accelerator Programme for Cyber Security MSP Partners

Transform your MSP practice into a cybersecurity powerhouse with comprehensive support, premium services, and proven growth strategies.

MARKET OPPORTUNITY

Why Cyber Security MSPs Are Poised for Explosive Growth

\$8.4M

Average Cost of Cyber Attacks

The financial impact on businesses continues to escalate, driving urgent demand for managed security services
(IBM, 2025)

3x

Faster Revenue Growth

MSPs delivering cybersecurity services significantly outperform IT-only providers in revenue acceleration

\$70B

Global Market Opportunity

Projected demand for managed security services by 2028, representing unprecedented growth potential

The convergence of increasing cyber threats, regulatory compliance requirements, and digital transformation initiatives creates a perfect storm of opportunity for forward-thinking MSP partners.



Introducing the Accelerator Programme: Your Fast Track to Market Leadership



Comprehensive Cybersecurity Portfolio

Lifetime access to enterprise-grade services including SOC, Penetration Testing, and Compliance Audits — delivered under your brand



Co-Branding & Marketing Support

Professional marketing assets, joint campaigns, and lead generation support to amplify your brand presence and accelerate sales



Premium Pricing Models

Proven pricing frameworks designed for high-margin recurring revenue that scale with your client base

Real Partner Success: From First Contract to Scaled Security Practice

Partner A: Rapid Revenue Growth

Secured first cybersecurity client within 30 days of programme launch, successfully doubling monthly recurring revenue within just three months through strategic upselling and cross-selling

Partner B: Enterprise Breakthrough

Leveraged co-branded marketing campaigns and sales enablement tools to close five major enterprise deals in 90 days, transforming their market position

Continuous Growth Engine

Weekly strategy calls, dedicated marketing support, and ongoing enablement fuel sustained momentum and consistent pipeline development



Comprehensive Cybersecurity Services at Your Fingertips



Security Operations Centre (SOC)

24/7/365 threat monitoring, detection, and response capabilities with dedicated security analysts protecting your clients around the clock



Multi-Layer Security Solutions

Tailored cloud, network, and application security services designed for SMBs and enterprises across diverse industry verticals



Penetration Testing

Proactive vulnerability identification and remediation through comprehensive testing of networks, applications, and infrastructure



Incident Response & Threat Intelligence

Rapid response capabilities and actionable threat intelligence to minimise breach impact and strengthen security posture

Seamless Onboarding & Sales Enablement

01

Transparent Investment Structure

One-time £5,000 programme fee with no hidden or recurring costs. You only pay when your clients pay you — aligning our success with yours

02

Comprehensive Kickoff Training

Intensive onboarding covering technical capabilities, sales methodologies, and competitive positioning to accelerate time-to-revenue

03

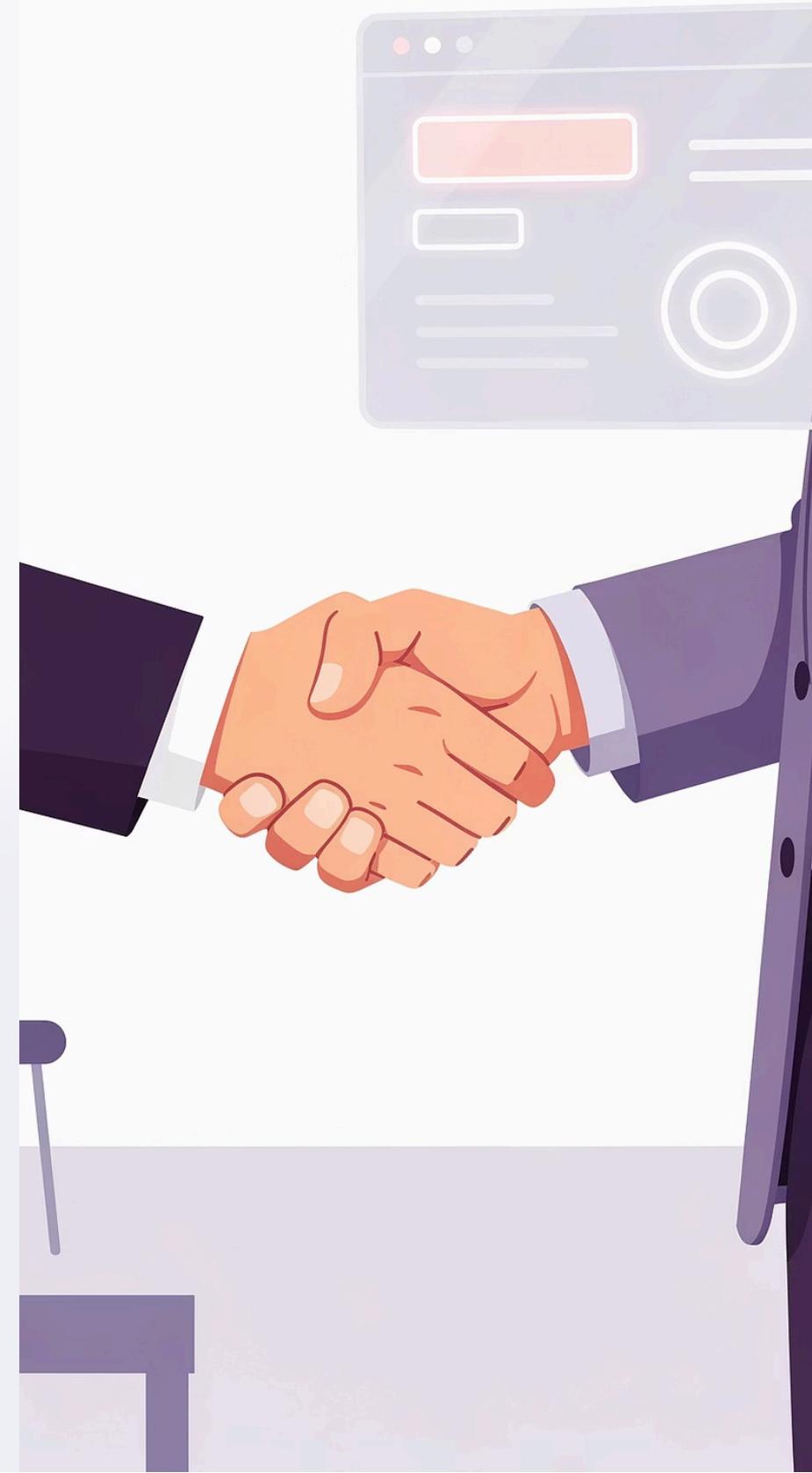
Co-Branded Sales Acceleration

Professional sales toolkits, presentation decks, case studies, and demo campaigns delivered within your first 60 days

04

Lead Generation Support

Joint marketing initiatives and qualified lead generation programmes to build immediate pipeline momentum



Partner Support That Goes Beyond Technology



Dedicated Partner Success Managers

Your personal growth strategist providing tailored guidance, business reviews, and strategic planning to maximise revenue potential and market penetration



Expert Security Advisory Team

Direct access to senior security advisors and 24/7 technical support for pre-sales assistance, client presentations, and complex technical queries



Marketing Development Funds

Substantial MDF allocations and joint go-to-market initiatives including events, webinars, content creation, and digital campaigns to accelerate brand awareness

Why MSPs Choose Us Over Competitors

Proven Global Track Record

Trusted by 70+ MSP partners globally, collectively protecting over 1,000 businesses across EMEA, APAC, and USA markets

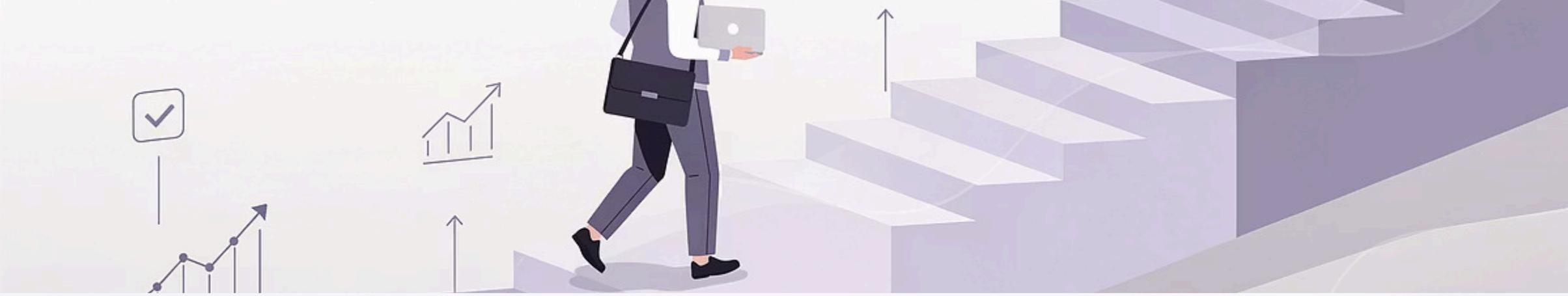
Enterprise-Grade Without Enterprise Overhead

Access world-class cybersecurity infrastructure, certifications, and expertise without the capital investment or operational complexity

Cash-Flow Friendly Terms

Flexible payment structures aligned with your sales cycles, eliminating financial barriers to growth and protecting working capital





The Roadmap to Scale: From Launch to Market Leadership

Weeks 0-1: Foundation

Sign partnership agreement, complete onboarding training, and launch your first co-branded outreach campaigns with marketing support

1

Weeks 5-8: Expansion

Onboard clients, deliver exceptional service, generate referrals, and begin expanding your cybersecurity service portfolio

3

Weeks 2-4: Acceleration

Book client demos, present solutions, close initial deals, and receive ongoing sales coaching and marketing campaign optimisation

2

Month 3+: Leadership

Scale operations, deepen client relationships, increase profit margins, and establish market leadership position in your region

4



Ready to Accelerate Your Cybersecurity Business?

Join Today

Become a Channel Sales Accelerator Programme partner and access exclusive benefits, premium pricing models, and comprehensive support

Empower Your Clients

Deliver cutting-edge cybersecurity protection that safeguards businesses, ensures compliance, and builds lasting trust

Grow Profitably

Build a sustainable, high-margin cybersecurity practice with confidence, backed by proven technology and expert partnership

[Get Started Now](#)

[Schedule a Demo](#)