



## PARTNERSHIP ANNOUNCEMENT TEMPLATE

FOR PARTNER USE ONLY

## CONTENTS

1. PARTNERSHIP ANNOUNCEMENT TEMPLATES.....	4
1.1. EMAIL ANNOUNCEMENT EXAMPLE .....	4
Protect your business from cyber security threats with <i>[Partner NAME]</i> and our new partner Bulletproof .....	4
1.2. PRESS RELEASE ANNOUNCEMENT TEMPLATE.....	5
[PARTNER NAME] and Bulletproof announce a new strategic partnership to provide best-in-class defence from cyber threats .....	5

## DOCUMENT CONTROL

Document Owner:  
Lexi Turner

Version:  
1.0

Issued on:  
11/02/2021

# 1. PARTNERSHIP ANNOUNCEMENT TEMPLATES

These templates have been put together to help organisations announce their new partnership with Bulletproof.

## 1.1. EMAIL ANNOUNCEMENT EXAMPLE

This email copy has been designed to introduce your customers and stakeholders to Bulletproof's range of cybersecurity products and services.

The email copy should be added into your own marketing template or can be sent out as a 1:1 email. This copy is provided as a suggestion only and should be customised to fit your requirements – for example, partners who only resell some of our services may wish to remove others from the list.

### **Protect your business from cyber security threats with *[Partner NAME]* and our new partner Bulletproof**

Dear [FIRST NAME]

We are delighted to announce that [PARTNER NAME] has entered into a partnership with [Bulletproof](#). Partnering with this trusted global cybersecurity organisation means we can offer your business an enhanced portfolio of products and services:

- CREST certified penetration testing comprehensively identifies critical vulnerabilities and provides guidance on remediation
- Managed Security Incident & Event Monitoring (SIEM) that offers proactive protection against constantly evolving cyber threats
- Bulletproof's 24/7 Security Operations Centre (SOC) staffed by highly qualified security professionals for maximum cyber protection around the clock
- Compliance and Data Protection consultancy to help businesses navigate the complex information security landscape and protect their customers' data
- On site or virtual cyber security training that achieves maximum learning outcomes

We are confident that together, [PARTNER NAME] and Bulletproof can help you simplify and solve your cybersecurity challenges.

*[Partner to insert their own Call-to-Action – for example, call us today to discuss]*

## 1.2. PRESS RELEASE ANNOUNCEMENT TEMPLATE

This template provides you with pre-approved information about Bulletproof, including a quote from our CEO Oliver Pinson-Roxburgh, that you can add into any press release about our partnership.

This text should always be distributed within your own press release template and the Bulletproof copy below should not be amended in any way. If you would like to create a press release with different content, please contact the Partner Team for assistance and approval.

### **[PARTNER NAME] and Bulletproof announce a new strategic partnership to provide best-in-class defence from cyber threats**

**The partnership between [PARTNER NAME] and Bulletproof delivers next-generation cyber protection through a complete range of compliance and cyber security solutions [OPTIONAL: to PARTNER NAME's clients/market/geography]**

[PARTNER NAME] is pleased to announce a new partnership with Bulletproof. Our clients now have the opportunity to benefit from Bulletproof's trusted range of cyber security services, taking control of their infrastructure, protecting business-critical data, and staying ahead of threats.

The current pace of technology innovation and the ever-changing risk landscape makes it more difficult than ever for organisations to understand their vulnerabilities and protect themselves against malicious actors. This partnership comes at a key time for [PARTNER NAME] who.... [insert information here].

*[PARTNER SPOKESPERSON - Quote]*

*"As businesses innovate faster and faster to get a competitive edge, the struggle to truly embed security becomes even greater" said Oliver Pinson-Roxburgh, Bulletproof's CEO. "We believe that security and compliance are business enablers that, when implemented correctly, provide not only protection but also a real competitive advantage. We look forward to working with [Partner X in location/industry] to simplify and solve the cyber security challenges their clients face with innovative services and technologies."*

#### NOTES TO EDITOR

[PARTNER notes]

#### **About Bulletproof**

Bulletproof is a trusted provider of innovative cybersecurity products and people-centric services. We help simplify and solve the cyber security challenges for organisations across all industry sectors to protect their brand, value and assets against today's evolving threat landscape. Organisations of all sizes rely on our security services to protect, detect and respond to cyber threats.

Bulletproof's dynamic portfolio of services includes CREST certified penetration testing, threat monitoring services, 24/7 SOC, VA scans, red team, compliance support, security training and much more.

For further information visit [www.bulletproof.co.uk](http://www.bulletproof.co.uk)

Media Contact – Bulletproof

**MEDIA CONTACT**

Oliver Pinson-Roxburgh, Bulletproof CEO & Co-Founder

[media@bulletproof.co.uk](mailto:media@bulletproof.co.uk)

01438 500 500

## 1.3 FURTHER INFORMATION

For usage guidelines, questions or to discuss other co-branded communications and PR activities, contact [partners@bulletproof.co.uk](mailto:partners@bulletproof.co.uk) or speak to your Partner Account Lead.



01438 532 900



[contact@bulletproof.co.uk](mailto:contact@bulletproof.co.uk)



[www.bulletproof.co.uk](http://www.bulletproof.co.uk)