Security campaign – telesales guide
The intelligent, unified enterprise defense solution that provides protection against attacks

Campaign overview

Using an integrated security solution from Microsoft provides comprehensive protection against attacks. With data growing increasingly more valuable and harder to protect, digital security has become infinitely complex. Attackers will cross multiple domains like email, identity, endpoints, and applications to find the point of least resistance. Harness decades of security experience with Microsoft Advanced Threat Protection, Azure Security, and Azure Sentinel.

What is this guide and how to use it

This guide is intended to help tele-sales agents frame a conversation with customers about using Microsoft Security services as a means of growing and protecting their business. The guide includes facts, background, and answers to questions when applicable.

The opportunity

Today customers often implement a multitude of standalone security products from a variety of vendors. This creates an area of opportunity as Microsoft Security capabilities are often more tightly integrated and represent a lower TCO than a patchwork approach, providing simplicity, enhanced security posture, and cost savings to customers.

Hook 1

With data growing increasingly more valuable and harder to protect, digital security has become infinitely complex. Did you know that 4.2B records were stolen by hackers in 2016? And during a cyberattack, 20% of organizations lose customers and 30% of organizations lose revenue?

In just minutes a breach can damage customer trust for a lifetime, so a strong security posture is essential for your business.

Pitch 2

There are three key Microsoft Security solutions that can help you identify and repel more threats than ever before, and using them together as a single integrated solution lowers TCO and enhances your security posture.

To lower your costs, you can use Microsoft Advanced Threat Protection and eliminate the need for extra IT security infrastructure. The Azure Security center dashboard empowers you to take ownership of your data security through threat level monitoring with up to the nanosecond feedback. And there's also Azure Sentinel which is the birds-eye view across the enterprise, making threat detection and response smarter and faster.

With these key technologies, you can simplify and fortify security at a lower cost with Microsoft Security solutions.

Close 3

I'd like to help you learn more about how to simplify and fortify your security with Microsoft Security solutions.

What's the best way to get that information to you?

Solution technologies

- Microsoft Advanced Threat Protection
- Azure Security
- Azure Sentinel

Benefits

- Secure hybrid environments effectively
- Employ the world's largest and most trusted security presence
- Reduce licensing costs up to 52% with integrated cloud solutions, a significantly lower TCO than a patchwork approach