



Customer Journey-in-a-Box | Playbook

# M365 E5 upsell & Azure Security

January 2023



For every \$1 of Microsoft revenue partners in Western Europe sell, customers purchase an additional average of \$6.70 of the partner's services and products.

**\$1 =**  
USD



**\$6.70**  
Western Europe



**\$6.10**  
Total (Worldwide)



For every \$1 of  
Microsoft revenue

Resale-led  
partners make  
**\$2.21**  
in economic value

Services-led  
partners make  
**\$5.75**  
in economic value

Software-led  
partners make  
**\$7.86**  
in economic value

# Customer Journey Insights

Microsoft Security consists of everything we do as a company to secure our customers and the rest of the world. We leverage a foundation of pioneering standards, principles, and commitments to customers that build security, privacy and control, compliance, transparency, and reliability into the products, services, and initiatives we drive to empower digital transformation at scale.

## ⚡ Priority

- Threat Protection and Multi-Cloud Security for M365 E5 Upsell and Azure Security Consumed Revenue

## 👤 Segment

- Strategic
- Major Commercial & Public Sector
- Corporate and Scale

## 🗉 Solution Area

- Security

## ★ Hero SKU

- MS 365 E5 Security

## 🏠 Up/cross sell path

- E3 Suite
- Microsoft Intune
- Azure Active Directory P1

## 📊 KPIs

- # Workshops & Programs
- # Customer adds
- \$ CSP
- \$ ACR

## Audience

### Customer targeting

- Threat Protection: Customer has intent to purchase M365 Defender or at least two Microsoft 365 Defender workloads. Customer has intent to purchase or is already an Azure Sentinel customer.
- Cloud Security: Customer has intent to purchase or is already an Azure customer. Customer has intent to purchase Azure Security or increase its usage. Customer has intent to purchase or is already licensed for M365 E5.

### Security Immersion Workshops (2 scenarios "Into the Breach" and "Shadow Hunter")

- For Into the Breach: 500+ AADP (Azure Active Directory Premium) Paid Available units (PAU). Architects, IT Administrator, Cyber Defense Analyst, Cyber Defense Incident Responder
- For Shadow Hunter: Architects, IT Administrators and Developers, Chief Security Officer

### Cloud Security Solution Assessment

- Enterprise and SMC-C Microsoft customers

### Build Intent 1:1 Workshops: Defend Against Threats with SIEM + XDR

- 800+ Paid Available Units (PAU) for Azure Active Directory Premium (AADP) PAU, and
- 250+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams
- Eligible for select customers between 300-999 seats

### Build Intent 1:1 Workshops: Secure Multi Cloud Environments

- Targeted customers only
- Annual Azure consumption for Servers, SQL, and Storage must be greater than \$150,000 USD. (Annual Azure consumption = Most recent Azure consumption month x12)
- Azure Defender consumption is less than 4% of total Azure consumption
- Eligible for select customers between 300-999 seats

### Usage 1:1 Workshops (Details October 2022)

- Customer Criteria TBC

### Buyer Persona

- CTO, CISO and CFO
- Security Manager

## Campaign material

### Customer conversations around key Security scenarios

- [Security Diagnostic Tool](#)
- [Microsoft Security overview presentation](#)
- [Azure Network Security value prop](#)
- [Azure Security Center](#)
- [Azure Security Center technical documentation](#)
- [Modernize your SOC](#)
- [Stop attacks with artificial intelligence \(AI\) and automation](#)

### Demos

- [Microsoft Threat Protection](#)
- [Cloud Security pillar demo](#)
- [Azure Sentinel](#)
- [Protect your hybrid cloud with Azure Security Center \(interactive guide\)](#)

### Marketing and Bill of Materials (BOMs)

- [Digital Marketing Content \(DMC\) Campaigns](#)
- [Cybersecurity Solution Assessment BOM](#)
- [Partner led marketing guidelines](#)
- [Brand Central](#)

# Partner

## Criteria

- ✔ **Defend against threats with SIEM + XDR Partner**  
FastTrack Ready  
Co-Sell Ready and SSPA Compliant
- ✔ **Secure Multi Cloud Environments Partner**  
Azure Expert MSP, or  
Advanced Specialization: Windows Server and SQL Server Migration to Microsoft Azure, or  
FastTrack Ready or Co-Sell Ready  
And SSPA Compliant
- ✔ **Security Immersion Workshops 1: few**
  - MSSP Program Partners
  - Azure Expert MSP with Security Gold Competency
  - Win/SLQ Adv Spec Partner with Security Gold Competency
  - Cloud Security Adv Specialization partner
  - Threat Protection Adv Specialization partner
- ✔ **Cloud Security Solution Assessment**
  - MCPP Partner Capability Score (70+ points With >0 points for each metric meets requirements for Solutions partner),
  - [Partner Program & Incentive Guide](#) for detailed guidance.

## Skilling and enablement

### Learning paths

- [Security, Compliance and Identity partner enablement guide](#)
- [Microsoft 365 and Security Learning Paths | Learning Paths](#)
- [Developing security solutions with Microsoft](#)
- [Identity & Access Management learning path](#)

### Technical resources for Identity and Access Management

- [Identity webinars and content](#)
- [Azure AD technical documentation](#)
- [Identity architecture videos](#)
- [Azure AD Technical Resources Guide for AD FS migration](#)

### Technical resources for Hybrid Cloud Security

- [Azure Security Center in the Field](#)
- [Azure Security Center community](#)
- [Become an Azure Security Center Ninja](#)

### Other resources

- Managed Security Service Provider (MSSP): [Azure Sentinel Technical Playbook](#)
- Practice development: [Microsoft 365 & Security for Partners](#)
- Security Pilot and deployment [partner programs](#)
- [Microsoft Security Immersion Workshops](#)
- Partner Playbook for the Microsoft Security Immersion Workshops <https://aka.ms/wsplaybook>

Visit <http://aka.ms/enablevts> to see the list of on-demand and upcoming virtual training series trainings and <https://aka.ms/trainingcenter> for digital trainings across the Microsoft Cloud available to partners

## 3 questions you should ask the customer:

- How do you get advice to proactively manage IT health and maximize uptime with a comprehensive response plan?
- Are you able to co-design, configure, and implement Security solutions?
- Do you know your risk exposure ?

# Customer Journey

## Tactics

## Funding & Incentives



Listen  
& Consult

- Partner led demand gen campaigns: Webinars; Events; E-mail campaign; ABM / Digital campaign; Small group leadership roundtables
- Run DMC Campaigns for free
- Security Immersion Workshops: Into the Breach (Help customers prepare for today's increasingly complex and sophisticated attacks) and Shadow Hunter (test attendees' cybersecurity skills)

- Through Partner Marketing (1:many) funds are available for selected partners
- Immersion Workshops \$1k. Microsoft field nominated



Inspire  
& Design

- Cloud Security Solution Assessments
- The Cybersecurity Assessment will help your customers identify areas of potential risk with the cybersecurity programs.
- Build Intent 1:1 Security Workshops Secure Identities & Access
  - Threat protection Workshop
  - Hybrid Cloud Security Workshop

- Cloud Security Solution Assessment: no funds available until end of June 23
- MCI Build Intent 1:1 Workshops: \$5K per engagement. Partner nominated



Empower  
& Achieve

- Pre-Sales ECIF (Microsoft Sellers nomination): Threat Protection, Azure Sentinel Pilot, Microsoft Defender Deployment, ASC and Azure Defender Pilot, Azure Network Security Pilot, Microsoft Cloud App Security Pilot.

- Pre-sales - ECIF Value: >20x ROI or >10x ROI for Mid-Term, Security ACR and M365 New Customer Acquisition- Up to US\$30,000 but depends on project components, customer qualifications, and ECIF program criteria.



Realize  
Value

- Partner Incentives: [aka.ms/partnerincentives](https://aka.ms/partnerincentives)

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Manage  
& Optimize

- Post-Sales ECIF: US\$2 per seat per workload.
- M365 Usage Incentives: Rewards partners for helping customers successfully deploy and adopt Microsoft 365 and security workloads
- 1:1 Usage Workshops
- Defend against threats with SIEM+XDR: MDE & MDO & AADP2
- Secure Multi-Cloud Environments; Defender for Cloud

- ECIF Post-Sales: \$2 per seat per workload
- Online Services Usage M365 : >150 seats, \$1K for Premium Workloads, \$500 for Core Workloads
- Usage 1:1 Workshops \$5K