

Unlocks creativity

Built for teamwork

Integrated for simplicity

Intelligent security



# Accelerate your compliance journey

## Buyers

**CISO, CIO, Chief Compliance Officer, Legal Counsel**

## Key customer concerns

- Facing significant penalties for non-compliance.
- Keeping up with enhanced personal privacy rights and changing regulations. For example, the General Data Protection Regulation (**GDPR**) in the EU provides individuals with more control over their personal data, ensures transparency about the use of data, and requires companies to manage and protect that data.
- Increasing risk related to increasing amounts of complex electronic data.



## Product value

### A trusted platform

- Rather than relying on multiple individual technologies, taking a platform approach—such as Microsoft 365 — can provide a clearer path to ensure enterprises can comply not only with the GDPR, but also with other requirements too.
- The Microsoft cloud offers compliance leadership including ISO 27001/27018, FedRAMP, FISMA, and EU Model Clauses. When you entrust your data to Office 365, you remain the sole owner: you retain the rights, title, and interest in the data.



## Customer value

### Stay up-to-date with compliance standards

- Microsoft is an industry leader and offers the most comprehensive set of compliance certifications.
- Machine learning and analytics in Microsoft 365 helps automatically improve data management and protection.
- A single-stack solution with components that work well together and deliver ongoing innovation.
- Users are empowered to be compliant without affecting productivity.



### Discover

- Run large searches across all mailboxes & folders in Office 365 (*Content Search, all SKUs*).
- Find compliance reports and audited controls to conduct risk assessments (*Service Trust Portal, all SKUs*).
- Automatically discover sensitive data types across SharePoint/OneDrive (*Advanced eDiscovery, Microsoft 365 E5*).

### Manage

- Use cases to manage access, find and export personal data (*eDiscovery, Microsoft 365 E3*).
- Enforce policies on sensitive data in Office docs (*Data Loss Prevention, Microsoft 365 E3*).
- Automatic classification and retention of personal data based on relevant patterns (*Advanced Data Governance, Microsoft 365 E5*).

### Report

- Record and search desired user and admin activity (*Office 365 Audit Logs, all SKUs*).
- Control and log how Microsoft support engineers request access your data (*Customer Lockbox, Microsoft 365 E5*).

## DIFFERENTIATOR

Microsoft 365 can help customers streamline their compliance (including GDPR) through smart technology, innovation, and collaboration.



## Targeting guidance

### Target Customer Profile

Organisations affected by GDPR

- Offer goods and services to people in the European Union (EU).
- Collect and analyze data tied to EU residents - and it applies no matter where they are in the world.

Highly regulated industries or companies dealing with especially sensitive personal data.

### Offer Prioritisation

**Microsoft 365 E5**

**Microsoft 365 E5**

### Compelling Events

**GDPR T-6M Milestone:** Nov 2017

**GDPR Enforcement Begins:** May 25, 2018

## VDW scenario

- Provide peace of mind with controls and visibility for industry-verified conformity with global standards in compliance.
- Support your organization with enhanced privacy and compliance with the General Data Protection Regulation (GDPR).

# Accelerate your compliance journey

## Steps to sell



1. Learn more about your customer’s current processes and tools for managing and protecting personal data.
2. Present the Microsoft 365 vision aligned with Trusted Cloud and our commitment to compliance requirements (such as GDPR).
3. Show how the cloud can be a compliance-enabler (eDiscovery, data management, reporting). Use resources like GDPR Demos.
4. Build a business case to show cost savings and risk avoidance.
5. Develop a high quality Customer Success Plan and engage partners.

## Discovery questions:

- Do you collect personal data on any EU residents?
- How do you currently collect, store, and use personal information?
- What is your process to handle data breaches and notification?

DISCOVER	ENVISION	VALIDATE	COMMIT	ONBOARD	REALISE VALUE
<a href="#">Online Training Mechanics</a> <a href="#">GEP</a>	<a href="#">How Microsoft Supports GDPR</a> <a href="#">Get GDPR compliant with Microsoft</a> <a href="#">Beginning Your GDPR Journey</a> <a href="#">Value Discovery Workshop</a>	<a href="#">CIE</a> <a href="#">GDPR Demos</a> <a href="#">GDPR Detailed Assessment</a> <a href="#">Customer Evidence</a>	Offers & Incentives* Win Room* <a href="#">Battlecards</a> End Customer Investment Funds (ECIF)*	<a href="#">FastTrack</a> and <a href="#">FastTrack Assets</a> <a href="#">Compliance in the Trust Center</a> Modern Desktop Deployment Program* <a href="#">Microsoft 365 Partner Portal</a>	<a href="#">Productivity Library</a>

**\*Note:** Engage with your Territory Channel Manager for more information

## Best practices



We recommend focusing on four key activities to support a customer’s journey to GDPR compliance:

- 1. Learn about GDPR at aka.ms/GDPR-** Understand Microsoft’s position on GDPR, differentiation of services, our product capabilities enabling our customers is key for driving the right conversation with our customers.
- 2. Tell the GDPR, Trusted Cloud story-** Lead with Microsoft 365 vision: providing customers the most trusted, secure, and productive way. Communicate Microsoft’s commitment to being GDPR-compliant and helping our customers on their journey, focusing on Microsoft Trusted Cloud conversation.
- 3. Guide the customer through four key steps-** Provide recommended customer guidance in starting the journey to GDPR compliance: Discover, Protect, Manage, and Report.
- 4. Align with the right help-** Compliance with the GDPR always requires additional support beyond the technology we provide, especially from advisory firms like Accenture and E&Y. Learn which other partners are influencing decisions and align on a joint approach.

## How to tailor the conversation around GDPR compliance

Situation	Talk to... (Role)	Focus on helping the customer understand...
Cross-Industry	CISO, Chief Compliance Officer, Data Privacy Officer (DPO)	The value of upgrading their platform to avoid potential of sanctions, including fines up to €10M-€20M or 2%-4% of annual worldwide turnover.
Financial Services	CISO, Chief Compliance Officer, DPO	How our cloud can help them protect personal, financial, and transactional data. Use case studies from customers of similar size and industry.
Healthcare	CISO, Chief Compliance Officer, DPO	How the cloud can help them better manage and understand the personal health information they control. Speak to our compliance with HIPAA, etc.
Police and Criminal Justice	CISO, Chief Compliance Officer, DPO	A separate Data Protection Directive exists for the police and criminal justice sector that provides robust rules on personal data exchanges.

