

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
Online Training Mechanics GEP	How Microsoft Supports GDPR Get GDPR compliant with Microsoft Beginning Your GDPR Journey Value Discovery Workshop	CIE GDPR Demos GDPR Detailed Assessment Customer Evidence	Offers & Incentives* Win Room* Battlecards End Customer Investment Funds (ECIF)*	FastTrack and FastTrack Assets Compliance in the Trust Center Modern Desktop Deployment Program* Microsoft 365 Partner Portal	Productivity Library

***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.