



# Welcome to April Americas Partner Insider Call



Develop. Sell. Grow.



# April Partner Insider Call

## Charis Brooks

Channel Marketing Manager

**Partner Audience:** All

#Event #CrossSolution #GoToMarket



 [Charis Brooks | LinkedIn](#)

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# Agenda

Topic	Speaker
Welcome, Polls & Insider Scoop	<b>Charis Brooks</b> Channel Marketing Manager, Microsoft Americas, GPS
Latest Announcement > Surface	<b>Joby Pearson</b> Director Partner Development
Copilot for Security	<b>Mariana Quintana</b> Director, Security Product Go to Market - Americas
	<b>Ryan Munsch</b> Principal Technical Specialist – Copilot for Security
Closing	<b>Charis Brooks</b> Channel Marketing Manager, Microsoft Americas, GPS



# Insider Scoop



# Join the Microsoft Partner Insider Community



Register for our monthly  
Partner Insider Call!

[Microsoft Events - Americas  
Partner Insider Call | May Edition](#)

Mark Your Calendar:  
**May 8, 2024 @ 10:00 AM PT**

**Topic:**  
Demystifying Copilot licensing

**If you missed any calls before April 2024!!**

[Americas Partner Insider Call](#) [LATAM Partner One \(microsoft.com\)](#)

# Accelerate Copilot Experiences with NEW AI PCs from Surface



Surface Pro 10 for Business

[Learn More](#)

Surface Laptop 6 for Business

[Learn More](#)

Announcing NEW powerful and secure AI PCs designed to accelerate Copilot experiences. Built on Windows 11 and the latest Intel® Core™ Ultra processors.

Discover more about the newest updates from Surface at [aka.ms/SurfaceAI PCs](https://aka.ms/SurfaceAI PCs)

# Start selling TODAY with the Surface Reseller Expansion Program

## Get the newest AI PCs in your customers hands.

### What is it?

Expanded channel access for resellers in the United States, Canada, and Mexico to allow them to purchase the Surface for Business Portfolio from Surface Authorized Distributors.

### Resources

#### Webinar:

[Surface Reseller Breadth Channel – Profitability 101](#)

#### Microsoft Partner Blog:

[Announcing the Microsoft Surface Reseller Expansion Program | Microsoft](#)

### Get started:

United States:

D&H: [SurfaceSpecialist@DandH.com](mailto:SurfaceSpecialist@DandH.com)

Ingram Micro: [MicrosoftSurface@IngramMicro.com](mailto:MicrosoftSurface@IngramMicro.com)

TD Synnex: [Surface@TDSynnex.com](mailto:Surface@TDSynnex.com)

Canada:

D&H: [MicrosoftSurfaceCA@DandH.com](mailto:MicrosoftSurfaceCA@DandH.com)

Ingram Micro: [CanadaMicrosoftSurface@IngramMicro.com](mailto:CanadaMicrosoftSurface@IngramMicro.com)

TD Synnex: [MicrosoftSurfaceCA@Synnex.com](mailto:MicrosoftSurfaceCA@Synnex.com)

Mexico:

Ingram Micro: [Jorge.Miranda@IngramMicro.com](mailto:Jorge.Miranda@IngramMicro.com)

Intcomex: [Gabriel.Diaz@Intcomex.com](mailto:Gabriel.Diaz@Intcomex.com)

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# FY24 Americas Partner Communications Taxonomy

Our goal is to include a “Taxonomy Thread” in every communication we share including email, social post, presentations, etc. to help you, the Partner understand what the communication is about easily.

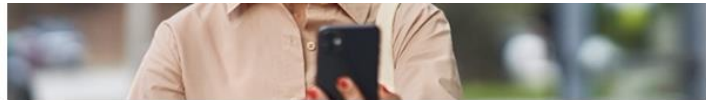
**Example:** #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

Category	Description	Taxonomy								
<b>Partner Type (Always)</b>	Services & solutions the partner commercializes	AllPartners	ISV	CSP	Services	Telco	GSS	MSP		
<b>Partner Role (1)</b>	Partner role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
<b>Message Type (2)</b>	Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwM SFT	SuccessStory
<b>Solution Area (3a)</b>	Microsoft's solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface			
<b>Partner Stage (3b)</b>	Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
<b>Microsoft Brand (4)</b>	Regional taxonomy	MSFTAmericasPartner	LATAM	Canada						
<b>Customer Segment</b>	Customer segment		Enterprise	SMC	SMB					
<b>Industry</b>	Industry focus	AllIndustry	StateAndLocal Gov	Retail	EDU	MFG	HealthcareAndLifeScience	Financial Svcs	Energy	
<b>Additional</b>	Additional taxonomy	QuestionforGroup								

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# Communications Taxonomy

## Americas Email



April 12, 2023

**Partner Audience:** All Partners  
#AllRoles #ProgramOfferUpdate #UnderstandingBenefits

Dear Helene,

### What does the Microsoft Cloud Partner Program mean for you?

The Microsoft Cloud Partner Program is focused on simplifying partner programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

The **Microsoft Cloud Partner Program Playbook** was developed to ensure we're providing simplicity and clarity. The Playbook will help you navigate the Microsoft Cloud

## Social

**Helene Cohen** · You  
Director USGFS Scale Communications / StrengthsFinder Facilitator  
1mo · it

It's time to get inspired 🌟 Microsoft Inspire will be back on July 18-19! As part of #MSInspire, we also recognize the finalists and winners of our annual #MSPartner of the Year Awards—and nominations are now OPEN! 🏆 Get more details: <https://lnkd.in/g/7Z2itF>  
#AllPartners #AllRoles #Event #GrowYourBusiness #MicrosoftEmployee #MSFTAdvocate #events

Announcing Microsoft Inspire 2023 dates and Microsoft Partner of the Year Awards nominations  
[blogs.partner.microsoft.com](https://blogs.partner.microsoft.com) · 2 min read

Marilia Teixeira and 12 others · 4 comments

Like Comment

Pinned by admin Unpin

**Michelle Mercer Baldwin (hashtag)** · 1st  
Creative Corporate Communications Strategist | Brand & Voice Expert | Writ...  
2h

#QuestionForGroup

What would you like to see more of?  
The author can see how you vote. [Learn more](#)

Trainings

In-person events

Newsletters

32 votes · 1w left

3 comments

## Announcement / One Pagers (Top Corner)

**Plan, build and grow your technical capabilities and accelerate sales**  
Partner organizations receive technical & business enabler guidance from a Microsoft **Partner Technical Consultant (PTC)** through personalized, one-to-one consultations to plan, build and publish Microsoft cloud services or applications and accelerate the closure of sales opportunities.

#AllPartners #GrowSkills #DoingForMicrosoft #Tech #Sales

**Plan your business with Microsoft**  
Get help assessing your organization's technical capabilities to uncover key opportunities that can help you grow your business.

**Build a service or application**  
From envisioning to publishing, our consultants will advise and support you.

**Technical assistance for sellers**  
Help to create demos and proofs of concepts and remove sales blockers to help close more sales opportunities.

**Grow and support your business**  
Consultants are here to support you in growing and enhancing your solution, even after you've built and sold your service or application.

Get started today at <https://aka.ms/tpd>. Available to partner organizations with a Microsoft Cloud Partner Program user account and benefits associated with a Solutions Partner designation, legacy competency or Microsoft Action Pack.

## Featured Content (Opening slide)

Microsoft

January Partner Insider Call

**Helene Cohen**  
Americas Scale Comms Strategy Lead

Partner Audience: All  
#Event #CrossSolution #GoToMarket

in Helene Cohen | LinkedIn

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# Americas Partner Blogs

Date	Published Blog Link
3/5	<a href="#">Top Stories: March 5, 2024   Microsoft</a>
3/12	<a href="#">Top Stories: March 12, 2024   Microsoft</a>
3/12	<a href="#">The transformation journey: a recap   Microsoft</a>
3/15	<a href="#">Americas Partner Enablement News: March 2024 Issue   Microsoft</a>
3/19	<a href="#">Top Stories: March 19, 2024   Microsoft</a>
3/21	<a href="#">Introducing the new AI-powered Microsoft Surface PCs   Microsoft</a>
3/26	<a href="#">Top Stories: March 26, 2024   Microsoft</a>
3/28	<a href="#">SQL Server 2014 end of support: Keep your customers secure   Microsoft</a>

Bringing the full power of Copilot to more people and businesses

[Official Microsoft Blog post](#) by Yusuf Mehdi, Microsoft Executive Vice President, Consumer Chief Marketing Officer  
[Microsoft 365 Blog post](#) by Jared Spataro, Microsoft Corporate Vice President, Modern Work & Business Applications

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# Nina Harding

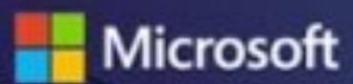
Corporate Vice President, Americas Global  
Partner Solutions

**Partner Audience:** All  
#Co-Sell #CrossSolution #GoToMarket



 [Nina \(Parker\) Harding | LinkedIn](#)

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**Nina Harding,**  
Corporate Vice President  
Americas Global Partner Solutions



# Changing the way we do Security with AI

## Mariana Quintana

Director, Security Product Go to Market - Americas

**Partner Audience:** All

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[Mariana Quintana | LinkedIn](#)

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## Devices | Configuration profiles

Overview

All devices

Monitor

By platform

- Windows
- iOS/iPadOS
- macOS
- Android
- Chrome OS (previously)
- Linux

Device enrollment

- Enroll devices

Provisioning

- Windows 365

Policy

- Compliance policies
- Conditional access
- Configuration profiles

Search

- Permissions
- Group Policy analysis
- Update rings for Windows 10 and later
- Feature updates for Windows 10 and later
- Quality updates for Windows 10 and later
- Driver updates for Windows 10 and later
- Update policies for iOS/iPadOS
- Update policies for macOS
- Android OTA deployment

Policies Import ADAM

+ Create Refresh Export Columns Create

Search

Filters

Policy name	Platform	Policy type
IMEI no.	iOS/iPadOS	Device features
Android PKCS	Android Enterprise	PKCS certificate
Android SCP	Android Enterprise	SCP certificate
Android Trust	Android Enterprise	Trust certificate
Android VPN	Android Enterprise	VPN
Long WiFi macs	macOS	Wi-Fi
GDPR AAD Shared with German clients	Android Enterprise	Device restrictions
Critical OS updates	macOS	Software updates
Defender for Endpoint	Windows 10 and later	Microsoft Defender for Endpoint (existing Windows 10 and later)
Deny BIOS Config	Windows 10 and later	BIOS configurations
Deny BIOS Config 1	Windows 10 and later	BIOS configurations
UEFI Protection	macOS	Endpoint protection
Endpoint Analytics Data Collection	Windows 10 and later	Windows health monitoring
Hardware encryption	macOS	Endpoint protection
Hide Shutter Button on Start Menu	Windows 10 and later	Settings catalog
Hide Shutter Button on Start Menu - test	Windows 10 and later	Settings catalog
Windows data collection policy	Windows 10 and later	Windows health monitoring
Mac device settings	macOS	Settings catalog
Mac features for users	macOS	Device features
Mac (Office search)	macOS	Search
Mac print	macOS	Preferences for
Mac restrictions	macOS	Device features
Deny BIOS Config 2	Windows 10 and later	BIOS configurations
Deny BIOS Config	Windows 10 and later	BIOS configurations

## Policy assistant

12/13/2023, 12:29:12 PM

Create a policy that blocks users from using any Removable storage devices on Windows 11 laptops

12/13/2023, 12:29:14 PM

Here is a policy draft based on your input. The policy name is "Block Removable Storage Devices" and it contains these settings.

Setting Name	Value
All Removable Storage classes: Deny all access	Enabled

If you choose to draft the policy, you'll have a chance to review, edit and add assignment groups before committing any changes to Intune.

Draft Policy

AI generated. Content might contain errors.

Type a new question

it complements your ingenuity  
at machine speed and scale,

# AI technology is here

**Forbes**

What ChatGPT And Generative AI Mean For Your Business?

**COMPUTERWORLD**

Microsoft's new Teams Premium tier integrates with OpenAI's GPT-3.5

MARKETS  
INSIDER

Nuance and Microsoft Announce the First Fully AI-Automated Clinical Documentation Application for Healthcare

**VentureBeat**

Microsoft gives Businesses a GPT boost In Teams and Viva Sales

**TheVerge**

ChatGPT is now available in Microsoft's Azure OpenAI service

**USA TODAY**

New Bing with ChatGPT brings the power of AI to Microsoft's signature search engine

**VentureBeat**

Microsoft announces generative AI-powered Copilot 365 to 'change work as we know it'

**CNN BUSINESS**

Real estate agents say they can't imagine working without ChatGPT now

**TC TechCrunch**

Microsoft brings an AI-powered Copilot to its business app suite



# Benefits of AI in Security – protect at machine speed

Amplify your team's impact and efficiency with guidance informed by 65 trillion daily signals.



## Catch what others miss

Summarize vast data signals into key insights to cut through the noise, detect cyberthreats before they cause harm, and reinforce your security posture.



## Outpace adversaries

Put critical guidance and context at analysts and admins' fingertips so they can respond in minutes instead of hours or days.



## Augment team expertise

Elevate teams' proficiency as analysts and admins are empowered to perform more advanced capabilities so expert team members can be redirected to the hardest challenges.

# What is Copilot for Security

Copilot for Security is a generative **AI-powered security solution** that helps increase the efficiency and **capabilities of defenders** to improve security outcomes at machine speed and scale, while remaining **compliant to responsible AI principles**.

When thinking about Copilot for Security, consider a broad reach. There are many use cases **beyond the SOC Analyst persona**.

Some include:

- IT Administrator
- Insider Risk Analyst
- Identity Access Management Administrator
- Compliance Analyst



# The Copilot for Security advantage

Copilot stitches together information across all security products



# Microsoft Copilot for Security improves speed, accuracy and sentiment

Security professionals with Copilot were...



**22%**  
faster

Security professionals with Copilot were...



**7%**  
more accurate

Security professionals want to use Copilot...



**97%**  
reported they want Copilot next time they do the same task

Source: Microsoft Copilot for Security randomized controlled trial (RCT) with experienced security analysts conducted by Microsoft Office of the Chief Economist, January 2024

Under NDA Only



# Changing the way we do Security with AI

## Ryan Munsch

Principal Technical Specialist – Copilot for  
Security

**Partner Audience:** All

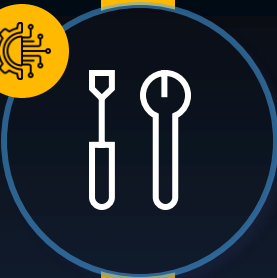
#Co-Sell #CrossSolution #GoToMarket



 [Ryan Munsch | LinkedIn](#)

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# Defenders need a new approach



Complex toolsets



Posture drift



Sophisticated attack techniques



Disconnected processes



Shortage of talent and expertise



Inefficient collaboration



Under NDA only

# AI allows for a **paradigm shift**



Continuously assess and improve posture with hyperscale real-time visibility and context



Investigate and respond to threats with unprecedented speed and expertise



Improve productivity and collaboration with streamlined natural language workflows

# Tools consolidation and Generative AI can **transform security**

## TOOLS CONSOLIDATION

Coordinated defense across all threat vectors to deliver end-to-end visibility and coverage



## AI

Exponential gains in human expertise and efficiency to defend at machine speed and scale





# The Microsoft Copilot for Security advantage

Most advanced  
general models

OpenAI

Microsoft  
Security

Hyperscale  
infrastructure

+

Security-specific  
orchestrator

+

Evergreen threat  
intelligence

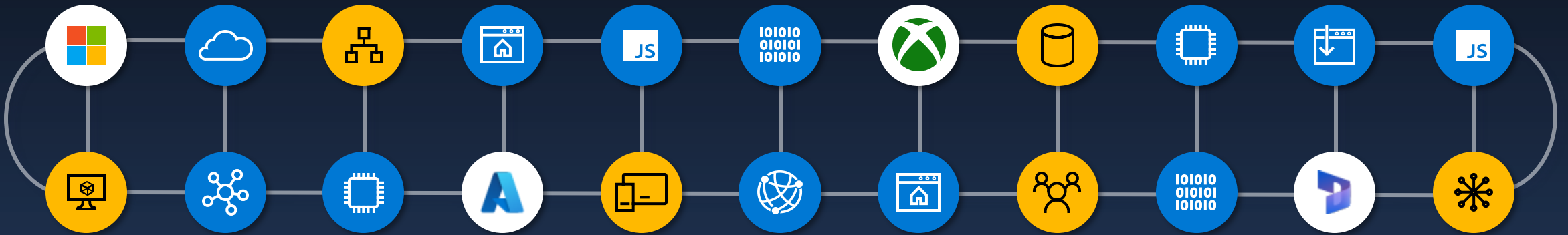
+

Cyber skills and  
promptbooks

Under NDA only

# Microsoft Threat Intelligence

The industry's largest vector coverage powered by 78T daily signals



One of the world's largest clouds

+

Signal from 1.4B endpoints<sup>1</sup> across the planet

+

Graphing global internet infrastructure

1. "Microsoft by the Numbers". Microsoft Story Labs

Under NDA only



# Demo – Copilot for Security

# Partner next steps

## Readiness

- [Microsoft Learn Documentation](#)
- [Learning Path](#)
- [Copilot for Security Partner Landing Page](#)
- [Microsoft Tech Community Blog](#)
- [Partner Sales & Pre-Sales Enablement Hub](#)
- [Visit our GitHub](#)





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Thank You  
¡Muchas gracias!  
Merci  
Obrigado!