

Microsoft Security Plays Partner Sales Guide

December 2024



How to use this guide.

This document is designed to support your conversations with customers about Microsoft Security, specifically Threat Protection. Use the navigation to help you find the information that you're looking for quickly and easily.

Start here to speak to the Microsoft Security Story with your customers

Go deep on Threat Protection for your customer

Discuss customer options and next steps

What's inside.



Microsoft Security

- Security Landscape
- Why Microsoft?
- Zero Trust
- Protect Everything with Microsoft Security



Threat Protection

- Insights & Audience

Microsoft Security Differentiated Value Proposition

- Threat Protection
- End-to-end threat intelligence and protection all in one
- E5 Security

Talk Track

- Conversation starters, objections & responses
- Hero Skus & E5 mini-bundle



Customer Offers

- Overview and Benefits

Microsoft Security



Microsoft helps organizations secure their future

Contents

> Microsoft Security

Threat Protection

Our Offers

#1

Modern Endpoint
Vendor in the market ¹

15K+

Partners in Microsoft Security
Ecosystem

135M

Devices managed by
Microsoft Security solutions ²



iOS

Proven Technology



Leader in 18
Gartner, Forrester, IDC reports

Microsoft Investment

34k \$20B

Engineers working
on Security

Spent on Research
and Development

Profitability

60% 60%

Up to 60% margin on
Microsoft Security

Savings potential
for customers using
Microsoft ME5 ³

¹ IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2024 Vendor Assessment (doc #US50521223, January 2024).

² Microsoft Digital Defense Report, 2023

³ Savings based on publicly available estimated pricing for other vendor solutions and web direct/base price shown for Microsoft offerings. Price is not guaranteed and subject to change.

Digital environments are increasingly complex and attacks more common

81%

of enterprises have begun the move toward a hybrid workplace¹

55%

of organizations report detecting a phishing attack in the last 18 months⁴

58

days longer to respond to a breach when more than half of employees are remote²

1,070%

increase in ransomware between July 2020 and June 2021³

Microsoft Security Overview

Contents

> Microsoft Security

Threat Protection

Our Offers



Secure and govern data

Reduce the risk of sensitive data leak, data oversharing, and non-compliance



Microsoft Purview



Govern access

Monitor overprivileged and risky users in real-time



Microsoft Entra ID



Manage device estate

Mitigate risk of personal / unsecured or unmanaged devices



Microsoft Intune



Secure all AI apps usage

Discover shadow AI application landscape and secure sensitive information in them with a CASB



Microsoft Defender for Cloud Apps



Supercharge threat protection

Get unified visibility, investigation, and response, across the digital estate



Microsoft Defender for Identity & Endpoints

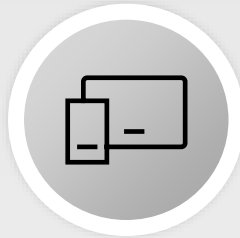
An integrated solution built on the Microsoft 365 security suite. This play helps organizations defend against evolving threats by providing protection across attack vectors and automating threat response.

Zero Trust ++

Governance



Identities



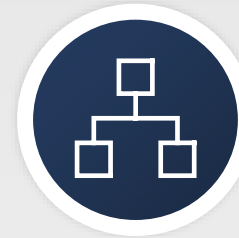
Endpoints



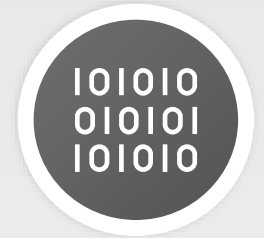
Apps



Infrastructure



Network



Data

Threat protection

Advanced Data Security

Security Operations Management

Contents

> Microsoft Security

Threat Protection

Our Offers

Protect Everything with Microsoft Security

The number of threats has exploded in the last several years and the average organization has 80+ security tools to counter threats. Microsoft provides end-to-end threat intelligence and protection all in one to help organizations stay organized and stay secure against advanced threats.

72%

Reduced likelihood of a breach*

90+

Global certifications and attestations, including GDPR, ISO 27001, and SOC 1/2/3

34k

Microsoft engineers working on Security

Microsoft security is a best in suite offering that reduces integration burden while providing leading threat protection, data security, and compliance capabilities all at a lower total cost of ownership.

Be more Secure. Protect all your apps, data, endpoints, identities, infrastructure and AI solutions with unmatched threat intelligence and industry leading security tools.

Stay compliant. Secure and govern your organization's data across your entire digital estate and accelerate secure adoption of AI.

Lower total cost of ownership. Simplify your security operations with seamlessly integrated end-to-end protection that consolidates tools and provides more cost savings and higher productivity.

1 [The Total Economic Impact™ Of Microsoft 365 E5](#), Forrester, August 2023

Targeting Scenarios for Microsoft Security

This guide will cover three customer scenarios that indicate the customer would be a good fit for Microsoft Security solutions.



E3 to E5 Upsell

Integrated XDR and SIEM from Microsoft provides a comprehensive threat protection solution that delivers leading threat prevention, detection, and response across your entire multi-cloud, multi-platform digital estate.



Existing Threat Protection Solution

Microsoft is uniquely positioned to deliver comprehensive security solutions to customers, and customers can optimize their TCO by utilizing comprehensive security coverage provided by ME5.



No Cloud Based Security

Customers adopting or looking to adopt Microsoft 365 Copilot are great targets for a discussion about their comprehensive data security posture and Microsoft's offerings.

Learning Tools for sellers



[Security Training Video](#)

Learn about Microsoft's security foundations



[SC-900 Learning Path](#)

Explore Microsoft Security fundamentals in the MS Learn path



[Level Up! Threat Protection](#)

Take virtual, pre-sales, sales, and technical training at your own pace



[Security Sales Bootcamp](#)

Build security practice, simplifying ME3 and ME5

Security Ecosystem

Identities



Microsoft Entra

Microsoft Defender for Identity

Endpoints



Intune

Microsoft Defender for Endpoint

Apps



Microsoft Defender for Office

Infrastructure



Defender for Cloud

Data



Microsoft Purview



Contents

> Microsoft Security

Threat Protection

Our Offers

Other Solutions

Okta Workforce Identity Cloud
Ping Identity Cloud
CyberArk Identity
SailPoint Identity Cloud
JumpCloud

CrowdStrike Falcon Insight
Trend Micro Endpoint Sensor
Sentinel One Singularity Endpoint
Palo Alto Cortex
Sophos Intercept X
Citrix Endpoint Management
VMWare Workspace ONE

ProofPoint Email Protection
Cloudflare Email Protection
Trend Micro Smart Protection
Check Point Harmony
Mimecast O365 Email Security

CrowdStrike Falcon Cloud Security
OpenText Voltage Data Privacy and Protection
Wiz Cloud Security Platform
Trend Micro Cloud One
Check Point CloudGuard

MicroFocus Voltage
Forcepoint ONE Data Security
Varonis Data Security
IBM Guardian

Threat Protection

SIEM

Security Operations (SOAR)



Microsoft Defender XDR



Microsoft Sentinel



Microsoft Sentinel



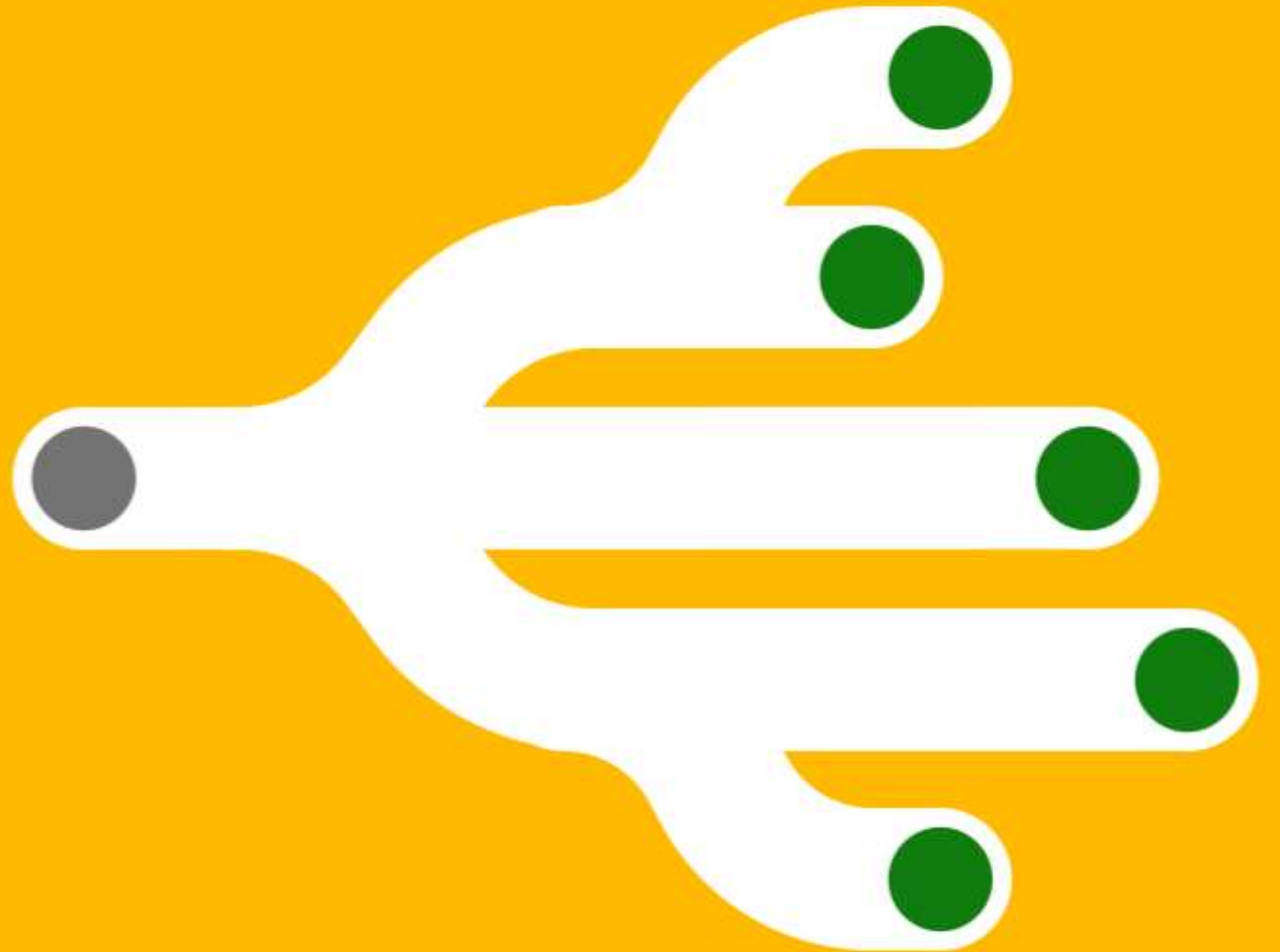
Other Solutions

CrowdStrike Falcon Insight XDR
Palo Alto Cortex XDR
Trend Micro VisionOne
Sentinel One Singularity XDR

Splunk Enterprise Security
QRadar SIEM
Google Chronicle
Elastic Security
Rapid7 InsightIDR
LogRhythm SIEM

Splunk Phantom
IBM Resilience
Google Chronicle
Palo Alto Cortex XSOAR
Elastic Security
ServiceNow Security Operations

Threat Protection



Threat Protection

Integrated XDR and SIEM from Microsoft provides a comprehensive threat protection solution that delivers best-in-class prevention, detection, and response across your entire multi-cloud, multi-platform digital estate.

Adopting Microsoft Security solutions has helped companies achieve:

50%

Reduced risk of a data breach ¹

60%

Efficiency improvement for teams that manage security¹

91%

Reduction in the time taken to onboard new security professionals ³

Reduce costs, free up employee time and improve security with comprehensive security solutions that are powerful enough to keep up with emerging threats.

End-to-end security platform

Holistic security and signal correlation across identity, email, endpoint, SaaS app, data, cloud, and more.

Unified management experience

Microsoft security solutions are managed in a single portal with a central asset inventory, protected by role-based access controls

Optimize costs and increase ROI for your security practice

Reduce licensing costs by consolidating on the Microsoft E5 platform and reduce the time spent managing your security environment by up to 50% ¹

¹ Forrester: The Total Economic Impact™ of Microsoft 365 E5

² Forrester: The Total Economic Impact™ of Microsoft Defender XDR

³ Forrester, "The Total Economic Impact™ Of Microsoft SIEM And XDR," August 2022, commissioned by Microsoft

⁴ Forrester Total Economic Impact Studies | Microsoft Security

Microsoft Security Differentiated Value Proposition

Microsoft is the only security vendor recognized as a leader in 19 categories across Forrester, Gartner, IDC and KuppingerCole. Microsoft Security solutions provide a comprehensive view of your threat landscape through a single platform, and a unique opportunity to improve consistent security management across the attack chain.



Comprehensive Platform Security

By providing integrated security tools across Identity, device management, and threat protection, Microsoft provides a comprehensive solution that unifies signals from different sources into a more intelligent threat response.



Time savings for Security Staff

Companies that deploy and manage Microsoft E5 saw an estimated 30% decrease in time required to deploy and manage software, and a 75% reduction in time required to configure endpoints¹



Industry leading TCO on Security Platform

Save up to 60% on comprehensive security with Microsoft Security solutions that provide leading threat protection and compliance, at an industry leading price. ⁴

Customer Targeting

Threat Protection propensity

- Customers that have ME3 licenses
- Customers may have an upcoming CSP or EA Renewal
- Customer is using a different EDR/XDR solution and has existing Microsoft licenses

Target a specific CTA with your target customers:

1. Run a security check with customers on existing licenses – make sure customers are using what they pay for – ie, Entra P1, Intune P1, and Purview Information protection for E3 users
2. [Microsoft Business Case Builder](#) – discuss TCO of Microsoft ME5 vs. existing solutions and showcase potential savings and efficiencies associated with upgrading.
3. [Threat Protection Workshop](#)– Run a Threat Protection workshop with your customer in their environment to showcase the capabilities of the ME5 suite..

End-to-end threat intelligence and protection all in one

Contents

Microsoft Security

> Threat Protection

Our Offers

For keeping the lights on

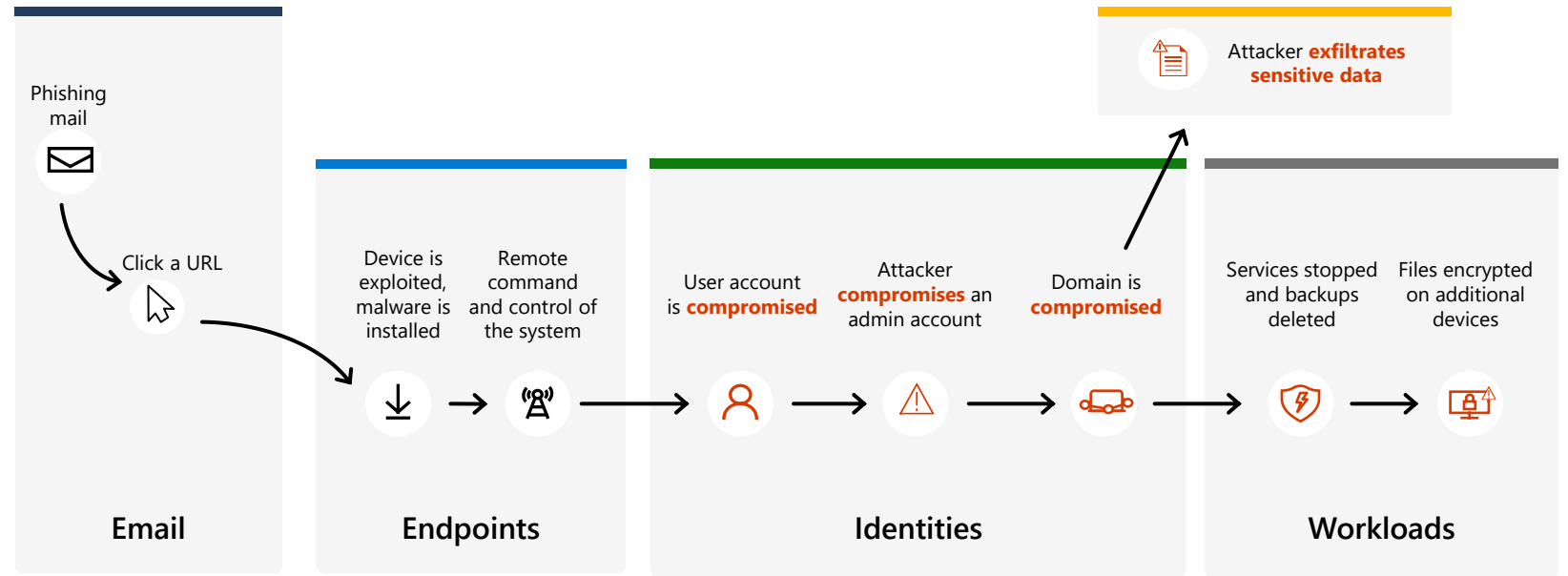
Identity management

Device management

Compliance management

AI governance

And for when things go wrong



Smarter and faster tools for effective detection, response, and remediation

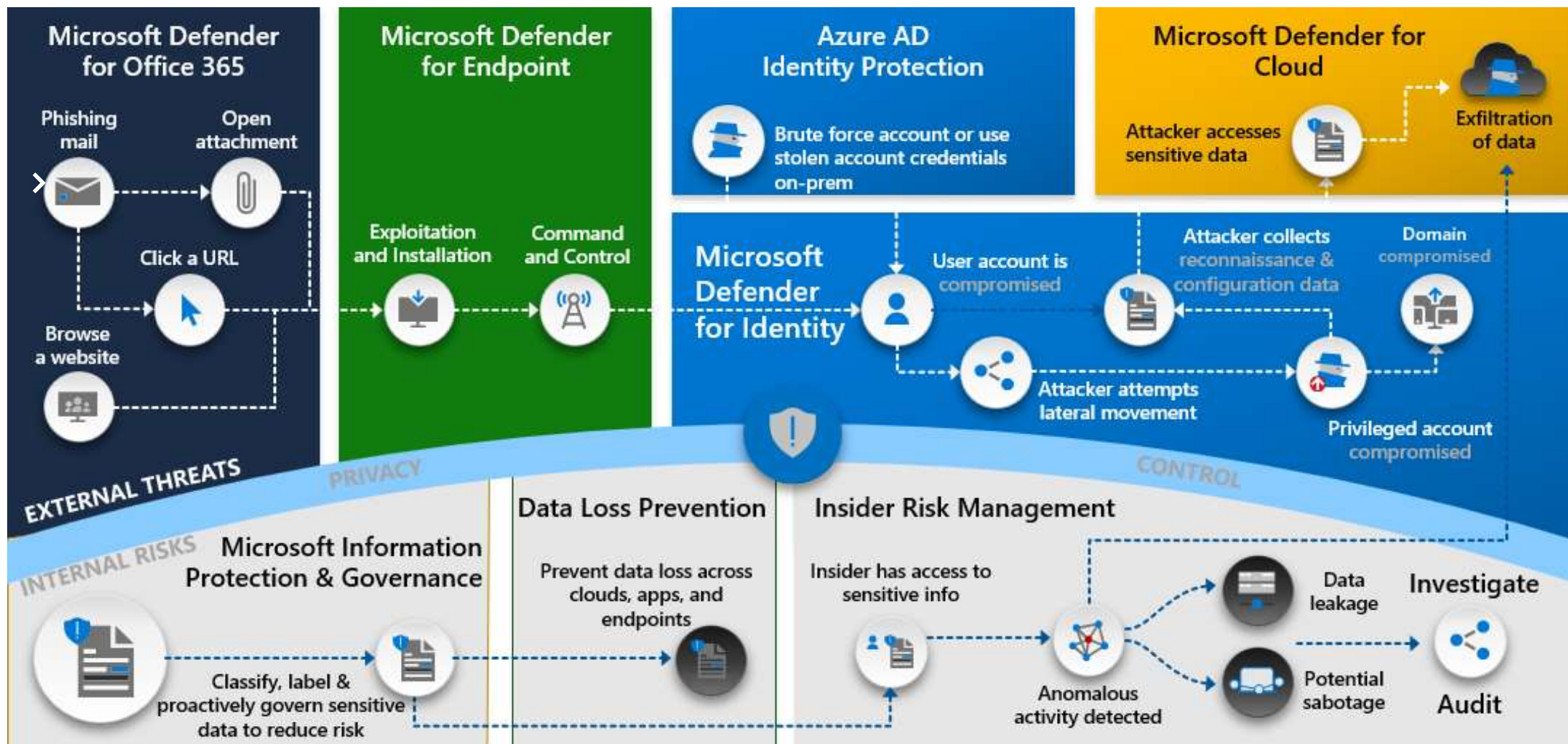
E5 Security is protection from external threats

Contents

Microsoft Security

> Threat Protection

Our Offers



Threat Protection Audience

Insights

60%

of SMBs go out of business within six months of a data breach¹

200%

Increase in human ransomware attacks since Sept. 2022

73%

of owners or leaders of SMBs experienced a data breach, a cyberattack, in the prior 12 months³

Contents

Microsoft Security

> Threat Protection

Our Offers



CISO

The **CISO** manages the cybersecurity budget, roadmap, security priorities, and leads information security changes. They lead the company's all up Security strategy and oversee the cross-platform strategy.

Challenges: Prepare to discuss how Microsoft solutions can help standardize security systems within the organization and create robust management and implementation systems for security and compliance requirements. Vendor consolidation is another challenge that CISOs face, show how Microsoft provides a compelling TCO with leading product performance.

Priorities: The CISO prioritizes SOC efficiencies, finding the combined XDR and SIEM offer appealing for its comprehensive approach, cost reduction, threat risk mitigation, and overall secure infrastructure, while also emphasizing the importance of understanding cloud strategy, financial operations, and cost optimization.

Needs: Success hinges on building trust and understanding the CISO's pain points to provide tailored solutions, with a focus on comprehensive, adaptive security measures, particularly in industries like Healthcare, Transportation, and IT that favor Microsoft solutions.



CIO / CTO

The **CIO** manages internal IT and data security, the **CTO** focuses on external customer experience and security, and while the CISO has the final decision on new solutions, the CIO/CTO significantly influence integration and usability.

Challenges: Ensure collaboration between IT and InfoSec decision makers for Security solutions (XDR + SIEM), manage product integrations and the IT infrastructure. CIO and CTOs are challenged with leading larger projects like cloud migration or AI adoption and need to know how security will integrate into new solutions.

Priorities: Managing hybrid teams, and IT infrastructure with added importance on data management and AI. CIO/CTO requiring proof of product functionality and integration, and ensuring security across multiple devices, locations, and toolsets.

Needs: They need to see a truly integrated, cross-cloud, cross-platform solution, including non-Microsoft environments, to consider standardizing on Microsoft. CTO and CIO will have influence on final technology adoption.

Security is top of mind for most customers, and robust threat protection is a key component of safeguarding your organization and your organization's data. Microsoft's offers a comprehensive suite of advanced threat protection tools designed to detect, investigate, and respond to sophisticated cyber threats. Microsoft's threat protection solutions integrate for a unified security platform providing protection across all endpoints, identities, and applications. This integration simplifies security management and enhances the overall effectiveness of your threat protection strategy.

Key Products – Microsoft 365 E5, and Microsoft Threat Protection mini bundle

Conversation starters

- What are your organization's top business objectives for year?
- What are your cybersecurity objectives for the next 6-18 months?
- What are your biggest security challenges to meet your security objectives?
- What cybersecurity risks are a top priority for you?
- How many security solutions do you currently use?
- How do you currently measure your organizations security posture?
- Do you have any resources in the cloud?

Listen for opportunities to:

- **Determine** if existing solutions have an upcoming contract expiration
- **Discuss** total cost of ownership of security solutions
- **Discuss** the value of a unified security platform, and Microsoft being identified as a leader in four Gartner Cybersecurity magic quadrants
- **Find** pain points related to managing multiple cybersecurity solutions
- **Share** Microsoft's Zero trust framework and the components of each
- **Understand** if the company has any plans to implement AI solutions in the future

Objections and responses

Contents

Microsoft Security

> Threat Protection

Our Offers

“We want to use a best of breed solution to make sure we have the best coverage”

Microsoft is a leader in nine Forrester Wave™ reports and provides industry leading solutions trusted by the Fortune 500 companies. In today's complex security environment, you need tools that integrate seamlessly and can protect you across the attack chain. Microsoft security solutions bring insights from identity, device, endpoint and cloud apps into an AI powered XDR solution to quickly respond to attacks and track them back to the source.

“What Specific Benefits does ME5 provide for Threat Protection?”

Microsoft 365 E5 is our comprehensive security offering that provides threat protection and compliance capabilities. With ME5 you get Microsoft Defender XDR which provides unified security capabilities and automated threat response. If you want to see a full list of benefits you can review [this guide](#).

“I don't want to put all my eggs in one basket.”

I understand that you want to do everything you can to keep yourself secure. Using multiple vendors for security can lead to more complexity, overhead, and training for your team. Microsoft solutions provide seamless integration between the individual components of your security solution. Stitching together siloed solutions can lead to integration gaps, operational complexity, and fragmented policy management and authenticated policies.

“How does Microsoft Security compare to other solutions?”

Microsoft security solutions are trusted by some of the [largest companies in the world](#) and Microsoft is the only vendor to be recognized as a leader across 19 categories by Forrester, Gartner, and IDC. Forrester also found that security teams implementing Microsoft solutions saw a 60% efficiency improvement and a 30% reduction in hours required to deploy and manage software.¹

“I heard Microsoft is more expensive than other solutions.”

One of the biggest benefits of Microsoft security is the breadth of offerings that the Microsoft ME5 suite provides. Many companies have 60+ security solutions, leading to product overlap and complexity required to integrate solutions together. Forrester also found that security teams implementing Microsoft solutions saw a 60% efficiency improvement and a 30% reduction in hours required to deploy and manage software.¹

“I don't want another security solution”

I understand you don't want to pay for another security solution or use something that isn't needed. Many companies are paying for benefits within their Microsoft products that they aren't using. Can we look at activating what you are already paying for and see how much you could save by turning those features on?

Security Features

M365 E3

M365 BP

M365 E5 Security

Email and collab

Exchange Online Protection

Safe Attachments

Safe links

Advanced anti-phishing

Exchange Online Protection

Threat explorer & trackers

Compromised user detection

Campaign views

Automated investigation & response

Attack simulation training

Safe Attachments

Safe links

Advanced anti-phishing

Exchange Online Protection

Apps and clouds

Cloud app discovery

Cloud app discovery

Defender for Cloud Apps

Defender for Identity (on-prem)

App governance

Cloud app discovery

Identity Protection

Conditional Access

Conditional Access

Access Reviews

Entitlement Management

MFA registration policy

Privileged Identity Management

Identity Protection

Risk-based conditional access

Conditional Access

Endpoint Protection

(Windows, macOS,
Android, iOS)

Attack Surface Reduction

Next generation protection (AV)

Auto investigation & remediation

Vulnerability Management

Endpoint Detection & Response

Attack Surface Reduction

Next generation protection (AV)

Auto investigation & remediation

Vulnerability Management

Endpoint Detection & Response

Attack Surface Reduction

Next generation protection (AV)

Endpoint
Management

(Windows, macOS,
Android, iOS)

Application Management

Device Management

Zero-touch Windows deployment

Endpoint Security Policies

Application Management

Device Management

Zero-touch Windows deployment

Endpoint Security Policies

Application Management

Device Management

Zero-touch Windows deployment

Endpoint Security Policies

Microsoft 365 E5 Security (mini-bundle)



Security

Contents

Microsoft Security

> Threat Protection

Our Offers



-57%

**Microsoft 365
E5 Security
\$12**

M365 E5
Security
(\$12.00)

[Microsoft Defender for Office 365 P2](#)

\$5.00

A cloud-based email filtering service that helps protect your organization against unknown malware and viruses by providing robust zero-day protection and includes features to safeguard your organization from harmful links in real time. In addition to Plan1, Plan 2 also offers automated investigation & response, threat trackers, and an attack simulator

[Microsoft Defender for Cloud Apps](#)

\$3.50

A multimode Cloud Access Security Broker (CASB). It provides rich visibility, control over data travel, and sophisticated analytics to identify and combat cyberthreats across all your cloud services.

[Microsoft Entra ID² P2](#)

\$9.00

Microsoft's cloud-based identity and access management service, which helps employees sign in and access resources. In addition to Free and P1 features, P2 also offers Identity Protection to help provide risk-based Conditional Access to apps and critical company data and Privileged Identity Management to help discover, restrict, and monitor administrators and their access to resources and to provide just-in-time access when needed.

[Microsoft Defender for Identity](#)

\$5.50

A cloud-based security solution that leverages your on-premises Active Directory signals to identify, detect, and investigate advanced threats, compromised identities, and malicious insider actions directed at your organization.

[Microsoft Defender for Endpoint P2](#)

\$5.20

A unified endpoint security platform for preventative protection, post-breach detection, automated investigation, and response. The product offers Threat and Vulnerability Management, tools to surgically reduce the attack surface, next-generation protection to block threats and malware, Endpoint detection and response to detect advanced attacks, automated investigation and remediation of threats and Managed threat-hunting service.

[Safe Documents¹](#)

*

Uses Microsoft Defender for Endpoint to scan documents and files that are opened in Protected View or Application Guard to automatically check Office documents (Excel, PowerPoint, Word etc.) "against known risks and threat profiles" before users open them.

[Application Guard for Office 365¹](#)

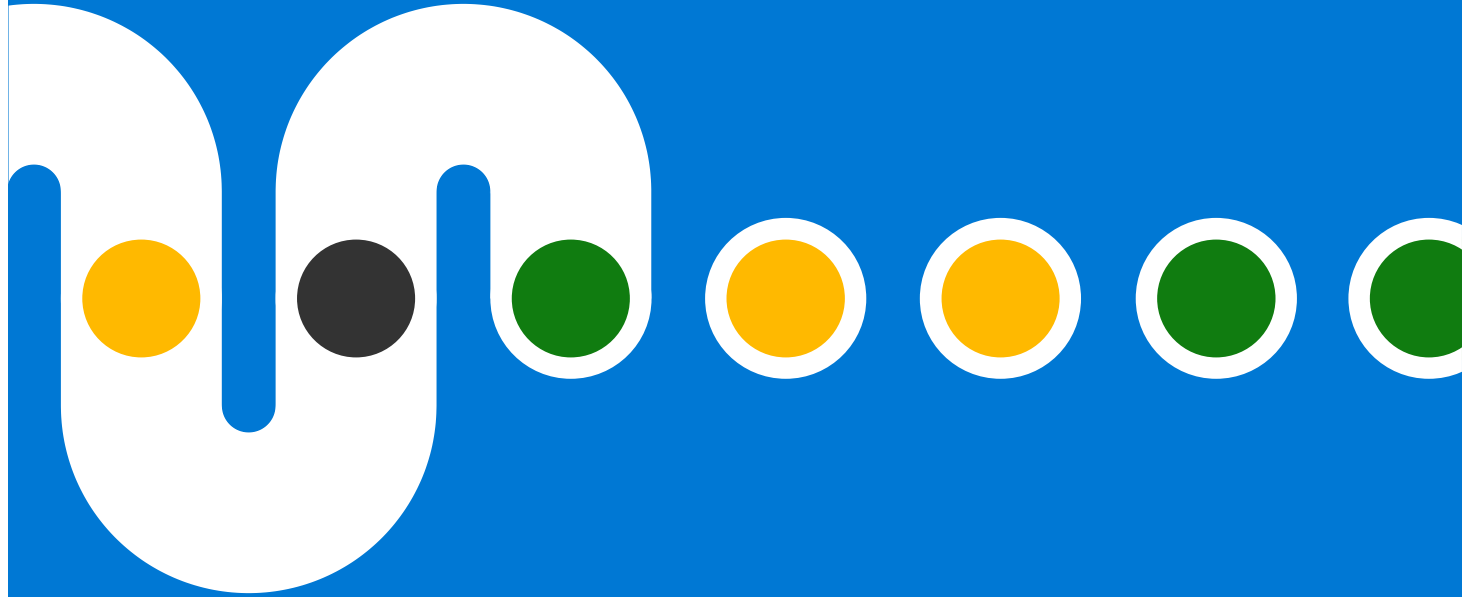
*

Isolates untrusted documents to protect users against malicious and potentially harmful threats. at risk. When a user encounters a malicious document, it is safely isolated.

Prices subject to change, always review current prices before discussing with customer.

Please see notes for clarification on branding changes. Prices – ERP / per user per month. 1) Only provided via Microsoft 365 E5 or Microsoft 365 E5 Security 2) Formerly Azure Active Directory (Azure AD)

Our Offers



<Partner service/solution>

As a Microsoft partner, we're ready to help you defend your business against cyberthreats. We have a robust security practice, along with the expertise to assist you with every stage of your journey. We can provide an assessment of your current environment and identify the gaps as well as help you implement and deploy the right security solutions tailored for your unique business needs.

Service/solution benefits and value-add content to go here...

- Comprehensive security solutions
- Risk management
- Cost efficiency
- Protective threat detection and response

##

Proof point or
success stat here

##

Proof point or
success stat here

Headline with <Customer Name> and high-level statement on the results

Situation

Description of the challenges the customer was facing before help from <Partner Solution>...

Solution

Description of how <Partner Solution> helped to address the customer's challenges...

Benefits

Description of the outcome/benefits the customer achieved as a result of <Partner Solution>...



Insert customer quote here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud."



– <Insert customer contact name>,
<Insert customer contact title>

Read the story [here](#).

Thank you!

