ADVANCED SECURITY

Get ready to launch to the cloud!
Partner Sales Enablement Drive

Cloud has been proven to be more secure in many ways than corporate datacenters. Microsoft Azure is uniquely positioned to assist organizations with securing their digital transformation.

TARGETING GUIDANCE

- Customers who need to analyze event data in real time for early detection of targeted attacks and data breaches.
- Customers who currently have third-party security point solutions and overpay on those services/software.
- Customers who mistakenly think they are too small to target.
- Customers that currently use free email providers for their business.
- Customers who collects, transmits, or owns highly confidential data (e.g. HIPAA, customer data).
- Customers who have complex data infrastructure that requires strong security protection against threats and leaks.
- Customers who own subpar antivirus antispam software.
- Sensitive stored customer data with no ability to detect and protect against security breaches.

CUSTOMER CHALLENGES

Lack of time, budget, or personnel for security

- Maintaining a strong security posture with myriad tools is difficult, given each tool requires manual configuration, is time consuming and can introduce security gaps.
- Maintaining infrastructure security in customer's datacenter requires enormous investments and resources without a clear ROI.
- Security experts are hard to recruit and retain.

Inability to effectively respond to security threats

- The volume and complexity of threats rapidly advances and evolves.
- Too much data providing few insights that help to respond quickly and accurately.

CONVERSATION STARTERS

| Protect |
| Secure |
| Control |

- How are you protecting your business information from common attacks such as DDoS attacks, web application attacks, and malicious bots?
- Have you or your peers experienced a security breach due to misconfiguration, mismanaged credentials, or insider theft?
- How are you storing your customer and business data today? Do you feel confident that your data is secure from external threats?
- How are you controlling permissions and access to your company's business information?
- How long does it take for you to respond to external security threats – an hour, a day, a week, months?
- Did you know that without security controls in place, 68% of breaches take months or longer to discover – what are you currently doing to address your security gaps today?

RESOURCES

Introduction to Azure Security	Azure Security Center Readiness Roadmap	Azure Sentinel documentation
Azure Sentinel Quick Start Guide	Azure DDoS documentation	Azure ATP Architecture
Microsoft Secure Score Background	Secure Score - Security Assessment	Microsoft Security Workshop
Security white papers	Azure security best practices and patterns	Azure Security Telesales Guide
Security intelligent infographic	Security Fortify infographic	