



Monthly Partner Update Call March

Agenda

Simone Hendriks – Partner of the Year Awards and Inspire

Shalona Moodley – Opportunity with Tech for Social Impact

Tony Krijnen and Oliver Van Der Kruijf – Secure your Environments



Partner of the Year Awards FY23

Key POTYA Dates

Event	Date
Nomination Window Closes	April 5, 2023 - 6PM PT
Nominees Partner of the Year – presentations	April 19, 2023
Winners and Finalists Notified	May 25, 2023
Winners Acceptance Window <i>Acceptance includes confirmation of published company name, address, videos/images for use in Inspire programming, general PR questions, logo upload</i>	May 25 – June 7, 2023
Public Announcement	@Inspire

Microsoft Inspire July 18 & 19, 2023



Global Digital Core
with broadcast
center in Redmond



In-person experiences
hosted by Areas
in Microsoft locations
around the world

- Mark your calendar and invite your C-level managers
- Invitation only – May 2023
- An awesome Inspire afternoon for NL partners



Microsoft Partner Opportunity with the Nonprofit Sector

Shalona Moodley
SMB Channel Manager EMEA
Microsoft Tech for Social Impact





The nonprofit sector presents a world of opportunity.

**Let's build this
future together.**



Why add the nonprofit sector to your portfolio?

1



Grow your business with one of the largest sectors in the world

2



Improve employee satisfaction, retention and brand loyalty

3



New revenue streams leveraging existing skills & offers

Doing good makes good
business sense.

Market Opportunity



Size.

10 Million

Nonprofit and non-governmental organizations worldwide ⁽¹⁾

+14,000

Microsoft Partners serviced nonprofits

+300,000

Nonprofit organizations served ⁽²⁾

\$3.2 Billion

Donated and discounted technology ⁽²⁾

1.2 Billion

People impacted worldwide ⁽²⁾

55 000⁽³⁾

Nonprofit and non-governmental organizations in Netherlands

“

*We continue to deliver affordable, relevant cloud technology and industry-specific solutions to nonprofit organizations addressing the world's most pressing issues....**Microsoft will double the number of nonprofits we reach worldwide** over the next five years.*

– Satya Nadella, CEO, Microsoft ⁽²⁾

Sources: (1) [The Global Journal](#), (2) Nadella, [My annual letter: A historic intersection of opportunity and responsibility](#), LinkedIn.com, October 27, 2022 (3) [PwC BottomUp Market Sizing, Absolute Reports](#)

Demand.

“

While the pandemic **accelerated the need for digital transformation** throughout the economy, the nonprofit sector was not immune to the need for nearly overnight innovation.....we've observed the many ways that **nonprofits have been adopting "smart tech" to further social change** in the wake of the pandemic...

– Harvard Business Review ⁽¹⁾

40% ⁽²⁾

Nonprofits surveyed reported the need to increase digital skills as one of the top 3 most challenging issues

75%

nonprofits surveyed report an increase in demand for their programs ⁽³⁾

85%

nonprofits surveyed said technology is the key to the success of their organizations ⁽³⁾

Maximize your business value

Improve brand loyalty



Business value



Improve employee morale and engagement



Attract and retain talent

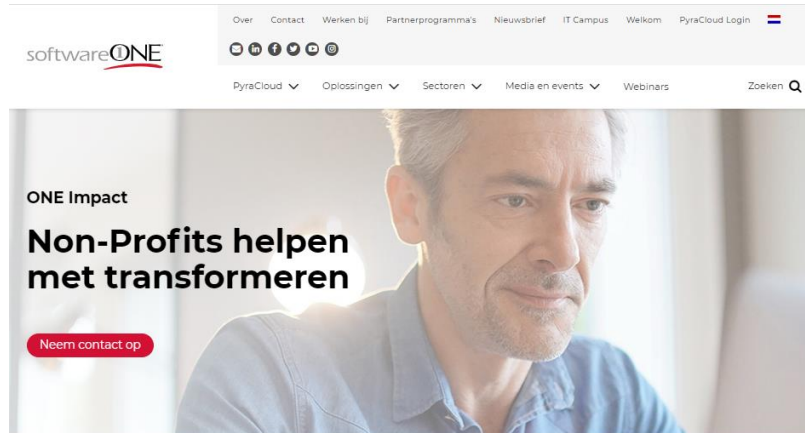


Increase brand value to customers



Create positive work culture

Partners succeed in Netherlands



softwareONE

Over Contact Werken bij Partnerprogramma's Nieuwsbrief IT Campus Welkom PyraCloud Login

PyraCloud O oplossingen Sectoren Media en events Webinars Zoeken

ONE Impact

Non-Profits helpen met transformeren

Neem contact op

Welkom > Sectoren > Nonprofit

Non-profitorganisaties (NPO's) bevorderen de burgerbetrokkenheid, versterken de gemeenschap en helpen mensen om samen te werken voor het algemeen welzijn. Nu de druk, het toezicht en de vraag van buitenaf groot zijn, blijven non-profits een voortrekkersrol spelen in de wereldcrises waarin we verkeren en doen ze er alles aan om onze meest dringende maatschappelijke behoeften te dienen.

Bij SoftwareONE merken we dat veel non-profitorganisaties wereldwijd met enorme uitdagingen kampen. Verouderde technologie en processen belemmeren de productiviteit van medewerkers. Daarentegen is schaalbare, betrouwbare en zeer beschikbare technologie niet langer alleen leuk om te hebben: het is pure noodzaak geworden. De digitale transformatie in de non-profitsector is dus van cruciaal belang.

Technologie biedt op dit vlak mogelijkheden voor een grotere impact, maar we begrijpen ook dat met een beperkt budget en het ontbreken van kennis een digitale transformatie onmogelijk lijkt. Onze IT-oplossingen en cloudservices zijn daarom ontwikkeld om tegemoet te komen aan de behoeften van NPO's over de hele wereld om een positieve verandering teweeg te brengen. Die verandering is de mogelijkheid om meer mensen te bereiken, extra diensten te leveren én het volledige potentieel van mens en techniek te benutten.

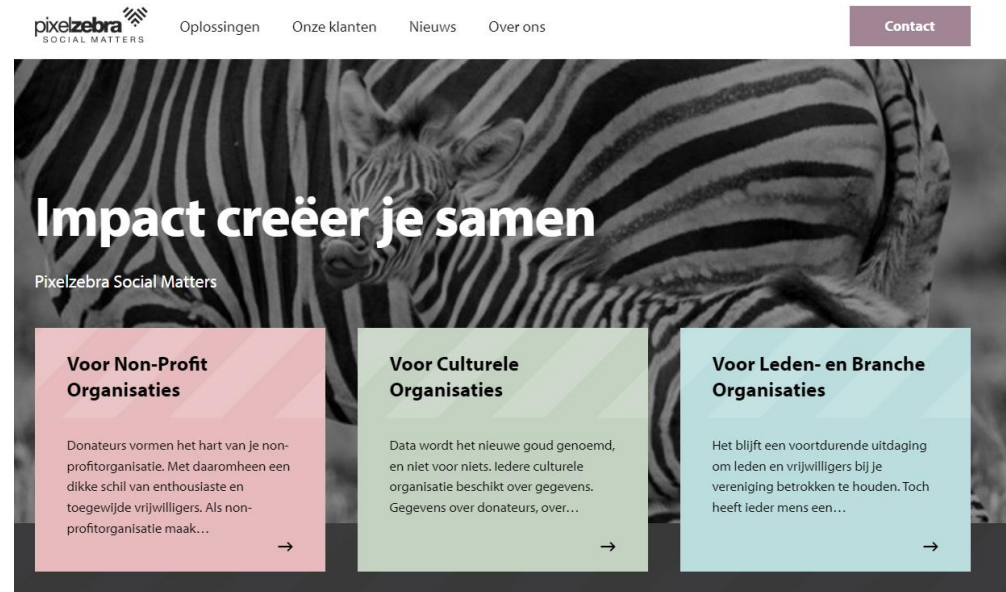
← Back to Microsoft



Empowering Nonprofits with Tech

Up your game with the Pax8 + Microsoft Tech for Social Impact Program

Get the Playbook



pixelzebra SOCIAL MATTERS

Oplossingen Onze klanten Nieuws Over ons Contact

Impact creëer je samen

Pixelzebra Social Matters

Voor Non-Profit Organisaties

Donateurs vormen het hart van je non-profitorganisatie. Met daaromheen een dikke schil van enthousiaste en toegewijde vrijwilligers. Als non-profitorganisatie maak...

Voor Culturele Organisaties

Data wordt het nieuwe goud genoemd, en niet voor niets. Iedere culturele organisatie beschikt over gegevens. Gegevens over donateurs, over...

Voor Leden- en Branche Organisaties

Het blijft een voortdurende uitdaging om leden en vrijwilligers bij je vereniging betrokken te houden. Toch heeft ieder mens een...



bruis HUMAN CENTERED IT

IT-partner voor ngo's en zorg

Home Bruis IT advies IT Beheer Referenties IT-transitie

IT-partner voor ngo's en zorg

IT-partner voor ngo's en zorgen

Minimize *your* time to market

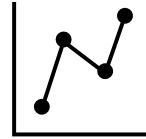
Leverage your existing skills



Nonprofit Technology Needs



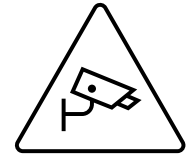
Move our infrastructure to the cloud



Empower data driven decisions



Improve our business operations



Protect donor and client privacy



Personalize and streamline fundraising



Help us manage our volunteers



Show us how AI improves services



Accelerate our digital transformation

Nonprofit offers from Microsoft

Enable day-to-day work

Microsoft 365

Microsoft 365 Business Premium

Free for up to 10 users and discounted pricing of \$5.50 (USD) per user/month for additional users.

Microsoft 365 E3

For \$9 per user/month.

Microsoft 365 E5

For \$22.80 per user/month.

Microsoft Surface

Surface devices

Save up to 10% on select Surface devices.

Visualize and measure impact



Power BI Desktop

Available free for eligible nonprofits.



Power BI Pro

\$3 (USD) per user/month.

Optimize operations with cloud migration



Azure

\$3500 (USD) Azure services credits per year and access the complete portfolio of Azure products and cloud services.

Azure Credit Offer

Initiative to allow the use of Azure credits to win and accelerate Azure consumption. ACO provides customers with a fixed amount of free Azure usage, which can be used within a defined timeframe
Minimum **\$5k annual ACR deal size**

Modernize processes and manage constituents



Power Apps

Free for up to 10 users and discounted pricing of \$2.50 (USD) per user/month for additional users.



Dynamics 365 Sales Enterprise

Free for up to five users and discounted pricing of \$23.80 (USD) per user/month for additional users.

Microsoft Cloud for Nonprofit

Microsoft Cloud for Nonprofit aligns the capabilities of Microsoft 365, Power Platform, Dynamics 365, Azure, and LinkedIn to address common nonprofit scenarios—all based on a Common Data Model to unite disparate data sources.

For more information on nonprofit offers and eligibility: <https://aka.ms/MicrosoftNonprofitOffers>

Microsoft Cloud for Nonprofit

Empowering scalable and transformative mission impact



Know your donors and supporters

Increase funding and support of your mission by aligning program needs with personalized supporter engagements



Deliver effective programming

Empower staff and volunteers to deliver measurable and responsive programs based on community needs



Accelerate mission outcomes

Connect data from across your organization to understand internal operations and external needs to accelerate impact

Secure donor and program participant data

Protect sensitive data and build trust with supporters, program participants, and employees using integrated, best-in-class security tools.

Register your nonprofit customer to access offers

Complete the online registration form to confirm eligibility.

Microsoft will evaluate your potential eligibility and respond within 7 days.

Upon approval, the nonprofit organization will have access to products and services

Visit: [Nonprofit Netherlands](#)

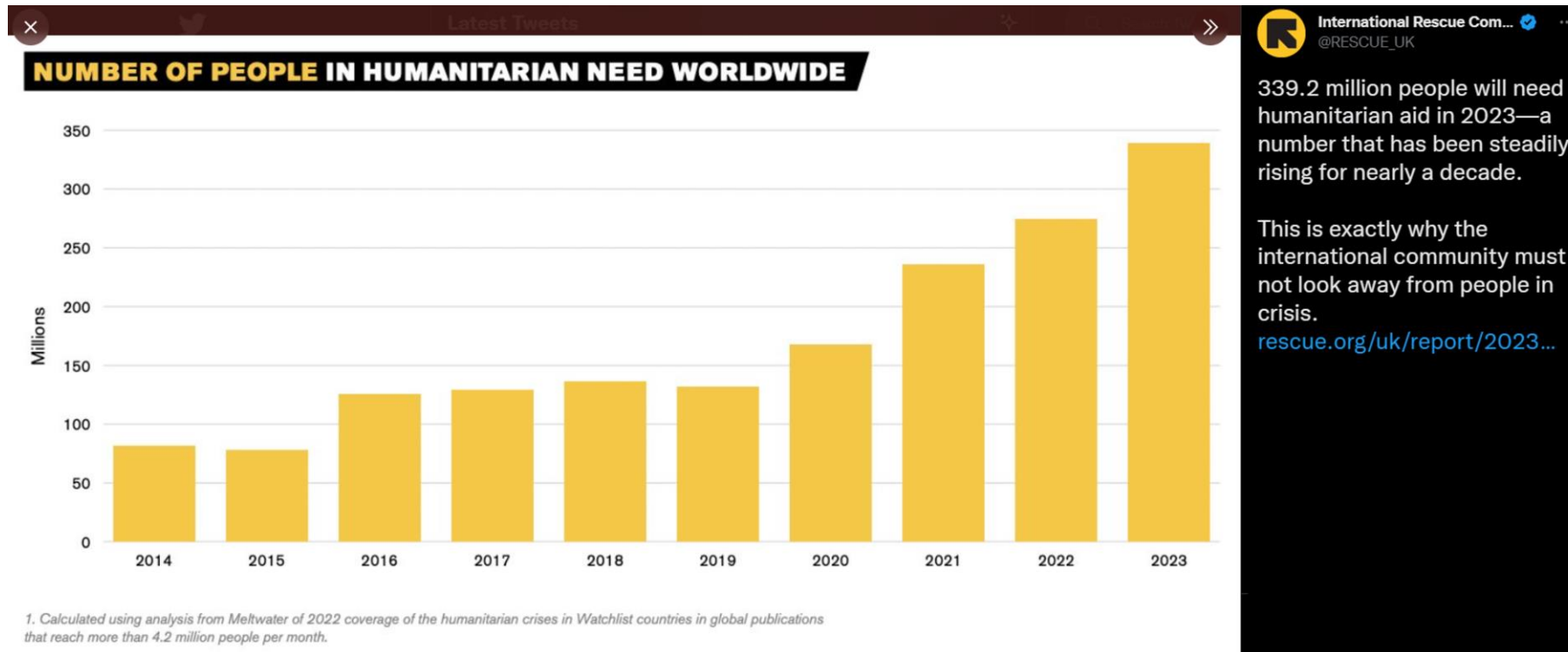
The perfect equation for success



Nonprofit News

Your skills are needed now more than ever.
339.2 million people will need humanitarian aid in 2023

[CS2212 Watchlist at a Glance 2023.pdf \(rescue.org\)](#)



Take the next step!



✓ Discover nonprofits

Step 1

Gain insight to nonprofits who are need technology to support them in addressing our world's most challenging issues.



□ Align your skills

Step 2

Leverage your existing skill set to reach your nonprofit customers in need of your services to deliver on their mission.

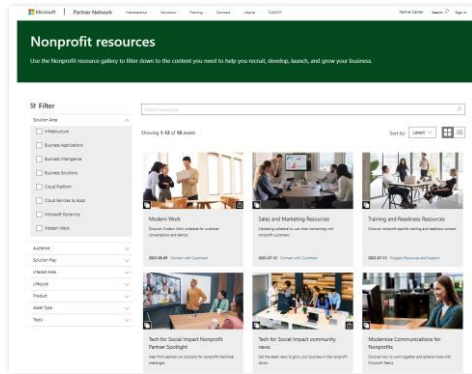
Visit the [partner nonprofit webpage](#) to access your custom nonprofit solution designation video.

Each video covers:

- ✓ One of the new solution designations
- ✓ Key nonprofit customer scenarios
- ✓ Specific Microsoft technology and offers
- ✓ And so much more

Nonprofit partner readiness

1 Training & GTM Materials

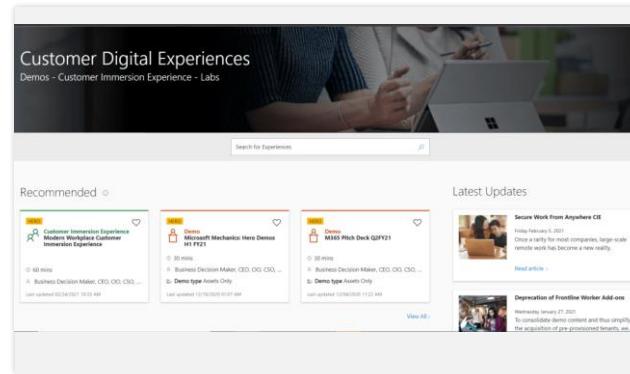


Learning videos, presentations, and GTM assets curated and available on-demand to partners on <https://aka.ms/nonprofitpartnergallery> and a specific [Microsoft Cloud for Nonprofit](#) collection

Technical documentation on a variety of topics; from how to license to how to deploy at <https://docs.microsoft.com/en-us/industry/nonprofit/>

Register for ongoing nonprofit communications and monthly newsletter at [Marketo registration \(webpage\)](#); (EN-US only until Jan. 16)

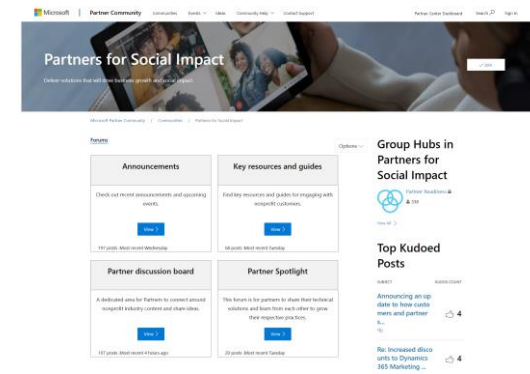
2 Environment and Demos



Set up a pre-production environment in your tenant at <https://experience.dynamics.com/requestlicense/> and select the "Microsoft Cloud for Nonprofit – Standard" SKU

Create Demos for your customers using the Nonprofit CDX at <https://aka.ms/nonprofitcdx>

3 Partner Community



Engage the Nonprofit partner community

For the latest updates: <https://aka.ms/partnersforsocialimpact>

For technical and partner-to-partner discussions: <https://aka.ms/cdmfornonprofits>

Companies that can do more, should



“

At a time when many are calling attention to the role technology plays in society, our mission remains constant.

*It grounds us in the enormous opportunity and responsibility we have to ensure that the technology we create **benefits everyone on the planet, including the planet itself.***

– Satya Nadella, CEO, Microsoft



Thank you

 www.linkedin.com/in/shalonamoodley

<https://nonprofit.microsoft.com/en-us/contactus>

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Secure your environments

Tony Krijnen &
Olivier van der Kruijff



Agenda

- Phishing attack demo
- Azure Fraud cases
- Steps to take right now

Demo Phishing attack



Azure Fraud-case Example

Could have been avoided with better cyber-hygiene

- By enabling MFA with no session persistence
- Privilege Identity protection
- Logging / Auditing / Alerting

\$670.000 cumulative

Phishing Opens mail attachment



Clicks on a URL



User browses to a website

Exploitation & Installation

Command & Control

Brute force account or use stolen account credentials

User account is compromised

Attacker uses lateral movement

Attacker creates a temporary account (Global Admin).

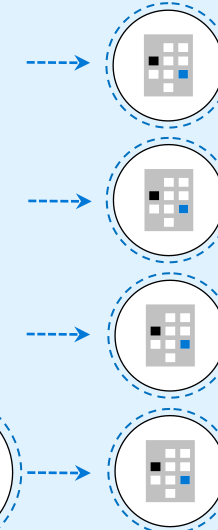
Privileged account compromised

Guest user added as subscription owner from blabla.com.

Target subscription compromised

A new Resource Group added.

4 Azure Regions / 640 servers



Deployed NC6s_v3 VM Scale Sets.

Compromised Resources started.

Detected not to have access to tenant

Fraudulent Resources stopped by incident support.

Timeline

\$1100/month

Azure Consumption

\$1100/month

13th of March

13th of March

14th of March

16th of March

31st of March

31st of March



1 Enforce MFA, FIDO2, Windows Hello

Either enforce MFA for **every** login on the Microsoft admin portals (especially the Microsoft Azure portal) and / or leverage the use of FIDO2 hardware keys or Windows Hello.



The 5 steps



1 Enforce MFA, FIDO2, Windows Hello

2 Role Based Access Controls

Limit the accounts leveraging the Role Based Access Controls so that a compromised account cannot disable the taken mitigations

The 5 steps



1 Enforce MFA, FIDO2, Windows Hello

2 Role Based Access Controls

3 Budget & Anti Fraud Alerts

Within partner center (CSP Direct) or at most Indirect Provider portals you can set alerts when the consumption nears a certain threshold. This allows you to quickly react to a possible attack.

The 5 steps



- 1 Enforce MFA, FIDO2, Windows Hello
- 2 Role Based Access Controls
- 3 Budget & Anti Fraud Alerts
- 4 Limit options with Azure Policies

With the master admin account (protected by a FIDO2 Key) create specific accounts (with RBAC) for specific deployment tasks and limit these accounts through Azure Policies.

The 5 steps

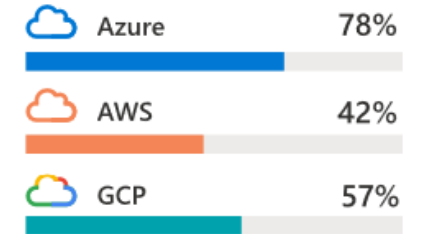


- 1 Enforce MFA, FIDO2, Windows Hello
- 2 Role Based Access Controls
- 3 Budget & Anti Fraud Alerts
- 4 Limit options with Azure Policies
- 5 Secure Score

Turn on Microsoft Defender for Cloud (This is FREE for Subscription management!) and check the Secure Score for that Azure subscription. Leverage the advice to increase this.

Secure Score

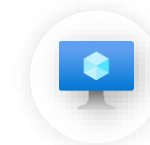
- » Assess and implement best practices for security and compliance
- » Cover all critical cloud resources across network, access, compute, databases, your service layer and more
- » 450+ out-of-the-box recommendations
- » Create custom recommendations to meet organizational requirements
- » Use "Quick fix" to remediate with a single click or scale enforcement mechanisms to enforce policies to avoid configuration drifts



Evaluated categories



Access



Compute



SQL server



IoT



Network



App Services



Containers



Better security for your customers

Tomorrow March 9th | 14:00-15:00

<https://aka.ms/CC0903>

