



## Industry Project

Session will begin soon.

Be Future-Proof™



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# Industry Project Kick Off

# Agenda

- ✓ Industry Project Overview
- ✓ Industry Partner Introduction
- ✓ Problem Space & Challenge Statement
- ✓ Logistics
- ✓ Deliverables



# Industry Project Overview

# Welcome to The Industry Project!

The Industry Project is a 24-hour  
collaborative tech sprint challenging  
BrainStation students to create a digital  
solution for one of BrainStation's Industry  
Partners.



# The Purpose

This experience is an opportunity to showcase your skills, learn new concepts from peers, and practice communication and remote work in cross-functional teams.

**More than anything, you are preparing and building skills to succeed in the future of work.**



# Why Collaborate?

The dynamics of modern labour are forcing businesses, especially those with a focus in tech, to place ever-greater emphasis on collaboration & flexibility.

- Remote and/or Hybrid
- Technology Centered
- Digital-First
- Interdependent and Complex
- Unstructured

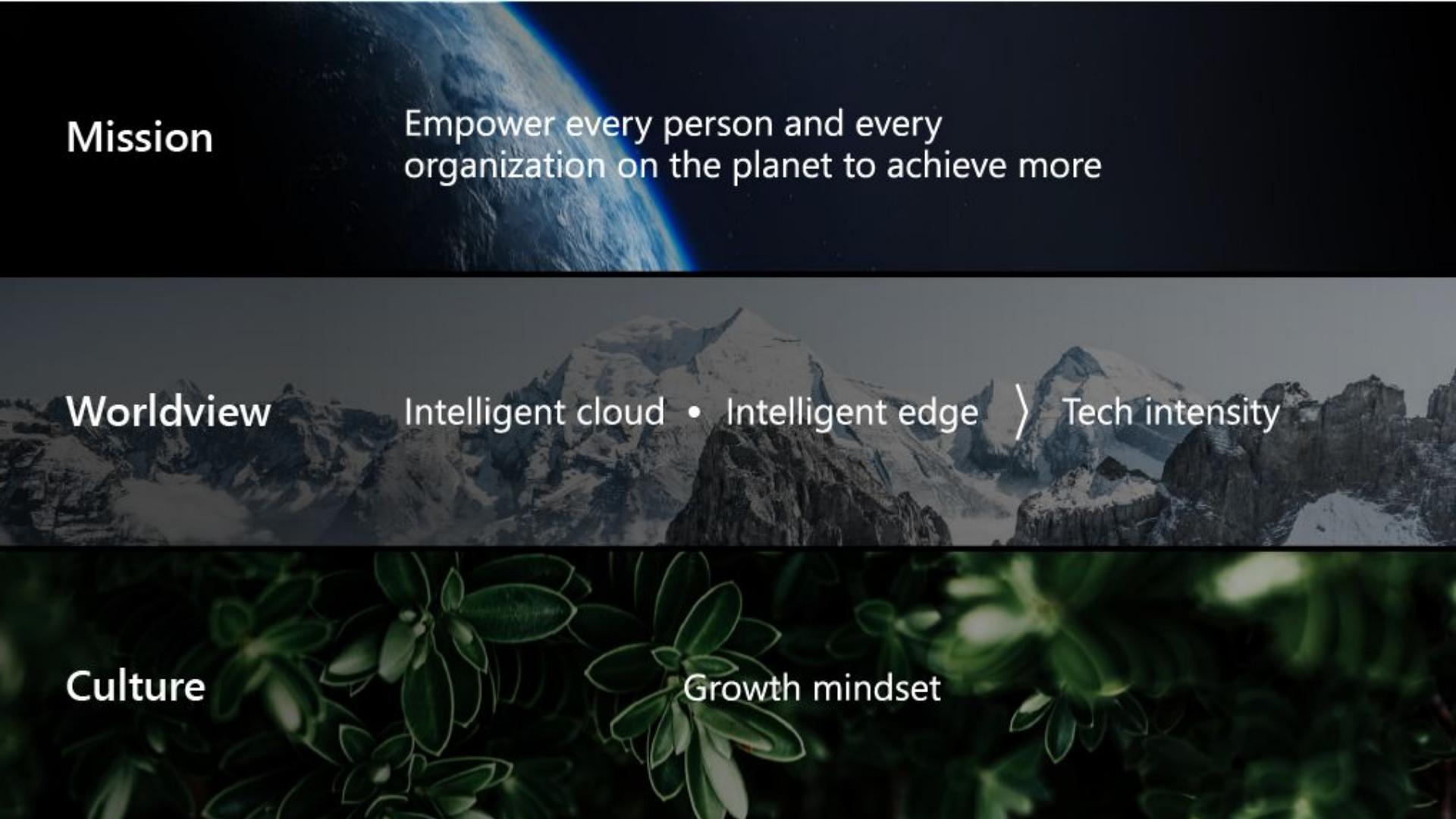




# Introducing the Industry Partner

# Microsoft Story





## Mission

Empower every person and every organization on the planet to achieve more

## Worldview

Intelligent cloud • Intelligent edge → Tech intensity

## Culture

Growth mindset

# Building the industry's highest fidelity picture of the current state of cybersecurity



Defending **four** of the  
world's largest public clouds.

+ Protecting over 1.4B endpoints<sup>1</sup>  
embedded across the planet.

+ Graphing the  
entire internet.

# Industry-leading security from Microsoft

Monitoring

**140+**<sup>3</sup>

Threat groups

**40+**<sup>1</sup>

Nation state-groups

Serving billions of global customers,  
learning and predicting what's next

**65T**<sup>4</sup>

Analyzing

Threat signals daily

**37B**<sup>4</sup>

Blocking

email threats annually

**\$20B<sub>1</sub>**

in the next 5 years

Investing to improve and share  
knowledge, gain insights, and  
combat cybercrime



Keeping you  
secure, while  
saving you time  
and resources

**60%**

Up to savings, on  
average, over  
multi-vendor  
security solutions

**15K<sub>1</sub>**

partners in security  
ecosystem

**860K<sub>4</sub>**

customers have chosen  
Microsoft Security to  
protect their organizations

Trusted globally, protecting organizations'  
multi-Cloud and multi-platform infrastructures

1.

Earnings Press Release, FY22 Q4, July 26, 2022, Microsoft Investor Relations

2.

"Microsoft Digital Defense Report". October 2021, Microsoft Security

3.

Earnings Press Release, FY22 Q2, December 16, 2021, Microsoft Investor Relations

4.

"Microsoft Security reaches another milestone—Comprehensive, customer-centric solutions drive results" blog – Microsoft Security

# Augment your security teams with our world-class research and intelligence teams

**8,500+**

engineers and researchers always working to mitigate and remediate the next threat

**300+**

members of Microsoft Intelligent Security Association (MISA)



Focused on all areas of the threat landscape.

1. "Defending Against Threats with the Latest Research Insights and Trends", March 2022, Cyber Signals

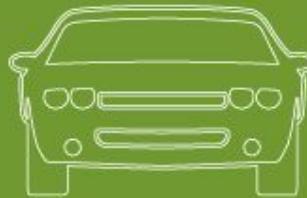
2. "Program Overview" 2022, MISA

## Best of breed vs best of Platform

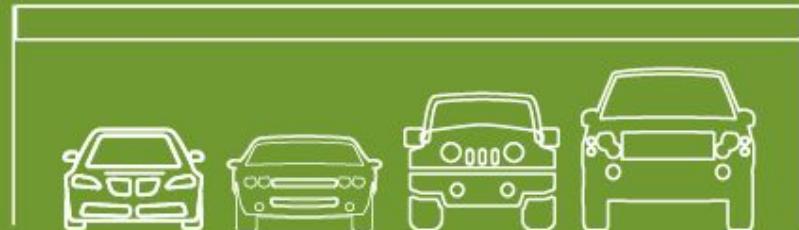


+ ...

Used to assembling “best of breed”  
into a custom solution



Microsoft has already integrated  
security into our products



AFTERMARKET UPDATES:



Microsoft integrates with  
existing capabilities

# Industry Challenge



# Problem Space

Over the past few years, the rapid surge in social media usage, the widespread transition from on-premises to cloud-based solutions, and the growing emphasis on artificial intelligence have resurfaced data privacy as a critical concern in our increasingly digitized personal and professional lives. Microsoft holds a deep commitment to data privacy and seeks to explore how it, alongside other major tech companies entrusted with vast amounts of personal data, can effectively address the future of data privacy.

**Objective:** Develop a digital solution/ platform that safeguards individuals' data rights across multiple different data leveraging platforms (such as social media), allowing user data to continue to drive technological advancements while also prioritizing data privacy. Additionally, an ability to empower users with seamless control over their data, including easy data management with a simple click of a button ensuring they understand what information is being collected and can remain protected.

## Areas to Consider:

- **Easy Data Deletion:** Provide a user-friendly feature for individuals to delete their data.
- **Multi-Factor Authentication (MFA):** Implement MFA, example: biometrics and 2FA, for enhanced security.
- **Transparent Practices:** Clearly communicate data collection and usage to ensure informed consent.
- **Data Lifecycle Management:** Define retention policies and automate data expiration.



# Problem Statement

How might we transform data privacy settings and practices across multiple personal data consumers leveraging platforms to make them more appealing and secure for individuals?

Balancing the desire for social connectivity and technological advancement with the critical need to protect users' personal information presents a significant challenge that requires innovative solutions.

By prioritizing transparent practices, settings management, easy data deletion, robust multi-factor authentication, and effective data lifecycle management, Microsoft aims to address the future of data privacy, empowering individuals to have seamless control over their data while leveraging it for technological advancements.



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## How Might We:

Transform data privacy settings and practices across multiple platforms, making them more appealing and secure for individuals?



# Logistics

# Where to Start

You will be working alongside a dynamic, multi-disciplinary group of individuals towards a single goal.

- What are your teams strengths?
- What is your problem statement?
- What solutions already exist?
- Who are you building for?
- What impact do you hope to make?



# Need help?

Your team is here for you!

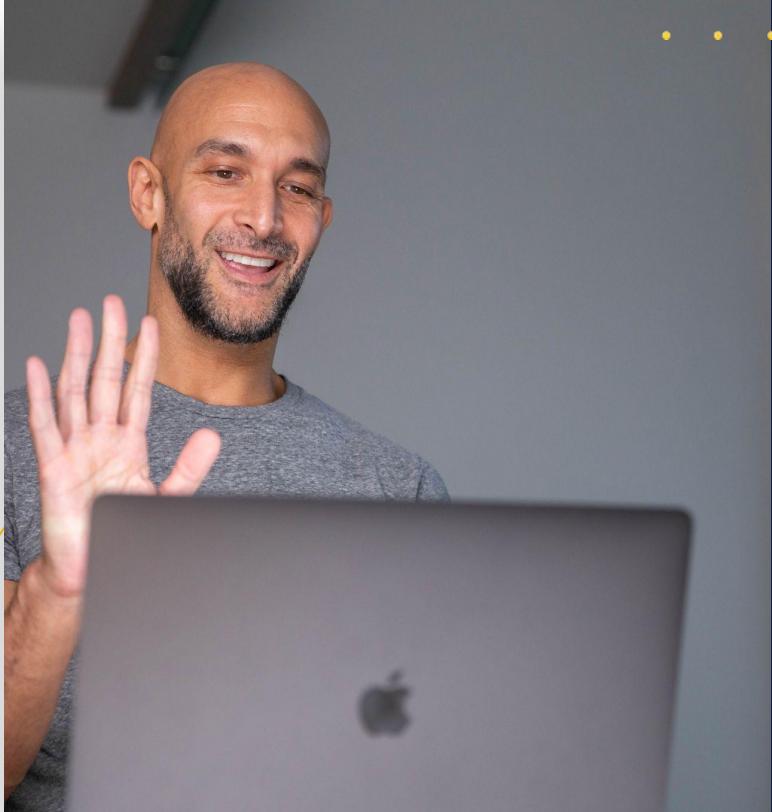
- Share obstacles early and often.

Contact your Project Manager

- They can guide you in the right direction.
- Refer back to the Project Toolkit

**Keep an eye on the schedule.**

**Done is better than perfect.**



## Key Touch Points

PM's will be available throughout Friday to provide additional support as needed.

Each team will have a **30 minute** scheduled meeting with their Project Manager on Friday.



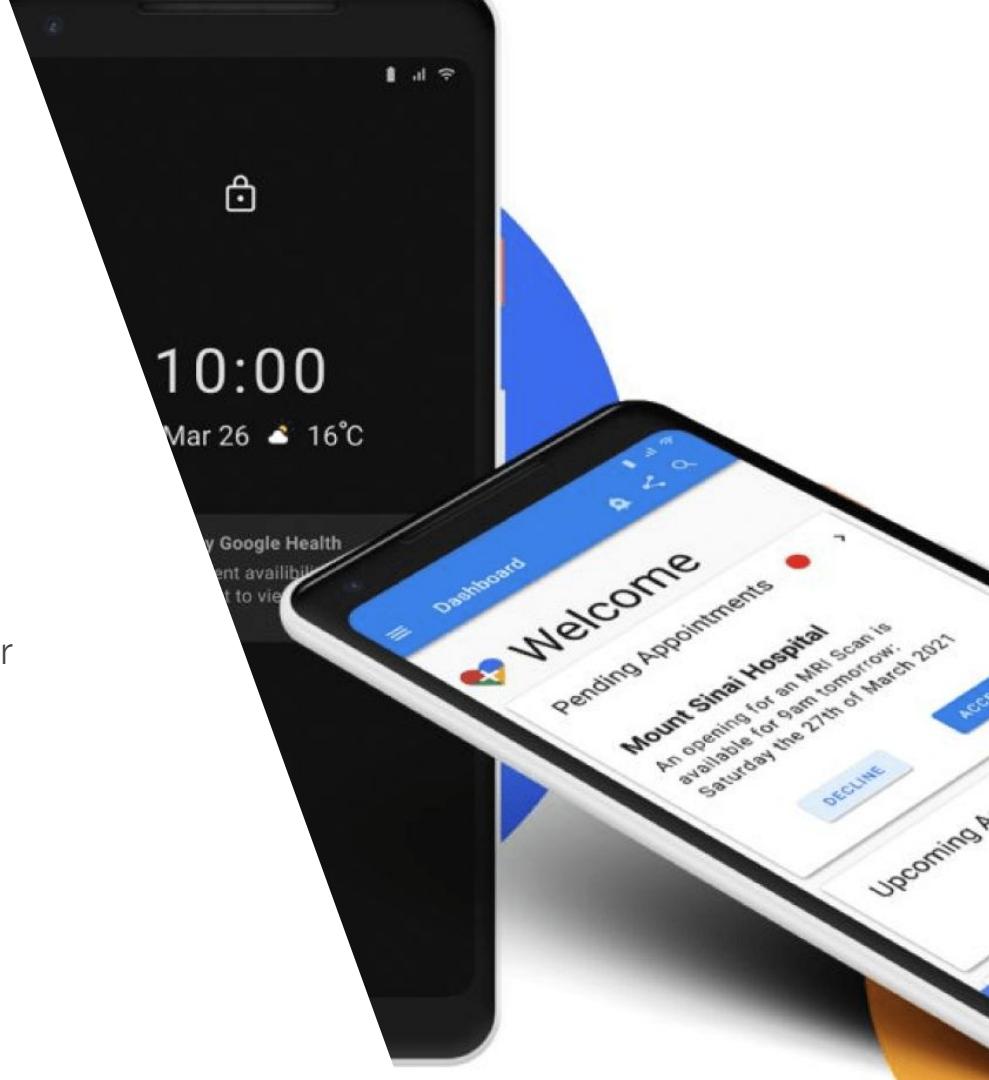


# Final Deliverables

# Final Deliverables

By Friday at 3:45pm your team must submit:

A .zip file containing all relevant outputs for your project. This includes Figma assets, a PDF of your presentation, and any other content pieces.



# Potential Outputs

Your .zip should contain all work produced for the project including any of the following:

- Hi-fidelity mockup
- Marketing Campaign Pitch
- Figma wireframe
- Multi-page site
- Interactive widgets
- Insights Dashboard



# Pitch Presentations

On **Friday at 4:00pm**, teams will present their final work.

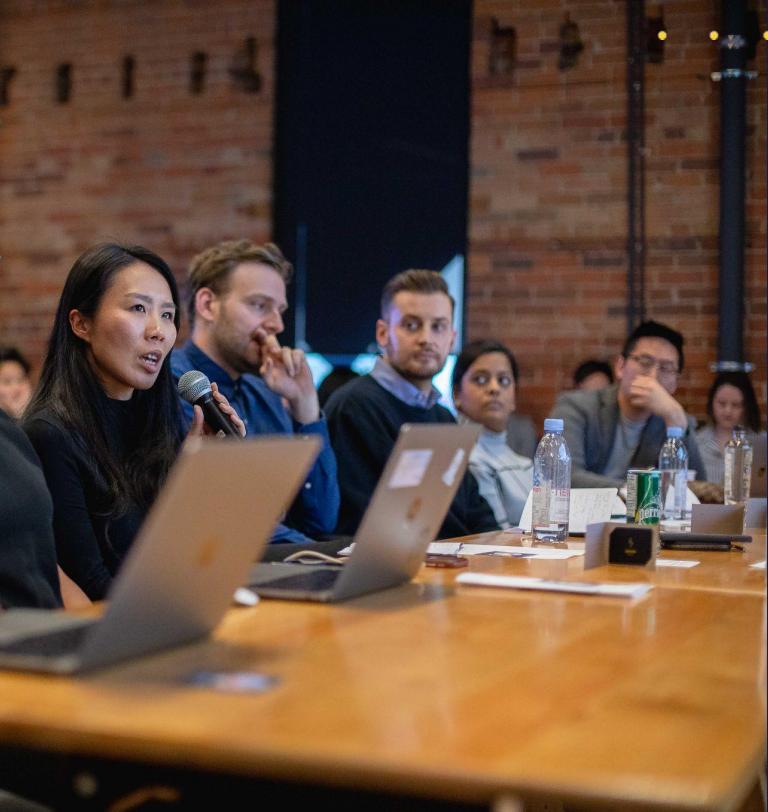
Each team will have **7 minutes to present**.

At least one person from each discipline will have to present the portion of work associated with their discipline.



# Judging Criteria

- Innovation
- Technical Execution
- User & Market Research
- Presentation and Pitch
- Fit to Challenge
- Group Collaboration



# Milestones

## 1 Plan

Before any work can begin, it is essential that your team plans how you are going to approach the challenge. Identify responsibilities, timelines, and even a **TEAM NAME**.

## 2 Check-In

Use the check-in with your Project Manager as a pivot point, moving from ideation and conceptualization to building and the final solution.

## 3 Submit

**By 3:45 pm tomorrow** - Complete all deliverables and submit your .zip files.

## 4 Present

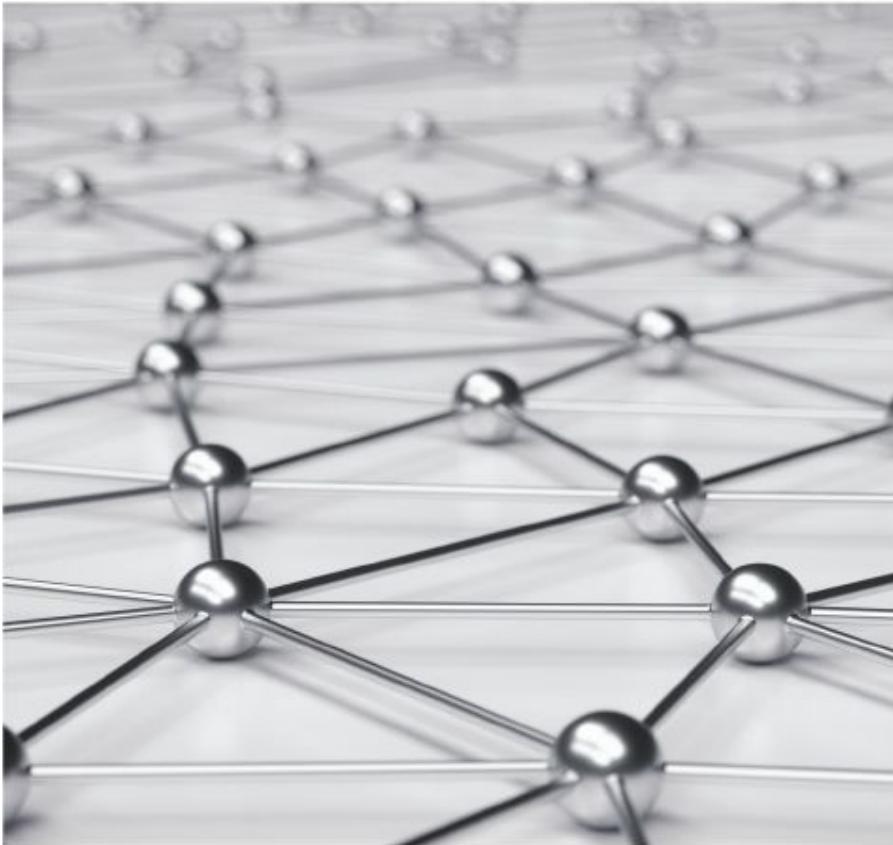
Presentations begin at 4:00pm sharp! Be ready to go.



**Have Fun!**

# Appendix





## Resources

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- [General Data Protection Regulation - Microsoft GDPR | Microsoft Learn](#)
- [What is Zero Trust? | Microsoft Learn](#)
- [Introduction to Microsoft Purview governance solutions - Microsoft Purview | Microsoft Learn](#)
- [Microsoft Purview Information Protection - Microsoft Purview \(compliance\) | Microsoft Learn](#)
- [Privacy Perspectives \(iapp.org\)](#)

## Security Operations / SOC

Threat Experts | Detection and Response Team (DART) | MSSP/MDR

**Microsoft Sentinel** – Cloud Native SIEM, SOAR, and UEBA for IT, OT, and IoT

**Microsoft Defender** – Extended Detection and Response (XDR)

Advanced Detection & Remediation | Automated Investigation & Remediation | Advanced Threat Hunting

**Cloud**

Azure, AWS, GCP, On-Premises & other 3rd party clouds

**Endpoint**

On Server/VM

**Office 365**

Email and Apps

**Identity**

Cloud & On-Premises

**SaaS**

Cloud Apps

+ More

OT, IoT, SQL, and more

Other Tools, Logs, & Data Sources

## Endpoints & Devices

**Microsoft Endpoint Manager**  
Unified Endpoint Management (UEM)

Intune | Configuration Manager



**Microsoft Defender for Endpoint**  
Unified Endpoint Security

- Endpoint Detection & Response (EDR)
- Web Content Filtering
- Threat & Vulnerability Management
- Endpoint Data Loss Protection (DLP)

**Securing Privileged Access** – Secure Accounts, Devices, Intermediaries, and interfaces to enable and protect privileged users

**Microsoft Secure Score** – Measure your security posture, and plan/prioritize rapid improvement with included guidance

**Windows 10 & 11 Security**

- Network protection
- Credential protection
- File/Disk Encryption
- Attack surface reduction
- App control
- Endpoint protection
- Behavior monitoring
- Non-generation protection

**Threat Intelligence** – 8+ Trillion signals per day of security context



# Cybersecurity Reference Architecture

Security modernization with Zero Trust Principles

December 2021 – <https://aka.ms/MCRA>

This is interactive!

1. Present Slide
2. Hover for Description
3. Click for more information

## Security Guidance

1. [Security Documentation](#)
2. [Microsoft Best Practices](#)
3. Azure Security [Top 10](#) | [Benchmarks](#) | [CAE](#) | [WAF](#)

## Software as a Service (SaaS)

**Microsoft Defender for Cloud Apps**

- App Discovery & Risk Scoring (Shadow IT)
- Threat Detection & Response
- Policy Audit & Enforcement
- Session monitoring & control
- Information Protection & Data Loss Prevention (DLP)



## Identity & Access

**Conditional Access** – Zero Trust Access Control decisions based on explicit validation of user trust and endpoint integrity

## Azure Active Directory

**Passwordless & MFA**

- Hello for Business
- Authenticator App
- RDO Keys

**Identity Protection**

- Leaked cred protection
- Behavioral Analytics

**Azure AD PIM**

**Identity Governance**

- Azure AD B2B & B2C

**Defender for Identity**

**Active Directory**

## Information Protection

**Azure Purview**  
Microsoft Information Protection (MIP)



**File Scanner** (on-premises and cloud)

**Data Governance**

**Advanced eDiscovery**

**Compliance Manager**

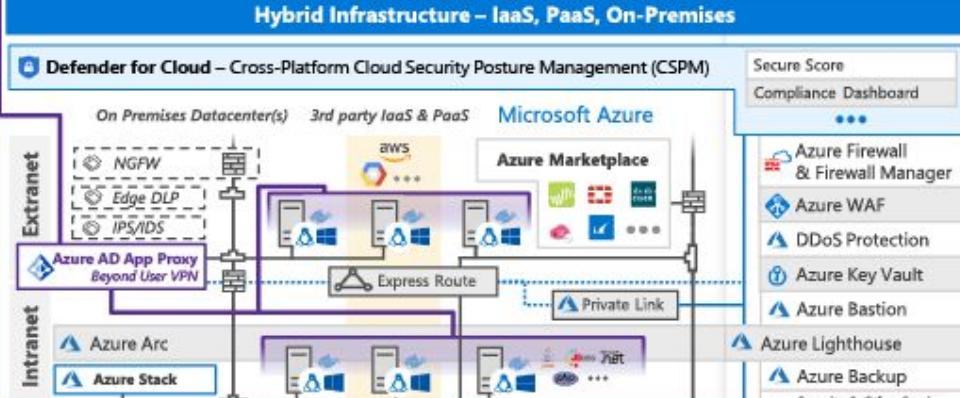
## People Security

**Attack Simulator**

**Insider Risk Management**

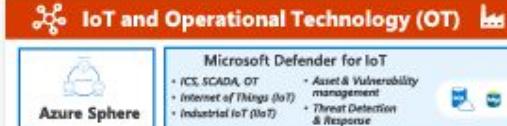
**Communication Compliance**

**Github Advanced Security** – Secure development and software supply chain



**Privileged Access Workstations (PAWs)** – Secure workstations for administrators, developers, and other sensitive users

**Microsoft Compliance Score** – Prioritize, measure, and plan improvement actions against controls



**Defender for Cloud** – Cross-Platform, Cross-Cloud XDR

Multi-asset detection and response for infrastructure and platform as a service (IaaS & PaaS). Proactive Threat defenses.

**Service Trust Portal** – How Microsoft secures cloud services

**Security Development Lifecycle (SDL)**

# Microsoft Security Portfolio

