

Accelerate your customers' cloud insights into action and drive robust profit



sumo logic

Sumo Logic unifies data into its agentic AI-powered log analytics platform and advanced SIEM, for real-time insights that help your customers detect, investigate, and respond faster.



Agentic AI-powered security and analytics

Unifies data. Automates response. Strengthens resilience.

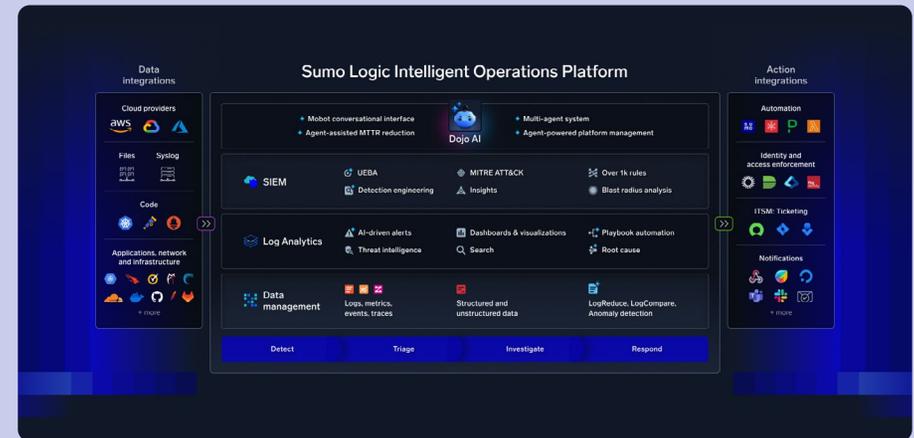
Platform highlights

- Unified SIEM and cloud operations
- Built on AWS | Cloud native | Integrates with Azure, GCP and on-prem
- Real-time AI insights across the SOC lifecycle
- Scales effortlessly with unlimited users
- Zero maintenance

Proven customer outcomes

- **376% ROI** (IDC)
- **80% faster MTTR** (Openpayd)
- **90% faster alert investigation** (Endowus)
- **30% more proactive issue resolution** (Singletrack)
- **35% TB avg daily ingest** (Samsung)

▶▶▶ How it works ◀◀◀



Partner first growth with Sumo Logic

Deliver differentiated, AI-driven outcomes that scale.

Customer benefits:



- Real-time visibility across cloud & hybrid
- AI-driven SOC coverage without added headcount
- Extensible integrations with modern security stacks

Why partners win:



Robust Profits

- \$50B TAM | 20% margin on partner-sourced deals
- Faster quota retirement
- Strong annuity stream | professional services "wrapper"



Partner first commitment

- Joint GTM with AWS for MSSPs and VARs
- Dedicated Sumo Logic resources
- Free training and certifications



Pipeline support

- Accelerate deals with account mapping and ROI tools
- Launch Proof of Value fast with SaaS credit model
- Deal registration | CPPO



Time to value

- 100% SaaS — no hardware, no upgrades
- 98% CSAT "Gold Standard for Logging"
- Tools to identify and engage top prospects



Customer retention

- Fast deployment, no maintenance
- Built-in dashboards & integrations
- Dedicated support & success programs



Target profile

Company segments:

- **SMB (200-500 employees)** - Especially in regulated industries (finance, healthcare, SaaS) where compliance and cyber resilience are board-level mandates
- **Mid Enterprise (500-5000 employees)** - Sumo Logic Cloud SIEM consistently wins as these orgs have small SOC teams, making AI and automation essential
- **Large Enterprise (>5000 employees)** - Sumo Logic wins where multi-cloud scale, pricing, flexibility and open integrations are prioritized

Key verticals:

- Digital native
 - [Gaming](#)
 - [Tech SaaS](#)
- Highly regulated
 - [Education](#)
 - [Financial Services](#)
 - [Public sector](#)
- [Manufacturing](#)
- [Retail](#)

Target personas:

- CISO, VP/Director/Manager of IT or Info Security
- IT lead, Engineer, Security analyst
- Cloud Security/Cloud architect



Key sources



Cloud: AWS, Azure, GCP
Sumo Logic is built natively in AWS, but ingests data from any cloud



On-prem and hybrid workloads



Discover your customers' challenges

Ask these questions to learn more about their SOC workload and headcount:

- How has your team size changed compared to how much more data you're collecting?
- Do you ever feel like you need more people just to keep up with daily alerts?
- If you could grow your coverage without adding staff, what would that mean for your team?
- What is your current cloud strategy? Which cloud providers are you currently working with?

Ask these questions to find out if their analysts are experiencing alert fatigue:

- How many alerts do you see on a typical day and how many are worth investigating?
- Do analysts ever get overwhelmed by alert volume?
- Have you ever missed a critical issue because of too much noise?

Ask these questions to find out about their SIEM effectiveness:

- When you get an alert, how much work goes into figuring out what's really happening?
- How long does it take to connect signals across different tools?
- What difference would it make if your SIEM could give you a clear narrative right away?



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