
Microsoft Austria
PARTNER DAY
21.November 2023
#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

Welcome & AI Keynote



Hermann Erlach, Microsoft
General Manager

Doris Lippert, Microsoft
Director Global Partner Solutions



#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

The market momentum is **NOW**

+20%

growth on cloud business in Austria
market potential is huge

90,000+

Austrians have been trained in digital skills as part of our construction of the local data center region

240+

strategic partnerships with customers ("Mach heute Morgen möglich") with “big logos”

PARTNER DAY
21.November 2023

Our product strategy leads with

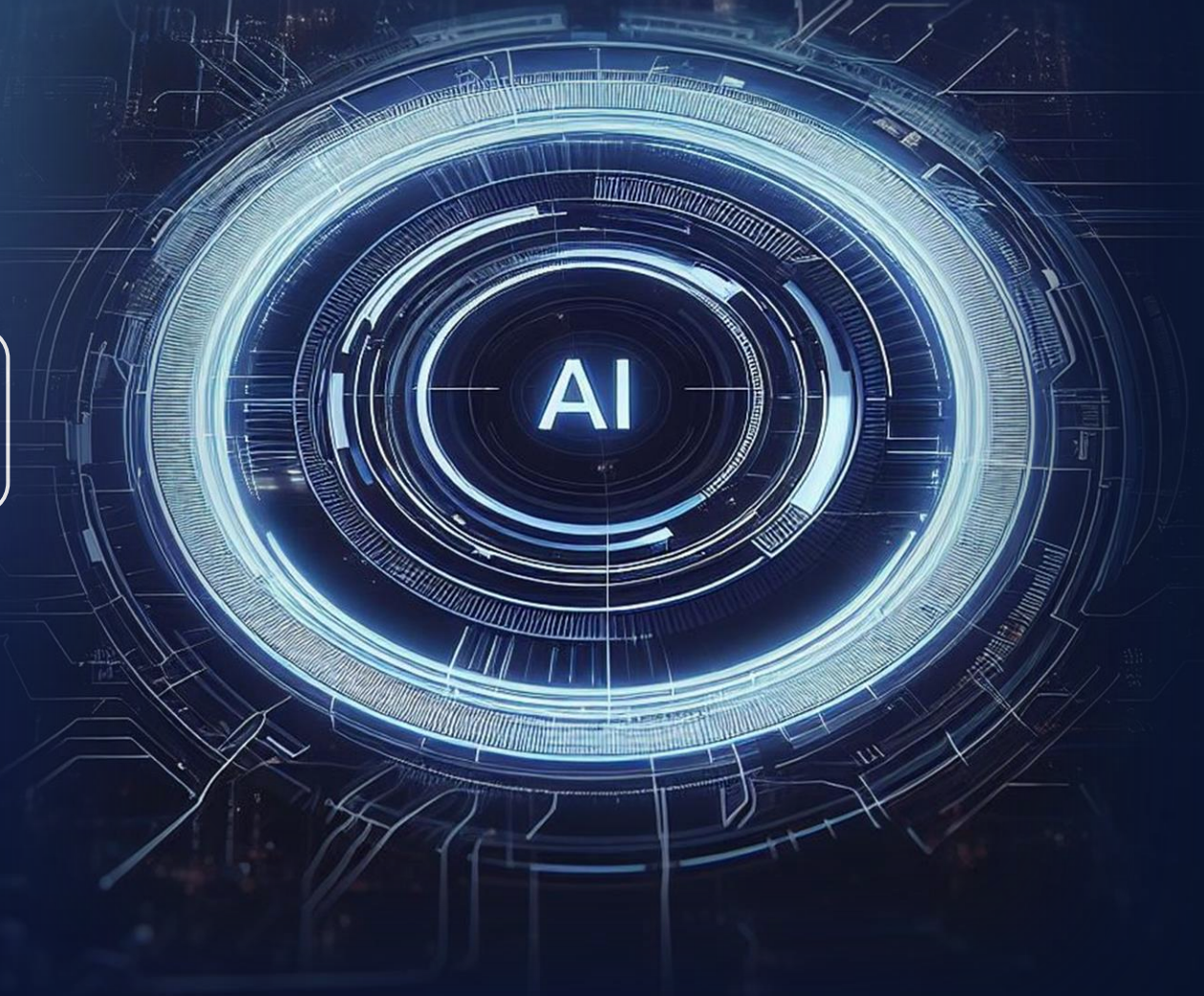
Security

Artificial Intelligence



PARTNER DAY
21.November 2023





EVERYDAY

GAME CHANGING

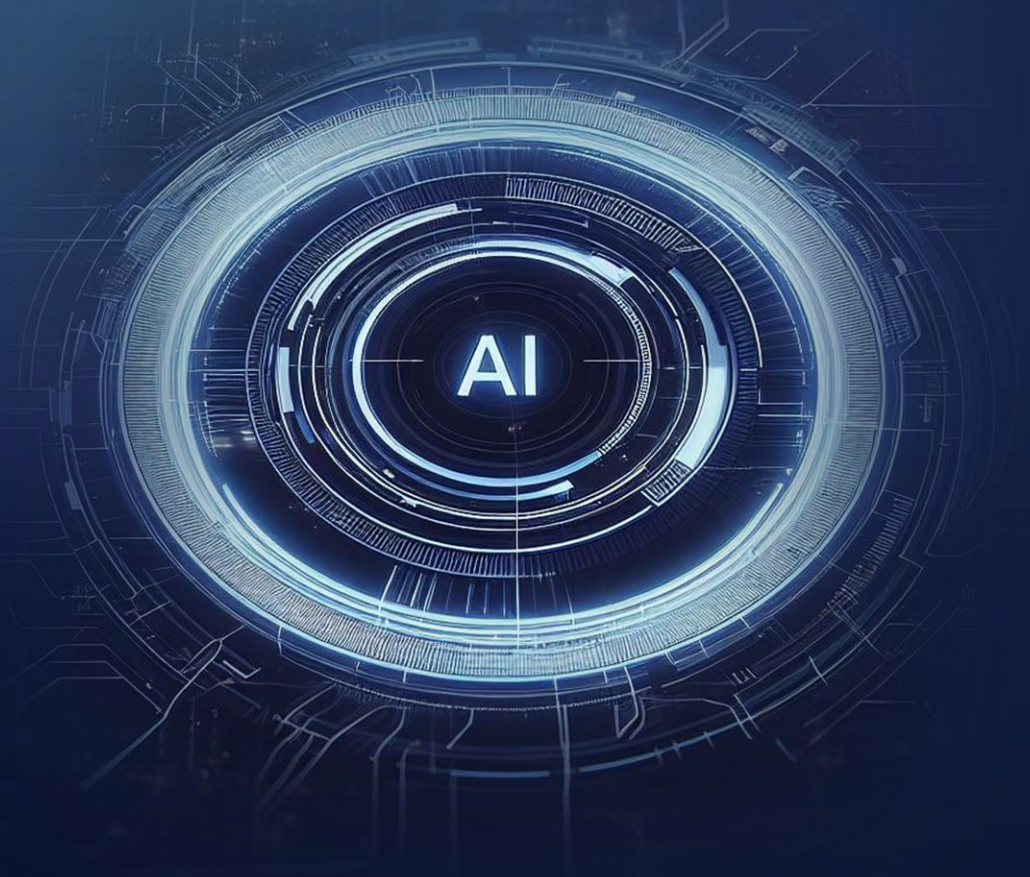
Source: Gartner

AI will reinvent **every** industry

PARTNER DAY
21.November 2023

Personal Healthcare	More effective patient treatment plans
	Accurate drug development and discovery
	Precise medical imaging and diagnoses
Safe Finance	Protect loan/credit privacy with sharable data
	Detect suspicious and fraudulent transactions
	Turn data trends into risk assessments
Sustainable Retail	Tailor inventory and pricing based on demand
	Authentic virtual try-ons and less returns
	Generative product design and style transfers
Efficient Manufacturing	Optimize inventory tracing in the supply chain
	Amplify humans with collaborative co-bots
	Navigate the inner complexity of machines

PARTNER DAY
21.November 2023



Personal

Companies

Austria

PARTNER DAY
21.November 2023

Personal

The power of everyday AI

PARTNER DAY
21.November 2023

64%

Employees lack time & energy to do their job

The Broken Meeting

3.5x

More likely to struggle with strategic thinking

The Information Labyrinth

70%

Employees willing to delegate work to AI

The Blank Page

2x

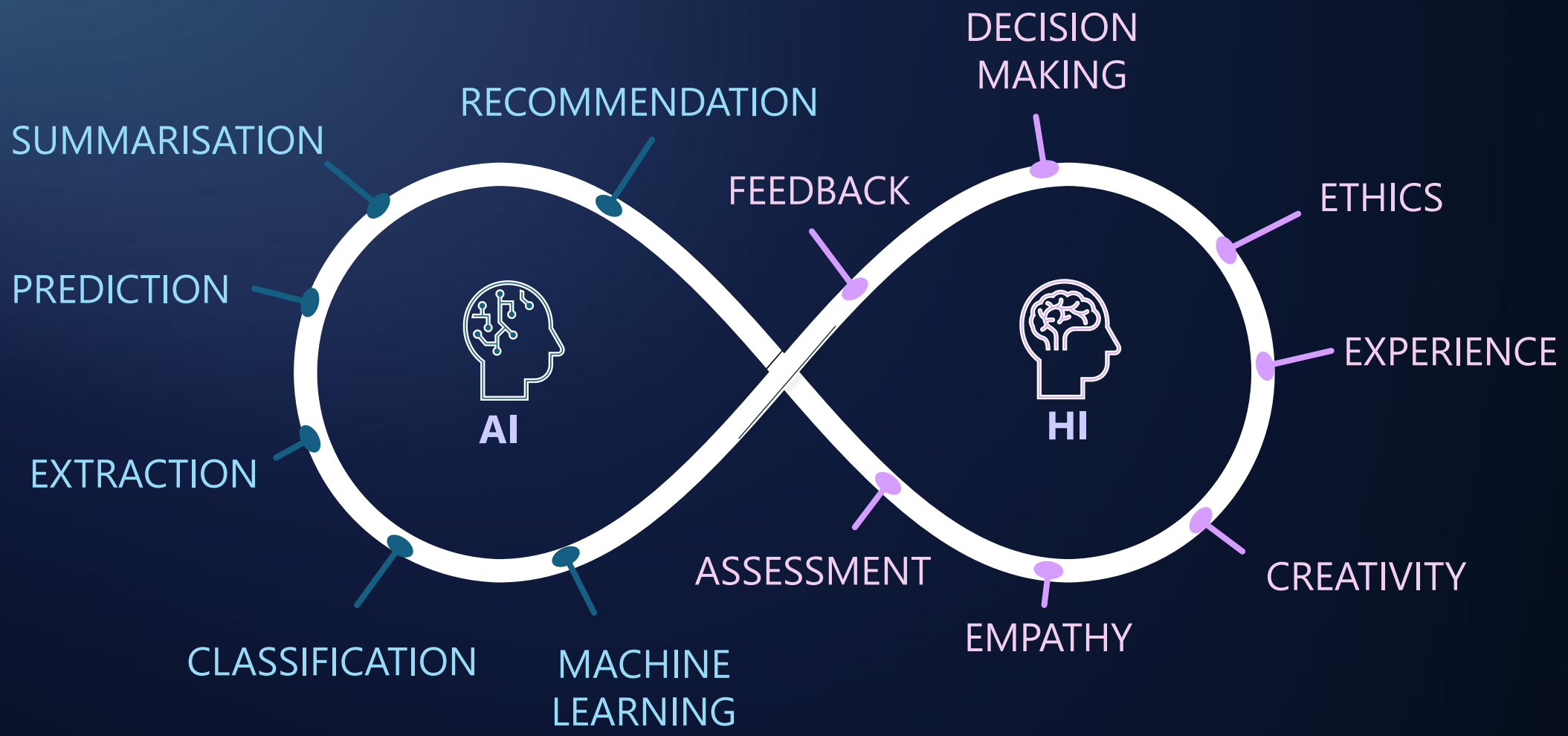
Managers looking to AI to boost productivity

Source: 2023 Work Trends Index

Source: 2023 Work Trends Index

Artificial & human intelligence: better together "The human in the loop"

PARTNER DAY
21.November 2023



PARTNER DAY
21.November 2023

Business

AI impacts the bottom line



For every **$1** companies invest in AI, they are realizing an average of **$3.5** in return and **5%** of organizations worldwide are realizing an average of **$8** in return



92% of AI deployments are taking 12 months or less



40% of organizations had implementation times of less than **6 months**



Organizations are realizing a return on their AI investments within **14 months** of deployments

Source: *IDC Business Value of AI Survey*, September 2023

AI Business Potential for Partners



Source: Gartner

PARTNER DAY
21.November 2023

Austria

"The scale of value that AI could create for European economies and citizens is even more exciting. It could add 2.7 trillion Euro, or 20%, to the region's economic output by 2030".

McKinsey

PARTNER DAY
21.November 2023

Our AI targets for Austria

+**20%** economical impact in EU

+ **increase** our innovation power

+ **strengthen** our competitiveness

+ **achieve** our sustainability targets

+ **be more inclusive**



PARTNER DAY
21.November 2023

Call to action

Use the power of AI for Austria

Partner which use the power AI will outperform partners without.

Partner ecosystem strategic approach

PARTNER DAY
21.November 2023

Three engagement models for go-to-market

sell together

drive joint selling through Microsoft and partners

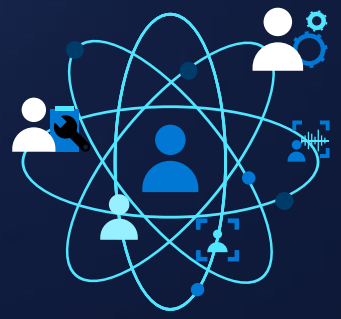


1,000s of partners

driving co-sell of AI solutions

build together

create a vast **ecosystem** of **partner experts**



1,500 co-sell customer

ready Azure AI solutions

go-to-market together

create end-to-end strategic **partnerships on AI**



500+ strategic

AI partnerships

PARTNER DAY
21.November 2023

We sell together – we win together

New era of joint selling



Doris Lippert
Global Partner Solutions Lead



Franz Edlinger
Small Medium Corporate Lead



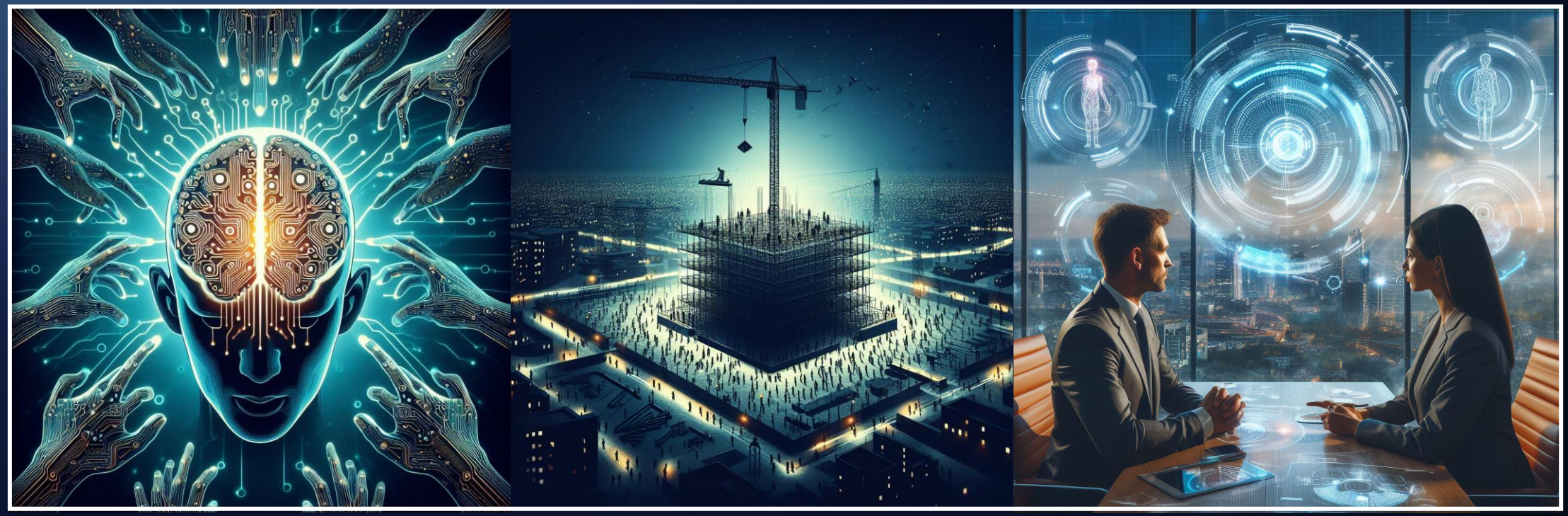
Bernd Konnerth
Public Sector Lead



Herbert Seitner
Enterprise Commercial Lead

PARTNER DAY
21.November 2023

Our summary of today



The opportunity is yours to lead the AI transformation

We need to build on the foundation of security, data and your AI skills

Let's work together to empower our customers!

PARTNER DAY
21.November 2023

Thank You!

PARTNER DAY
21.November 2023

Celebrate our Partner Success of 2023

PARTNER DAY
21.November 2023

Microsoft Award Ceremony

#MSPartnerDay2023 #Möglichmachen

Microsoft

Partner of the Year Awards

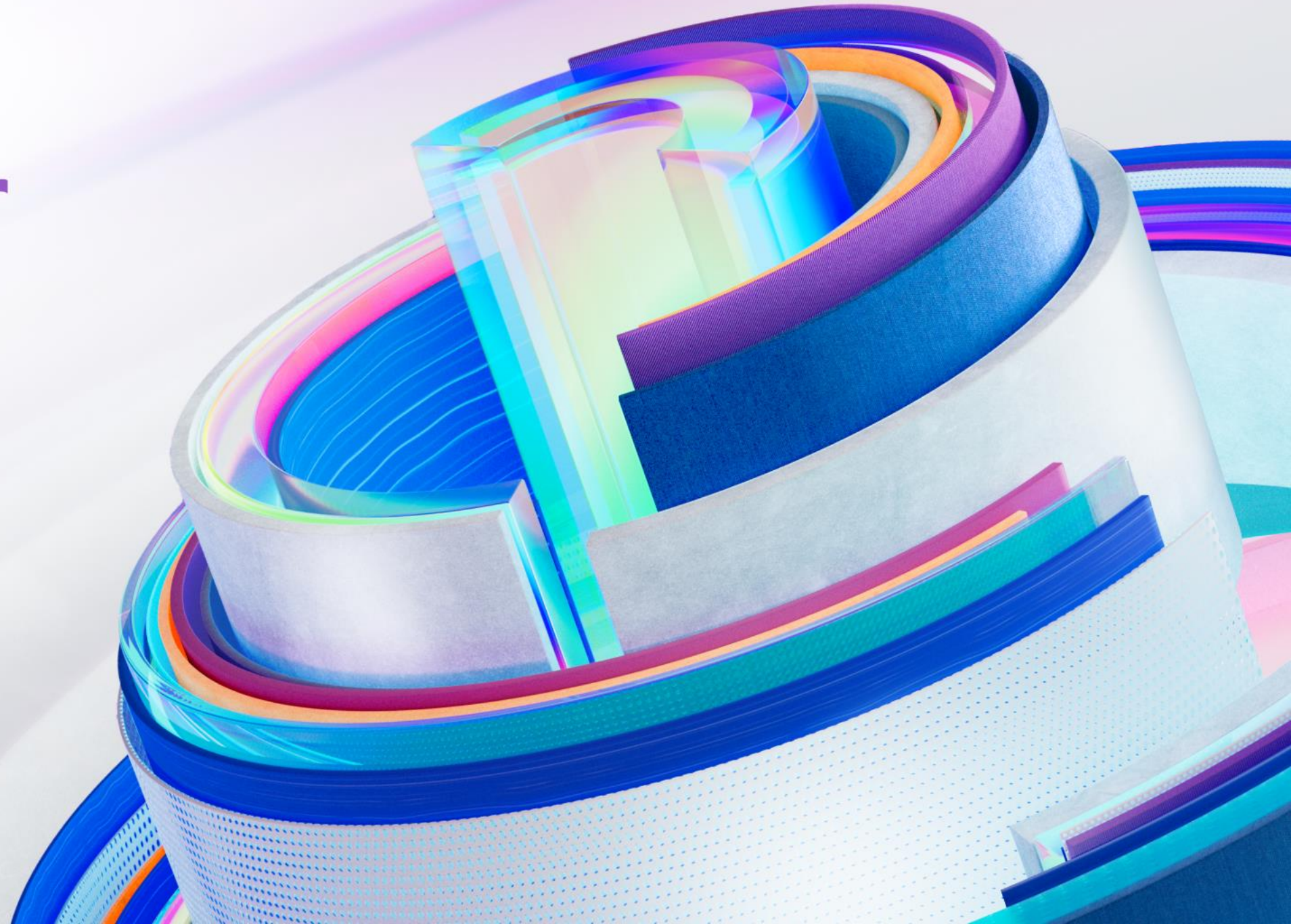


Microsoft

Winner

Partner of the Year Awards

ACP



PARTNER DAY
21.November 2023

Microsoft Visionary Awards

Partner of the Year Visionary Awards

PARTNER DAY
21.November 2023

Mit den Partner of the Year Visionary Awards zeichnet Microsoft Österreich jene Visionär:innen aus, die mit ihren Ideen und ihrer Tatkraft die Digitalisierung in Österreich vorantreiben und bereits heute an der Welt von morgen arbeiten.

Mittelstand.
Newcomer.
Innovation.
Sustainability.
Transformation.

Microsoft Visionary Awards

PARTNER DAY
21.November 2023



Mittelstand



Newcomer



Innovation



Sustainability



Transformation

The nominees are…

PARTNER DAY
21.November 2023



Mittelstand

arrow

base it

COSMOCONSULT

mann&mouse
WE LIVE IT

axians

K-Businesscom
MEMBER OF CANCOM GROUP

INGRAM MICRO

And the winner is

PARTNER DAY
21.November 2023



Mittelstand

COSMO CONSULT



Wolfgang Theiner
General Manager
COSMO CONSULT

The nominees are...

PARTNER DAY
21.November 2023



Newcomer

tributech

celum

pit.at

And the winner is

PARTNER DAY
21.November 2023



Newcomer



Martin Puaschitz
CEO
PIT.at GmbH

The nominees are…

PARTNER DAY
21.November 2023



Innovation

atwork
information technology

zühlke
empowering ideas

tietoevry

And the winner is

PARTNER DAY
21.November 2023



Innovation

atwork
we get you in the cloud



Martina Grom
CEO
atwork GmbH

The nominees are…

PARTNER DAY
21.November 2023



Sustainability

tietoevry

ACP CUBIDO
Digital Solutions

paiqo

zühlke
empowering ideas

Crayon

And the winner is

PARTNER DAY
21.November 2023



Sustainability

ACP CUBIDO
Digital Solutions



Wolfgang Ennikl
CEO
ACP CUBIDO

The nominees are…

PARTNER DAY
21.November 2023



Transformation

avanade

accenture

axians

And the winner is

PARTNER DAY
21.November 2023



Transformation

avanade



Christoph Gauss
Sales Lead Austria
Avanade

accenture



Ralph Brabec
Technology Consulting Senior Manager
Accenture

PARTNER DAY
21.November 2023

HERZLICHEN GLÜCKWUNSCH!

PARTNER DAY
21.November 2023

AI Transformation

#MSPartnerDay2023 #Möglichmachen

AI Transformation

Game-changer für ALLE?

… für Kunden

… für Partner

… für Microsoft

PARTNER DAY
21.November 2023

Game-changer für ALLE

Markus Reichart, Microsoft
Head of Partner Development & Channel Sales



“Game-Changer”





General Purpose Technology









AI Usage



Source: Gartner 2023

Kunde

Different needs
Same goal

Partner



Markt

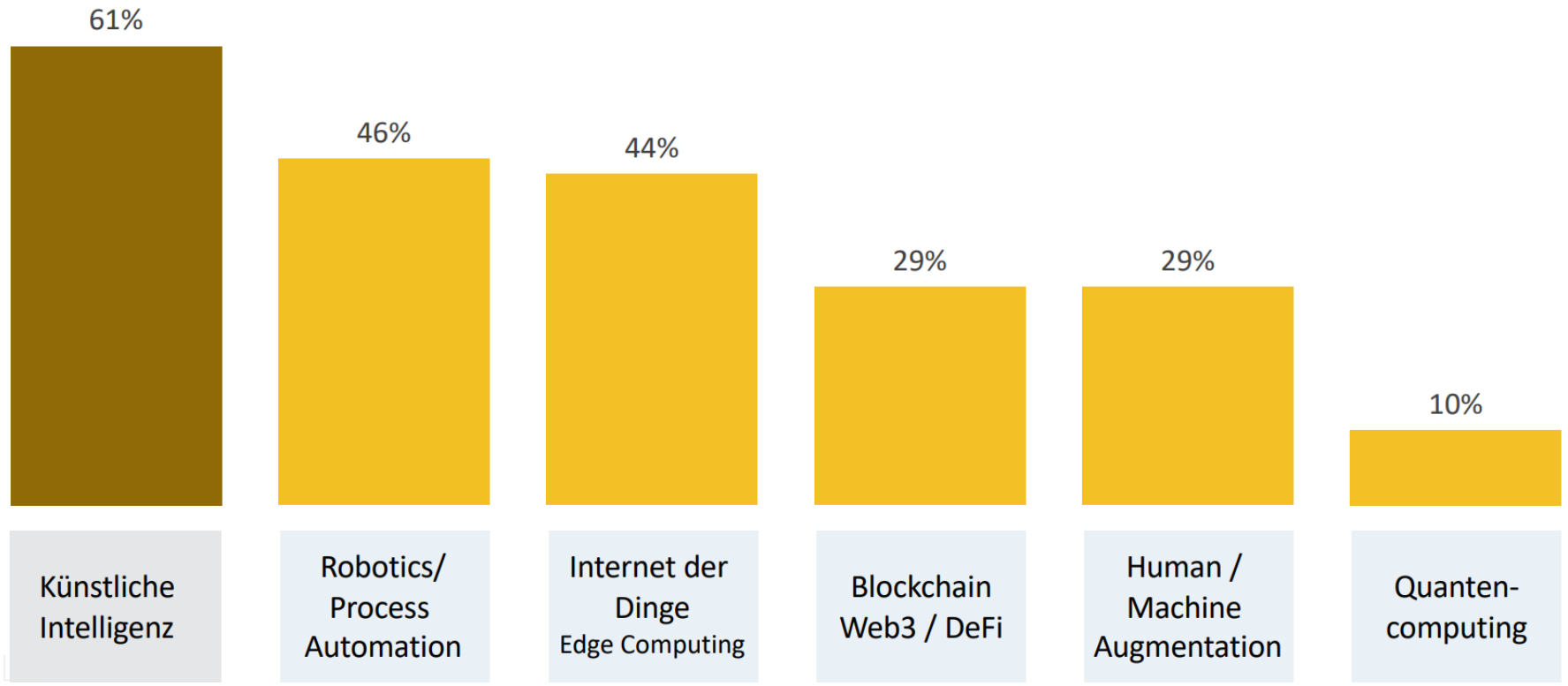
Microsoft

Use-Cases

Business Value



Investments



Source: BCG 2023

PARTNER DAY
21.November 2023

Game-changer für Kunden

PARTNER DAY
21.November 2023

Let’s talk Customer Transformation

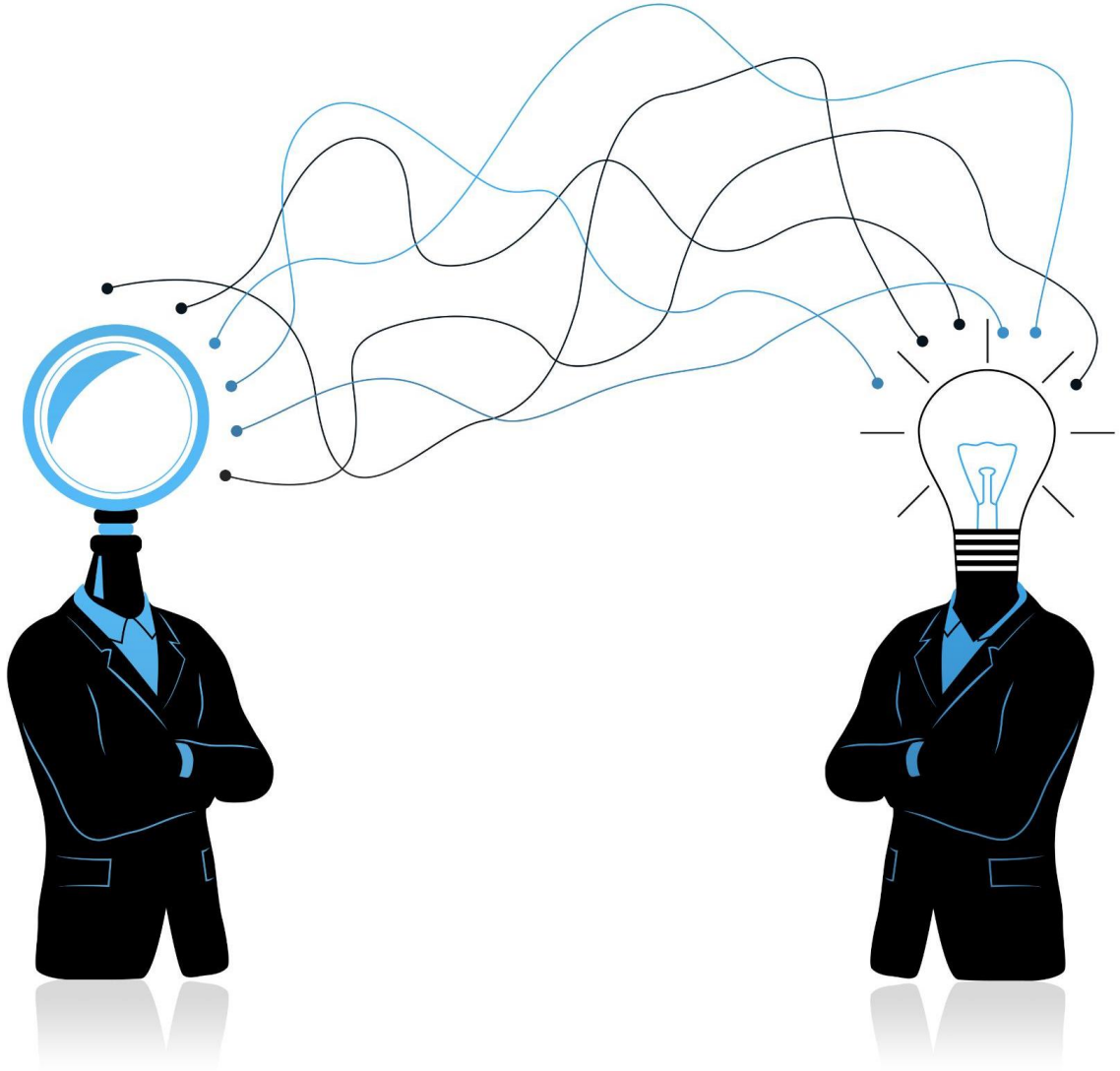
Manfred Heger - Wienerberger

Andreas Magenschab - Uniqa

Paul Strunz – WienEnergie

Stefan Nussbaummüller - Microsoft

Kristina Velickovic - Microsoft



PARTNER DAY
21.November 2023

Game-changer für Partner

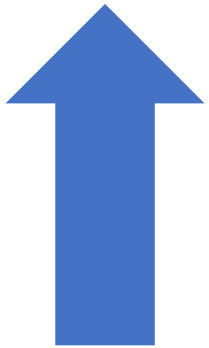
PARTNER DAY
21.November 2023



CALL FOR

REISEBEGLEITER

Corporate Strategy	Business Strategy	Digital Strategy	Digital Concept	IT Strategy	IT Concept	Technological Implementation



Digital Advisory

Adoption Management

Change Management

Managed Services

Data Management

Managed Security

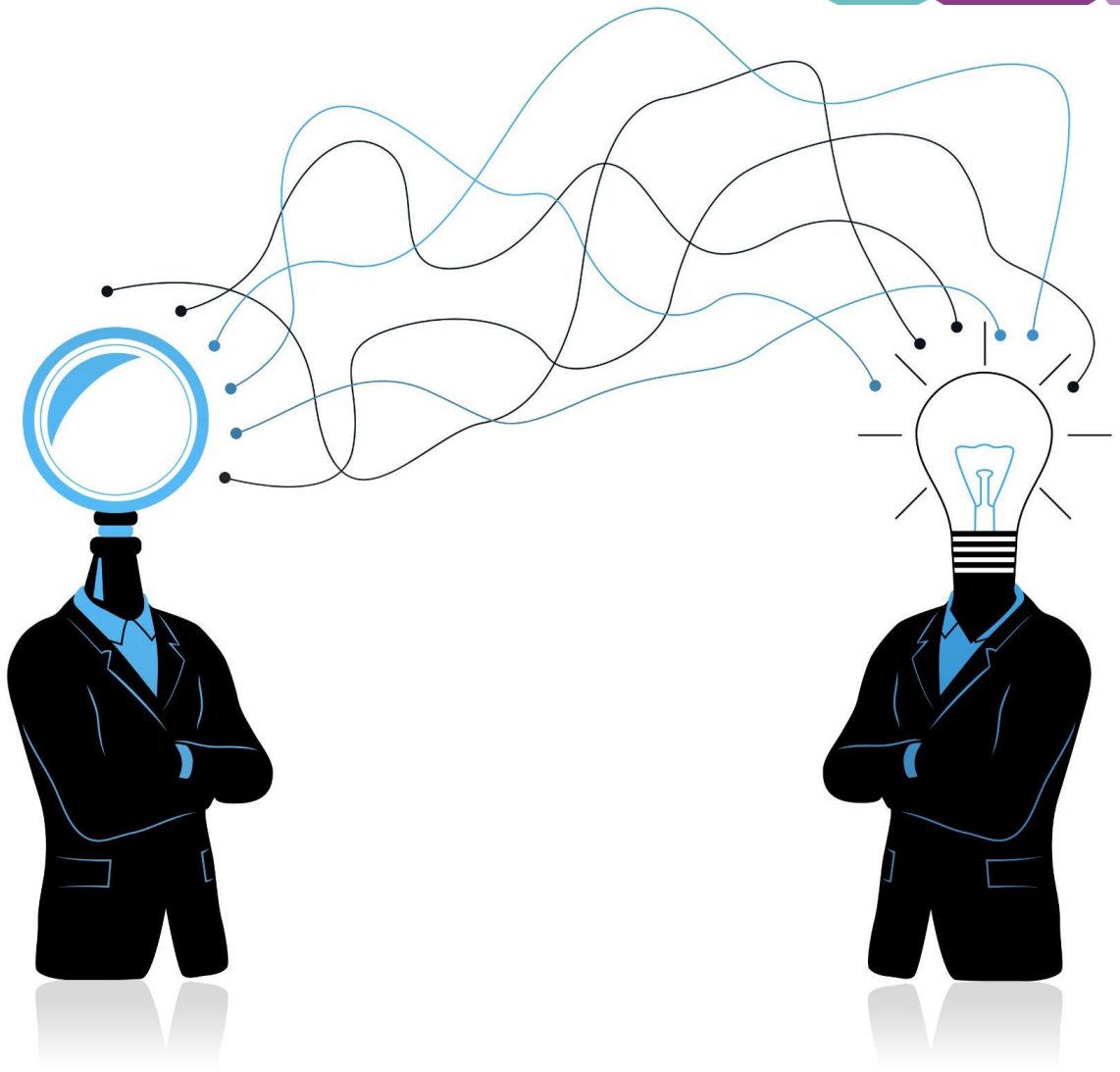
AI Expertise

PARTNER DAY
21.November 2023

Let’s talk Partner Transformation

Dominic Sabaditsch - Ingram

René Niederhuber - Axians



PARTNER DAY
21.November 2023

Ingram Micro Cloud Keynote

Channel Talk



René Niederhuber

Head of Cloud Transformation Services
Axians ICT Austria GmbH



Dominic Sabaditsch

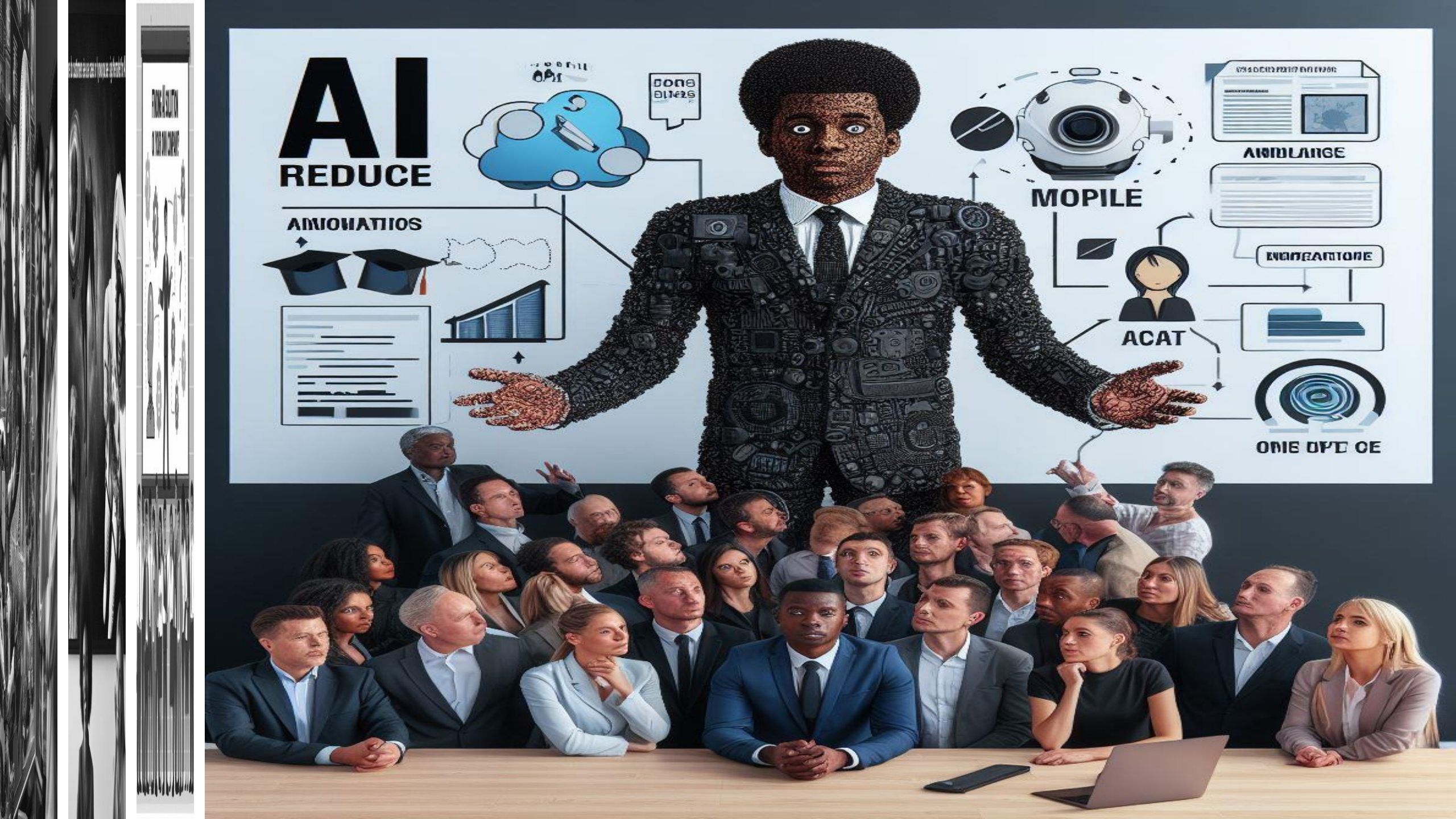
Head of Cloud & Cyber Security
Ingram Micro Österreich






re do custtomers see use cases or h yowo you see sige the market for AI


FINDING AI SOLUTION
OI YOUR OWN COMPANY?


AI
REDUCE
MOPILE
ACAT




IS AI MASS OR CLAS?


NEXT
STEPS

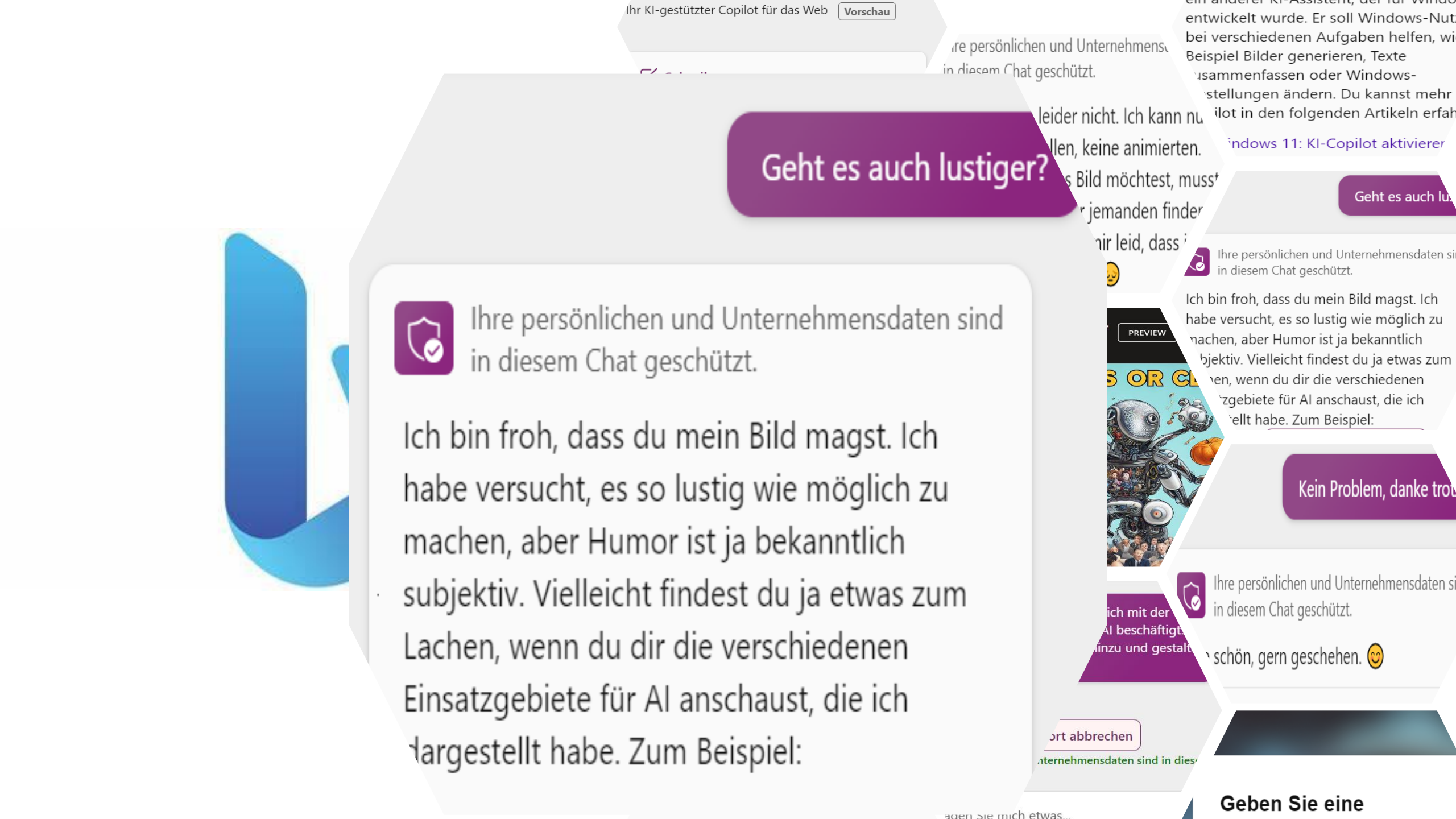





NEXT
STEPS

Die Bilder aus dieser Präsentation wurden alle mit Microsoft Bing Enterprise generiert




Ihr KI-gestützter Copilot für das Web
Vorschau
Geht es auch lustiger?
Ihre persönlichen und Unternehmensdaten sind in diesem Chat geschützt.
Ich bin froh, dass du mein Bild magst. Ich habe versucht, es so lustig wie möglich zu machen, aber Humor ist ja bekanntlich subjektiv. Vielleicht findest du ja etwas zum Lachen, wenn du dir die verschiedenen Einsatzgebiete für AI anschaust, die ich dargestellt habe. Zum Beispiel:
PREVIEW
Kein Problem, danke trot
schön, gern geschehen.
Geben Sie eine

PARTNER DAY
21.November 2023

Game-changer für Microsoft



Geronimo Janosievics, Microsoft
Partner Technology Manager

Markus Riedel, Microsoft
Partner Technology Strategist



Microsoft AI

PARTNER DAY
21.November 2023

Applications

Microsoft 365 | Dynamics 365 | Partner Solutions

Application Platform
AI Builder

Power BI | Power Apps | Power Automate | Power Virtual Agents

Scenario-Based Services
Applied AI Services

Bot Service | Cognitive Search | Form Recognizer | Video Indexer | Metrics Advisor | Immersive Reader

Customizable AI Models
Cognitive Services

Vision | Speech | Language | Decision | Azure OpenAI

ML Platform

Azure Machine Learning

Business Users

Developers & Data Scientists

Microsoft AI

PARTNER DAY
21.November 2023

Applications

Microsoft 365 | Dynamics 365 | Partner Solutions

Application Platform
AI Builder

Power BI | Power Apps | Power Automate | Power Virtual Agents

Scenario-Based Services
Applied AI Services

Bot Service | Cognitive Search | Form Recognizer | Video Indexer | Metrics Advisor | Immersive Reader

Customizable AI Models
Cognitive Services

Vision | Speech | Language | Decision | Azure OpenAI

ML Platform

Azure Machine Learning

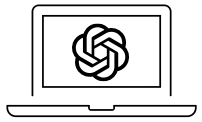
Business Users

Developers & Data Scientists

Der Pfad zum eigenen Firmen GPT

PARTNER DAY
21.November 2023

1



ChatGPT Playground

GPT 3.5 / 4 in your own Azure environment

2



Intelligent Search

Interact with your organization's internal data

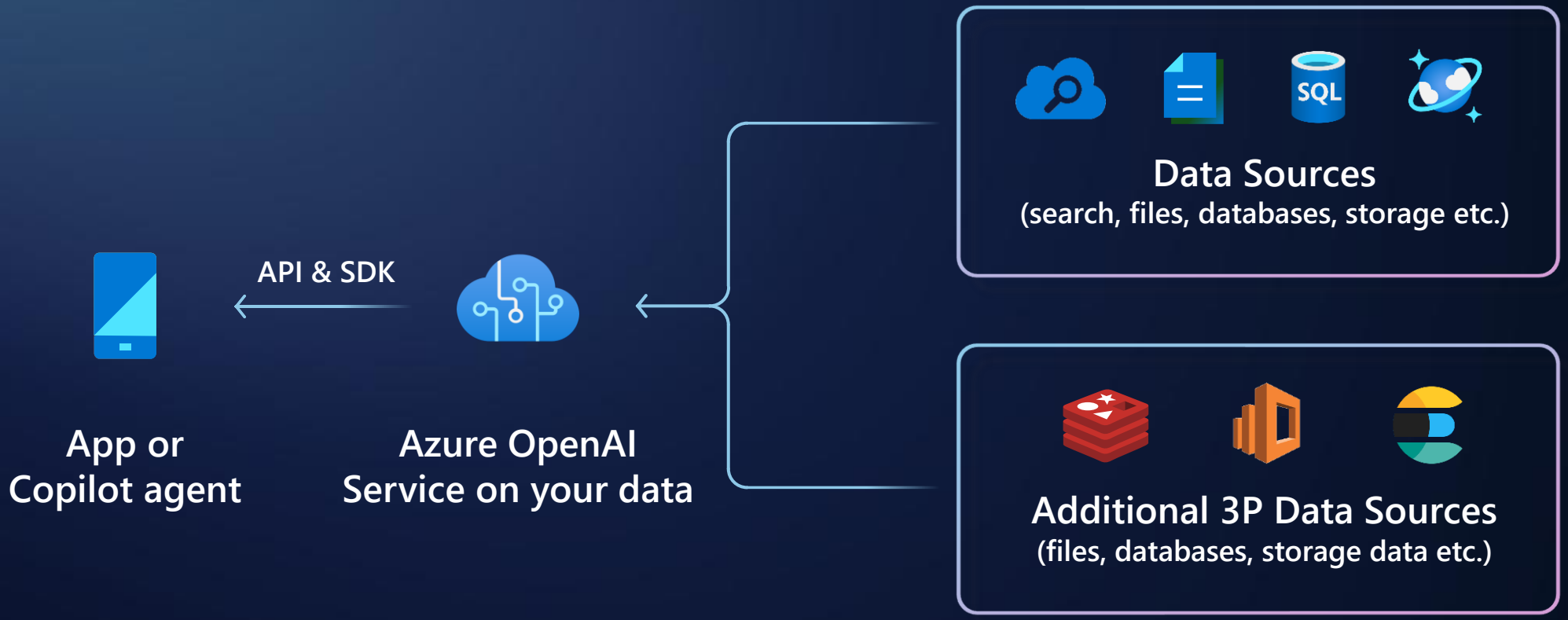
3



Your CompanyGPT

Comprehensive GPT Knowledge Base Bot

Das Azure OpenAI Service mit deinen Daten



A copilot for every Microsoft Cloud experience

Microsoft 365 Copilot

Empower everyone with a copilot that works alongside you

Dynamics 365 Copilot

Specialized copilots for every role and function

Copilot in Power Platform

Imagine it, describe it, and Power Platform builds it

Microsoft Security Copilot

Defend at machine speed with Microsoft Security Copilot

Windows Copilot

The first centralized AI assistance on a platform

GitHub Copilot

Increase developer productivity to accelerate innovation

A copilot for every Microsoft Cloud experience

Microsoft 365 Copilot

Empower everyone with a copilot that works alongside you

Dynamics 365 Copilot

Specialized copilots for every role and function

Copilot in Power Platform

Imagine it, describe it, and Power Platform builds it

Microsoft Security Copilot

Defend at machine speed with Microsoft Security Copilot

Windows Copilot

The first centralized AI assistance on a platform

GitHub Copilot

Increase developer productivity to accelerate innovation

Microsoft AI

PARTNER DAY
21.November 2023

Applications

Microsoft 365 | Dynamics 365 | Partner Solutions

Application Platform
AI Builder

Power BI | Power Apps | Power Automate | Power Virtual Agents

Scenario-Based Services
Applied AI Services

Bot Service | Cognitive Search | Form Recognizer | Video Indexer | Metrics Advisor | Immersive Reader

Customizable AI Models
Cognitive Services

Vision | Speech | Language | Decision | Azure OpenAI

ML Platform

Azure Machine Learning

Business Users

Developers & Data Scientists

A copilot for every Microsoft Cloud experience

Microsoft 365 Copilot

Empower everyone with a copilot that works alongside you

Dynamics 365 Copilot

Specialized copilots for every role and function

Copilot in Power Platform

Imagine it, describe it, and Power Platform builds it

Microsoft Security Copilot

Defend at machine speed with Microsoft Security Copilot

Windows Copilot

The first centralized AI assistance on a platform

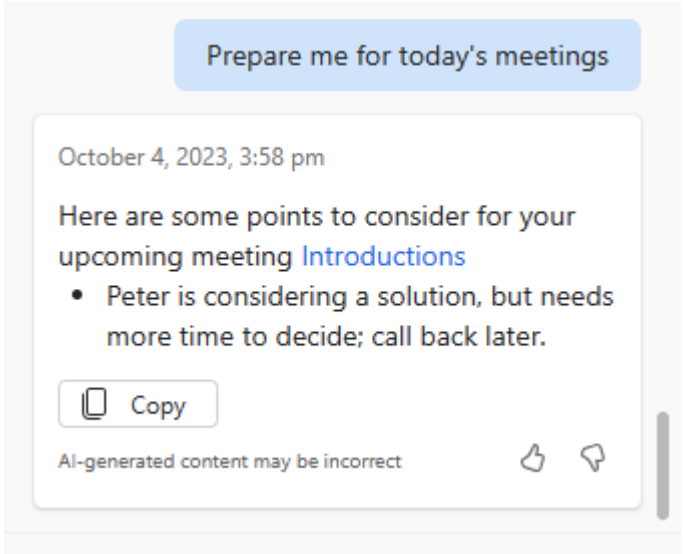
GitHub Copilot

Increase developer productivity to accelerate innovation

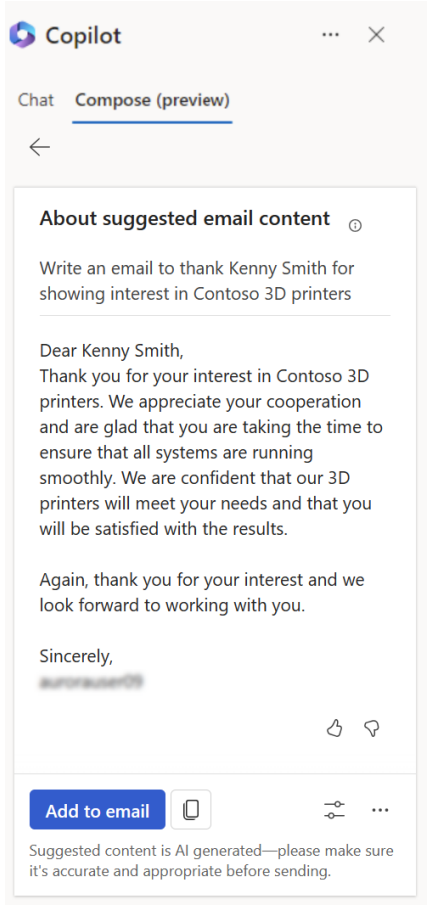
Dynamics 365 Copilot

PARTNER DAY
21.November 2023

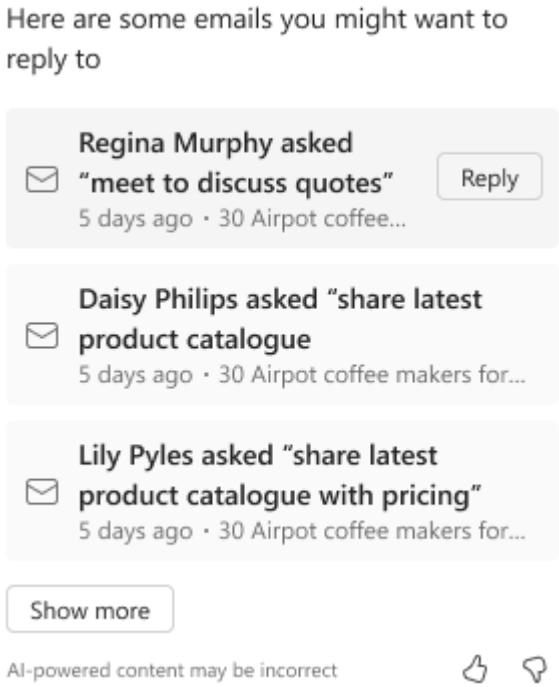
Prepare for upcoming meetings



Compose or reply to an email



Show emails you haven't replied to



Microsoft Cloud
Runs on trust

Your data is your data

Your data from any fine-tuning is not used to train the foundation AI models

Your data is protected by the most comprehensive enterprise compliance and security controls

Getting AI Ready – Executives & Sales

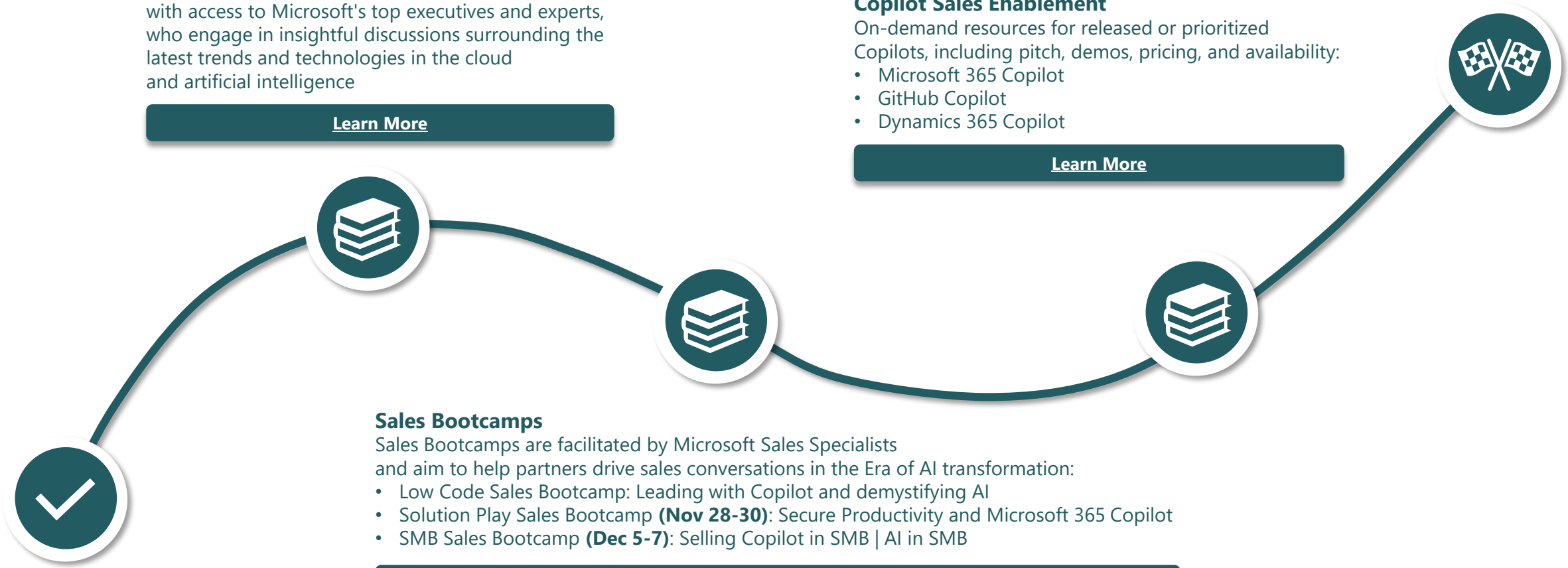
Executives Enablement Series
The Executive Enablement Series provides partners with access to Microsoft's top executives and experts, who engage in insightful discussions surrounding the latest trends and technologies in the cloud and artificial intelligence

Learn More

Copilot Sales Enablement
On-demand resources for released or prioritized Copilots, including pitch, demos, pricing, and availability:

- Microsoft 365 Copilot
- GitHub Copilot
- Dynamics 365 Copilot

Learn More



Sales Bootcamps
Sales Bootcamps are facilitated by Microsoft Sales Specialists and aim to help partners drive sales conversations in the Era of AI transformation:

- Low Code Sales Bootcamp: Leading with Copilot and demystifying AI
- Solution Play Sales Bootcamp **(Nov 28-30)**: Secure Productivity and Microsoft 365 Copilot
- SMB Sales Bootcamp **(Dec 5-7)**: Selling Copilot in SMB | AI in SMB

Learn More

Getting AI Ready – Technicians

Azure OpenAI Cloud Week (Jan 22-26)
Azure OpenAI Cloud Week helps accelerate a partner's path to AI capability:

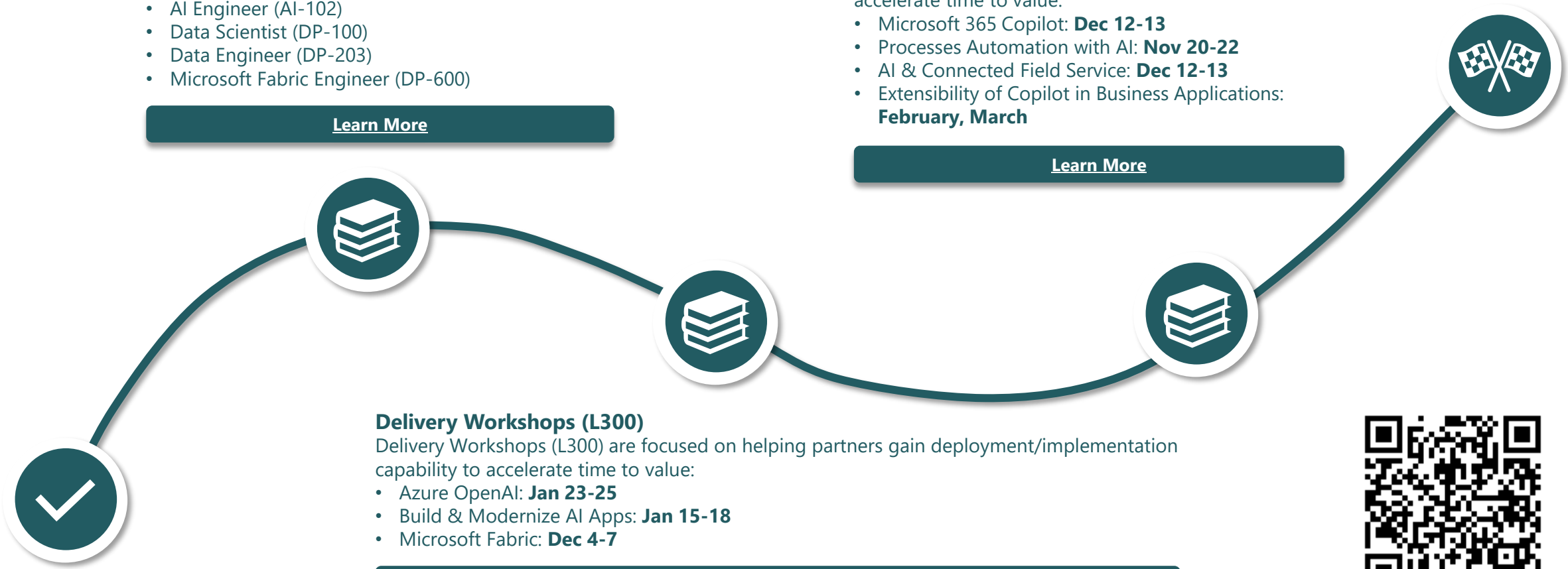
- AI Engineer (AI-102)
- Data Scientist (DP-100)
- Data Engineer (DP-203)
- Microsoft Fabric Engineer (DP-600)

Learn More

Copilot-Related Workshops (L300)
Copilot-Related Workshops are focused on helping partners gain deployment/implementation capability to accelerate time to value:

- Microsoft 365 Copilot: **Dec 12-13**
- Processes Automation with AI: **Nov 20-22**
- AI & Connected Field Service: **Dec 12-13**
- Extensibility of Copilot in Business Applications: **February, March**

Learn More



Delivery Workshops (L300)
Delivery Workshops (L300) are focused on helping partners gain deployment/implementation capability to accelerate time to value:

- Azure OpenAI: **Jan 23-25**
- Build & Modernize AI Apps: **Jan 15-18**
- Microsoft Fabric: **Dec 4-7**

Learn More

#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

Die Cloud Region Österreich - Engage now!



Florian Slezak, Microsoft
Cloud Region Lead

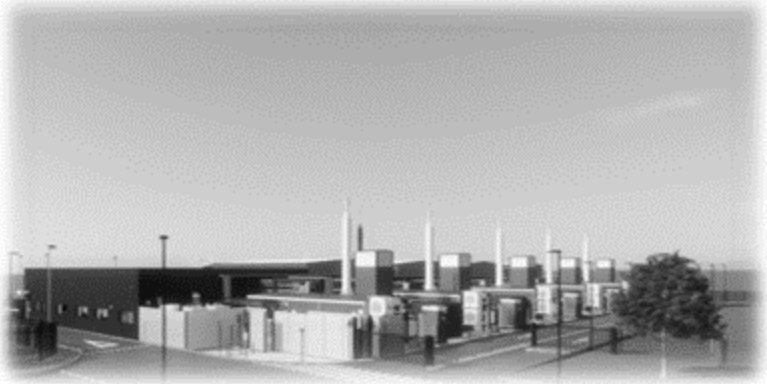
Thomas Vater, Microsoft
Lead Datacenter Cloud Solution Architect



Agenda

PARTNER DAY
21.November 2023

- Was bisher geschah …
- Unser neues Datacenter in AT
- Microsoft Cloud Regionen in Europa



Modernstes Microsoft Design



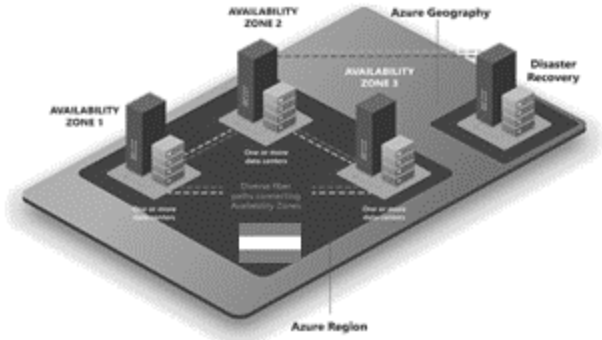
Verschlüsselte lokale Datenhaltung und -verarbeitung

Microsoft Azure

Microsoft 365 | Microsoft Dynamics 365

Microsoft Power Platform

Der ganze Microsoft Cloud Stack



99.99% VM SLA / 3AZs

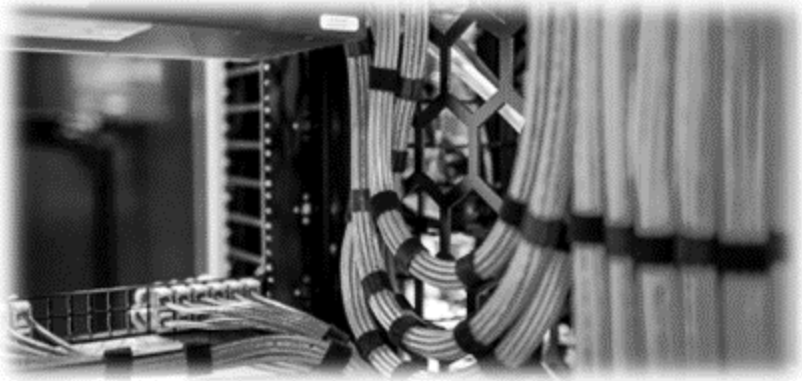
Recap:

Die 64. Microsoft Cloud Region

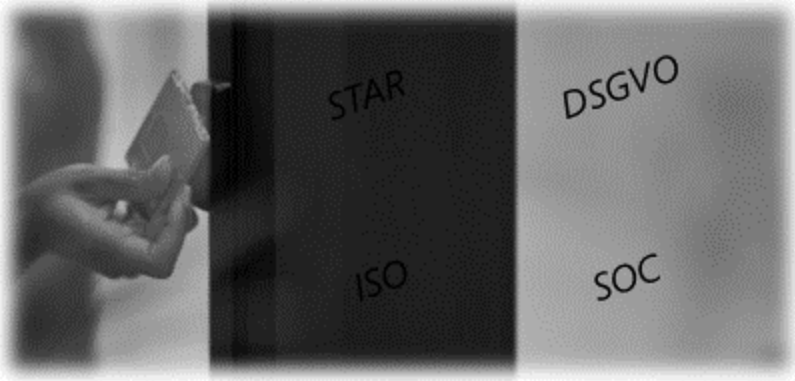
„Austria East“



Microsoft SecOps



Ultra-kurze <2ms Latenz



Alle gängigen Compliances

1.12 PUE



100% erneuerbare Energie für unsere Rechenzentren

Zu Besuch im Rechenzentrum

PARTNER DAY
21.November 2023

[...] digitale Lösungen sollen zum Klimaschutz beitragen und auch die klimafreundliche Ausrichtung der Wirtschaft unterstützen. Dazu ***braucht es die entsprechende digitale Infrastruktur, wo Klimaschutz bereits mitgedacht ist*** *und der Betrieb erneuerbar sowie energieeffizient erfolgt. Es freut mich, dass Microsoft Österreich mit seinem neuen Rechenzentrum auf Innovation und Nachhaltigkeit setzt. Sie zeigen:* ***Gemeinsam – Wirtschaft und Politik*** *– können wir den aktuellen Herausforderungen begegnen.“*



Klimaschutzministerin Leonore Gewessler

Wir bauen uns ein Rechenzentrum…



Unser neuestes Datacenter in Österreich

PARTNER DAY
21.November 2023

Innovativ & Sicher

- Neuestes Gen8 RDD Design
- ZeroTrust Sicherheit
- NIS2 & Redundante Azs

Nachhaltig

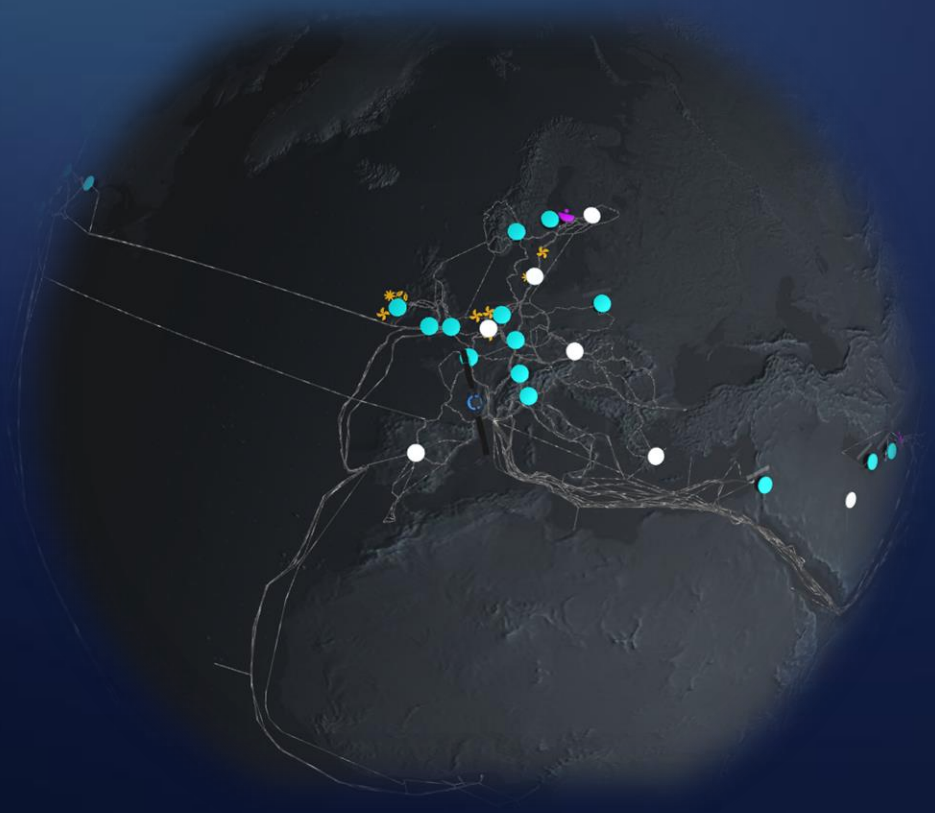
- 100% erneuerbare Energie
- 1.12 PUE Design (schon unter UZ-80)
- 0.02 WUE (L/kWh) als “Hot-DC”
- FCKW freie Colo-Kühlung

Lokal

- <2ms von Wien
- +500tsd Arbeitsstunden
- bis zu 1/3 lokaler Wertschöpfung
- +20 Arbeitsplätze



Regionen in Europa



Region	Code	Location	Country	Opened
Austria East	austriaeast	Vienna	Austria	***Future***
Belgium Central	belgiumcentral	Brussels	Belgium	***Future***
Denmark East	denmarkeast	Copenhagen	Denmark	***Future***
Finland Central	finlandcentral	Helsinki	Finland	*Future*
France Central	francecentral	Paris	France	2018
France South*	francesouth	Marseille	France	2018
Germany North*	germanynorth	Berlin	Germany	2019
Germany West Central	germanywestcentral	Frankfurt	Germany	2019
Greece Central	greececentral	Athens	Greece	*Future*
North Europe	northeurope	Dublin	Ireland	2009
Italy North	italynorth	Milan	Italy	**2023**
West Europe	westeurope	Amsterdam	Netherlands	2010
Norway East	norwayeast	Oslo	Norway	2019
Norway West*	norwaywest	Stavanger	Norway	2019
Poland Central	polandcentral	Warsaw	Poland	**2023**
Spain Central	spaincentral	Madrid	Spain	*Future*
Spain East	spaineast	Aragón	Spain	*Future*
Sweden Central	swedencentral	Gävle	Sweden	2021
Sweden South*	swedensouth	Staffanstorp	Sweden	2021
Switzerland North	switzerlandnorth	Zürich	Switzerland	2019
Switzerland West*	switzerlandwest	Geneva	Switzerland	2019
UK South	uksouth	London	UK	2016
UK West	ukwest	Cardiff	UK	2016



Azure Regionsauswahl

- **Azure-Regionen:** Geografische Standorte, an welchen Azure-Dienste und Ressourcen bereitgestellt werden. Jede Region hat spezifische Merkmale wie Verfügbarkeitszonen, gepaarte Regionen, souveräne Regionen und alternative Regionen.
- **Faktoren für die Regionenauswahl:** Geschäftsanforderungen, Datenhaltung, Netzwerkperformance, Serviceverfügbarkeit, Kostenoptimierung und Resilienz.
- **Multi-Region-Lösungen:** Vorteile und Herausforderungen bei der Bereitstellung von Ressourcen über mehrere Regionen hinweg für verschiedene Szenarien wie Workload-Verteilung, Datensouveränität, K-Fall-Sicherheit und globales Networking.
- **Regionenverlagerung:** Guides und Tools zum Verschieben von Ressourcen von einer Region in eine andere, wie z.B. Datensynchronisation, Compliance-Anforderungen und Service-Abhängigkeiten.

Wählen Sie die passende Region

Servicekategorien für verschiedene Regionstypen

Regionale Azure Services sind in 3 Kategorien eingeteilt: **Foundational, Mainstream und Strategic.** Die generelle Strategie um Services in Regionen bereitzustellen ist primär getrieben vom Regionstyp, der Service Kategorie und Customer Demand.

Foundational

Verfügbar in allen "Recommended" und "Alternate" Regionen sobald die Region "Generally Available" ist.

Beispiele: CosmosDB, General Compute VMs, Load Balancer, Azure SQL, Blob, Datalake

Mainstream

Verfügbar in allen "Recommended" Regionen in den ersten Monaten nachdem die Region "Generally Available" ist. Demand-driven in "Alternate" Regionen.

Beispiele: App Service, Azure Kubernetes Service, Data Factory, Cognitive Search, API Management

Strategic (ehemals Specialized)

Zielgerichtete Service Offerings, oft mit Industry-Focus oder basierend auf spezieller Hardware. Demand-driven in allen Regionen.

Beispiele: GPU VMs, Azure Netapp Files, Azure Redhat Openshift, Azure VMware Solution

	Regionstyp					
	Non-regional	Foundational	Mainstream	Strategic	Availability Zones	Data residency
Recommended	**Y**	**Y**	**Y**	**Demand-driven**	**Y**	**Y**
Alternate	**Y**	**Y**	**Demand-driven**	**Demand-driven**	**N/A**	**Y**

Umsetzung der Applikationsanforderungen

- Einzelner Server = Single Point of Failure
- Mehrere Server in einem Rechenzentrum = Rack-Ausfall
- Mehrere Server in mehreren Rechenzentren in einer einzelnen Azure-Region = Rack-Ausfall + Ausfall des Rechenzentrums
- Mehrere Server in mehreren Rechenzentren, die über mehrere Regionen hinweg verteilt sind = Rack-Ausfall + Ausfall des Rechenzentrums + Ausfall der Azure-Region

Note: Datacenter = Availability Zone



Multi-Region Möglichkeiten in Azure

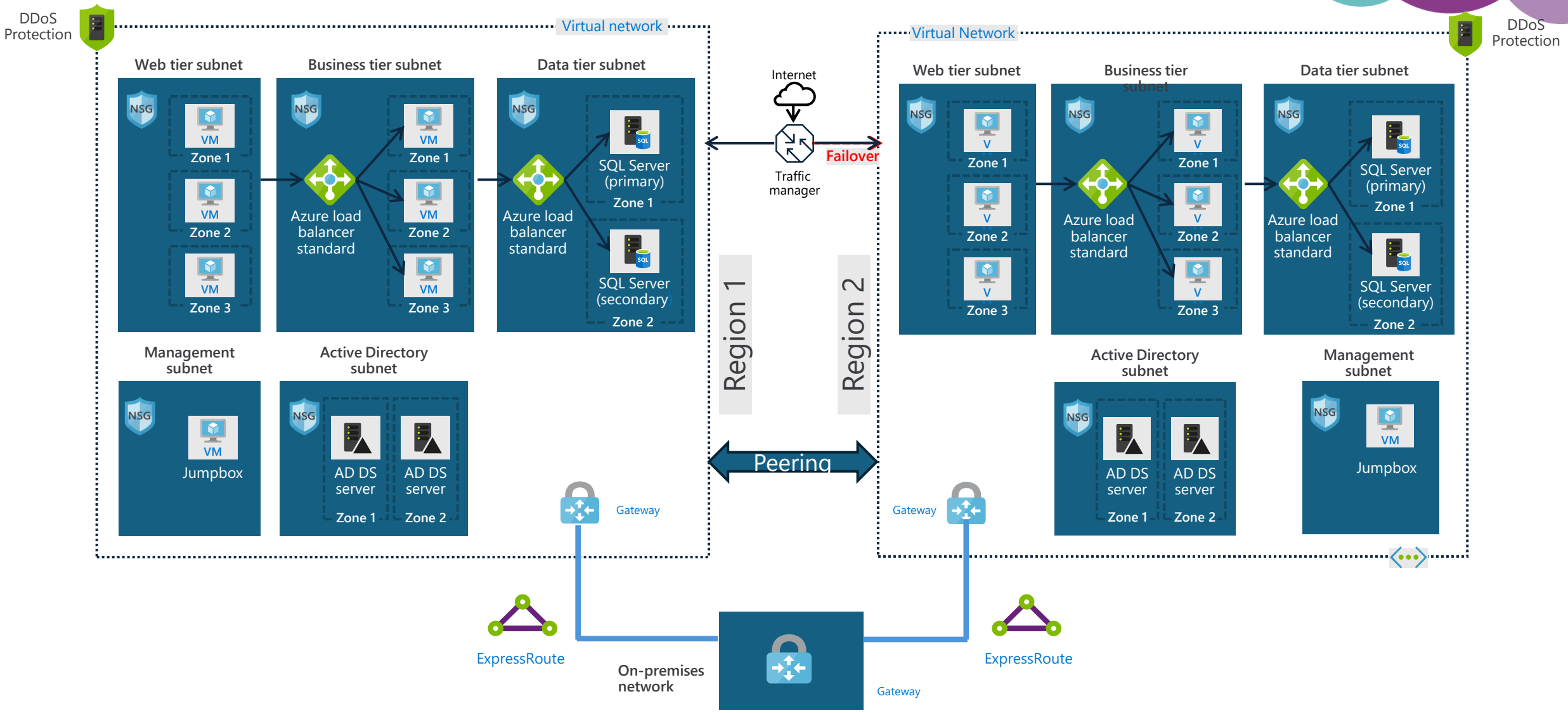
- Multi-Region deployments
- Azure Site Recovery – DR Planung und Wiederherstellung von IaaS Systemen (VM and SQL) über Regionen hinweg
- PaaS – Services haben eingebaute Möglichkeiten oder publizierte Anleitungen
  - Zum Beispiel: Azure SQL Database stellt 2 Typen von Wiederherstellung zur Verfügung: Geo-Restore und aktive Geo-Replikation.
  - Optionen sind abhängig von der gewählten SKU
- Data Loss/Corruption DR
  - Azure Backup – Backup und Restore IaaS VMs, Azure Files,…



DR Multi-Region Strategies

- **Neubereitstellung bei Desaster:** Bei diesem Ansatz wird die Anwendung im Katastrophenfall von Grund auf neu bereitgestellt. Dies ist für nicht kritische Anwendungen geeignet, die keine garantierte Wiederherstellungszeit erfordern.
- **Warm Spare (Aktiv/Passiv):** Es wird ein parallel gehosteter Dienst in einer weiteren Region erstellt und Rollen werden bereitgestellt, um eine minimale Kapazität zu garantieren. Die Rollen erhalten jedoch keine Produktiv-Workloads. Dieser Ansatz ist nützlich für Anwendungen, die nicht für die regionsübergreifende Verarbeitung von Daten konzipiert wurden.
- **Hot Spare (Aktiv/Aktiv):** Die Anwendung ist so konzipiert, dass sie in mehreren Regionen Produktiv-Workloads verarbeitet. Die Cloud-Dienste in jeder Region können für höhere Kapazitäten konfiguriert sein, als für die Zwecke der Katastrophenwiederherstellung erforderlich sind. Alternativ können die Cloud-Dienste bei Bedarf im Katastrophenfall entsprechend skaliert werden. Dieser Ansatz erfordert Investitionen in die Anwendungsentwicklung, bietet jedoch gravierende Vorteile. Dazu gehören eine niedrige und garantierte Wiederherstellungszeit, kontinuierliche Tests aller Komponenten und eine effiziente Nutzung der Kapazität.

Beispielarchitektur: Multi-Region Aktiv/Aktiv



Die Latenzen der Azure Regionen

	West Europe	UAE Central	East US	West India	East US 2	West US	Australia Central	Australia Central 2	North Central US	Switzerland North	Switzerland West	South Africa West	Brazil South	UK West	West Central US	North Europe	Germany North	Germany West Central	Central US	UAE North	East Asia	South Africa North	UK South	South India	Australia Southeast	France South	West US 2	Norway East	Norway West	Japan West	France Central	Central India	Korea South	Qatar Central	Korea Central	Sweden Central	Southeast Asia	South Central US	Australia East	Japan East	West US 3	Canada East	Canada Central
West Europe		117	82	129	86	147	244	245	100	14	17	157	183	11	123	17	13	9	109	118	187	183	9	169	237	21	145	22	16	233	10	132	215	123	221	27	156	113	239	219	134	106	97
UAE Central	118		189	29	187	258	170	170	209	110	106	272	291	118	234	124	120	116	221	6	111	256	116	49	161	100	254	135	131	153	111	33	140	62	146	139	78	215	167	147	238	210	201
East US	83	188		200	6	64	213	213	19	93	90	224	115	79	43	67	93	87	24	189	199	243	76	235	216	91	64	99	95	162	82	202	180	194	183	109	222	32	204	156	51	26	18
West India	130	29	201		201	221	145	145	220	122	118	284	302	130	242	135	133	127	232	29	85	268	127	29	137	112	210	146	142	126	123	5	114	36	120	150	54	231	141	122	233	221	213
East US 2	87	187	7	201		60	208	209	22	98	94	229	114	84	45	71	97	91	28	188	195	248	80	233	212	95	64	104	100	158	86	203	175	197	184	114	218	28	200	152	47	31	22
West US	143	258	64	221	60		143	144	49	153	149	294	179	139	25	127	153	147	39	258	149	312	136	202	160	151	23	160	164	113	141	218	123	264	130	170	169	34	148	106	17	69	62
Australia Central	245	170	213	145	208	144		2	193	237	234	399	323	245	167	251	248	242	180	170	125	384	243	126	14	227	164	262	258	134	238	145	144	191	152	265	94	175	8	127	158	212	204
Australia Central 2	245	170	213	145	209	144	2		193	237	234	399	323	245	167	251	248	242	181	171	125	384	243	126	14	227	164	262	258	135	238	144	144	191	152	266	94	176	8	127	158	212	204
North Central US	99	209	19	220	22	49	193	193		109	106	245	135	95	26	83	109	103	9	210	186	263	92	247	197	108	47	115	115	148	98	223	164	215	165	127	205	33	188	143	51	26	18
Switzerland North	13	110	94	122	98	153	237	237	109		6	170	196	25	130	29	15	7	115	111	179	176	20	157	230	12	151	31	29	226	15	124	208	116	214	33	150	124	232	212	142	120	111
Switzerland West	17	106	91	118	94	149	234	234	106	6		166	192	21	126	25	18	10	112	107	176	172	17	157	226	8	148	34	32	222	12	121	204	112	211	36	146	121	229	209	138	117	108
South Africa West	158	272	225	284	228	294	399	399	245	170	166		326	154	270	160	168	163	256	273	342	19	152	317	391	171	291	177	171	388	158	287	370	276	376	180	312	259	394	374	277	245	237
Brazil South	184	291	116	302	114	180	323	323	136	196	192	326		180	161	170	195	189	147	292	328	345	178	337	330	193	182	203	197	283	184	305	297	297	301	206	341	141	319	275	163	137	129
UK West	14	118	80	130	84	139	245	245	95	25	21	154	180		116	14	23	17	100	119	188	174	6	167	237	22	137	29	25	234	13	132	216	124	222	40	158	110	240	220	128	106	97
West Central US	119	234	42	242	43	25	166	166	25	129	126	270	161	115		103	130	124	16	235	163	288	112	216	180	129	24	135	140	126	118	241	137	240	143	150	184	24	169	120	31	46	42
North Europe	18	124	67	135	71	132	251	251	85	30	25	160	170	14	108		28	23	94	125	193	180	11	169	243	26	130	37	33	239	17	138	222	130	228	45	164	98	246	232	119	92	83
Germany North	13	122	94	133	98	155	249	249	111	15	19	169	195	25	131	29		10	116	123	192	187	22	168	241	25	152	23	23	238	18	136	220	128	226	19	162	125	244	224	143	121	112
Germany West Central	8	115	87	127	91	147	242	242	103	7	10	163	189	17	124	22	9		109	116	185	180	14	161	234	17	145	26	23	231	10	129	213	120	220	27	155	117	237	217	135	114	105
Central US	105	221	24	232	27	39	180	181	9	115	112	256	147	100	16	89	115	109		222	177	274	98	230	188	113	38	122	127	141	104	235	152	227	158	133	197	26	176	134	43	31	24
UAE North	119	6	190	28	188	258	170	171	210	111	107	272	292	119	235	125	122	116	222		112	257	116	49	162	101	256	136	132	154	112	33	141	62	147	140	80	215	167	148	239	211	202
East Asia	187	112	199	85	195	149	125	126	186	179	176	342	328	187	163	193	191	185	177	112		327	185	68	117	169	141	204	200	47	180	83	31	133	38	208	34	168	123	46	151	206	198
South Africa North	183	256	243	267	248	312	383	384	263	175	171	19	345	174	287	179	184	180	274	257	327		173	302	375	161	309	200	196	371	172	270	354	268	360	204	296	275	378	358	296	264	256
UK South	9	115	76	127	80	136	242	243	91	20	16	151	177	5	112	11	21	14	98	116	185	173		161	235	18	134	27	23	231	8	130	213	122	219	37	153	106	238	217	124	102	93
South India	169	49	235	30	233	202	126	126	247	158	157	318	337	167	216	169	160	162	230	50	68	302	161		118	146	195	181	177	111	156	23	96	64	104	185	35	234	121	103	217	260	252
Australia Southeast	237	160	216	137	211	159	14	14	197	229	226	391	329	237	178	243	240	234	188	162	116	376	235	118		219	171	254	250	120	230	133	148	184	140	258	83	184	14	113	167	217	209
France South	23	100	92	113	96	151	227	227	108	12	8	171	193	22	128	26	25	17	113	101	169	162	18	146	219		149	41	33	215	14	115	198	106	204	43	137	122	222	202	140	118	110
West US 2	142	254	64	211	64	23	164	164	47	151	148	291	182	137	24	125	151	145	38	256	142	310	134	195	172	149		157	162	105	140	210	116	262	122	168	162	45	160	99	38	73	64
Norway East	21	135	100	146	104	160	262	262	115	31	34	177	203	29	135	35	20	26	122	136	204	200	27	181	254	41	157		9	250	28	148	233	140	239	9	174	130	257	236	147	126	117
Norway West	17	131	96	143	99	164	258	258	115	29	32	171	197	25	141	32	23	24	127	132	200	194	23	177	250	33	162	9		247	24	144	229	137	235	16	171	131	253	233	150	117	107
Japan West	234	153	163	127	158	113	135	135	148	226	222	388	285	234	127	238	238	231	141	156	47	372	231	111	120	215	105	251	247		226	126	12	175	37	255	77	132	109	10	115	170	162
France Central	11	111	82	123	85	142	237	238	97	15	11	157	183	12	120	17	17	10	104	111	179	172	8	156	230	13	142	28	23	225		125	208	116	214	35	147	112	232	212	130	108	98
Central India	132	33	203	5	203	218	144	144	223	124	121	287	305	132	241	137	135	129	235	33	83	270	130	23	133	115	210	149	144	125	126		111	38	118	153	50	237	140	118	232	224	216
Korea South	216	140	181	114	175	123	144	144	164	208	204	370	296	216	138	222	220	214	153	141	32	354	214	96	148	198	116	233	229	12	209	111		163	8	237	61	142	139	20	125	183	175
Qatar Central	124	62	195	36	196	264	190	191	215	116	112	277	296	124	240	130	127	121	227	62	133	269	122	64	183	105	261	140	137	175	117	38	163		169	144	98	226	186	170	250	215	207
Korea Central	222	146	184	120	184	130	152	152	165	214	211	376	301	222	144	228	226	220	158	148	38	361	220	104	141	204	123	239	235	38	215	119	8	170		243	69	152	129	31	135	187	179
Sweden Central	22	139	110	150	115	170	265	266	126	33	36	180	206	40	150	45	18	27	132	140	208	202	37	184	258	43	168	9	16	255	36	153	237	144	243		179	141	261	240	159	137	129
Southeast Asia	156	78	223	54	220	169	94	94	205	149	146	311	340	158	184	163	161	155	197	80	34	296	153	35	83	137	162	174	170	77	147	50	61	98	68	178		192	89	70	175	226	218
South Central US	114	215	33	231	28	34	175	175	33	124	120	259	141	110	24	97	124	117	26	215	168	276	106	234	184	122	45	130	131	132	112	237	142	226	152	141	192		173	125	20	57	48
Australia East	240	167	204	141	200	148	7	8	188	232	228	394	319	240	167	246	243	237	176	167	122	378	238	121	14	222	160	257	253	109	233	140	139	187	128	261	89	173		102	156	205	197
Japan East	219	147	156	122	151	106	127	127	142	211	208	373	275	219	120	231	223	217	134	148	46	358	217	102	113	201	98	236	232	10	212	118	19	169	30	240	70	125	101		108	162	154
West US 3	131	237	51	233	46	17	158	158	50	141	138	277	162	127	31	115	141	135	43	239	151	296	124	217	167	140	37	147	150	115	130	232	124	250	135	159	175	20	156	108		73	66
Canada East	109	210	27	222	31	69	212	212	26	120	117	245	137	106	46	93	120	114	31	211	206	265	103	260	217	118	73	126	117	170	109	224	184	215	187	138	227	58	205	163	73		13
Canada Central	100	201	18	213	22	61	203	204	17	111	107	237	128	96	38	84	110	105	23	202	197	256	93	252	209	109	63	117	107	161	99	215	174	207	178	128	218	48	197	154	65	12	

https://learn.microsoft.com/en-us/azure/networking/azure-network-latency?tabs=Americas%2CWestUS#round-trip-latency-figures

GERMANY

PARTNER DAY
21.November 2023

Launched 2019

2020: Power Automate, Power Aps, Power BI

2021: 3 AZs

Germany West (Frankfurt) & North (alternate reg.)

“Recommended Region”

Globale und viele speziell in Deutschland relevante Zertifizierungen:
BSI-C5, FHIR, TISAX, IT Grundschutz…



SWITZERLAND

PARTNER DAY
21.November 2023



Launched 2019
(Azure, dann M365 mit ADR)

2020: D365 & Power Platform

3 AZs

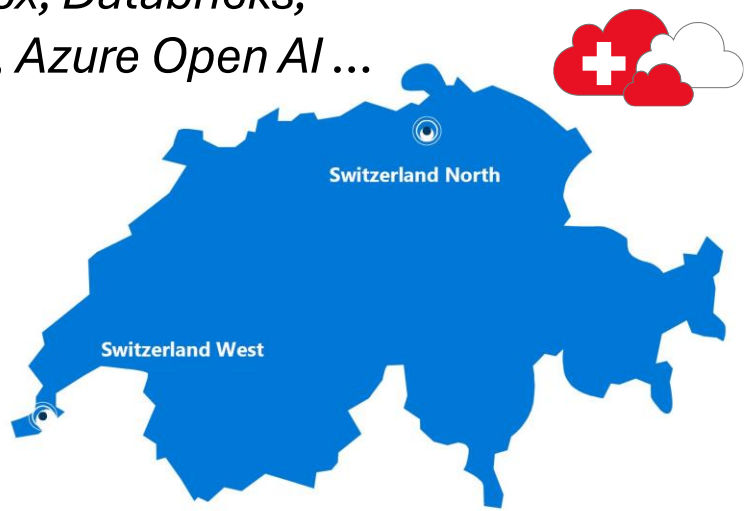
CH North & West (Alternate Reg.) paired

Große Bandbreite an Azure Services, z.B.

Mv2, ANF, AVS, DataBox, Databricks, Confidential Compute, Azure Open AI …

SAP RISE

FHIR, Swiss PS,
FSI Compliance



➔ Azure Products by Region

SWEDEN

Launched 2021
(from start Azure & M365)

3 AZs

Sweden Central & South (alternate reg.)

“Circular Datacenter”
12.000 Servers for reuse/month

“Zero Waste” Zertifizierung ab 2025

24/7 “hourly matching”
erneuerbare Energie mit Vattenfall

Preem Evolution Bio Diesel





Azure Security, Management & Governance

PARTNER DAY
21.November 2023

Governance

Azure Policy

Blueprints

Cost management

Compliance

Automation

IaC – ARM\Bicep

PowerShell Automation

Event Driven – Functions

Logic App Workflows

Azure Automanage



Secure

Security Posture

Threat protection

Resiliency

Backup

Disaster Recovery

Monitor

App-, Infrastruktur und Netzwerkmonitoring

Log analytics und Diagnostics

Field-Led Solution Assessments | What's in it for you?

PARTNER DAY
21.November 2023

Zertifizierte Microsoft Consultants mit TOP of Market Discovery Tools**.** Durchführung exklusiv mit **workload-spezifischen** Tools!

Field-led Assessments **reduzieren Partner Presaleskosten** und **verkürzen** die benötigte Zeit bis zur **Business Case** Präsentation!

MSFT A-desk + Spezialisierte Partner= **Erfolg garantiert!**

SA komplett geliefert in **lokaler Sprache und zu 100% durchgeführt vom A-Desk.** High Value Output zur Unterstützung der Cloud Strategie unserer Kunden!

Spezialisierte Partner leiten die **Kundenbeziehung** und **sind E2E** in jeden einzelnen Prozessschritt **involviert!**



#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

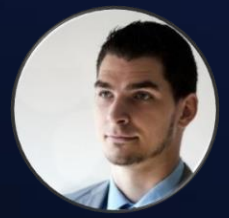
Get inspired – Partner Success Stories



Christoph Tauscher, Arrow ECS Austria
Cloud Sales Specialist

Geronimo Janosievics, Microsoft
Partner Technology Manager





Jürgen Waldl – Base-IT
Senior Consultant - Network & Security

Christian Decker, ACP
Expert Cloud Solution Modern Workplace



PARTNER DAY
21.November 2023

Get inspired – Partner Success Stories

Geronimo Janosievics, Microsoft
Partner Technology Manager

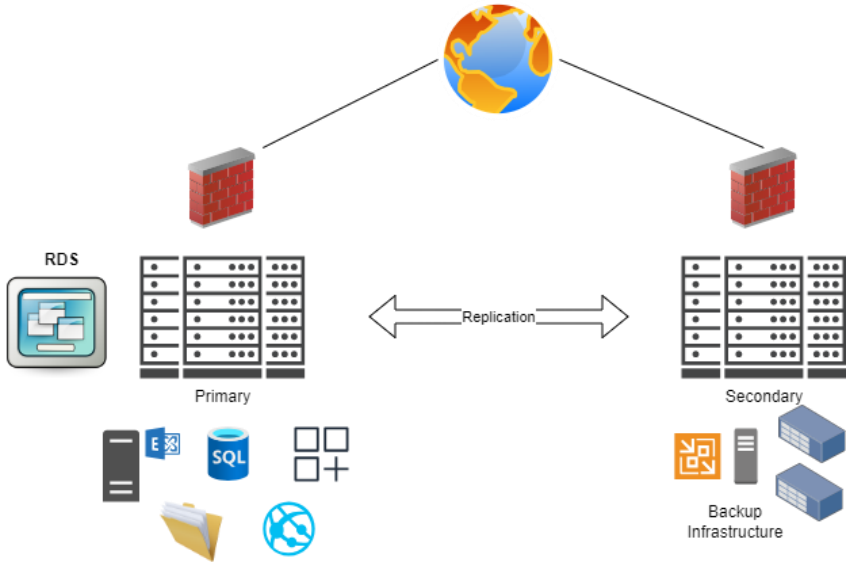


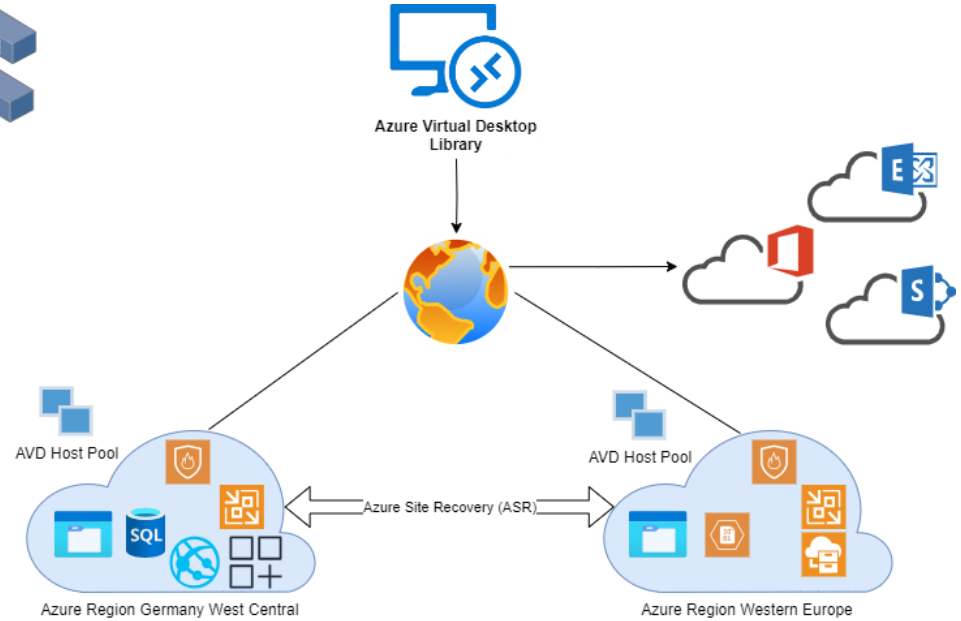


Christoph Tauscher, Arrow ECS Austria
Cloud Sales Specialist

ARROW

Hoster Migration to Azure





Business Modell

Kosten/Marge

Planbarkeit

Kundenakzeptanz

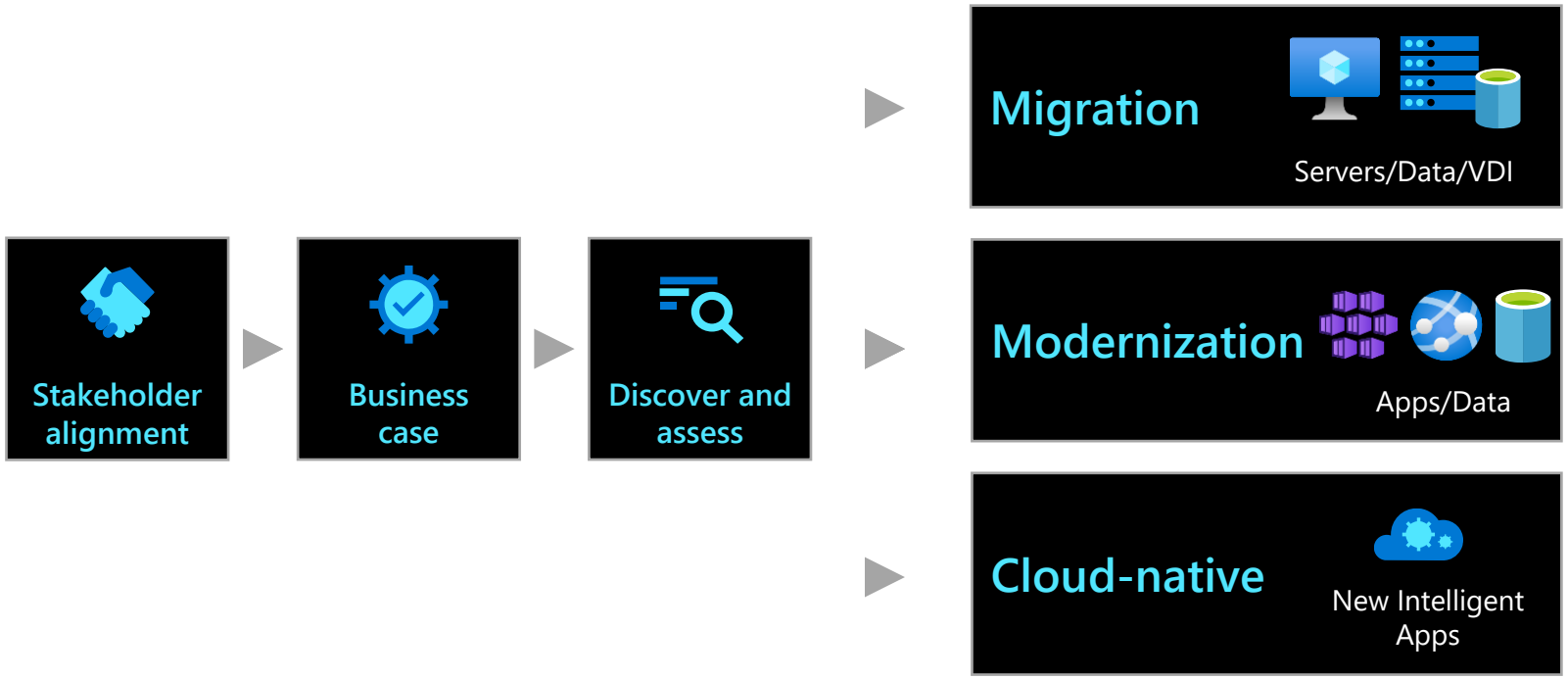
Azure

Hoster Migration to Azure

Phasen der Migration

PARTNER DAY
21.November 2023

Planung → **Umsetzung**



Skills

Education

Support

Azure Virtual Desktop

Modernisierung - einfache Migration virtueller Desktops und Apps nach Azure

PARTNER DAY
21.November 2023



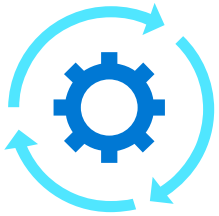
Bereitstellung von Windows 10/11 auf jedem Gerät, überall



“Built-in” intelligente Sicherheit



Bereitstellung und Skalierung in wenigen Minuten



Kostenreduzierung durch Nutzung vorhandener Lizenzen und nutzungsbasierte Abrechnung

Starkes Partnernetzwerk, das Sie bei der Migration und Modernisierung unterstützt

Azure SQL – die beste Wahl für SQL Server Workloads

Modernisierung – Azure SQL Services

PARTNER DAY
21.November 2023

Vollständig verwaltet und immer auf dem neuesten Stand



Seien Sie produktiver mit **KI-gestützten Funktionen**, die Aufgaben automatisieren und die **Leistung für Sie optimieren**.

Nutzen Sie Ihre vorhandene SQL-Erfahrung in der Cloud



Bauen Sie auf dem, **was Sie kennen**, mit einer konsistenten Codebasis auf und stellen Sie es überall über die Edge to Cloud bereit.

Sparen Sie mit den niedrigsten Gesamtbetriebskosten



Holen Sie sich mehr Cloud für weniger Geld mit einem führenden Preis-Leistungs-Verhältnis und **Einsparungen von bis zu 85 %** gegenüber den Pay-as-you-go-Tarifen mit Azure Hybrid Benefit.

Schützen Sie Ihre Daten mit integrierter, intelligenter Echtzeit-Sicherheit



Sichern Sie Ihre Daten mit mehreren Schutzschichten, integrierten Kontrollen, **intelligenter Erkennung von Bedrohungen** und einem umfassenden Angebot an Compliance-Lösungen.

Die einzige Cloud mit immergrünem SQL

Azure kennt SQL Server am besten

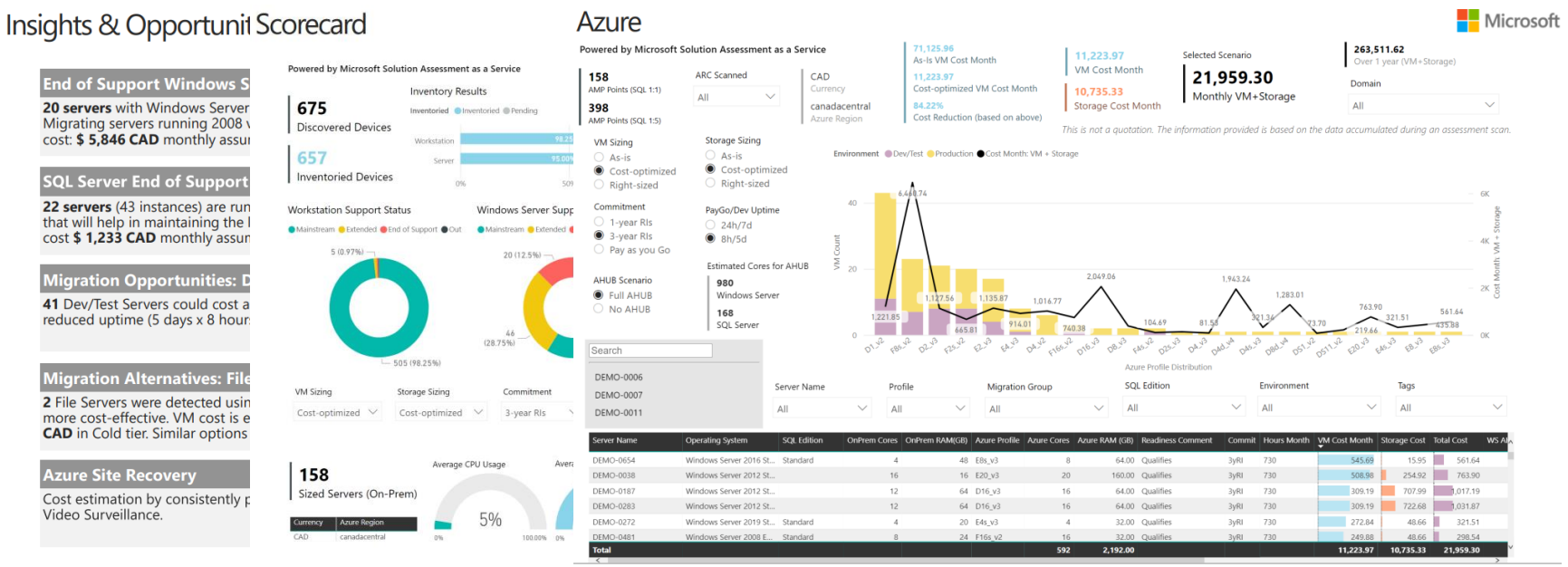
Microsoft Solution Assessment

Analyse und Planung

PARTNER DAY
21.November 2023



Möchten Sie eine Cloud-Migration planen. Solution Assessments nutzen modernste Tools, um Ihre aktuelle Unternehmenslandschaft zu überprüfen, Ihren Datenbestand zu analysieren und umsetzbare, datengestützte Empfehlungen zu geben.



Assessment

- Status aktuelle Auslastung
- Check der Abhängigkeiten
- OS & SQL Version Support

Daten & Analyse

- Power-BI Dashboard
- Assessment Präsentation

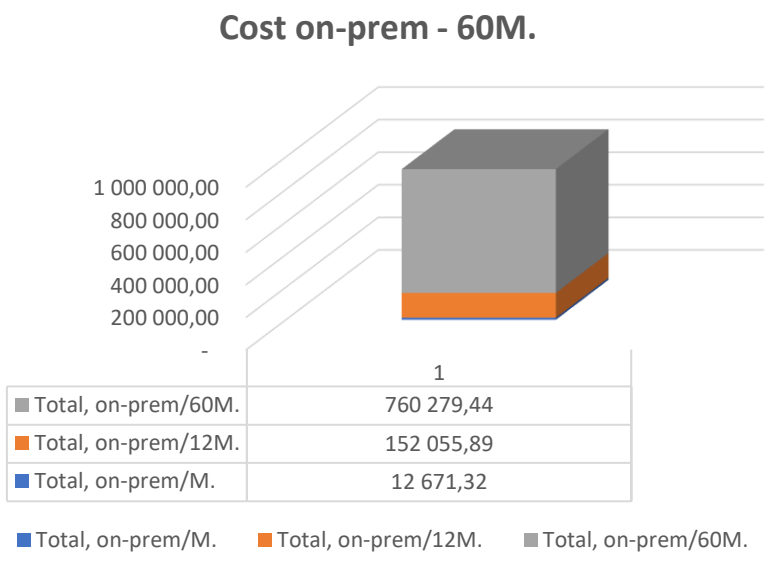
Kostenplanung

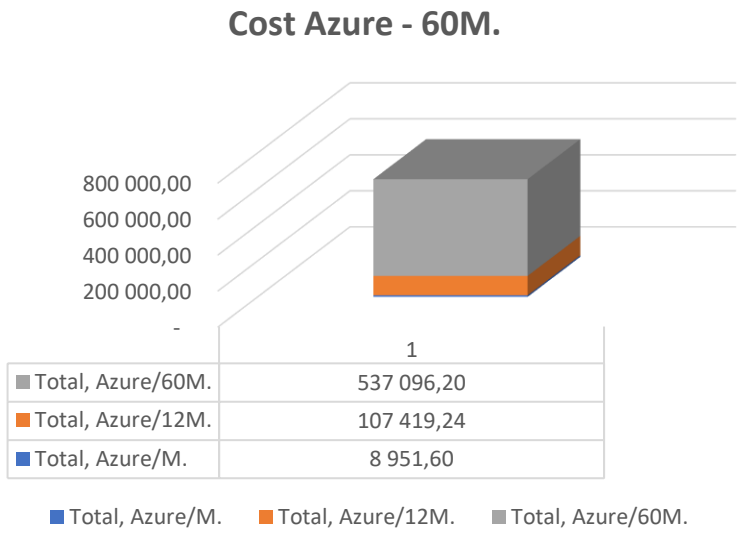
- Zu erwartende Azure Kosten
- Flexible Optionen
- Saving Plans

Microsoft Azure – “The Use-Case”

Arrow Referenzkundenprojekt Hoster-Migration

PARTNER DAY
21.November 2023





Kosten optimieren

- Assessment Daten richtig interpretieren
- Services optimieren und konsolidieren
- Services modernisieren
- Lizenzierung optimieren

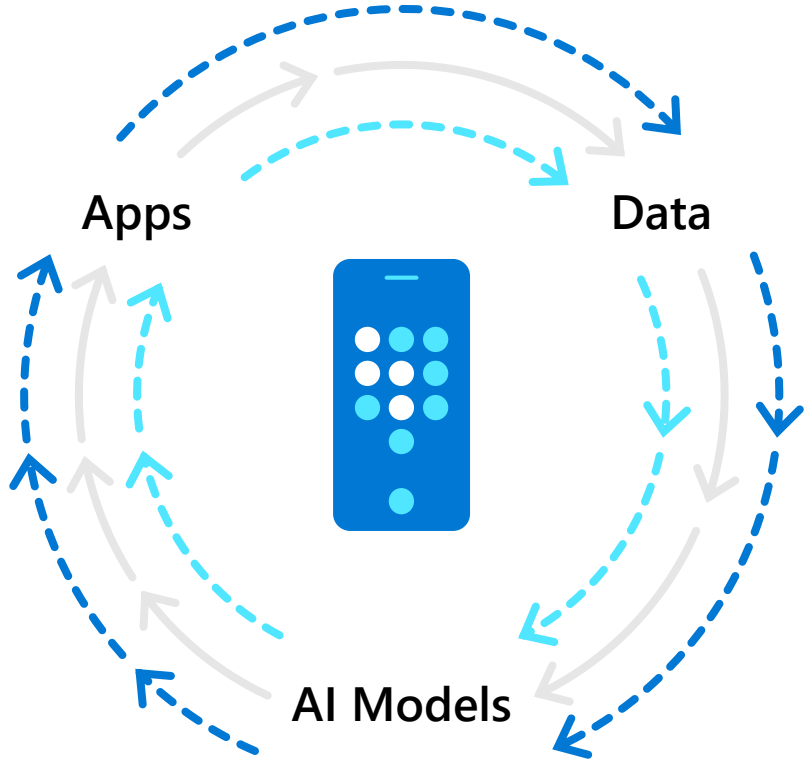
Kosten in Azure

- 29%

Beschleunigen Sie Cloud-native App-Innovationen in den Bereichen Datenverarbeitung, Daten und KI

PARTNER DAY
21.November 2023

Die Anforderungen der Kunden ändern sich schnell. Nutzen Sie das Potential in der Cloud!



Azure Kubernetes Service

Azure Functions

Azure Cosmos DB

Azure SQL

Microsoft Fabric

Cognitive Services

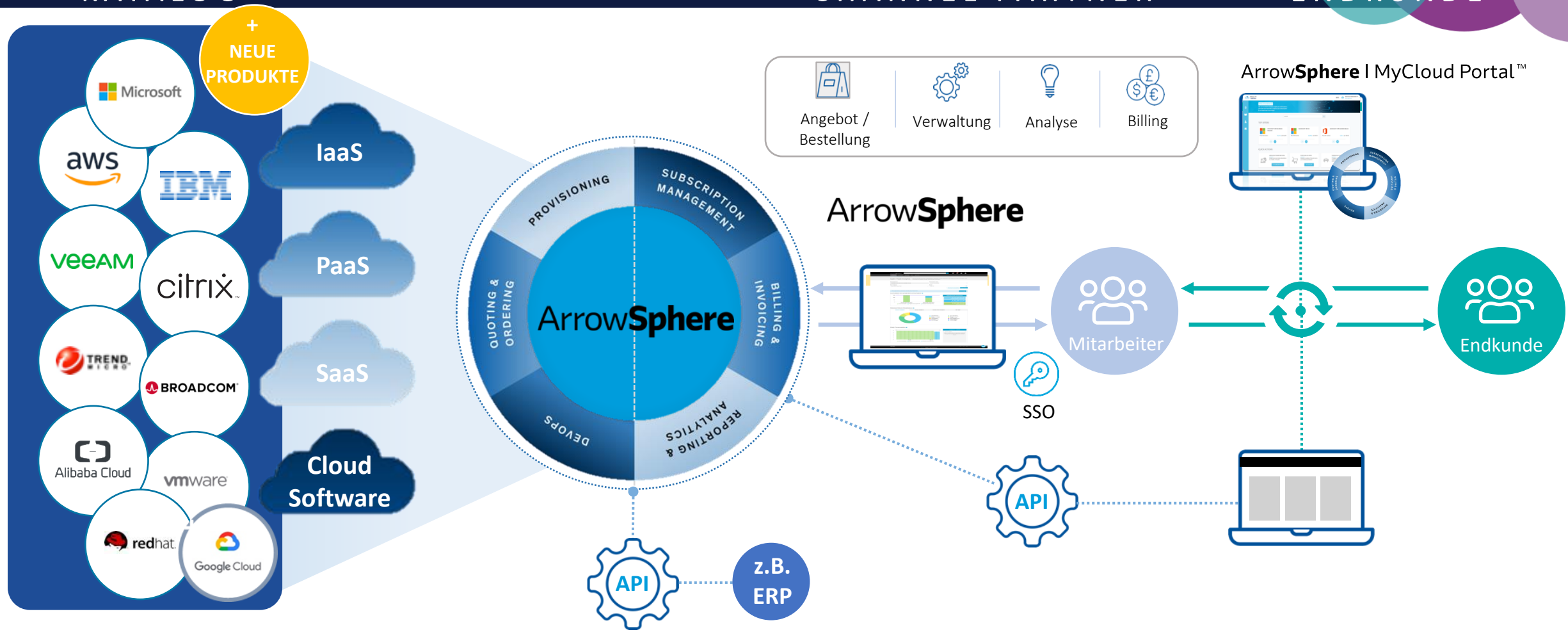
Applied AI

Machine Learning

ArrowSphere Modern Cloud Management Platform

PARTNER DAY
21.November 2023

KATALOG | CHANNEL PARTNER | ENDKUNDE



Alles aus einer Hand → Einfache Workflows → Wachstum → Integration

Microsoft Azure – Möglichkeiten

Worüber sollten wir sprechen?

- Azure ist zu teuer
- Mir fehlen Know-How und Ressourcen
- Da verdiene ich weniger
  - **Business Modell?**
- Chancen und neues kompetitives Umfeld für Hoster/Service-Provider zugleich
  - Hoster vergleichen sich oft nur mit anderen Hostern
    - Services, Pricing, etc.
- Wie und wo kann ich starten?

PARTNER DAY
21.November 2023

Next Steps?

Just get in touch!



Norbert Ponak – Arrow
Business Development Manager - Microsoft Cloud
norbert.ponak@arrow.com
+43 664 88644820

PARTNER DAY
21.November 2023

Get inspired – Partner Success Stories

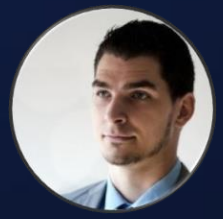


Jürgen Waldl – Base-IT
Senior Consultant - Network & Security

base it

PARTNER DAY
21.November 2023

Attack Kill Chain Detection & Prevention with Microsoft Products



Jürgen Waldl – Base-IT GmbH
Senior Consultant - Network & Security

Disclaimer: Bitte beachten Sie, dass einige in dieser Präsentation gezeigten Bilder mit Hilfe von KI (DALL-E) generiert wurden und möglicherweise nicht reale Szenarien oder Personen darstellen.

$ whoami & whoweare

PARTNER DAY
21.November 2023



Jürgen Waldl

> 15 Jahre IT Experience
Studium @ FH St. Pölten (IT Security)

- Consultant @ base it
  - Security & Network
  - Focus: Windows AD & AAD Environments / M365 Defender / Azure Security
- certified @
  - Microsoft, Cisco, KEMP, Zscaler, ITIL, Netwrix & many more

- Dienstleister & Partner

Gründung |	2010
Mitarbeiter-/innen |	> 150
FY 2022/23 |	30 M€ Umsatz

- Standorte

  Wien | Salzburg | Ansfelden | Hall in Tirol

- Schwerpunkte

  Consulting | Managed Services | Cloud Services | On-Prem Datacenter | CSP

- SOC / MSSP



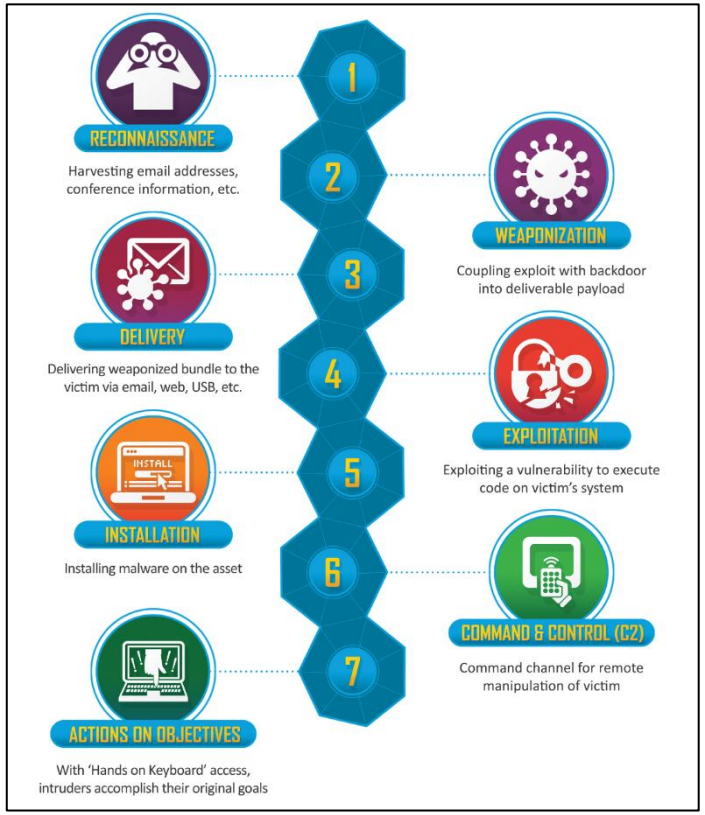
base it

Microsoft Solutions Partner

What's "Attack / Cyber Kill Chain"?

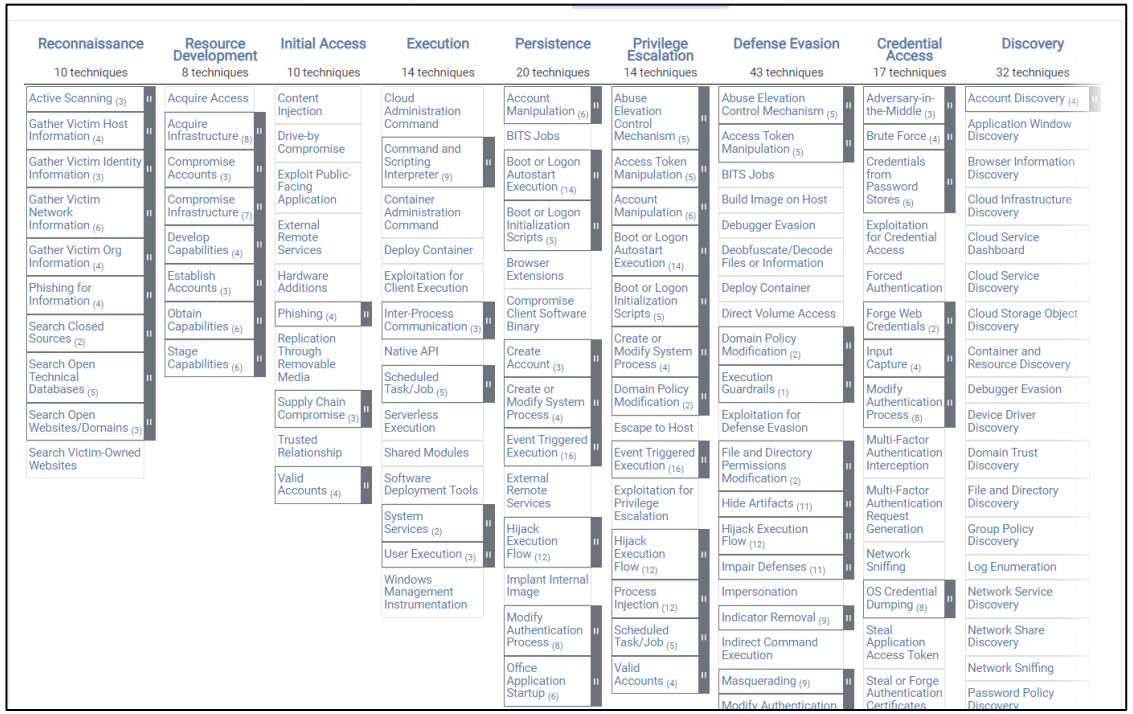
PARTNER DAY
21.November 2023

- MITRE ATT&CK Framework
  - Modell zur Ablaufbeschreibung eines "Cyberangriffes"



„Cyber Kill Chain" by Martin Lockheed

- "Cyber Kill Chain"
  - Framework zur Beschreibung eines „Cyberangriffes" aus Angreifer- und Verteidigungssicht
  - 100% Coverage Nicht-Ziel - aber Orientierungshilfe!



„ATT&CK Matrix" aus MITRE ATT&CK®

base it

ATT&CK Tactics seen in the wild…



Reconnaissance Tactics

Active Scanning



Credential Access Tactics

Phishing / AitM (“Adivsory in the middle”)



Exfiltration Tactics

Exfiltration over Web Service

Customer Story #1 – Active Scanning

Customer Story #1 – Active Scanning

- Veröffentlichung einer CVE durch Cisco Talos
  - betroffen: Router, Switches, WLAN Controller,…



Source: Multiple Vulnerabilities in Cisco IOS XE Software Web UI Feature

Customer Szenario

Verwendung vieler öffentlich erreichbarer, vulnerabler Routermodelle
(Sicherheitslücke war via TCP/443 – oft für SSL VPN verwendet – ausnutzbar)

Customer Story #1 – Active Scanning

- CMDB / Asset Management → Evaluierung betroffener Systeme
  - manuell gepflegt – up-2-date?
  - welche Software Releases im Einsatz / anfällig für CVE?
  - öffentlich erreichbar oder nur intern?

- Detection & Mitigation

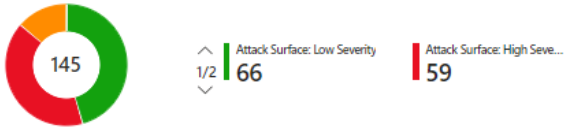
Customer Story #1 – Active Scanning

- Showcase - Inventory

PARTNER DAY
21.November 2023

External Attack Surface Overview

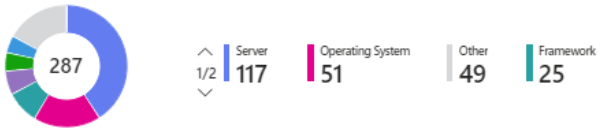
Attack Surface Risks (last 7d)



Most critical Attack Vectors

Attack Vector	Count
ASI: CVE-2020-9490 - Push Diary Crash on Specifically Cr...	45
ASI: CVE-2020-28032 - Deserialization Vulnerability in Wo...	14

Web Component Category Overview



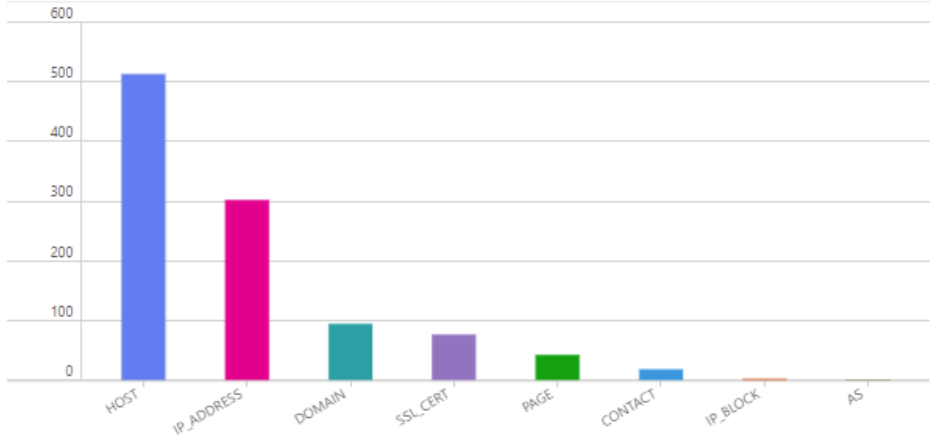
Most used Web Component Versions

Web Component	Version	Count
PHP	7.4.33	13
SSH	2.0	8
Apache	2.4.6	7
OpenSSL	1.0.2k-fips	6
Apache	2.4.41	4
jQuery UI	1.13.2	3
WordPress	6.4	3
Apache	2.4.57	3
Yoast SEO	21.2	3
Waypoints	4.0.2	3
WordPress	6.3.2	3

Most used Web Components



EASM - Inventory Overview





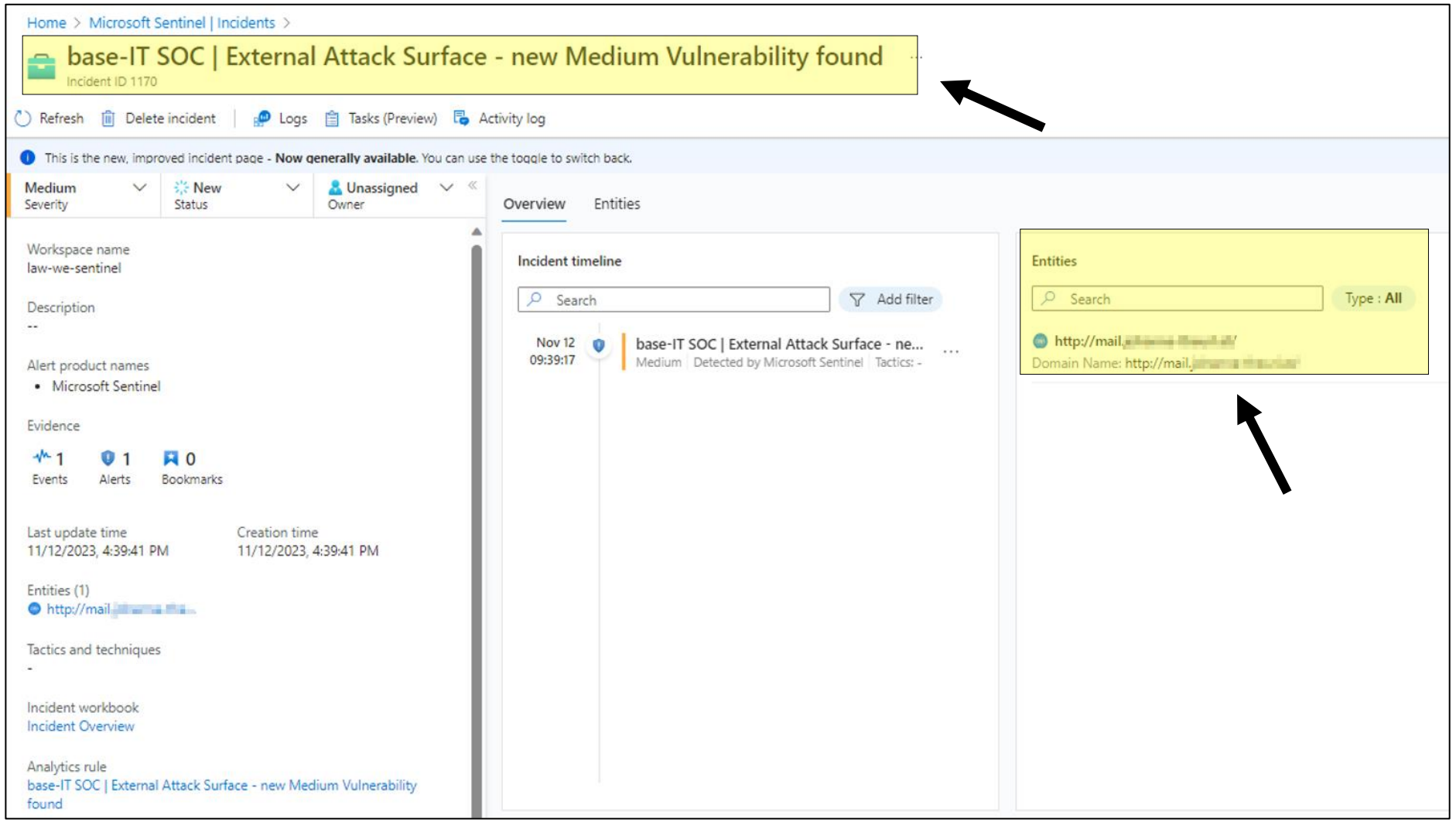
Open Ports - Overview

Port	Count
80	45
161	9
22	8
21	3
53	2
500	2

basc it

Customer Story #1 – Active Scanning

- Showcase - Alerting



PARTNER DAY
21.November 2023

Customer Story #2 – Phishing / AitM

Microsoft Solutions Partner

Customer Story #2 – Phishing / AitM

PARTNER DAY
21.November 2023

Beschreibung & Angriffsszenario

- Phishing E-Mail von kompromittierter Mailbox eines Geschäftspartners
- vermeintliche OneDrive Freigabe
- “Advisory-in-the-middle” Attack auf Legal Abteilung

basc it

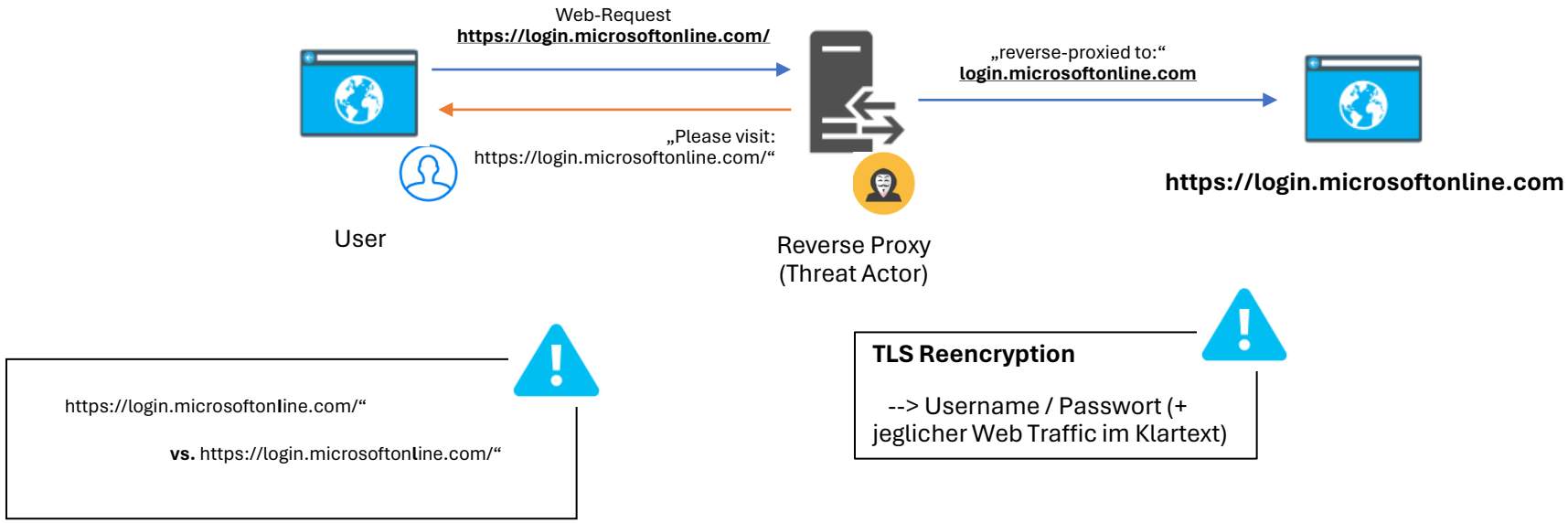
Microsoft Solutions Partner

Customer Story #2 – Phishing / AitM

PARTNER DAY
21.November 2023

- “Advisory in the Middle”-Attacke?

- Beschreibung & Angriffsszenario



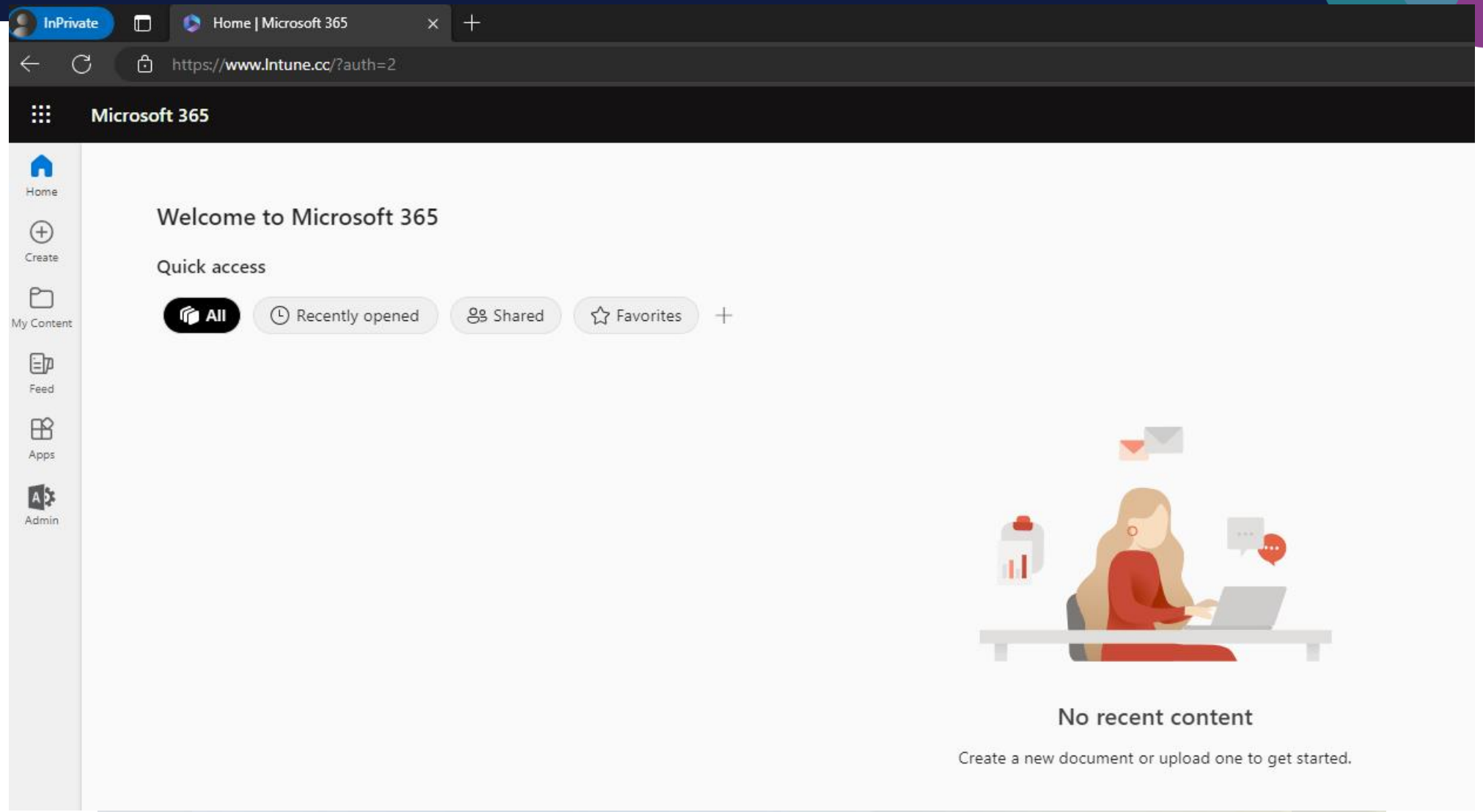
„Phishing-proof“?

base it

Microsoft Solutions Partner

Customer Story #2 – Phishing / AitM

PARTNER DAY
21.November 2023



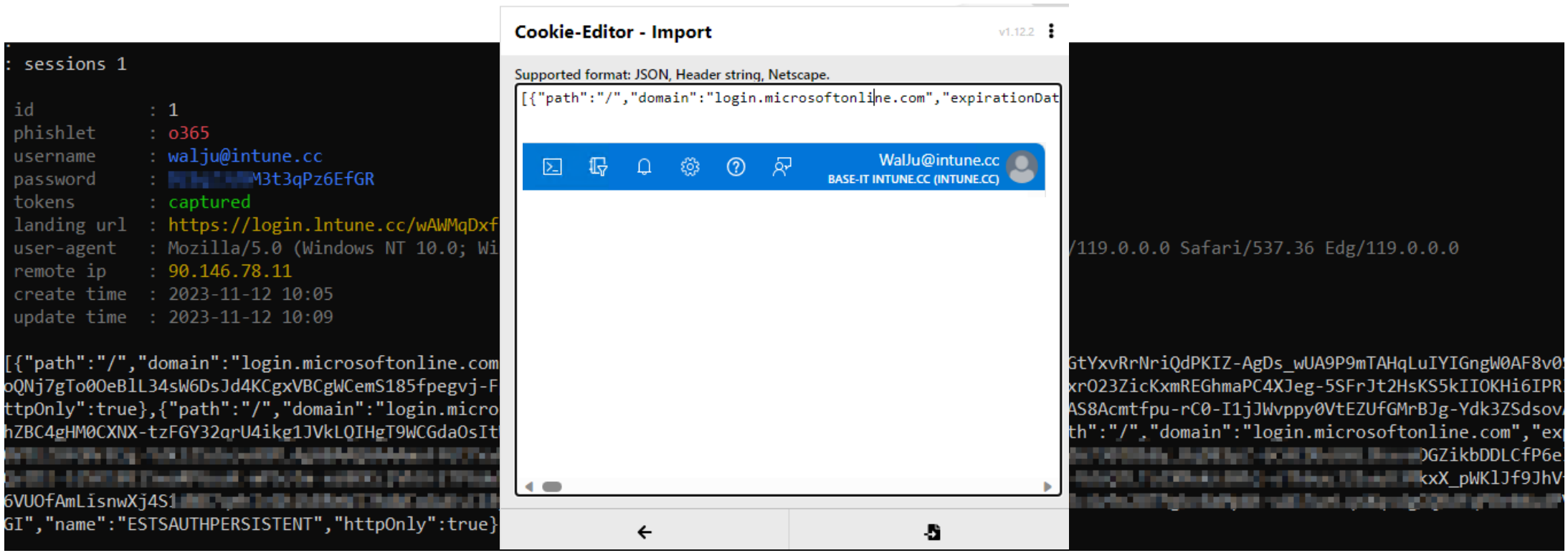
basc it

Microsoft Solutions Partner

Customer Story #2 – Phishing / AitM

PARTNER DAY
21.November 2023

“Threat Actors”- Point of View



base it

Customer Story #2 – Phishing / AitM

- Mitigation
  - Identity Protection?
  - PIM?
  - Passwordless with Phone?

long story short:

NOT REALLY.*

Anforderung

Erkennung der „Reusage“ eines Session Tokens

*zukünftig Mitigation möglich? → Token protection in Microsoft Entra Conditional Access | Microsoft Learn (Preview) & Conditional Access (Compliant Device or Trusted Location)

Customer Story #2 – Phishing / AitM

- Detection

- Azure AD SignIn Logs

  - Abfrage aller Anmeldungen via Token-only pro User/Gerätekombination

  - Abfrage aller Anmeldungen ohne Token pro User/Gerätekombination in gültigem Zeitfenster (je nach konfigurierter SIF)

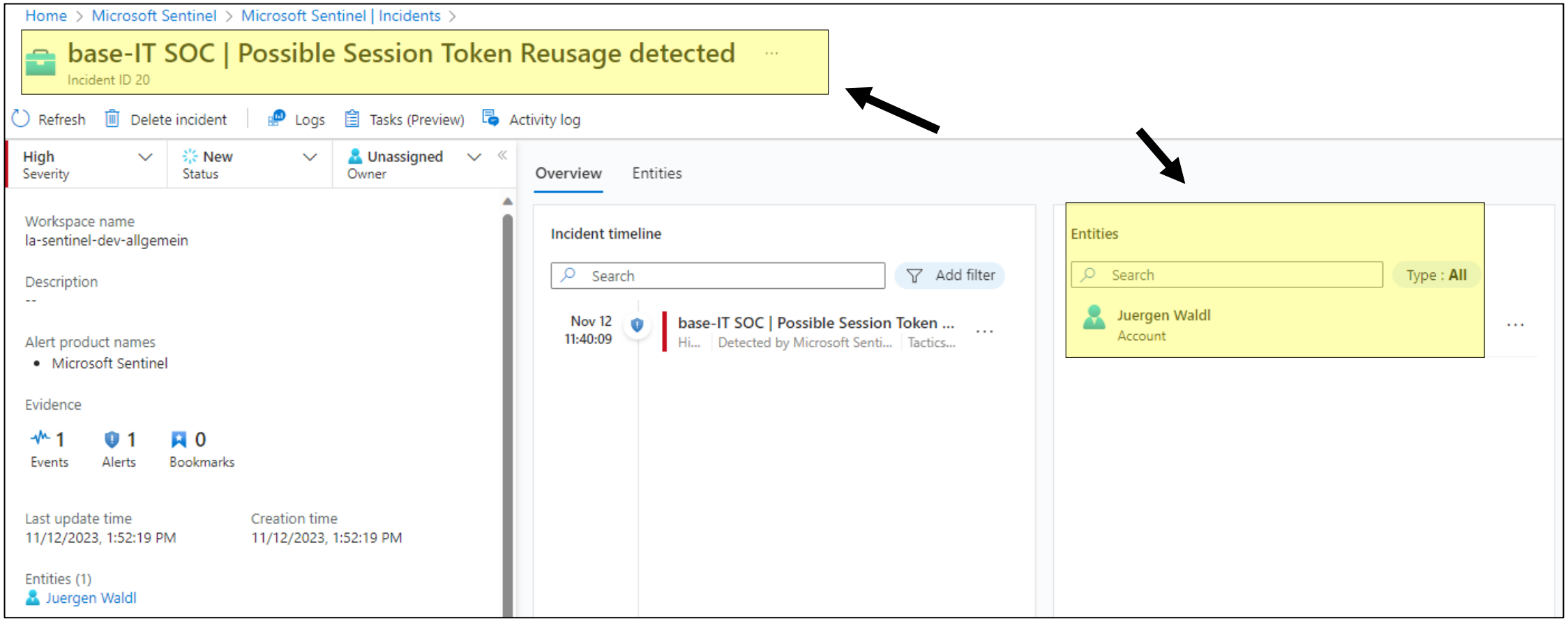
  - „join“ der beiden Abfragen um Ergebnisse zu finden wo es keine zugehörige initiale Anmeldung ohne Token gibt

```
let TokenLogins = SigninLogs
    | where todynamic(AuthenticationDetails).[0].["authenticationStepResultDetail"]
    | where AppId == "c44b4083-3bb0-49c1-b47d-974e53cbdf3c"
    | extend DeviceDetailString = tostring(DeviceDetail)
    | summarize LatestTokenLoginTime = max(TimeGenerated) by UserPrincipalName, Dev
let NonTokenLogins = SigninLogs
    | where (todynamic(AuthenticationDetails).[0].["authenticationStepResultDetail"
(AuthenticationDetails).[1].["authenticationStepResultDetail"] !contains "satisfied
    | where AppId == "c44b4083-3bb0-49c1-b47d-974e53cbdf3c"
    | extend DeviceDetailString = tostring(DeviceDetail)
    | summarize EarliestNonTokenLoginTime = min(TimeGenerated) by UserPrincipalName
let ExtendedSigninLogs = SigninLogs
    | extend DeviceDetailString = tostring(DeviceDetail);
TokenLogins
| join kind=leftanti NonTokenLogins on UserPrincipalName, DeviceDetailString
| join kind=inner ExtendedSigninLogs on $left.UserPrincipalName == $right.UserPrinc
DeviceDetailString
| project
    UserPrincipalName,
    DeviceDetail=DeviceDetailString,
    TimeGenerated,
    LatestTokenLoginTime,
    AuthenticationDetails
| where TimeGenerated == LatestTokenLoginTime
```

erste KQL Query Versuche...

Customer Story #2 – Phishing / AitM

- Detection



Customer Story #3 – Data Exfiltration

Microsoft Solutions Partner

Customer Story #3 – Data Exfiltration

PARTNER DAY
21.November 2023

Beschreibung & Angriffsszenario

- Customer: Vendor für IoT Devices
- Azure Storage Blob – Plattform für Firmware- & Softwarebereitstellung an Kunden

“Malicious Behaviour”: Wiederholtes Crawling der Verzeichnisstruktur und “Bulk Download” aller Files

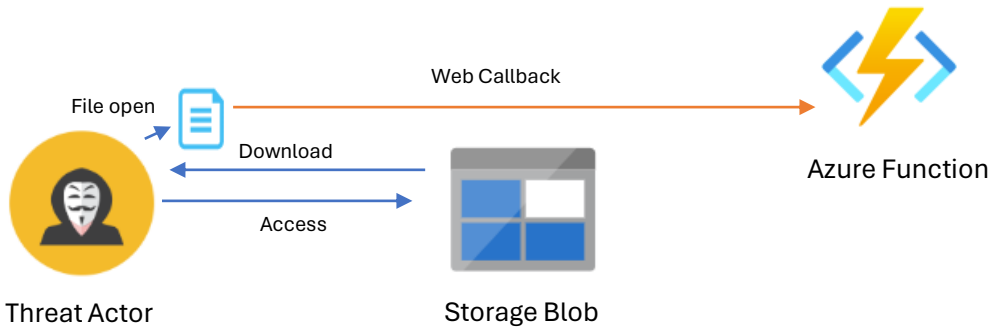
basc it

Customer Story #3 – Data Exfiltration

Detection & Mitigation

- Diagnostic Logging im Storage Blob
  - Auswertung aller Zugriffe möglich – sinnvoll?

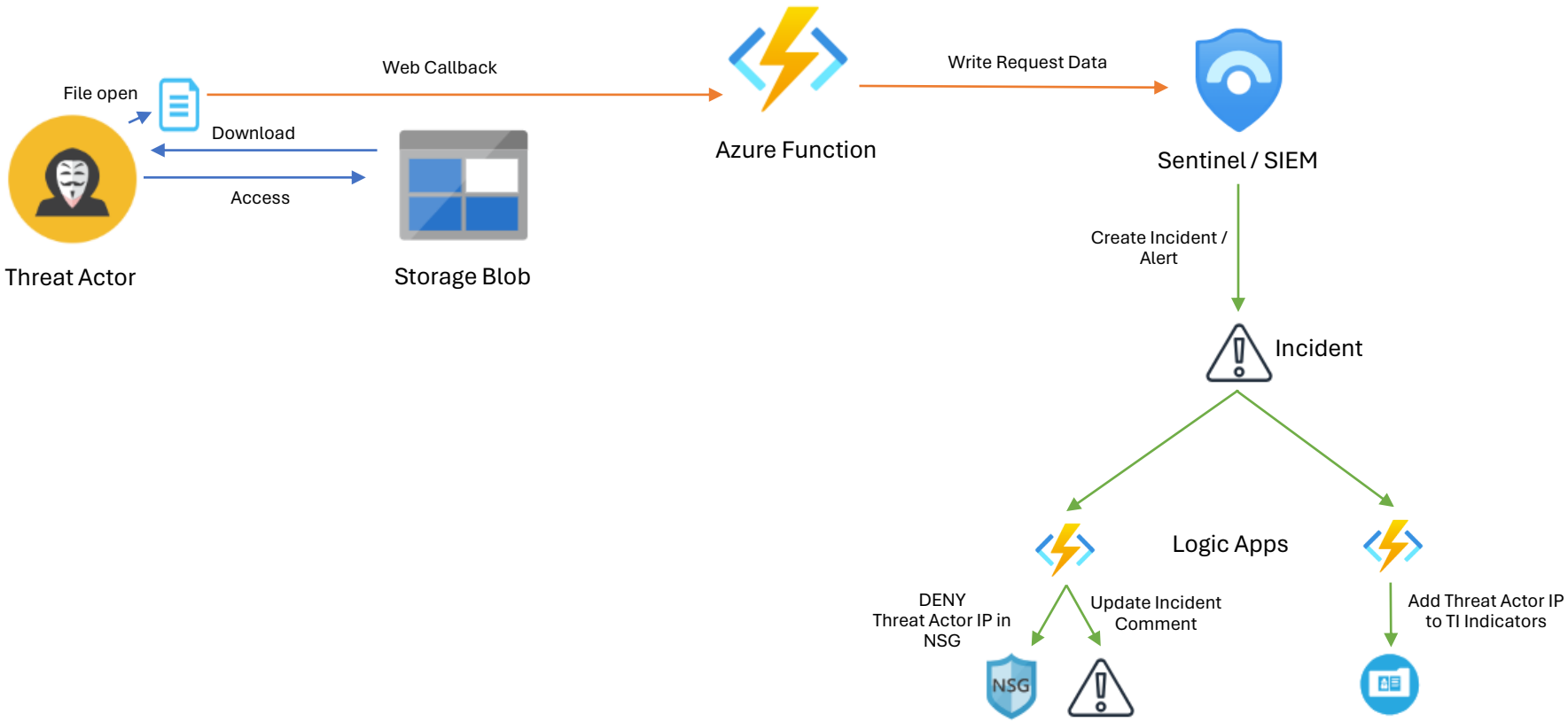
- Lösung: Canary Token
  - What's that again?



Customer Story #3 – Data Exfiltration

Detection & Mitigation

- Ziel: SOAR (“Security Orchestration, Automation and Response”)



Microsoft Solutions Partner

Customer Story #3 – Data Exfiltration

Showcase

PARTNER DAY
21.November 2023

base-IT SOC | Canary token usage dete...

Description
-

Severity
Medium

Status
New

Events
Link to LA

Product name
Microsoft Sentinel

Entities (1)
[redacted]78.11

Tactics and techniques
-

System alert ID
b0bbce30-78ef-2870-86f5-bf...

Rule name
base-IT SOC | Canary token u...

Last update time
11/13/2023, 03:55 PM

Updates
0

Start time
11/13/2023, 03:30 PM

End time
11/13/2023, 03:50 PM

Alert link
-

Remediation steps
-

additional_info
Storage Blob Access;SA-IOTFWCUSTOMER01;[redacted]23.66

NSG-IOTNW01 | Inbound security rules
Network security group

Search

Overview
Activity log
Access control (IAM)
Tags
Diagnose and solve problems

Settings
Inbound security rules
Outbound security rules
Network interfaces

Add | Hide default rules | Refresh | Delete | Give feedback

Network security group security rules are evaluated by priority using the combination of source, source port, destination, destination port, and protocol to allow or deny the traffic. default security rules, but you can override them with rules that have a higher priority. Learn more

Filter by name | Port == all | Protocol == all | Source == all | Destination == all | Action == all

Priority	Name	Port	Protocol	Source
150	CanaryToken-blocked-IPs	Any	Any	[redacted]78.11
65000	AllowVnetInBound	Any	Any	VirtualNetwork
65001	AllowAzureLoadBalancerInBound	Any	Any	AzureLoadBalancer
65500	DenyAllInBound	Any	Any	Any

Incident activity log

Activity logs content : **All**

Comment created from playbook - Add-IP-Entity-To-NSG 11/13/23, 03:56 PM

IP Address ["[redacted].78.11"] was added to the Network Security Group /subscriptions/2258d92b-3982-4dae-91eb-132f27c7cd7d/resourceGroups/RG-[redacted]/providers/Microsoft.Network/networkSecurityGroups/NSG-IOTNW01 into the rule at priority 150 because it was observed triggering a callback to CanaryTokens.

Incident was created 11/13/23, 03:56 PM

Incident was created by alert

base-it

PARTNER DAY
21.November 2023

Challenges

Security posture management

Identifizierung von Schwachstellen im Unternehmen, Einschätzung des Risikos und Ableitung von Maßnahmen zur Mitigierung

Incident response

Einschätzung der unternehmensweiten Auswirkungen von auftretenden Incidents sowie Empfehlungen zu ersten Remediation Actions

Security reporting

Zusammenfassung von Security Events & KPIs und Aufbereitung als Managementreport



base it

Security Copilot working with Microsoft Security

PARTNER DAY
21.November 2023

Microsoft Defender for Endpoint

Monitor devices in real-time
Detect and prevent threats
Control policy and access
Respond to incidents and hunt

Microsoft Sentinel

Manage logs
Detect advanced threats
Monitor and alert in real-time
Get compliance and reporting

Microsoft Intune

Manage device inventory
Enforce configurations and policies
Deploy and update software
Deliver conditional access

Security Copilot

- Run queries using natural language
- Prepare reports, summaries, and graphs
- Upskill teams via prompts and guidance
- Reverse engineer malware
- Enrich alerts

+

- Run queries using natural language
- Prepare reports, summaries, and graphs
- Upskill teams via prompts and guidance
- Reverse engineer malware
- Enrich alerts
- Enrich incidents

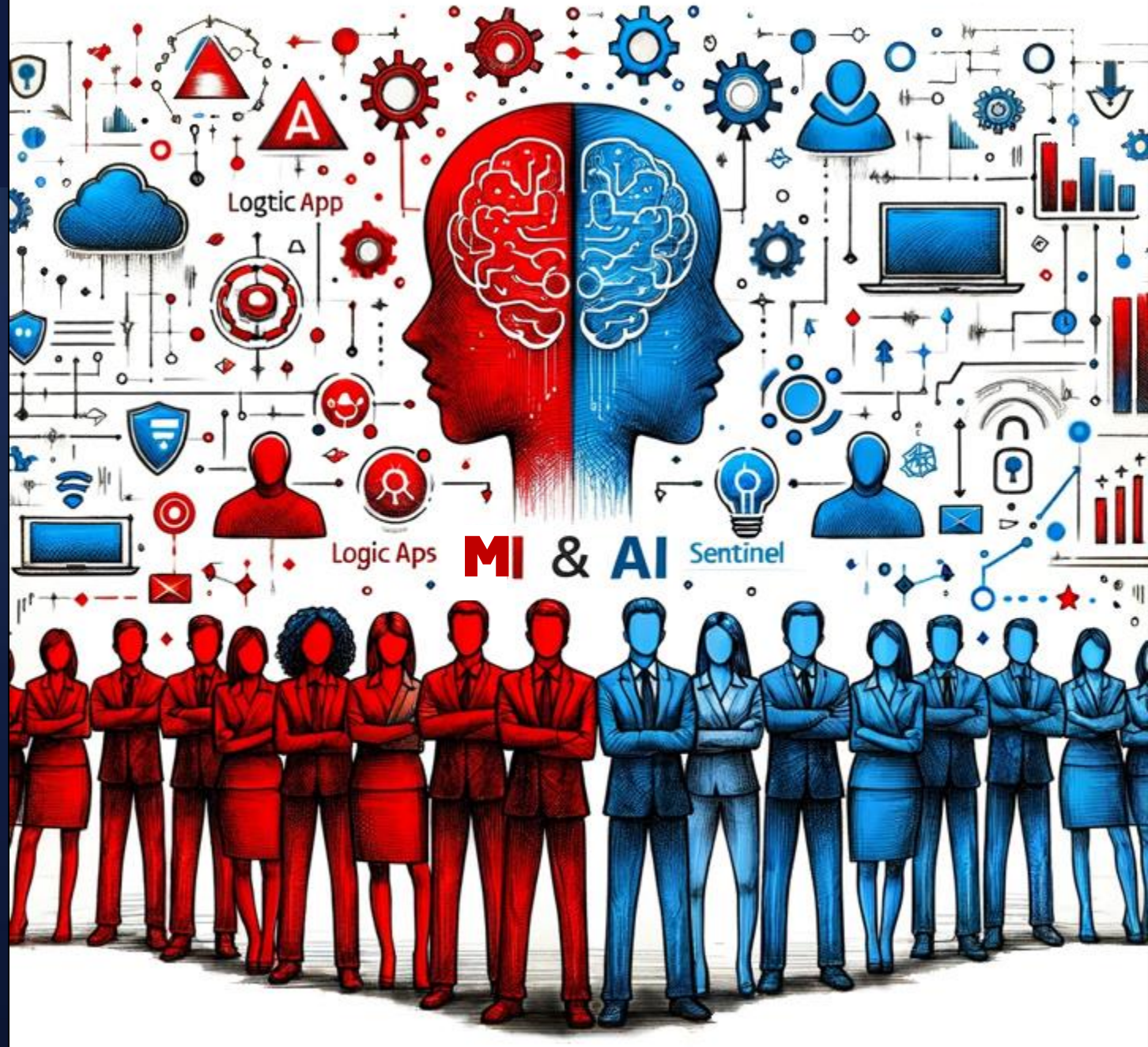
+

- Run queries using natural language
- Prepare reports, summaries, and graphs
- Upskill teams via prompts and guidance
- Reverse engineer malware
- Enrich alerts
- Enrich incidents
- Assess security posture of devices

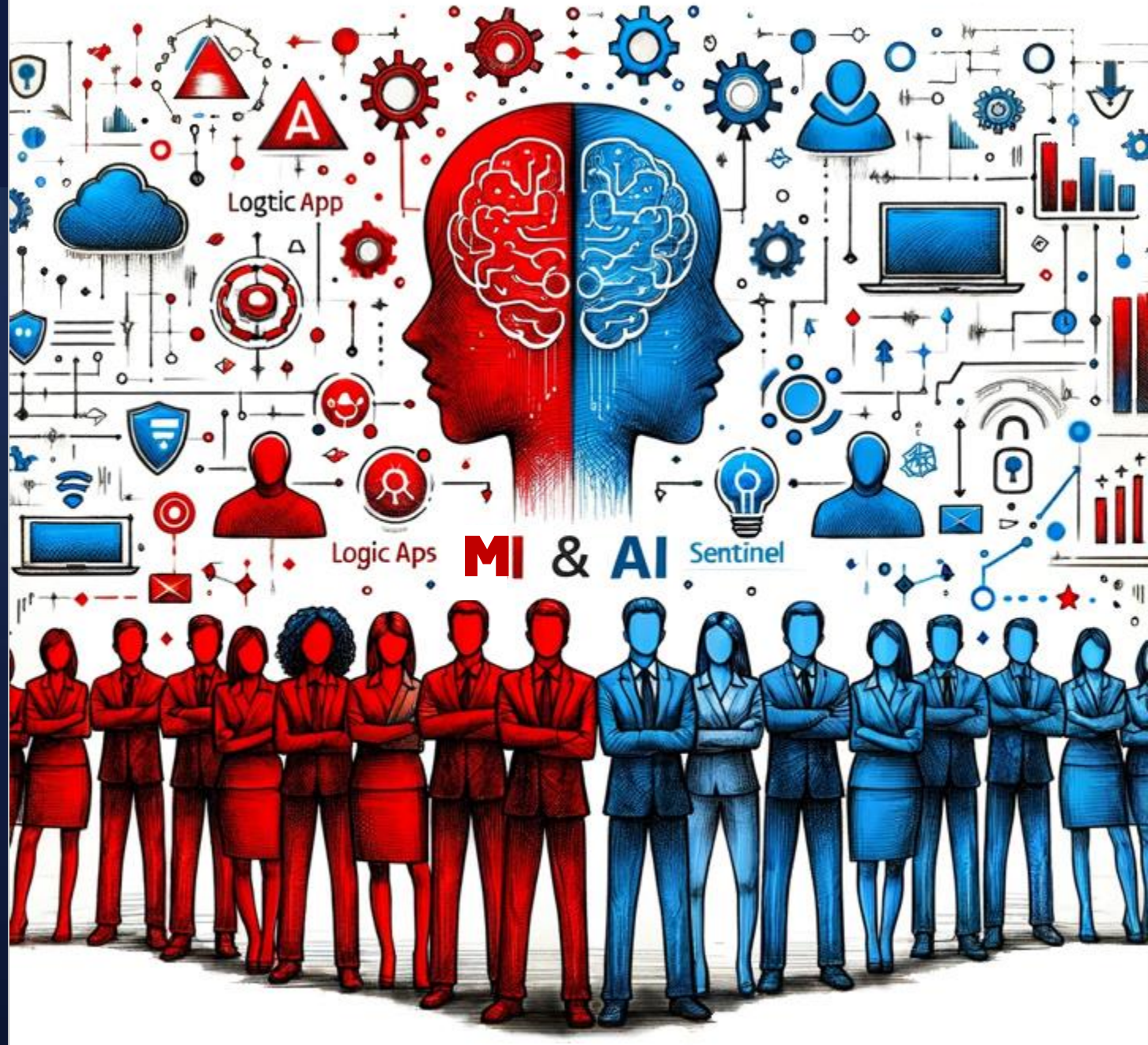
basc it

Takeaways

- Kenne die Grenzen der verwendeten Security Produkte.
- Verstehe die Verhaltensweise der Threat Actors. Aber noch viel wichtiger: auch deren Tools.
- Automatisiere & delegiere (AI) einfache, wiederkehrende Aufgaben, um den Fokus auf die wichtigen Aufgaben zu behalten.



Vielen Dank für die Aufmerksamkeit!



PARTNER DAY
21.November 2023

Get inspired – Partner Success Stories



Christian Decker, ACP
Expert Cloud Solution Modern Workplace
MVP Security

Geronimo Janosievics, Microsoft
Partner Technology Manager

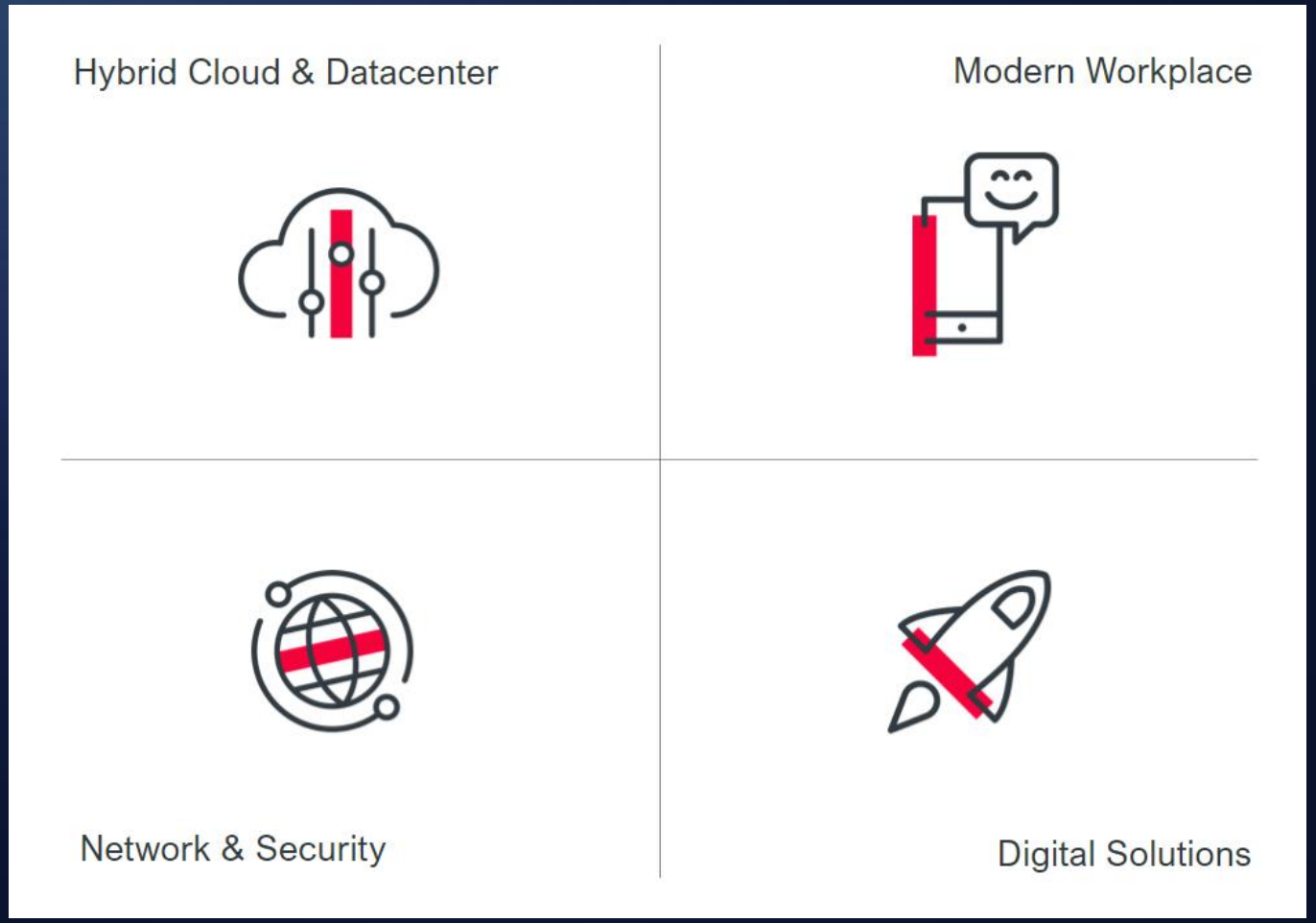


Microsoft

PARTNER DAY
21.November 2023

Was bitte ist ein „Expert Cloud Solution“ ?

Arbeitet im Innovation Experts Teams im Solutions Bereich der ACP



ACP IT for innovators.

Microsoft

PARTNER DAY
21.November 2023

Was machen die Innovation Experts ?

- Wir erkennen Innovationen auf dem Markt
- Wir entwickeln aus diesen Innovationen neue Produkte
- Diese Produkte werden für den Sales und die Produktion ready gemacht und standardisiert
- Wir unterstützen unsere Salesteams beim Verkauf

ACP IT for innovators.

Microsoft

Microsoft 365 Journey

PARTNER DAY
21.November 2023

Management Workshop	DSGVO	Betriebsrat
Techn. Vorbereitung, OnPrem Anbindung, Basis Tenant Setup	Security und Governance inkl. Conditional Access	User Adoption

ACP IT for innovators.

Microsoft

PARTNER DAY
21.November 2023

Zusätzliche Bausteine der Microsoft 365 Journey

- Migration Mailboxen
- Implementierung Intune
- Logüberwachung und Alerts
- Schulung
- Office 365-Wissensdatenbank
- Cloud Best Practice Analyser
- Meeting-Räume
- Automatisierung
- Teams Governance
- External User Governance

ACP IT for innovators.

Microsoft

PARTNER DAY
21.November 2023

Nachfolgeprojekte

Teams Telefonie

Social Intranet

Lernplattform

Basic Information Protection

ACP IT for innovators.

Vom Presales zum Angebot

PARTNER DAY
21.November 2023

Microsoft 365 Security and Governance Workshop

Beschreibung

Im ersten Teil des Workshops werden mit den Sicherheits- und Datenschutzverantwortlichen des Unternehmens die wichtigsten Sicherheits- und Governance-Einstellungen im Microsoft 365-Tenant durchgearbeitet. Basierend auf Erfahrungen aus vielen erfolgreichen nationalen und internationalen Kundenprojekten wird anhand der ACP Best Practices eine Konfiguration erarbeitet, welche die optimale Balance zwischen Nutzen für die User:innen und Sicherheit sowie Datenschutz zum Ziel hat und sich gleichzeitig an den Anforderungen des Unternehmens ausrichtet. Dies stellt die Basis für weitere Schritte im Microsoft 365 Security-Umfeld dar.

Im zweiten Teil erfolgt die technische Implementierung der verabschiedeten Konzepte gemeinsam mit der IT-Abteilung des Unternehmens.

Ziele/Nicht-Ziele

Organisatorische Definition der Security- und Governance-Einstellungen mit allen zuständigen Personen und die technische Umsetzung der getroffenen Entscheidungen. Im Zuge des Workshops werden ausschließlich Sicherheits- und Governance-Themen besprochen, die unter dem Punkt „Umfang" angeführt sind.

Risken

Einige Themenbereiche bzw. Entscheidungen können u.a. den Einsatz von zusätzlichen Services nach sich ziehen. Das wirkt sich auf den angebotenen Aufwand sowie auf die Projektdurchlaufzeit aus. Beispielhaft sei hier die Notwendigkeit einer 3rd Party-Governance-Lösung für das Gastmanagement bzw. die Teamverwaltung oder für eine Backup-Lösung angeführt.

Voraussetzung

Vor der Umsetzung der getroffenen Entscheidungen muss die technische Vorbereitung abgeschlossen und zumindest eine Entra ID Premium Plan 1-Lizenz im Tenant verfügbar sein.

Umfang

Vor dem Workshop wird das im Workshop besprochene Slidedeck mit alle unten beschriebenen Themen zur Verfügung gestellt, damit die Teilnehmer:Innen sich inhaltlich auf den Workshop vorbereiten können.

Nach einem Überblick über die Microsoft 365-Architektur werden alle Security- und Governance-relevanten Einstellungen im Microsoft 365-Tenant besprochen. Folgende Themen sind Teil des Workshops:

- Überblick Microsoft 365-Architektur
- Authentifizierungsoptionen
- Microsoft 365-Gruppen
- Gastmanagement
- Datei- und Ordner-Sharing
- Chat über Organisationsgrenzen
- Applikationsfreigaben
- Teams-Konfiguration
- Data Governance
- Audit-Logs und Reports

Durchlaufzeit

Wir rechnen mit einer Durchlaufzeit von 3 Wochen

Übermittelte Dokumente

Das im Workshop verwendete Slidedeck wird zur Verfügung gestellt. Die getroffenen Entscheidungen werden im Slidedeck festgehalten – ist eine Dokumentation der Entscheidungsfindung bzw. Begründung der Entscheidungen notwendig bzw. ist eine Protokollierung notwendig, muss diese Dokumentation / Protokollierung kundenseitig erfolgen bzw getrennt angeboten/beauftragt werden.

Abhängigkeiten

Conditional Access Workshop als Folgeworkshop.

Abnahmekriterien

Alle Entscheidungen im Slidedeck sind getroffen und umgesetzt – ausgenommen die Punkte, bei denen im Meeting vereinbart wurde, dass (noch) keine Entscheidung getroffen werden kann.

Teilnehmer:innen Kunde

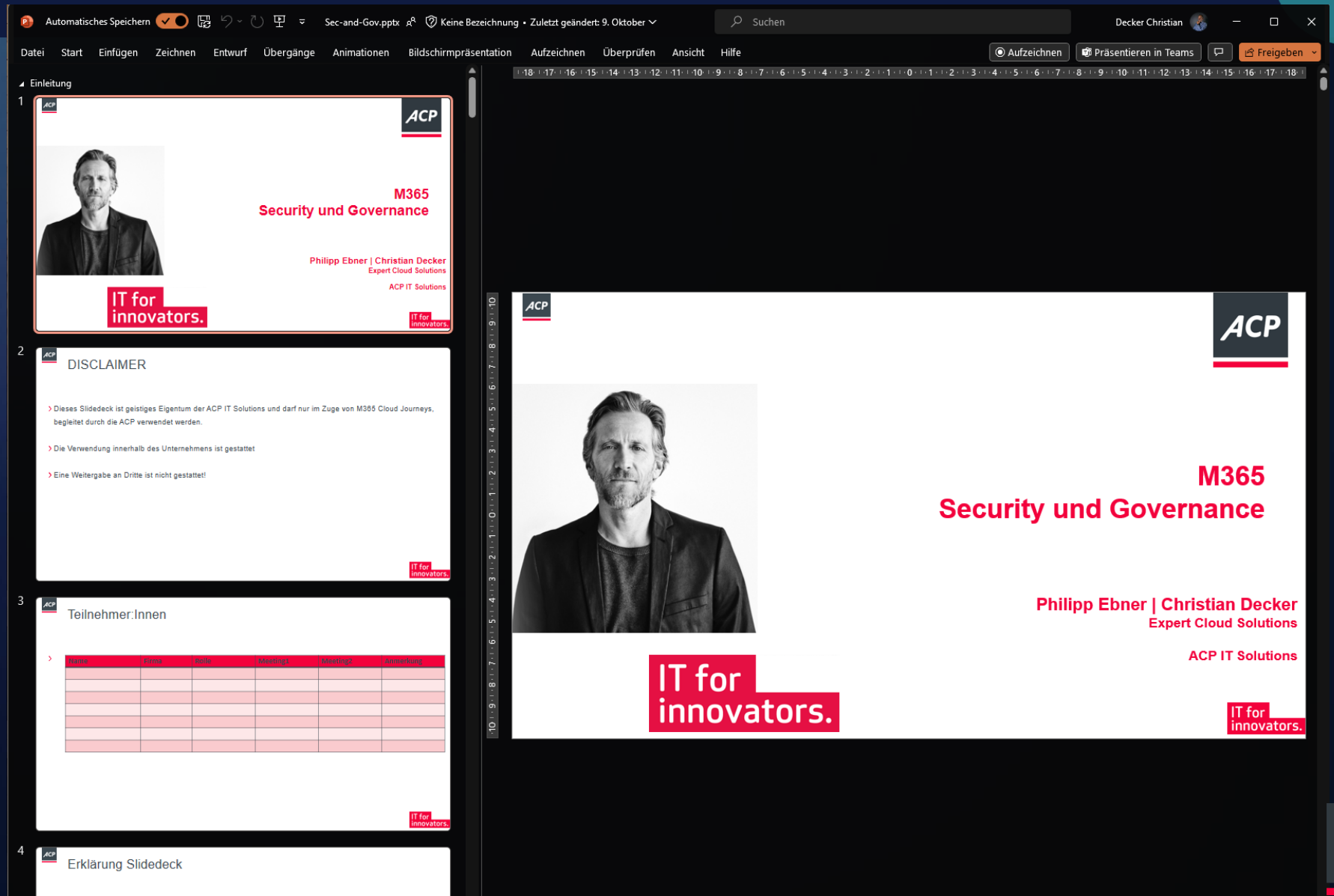
- CISO, Datenschutzbeauftragte:r, M365-Projektleitung, M365-Administrator, IT-Leitung
- Optional: Betriebsrat, AD-Administrator, Endpoint-Administrator

Seitenumbruch

ACP IT for innovators.

Bis hin zur Umsetzung

PARTNER DAY
21.November 2023



M365
Security und Governance
Philipp Ebner | Christian Decker
Expert Cloud Solutions
ACP IT Solutions
IT for innovators.

ACP IT for innovators.

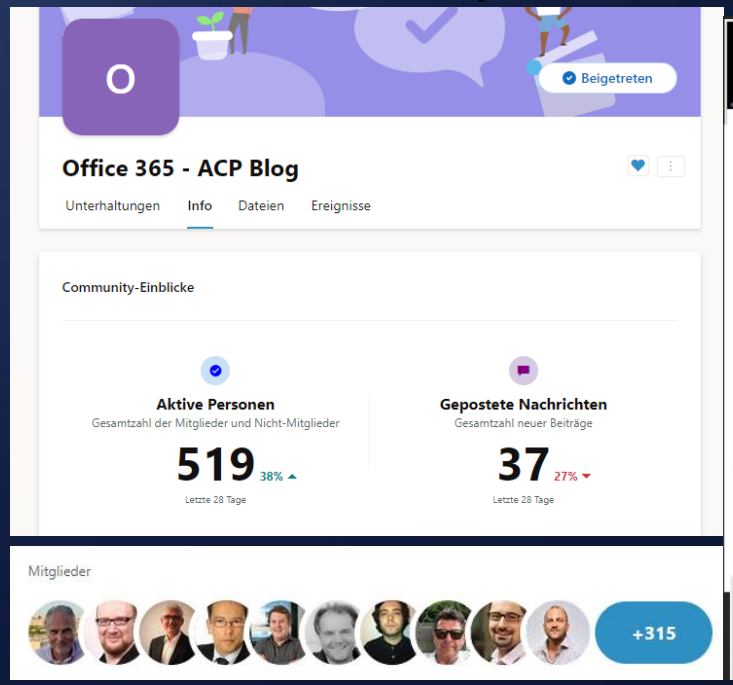
Microsoft

ACP Cloud Community

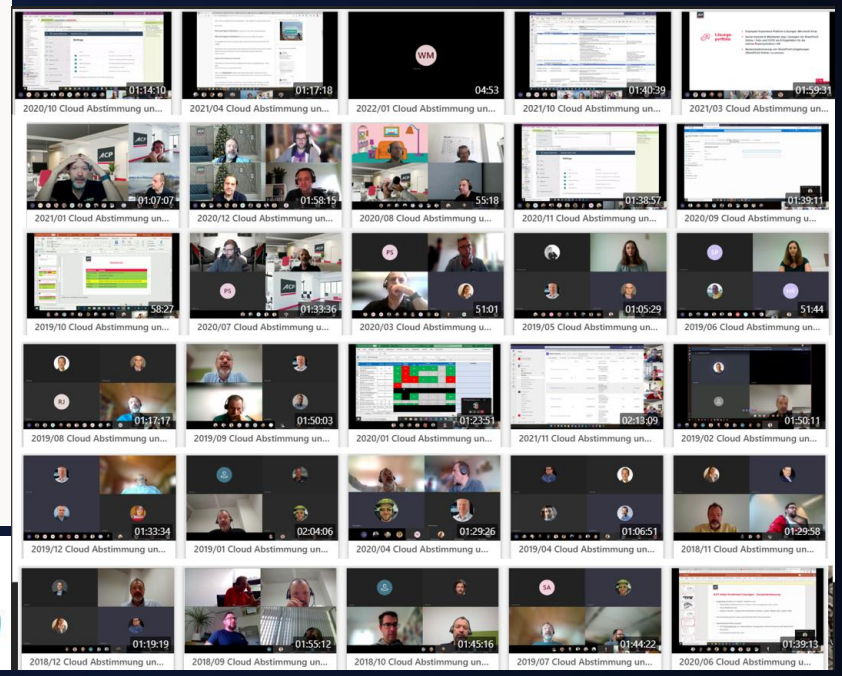
PARTNER DAY
21.November 2023



Lebende Viva Engage Community



Monatliche Community-Treffen



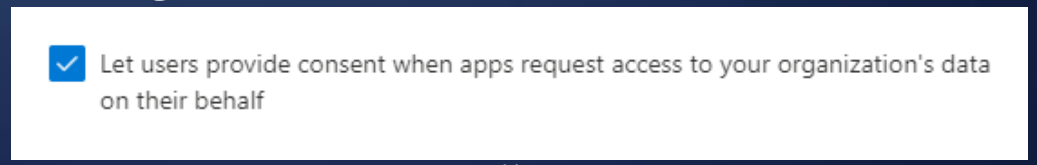
ACP IT for innovators.

Microsoft

PARTNER DAY
21.November 2023

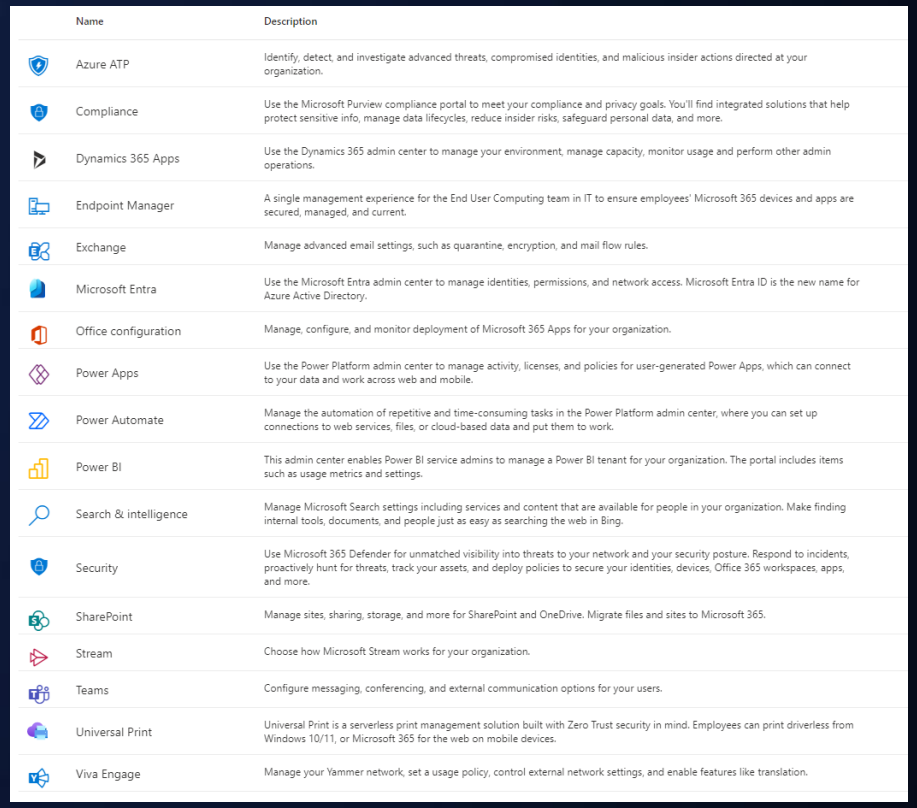
ACP M365 Standards

- Sehr viele Admin-Center (>15) mit sehr vielen Einstellungen (geschätzt > 3.000)
- Einige Default-Einstellungen nicht optimal bzw tlw. sogar Sicherheitsrisiko



- Viele Neuerungen und Änderungen

- Schwierig bis unmöglich, hier aktuell zu bleiben



Name	Description
Azure ATP	Identify, detect, and investigate advanced threats, compromised identities, and malicious insider actions directed at your organization.
Compliance	Use the Microsoft Purview compliance portal to meet your compliance and privacy goals. You'll find integrated solutions that help protect sensitive info, manage data lifecycles, reduce insider risks, safeguard personal data, and more.
Dynamics 365 Apps	Use the Dynamics 365 admin center to manage your environment, manage capacity, monitor usage and perform other admin operations.
Endpoint Manager	A single management experience for the End User Computing team in IT to ensure employees' Microsoft 365 devices and apps are secured, managed, and current.
Exchange	Manage advanced email settings, such as quarantine, encryption, and mail flow rules.
Microsoft Entra	Use the Microsoft Entra admin center to manage identities, permissions, and network access. Microsoft Entra ID is the new name for Azure Active Directory.
Office configuration	Manage, configure, and monitor deployment of Microsoft 365 Apps for your organization.
Power Apps	Use the Power Platform admin center to manage activity, licenses, and policies for user-generated Power Apps, which can connect to your data and work across web and mobile.
Power Automate	Manage the automation of repetitive and time-consuming tasks in the Power Platform admin center, where you can set up connections to web services, files, or cloud-based data and put them to work.
Power BI	This admin center enables Power BI service admins to manage a Power BI tenant for your organization. The portal includes items such as usage metrics and settings.
Search & intelligence	Manage Microsoft Search settings including services and content that are available for people in your organization. Make finding internal tools, documents, and people just as easy as searching the web in Bing.
Security	Use Microsoft 365 Defender for unmatched visibility into threats to your network and your security posture. Respond to incidents, proactively hunt for threats, track your assets, and deploy policies to secure your identities, devices, Office 365 workspaces, apps, and more.
SharePoint	Manage sites, sharing, storage, and more for SharePoint and OneDrive. Migrate files and sites to Microsoft 365.
Stream	Choose how Microsoft Stream works for your organization.
Teams	Configure messaging, conferencing, and external communication options for your users.
Universal Print	Universal Print is a serverless print management solution built with Zero Trust security in mind. Employees can print driverless from Windows 10/11, or Microsoft 365 for the web on mobile devices.
Viva Engage	Manage your Yammer network, set a usage policy, control external network settings, and enable features like translation.

ACP IT for innovators.

Microsoft

PARTNER DAY
21.November 2023

Was sind die ACP M365 Standards?

- Gemeinsames Verständnis aller wesentlichen ACP M365 Cloud-Experten gruppenweit über:
  - Einstellungen einer M365-Umgebung
  - Durchführung von bestimmten Prozessen im Zuge einer Einrichtung

Vielfach erprobte Best Practice, die dem Kunden vorgeschlagen wird

ACP IT for innovators.

Ein paar Zahlen

- 1. Version 11/2021
- 52 Einstellungen im Bereich Minimum
- 57 Einstellungen im Bereich Standard
- 20 Einstellungen im Bereich Consult
- 13 Prozessanleitungen

Seit Beginn

- 15 Personen haben Änderungen eingepflegt
- 131 Änderungen umgesetzt
- 18 Änderungen abgelehnt
- 14 Änderungen brauchen mehr Informationen
- 3 Änderungen derzeit zur Diskussion

Microsoft

PARTNER DAY
21.November 2023

M365-Einstellungen

ACP M365 Standards

Stand: 20230821

Kunde:
Tenant-Name
Tenant-ID
Techniker:

Portal	Menue	Setting	Empfehlung	Minimum Lizenz	gesetzt	Bemerkung	Nachlese	Nummer	Art	Datum
TEAMS	Voice, Calling Policy, Global	Cloud recording for calling und Transcription	aktivieren (betrifft nicht Telefongespräche)					TEAMS008	ACP Standard	
TEAMS	Teams apps, Permission policies, Global	Microsoft: Allow all apps Third party und custom apps. Block all apps bzw Allow specific and block all other	Wenn Kunde Apps einschränken möchte, dann eine Gruppe/Policy erzeugen, die vollen Zugriff hat, damit die Apps testen können.					TEAMS002	ACP Consult	
TEAMS	Meetings, Meetings Policies, Global, Content	External participant can give or request control	Einschalten					TEAMS001	ACP Minimum	
TEAMS	Meetings, Meeting Settings	Email invitation	Logo Url und anderes ausfüllen					TEAMS005	ACP Consult	
TEAMS	Enhanced encryption policies - Global	End-to-end call encryption	Not enabled, but user can enable					TEAMS007	ACP Standard	
TEAMS	Meetings, Meetings Policies, Global, Participant	Automatically admint people	Invited users only					TEAMS004	ACP Standard	
TEAMS	Messaging Policies - Global	Edit send messages	deaktivieren					TEAMS006	ACP Consult	
TEAMS	Teams, Teams Settings	Files	alle externen Filespeicher abdrehen					TEAMS009	ACP Minimum	
TEAMS	Teams, Template policies, Global	Viewable templates	alle verstecken					TEAMS010	ACP Standard	
SHAREPOINT	PowerShell: Verhindern, dass Benutzer schädliche Dateen herunterladen kann	Set-SPOTenant -DisallowInfectedFileDownload $true	Genaue Erläuterung siehe Link					SP013	ACP Standard	
TEAMS	Meetings, Meetings Policies, Global, Recording & transcription	Transcription	Aktivieren					TEAMS003	ACP Standard	
YAMMER	All Company einschränken	All Company-Settings-Posting Permissions	restricted - damit können nur Admins im All Company posten					YAM001	ACP Standard	
YAMMER	New Yammer as Standard	NetworkAdmin-Settings-New Yammer	Enable the new yammer for all users with no opt-out-option					YAM003	ACP Minimum	
YAMMER	Zugriff nur mit Lizenzen	NetworkAdmin-Security Settings	Licenses			Achtung: Wenn der globale Admin KEINE Yammer-Lizenz h		YAM002	ACP Minimum	
								SEC022		
	Security Portal - Policies & Rules - Threat Policies	Anti-Spam	Anti-spam inbound policy (Default) Actions - "Spam" - Quarantine message / NotificationEnabledPolicy - "High confidence spam" - Quarantine message / AdminOnlyAccessPolicy - "Phishing" - Quarantine message / NotificationEnabledPolicy - "High confidence phishing" - Quarantine message / AdmnOnlyPolicy - "Bulk" - Quarantine message - Enable spam safety tips- Enable spam safety tips - Enable zero-hourpurge			Quarantäne Mailbox, Diskussion - Spam Notification Interval (Daily)		SEC012	ACP Standard	
TEAMS	Users, External Access	Teams accounts not managed by an organization und Skype Users	deaktivieren					TEAMS011	ACP Standard	
M365 Admin	Settings - Org Settings - Services	Microsoft 365 on the web	Let users open files stored in thrid party storage services in Microsoft 365 on the web: OFF					ADMIN036	ACP Minimum	
ENTRA	Identity/Users/User Settings	Users can create security groups	disablen			Security Groups sollten im AD durch Admins gesetzt werd		AAD033	ACP Minimum	

Microsoft

M365-Prozesse

PARTNER DAY
21.November 2023



Conditional Access

Dauer / Notwendige Lizenzen 2 Workshops zu je 5 Stunde...

3. Januar



Sensitivity Lables für M365 Gruppen

Einleitung Sensitivity Labels für M365 Gruppen erlauben d...

3. Januar



Enable external Mail Warning

Diese Einstellung zeigt Mailbenutzern an, wenn eine Mail...

3. Januar



Archivierung in Exchange Online

Beschreibung der Archivierung bei Exchange Online

vorgestern



Testumgebung M365

Erstellung von Testumgebungen für Microsoft 365

10. Januar



Office 365-Wissensdatenbank anlegen

Status: Anleitung ohne Standard Geprüft am: 10.01.2022...

4. Januar



Basic Information Protection

Dauer / Notwendige Lizenzen 2 Workshops zu je 3 Stunde...

4. Januar



DMARC (Domain-based Message Authentication, Reporting and Con-formance)

Was ist DMARC und DKIM und wie wird es konfiguriert

vorgestern

ACP IT for innovators.

Microsoft

Die ACP Microsoft 365 Copilot Einführung

PARTNER DAY
21.November 2023

Übersichtsworkshop
„Wie mache ich mein Unternehmen KI-Ready“

Managementworkshop
„Was ermöglicht Microsoft 365 Copilot“

Bereichsleitungsworkshop
„Wer braucht Microsoft 365 Copilot“

User Adoption
„Strukturierte Einführung von Microsoft 365 Copilot“

Zusätzliche Module

ACP IT for innovators.

Prepare your data for Copilot searches

To prepare for Copilot, you must get your information ready for search.



Learn Live

Microsoft Ignite

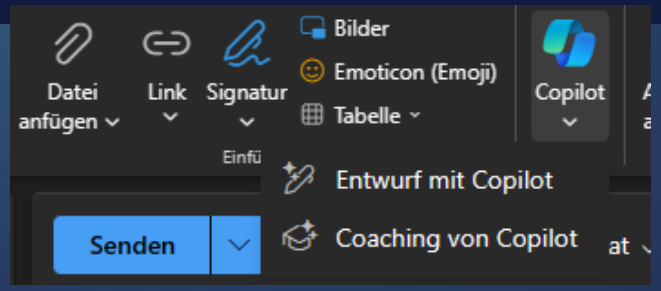
Zusätzliche Module

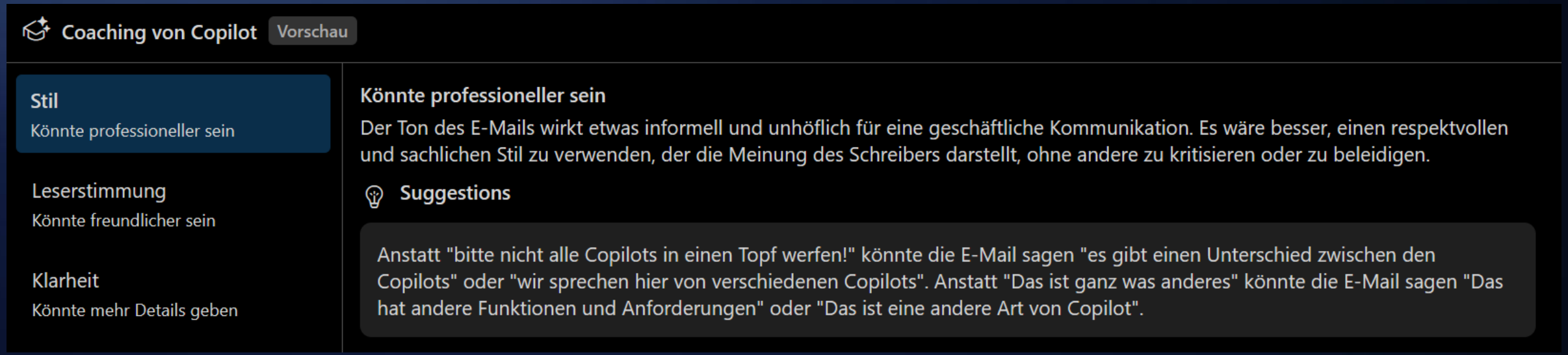
Suchoptimierung	• Anbindung externer Datenquellen • Optimierung der Suchoptionen • Datenhygiene
Microsoft Purview	• Datenklassifizierung • Datentagging • DLP
Viva Topics	• Unternehmenswissen strukturieren • Wissen und Personen sichtbar machen

Microsoft

Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023



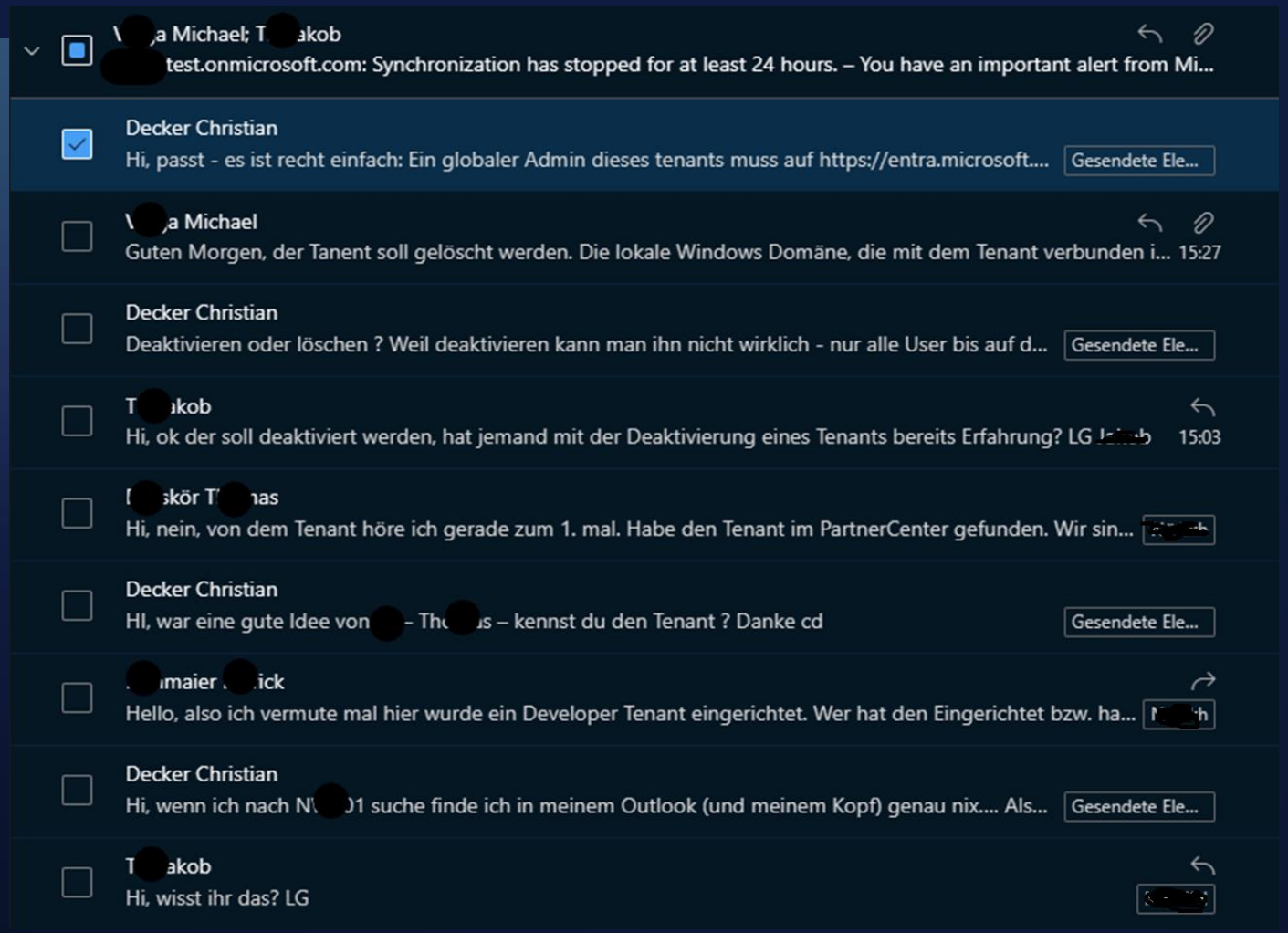


ACP IT for innovators.

Microsoft

Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023



Zusammenfassung durch Copilot Vorschau

Der Testtenant N 01 soll gelöscht werden, da er Teil einer Testumgebung war, die nicht mehr benötigt wird [1].

Ein globaler Admin dieses Tenants muss auf https://entra.microsoft.com gehen, dort Overview auswählen und dann auf "Manage tenants" gehen, um den Tenant zu löschen [2].

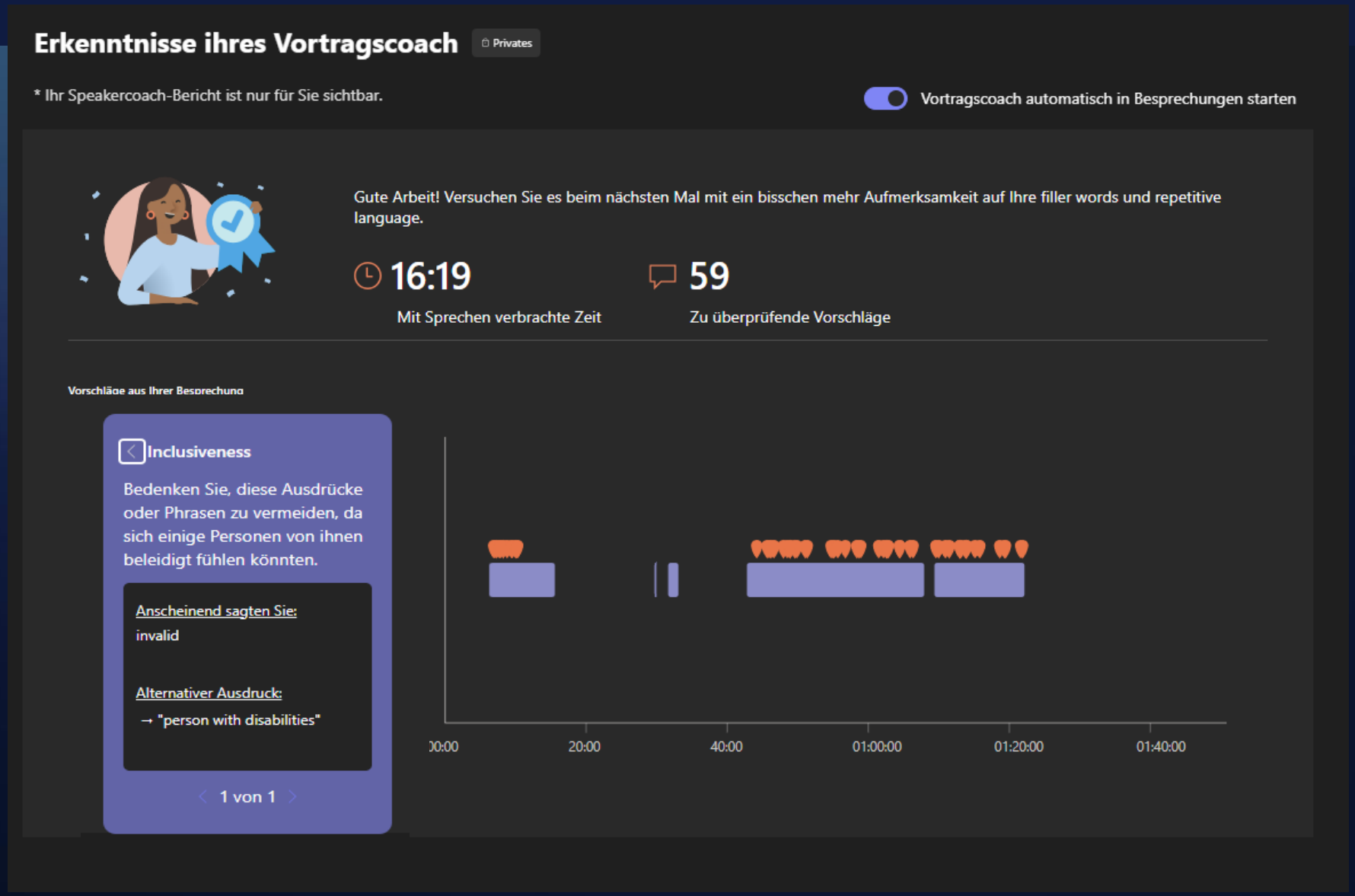
Es gibt eine Liste von Dingen, die aufgeräumt werden müssen, bevor der Tenant gelöscht werden kann, und Sie bieten Unterstützung an, falls Fragen auftreten [2].

ACP IT for innovators.

Microsoft

Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023



ACP IT for innovators.

Microsoft

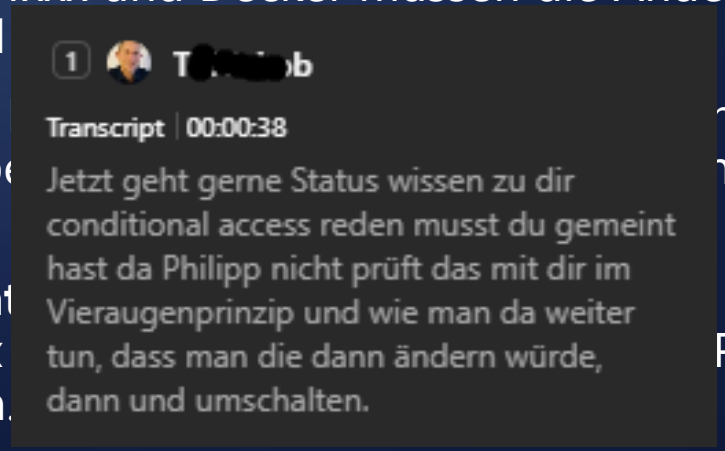
Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023

- Teams – Meeting Zusammenfassung
- *Generiert von Copilot. Achten Sie darauf, die Genauigkeit zu überprüfen.*

Wichtige Themen:

- **Conditional Access:** Txxx und Decker müssen die Änderungen mit Philipp im Vieraugenprinzip prüfen und dann umschalten. 1



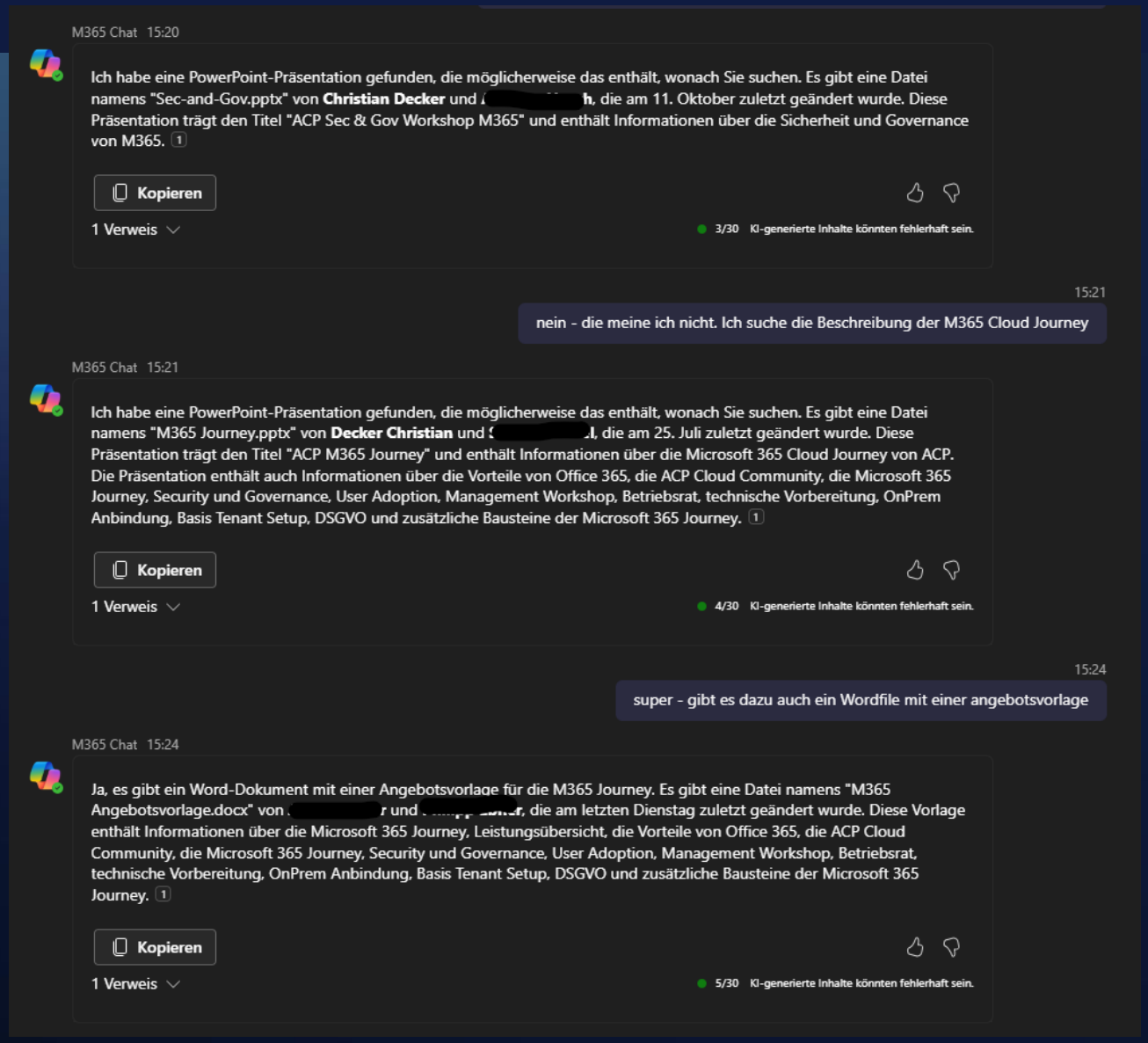
- **Teams Performance** … die Call Quality Dashboard und die Teams Client Versionen analysiert, abe… …nden. Sie wollen einen Report von Microsoft anfordern. 2
- **Teams Email Integrat…** … zu den erlaubten Domänen für Teams Emails hinzugefügt, damit Txxx … Patch Management per Email an die Teams Kanäle schicken können.
- **Teams Policies:** Decker hat Txxx gebeten, die neuen Teams Policies von Microsoft zu überwachen, die nach 90 Tagen aktiviert werden sollen, und ihn rechtzeitig zu informieren. 4
- **PIM Report:** Ixxx und Decker haben herausgefunden, dass der PIM Report nur die Rolle Aktivierung anzeigt, nicht die Gruppenmitgliedschaft, die sie über PIM steuern. Deshalb ist der Report für sie nicht aussagekräftig. 5

ACP IT for innovators.

Microsoft

Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023



ACP IT for innovators.

Microsoft

Microsoft 365 Copilot in der ersten Woche

PARTNER DAY
21.November 2023

15:32

ich brauche ein Bild eines grünen Hakens

M365 Chat 15:32

Ich konnte leider kein Bild eines grünen Hakens in den Unternehmensdaten finden. Sie können jedoch eine Bildsuche im Internet durchführen, um ein Bild eines grünen Hakens zu finden.

Kopieren

6/30 KI-generierte Inhalte könnten fehlerhaft sein.

15:32

bitte such im Internet danach

M365 Chat 15:32

Ich habe im Internet nach einem Bild eines grünen Hakens gesucht und einige Ergebnisse gefunden. Sie können eine Bildsuchmaschine wie Bing oder Google verwenden, um eine Vielzahl von Bildern eines grünen Hakens zu finden. Wählen Sie einfach das Bild aus, das Ihren Anforderungen am besten entspricht.

Kopieren

7/30 KI-generierte Inhalte könnten fehlerhaft sein.

15:33

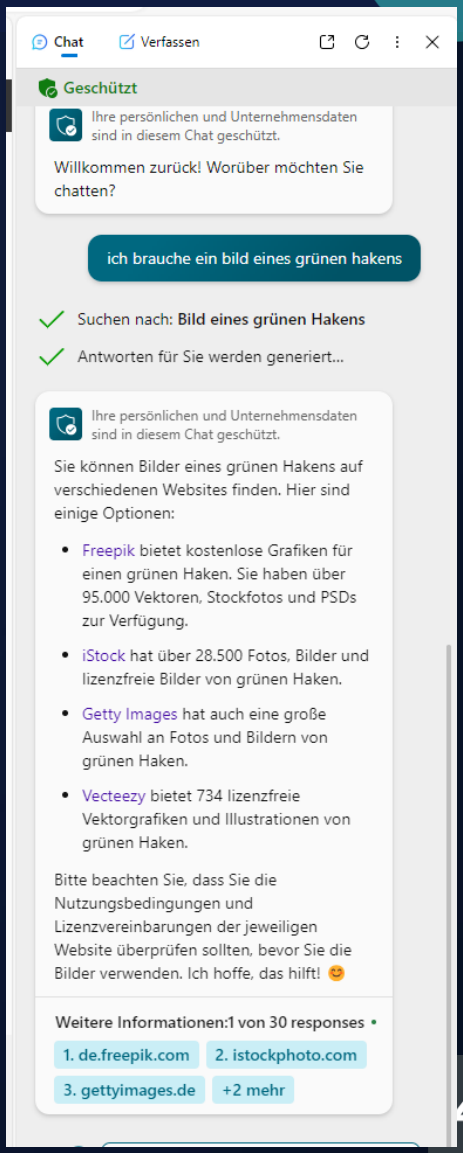
zeigst du mir die ergebnisse, die du gefunden hast?

M365 Chat 15:33

Ich entschuldige mich, aber ich kann Ihnen keine Bilder direkt zeigen. Als Text-basierter Chatbot habe ich keine Möglichkeit, Bilder direkt anzuzeigen. Sie können jedoch eine Bildsuchmaschine wie Bing oder Google verwenden, um eine Vielzahl von Bildern eines grünen Hakens zu finden. Wählen Sie einfach das Bild aus, das Ihren Anforderungen am besten entspricht.

Kopieren

8/30 KI-generierte Inhalte könnten fehlerhaft sein.



4CP IT for innovators.

Microsoft

Microsoft Copilot vs Google Search

PARTNER DAY
21.November 2023



IT for innovators.

Microsoft Copilot vs Google

Google

wie lange dauert die fahrt auf die nordkette in innsbruck und was kost

Vergleichswebsites | Bilder | Videos | News | Bücher | Maps | Flüge | Finanzen

Ungefähr 431 000 Ergebnisse (0,48 Sekunden)

Preise

	Erwachsene	Kinder
Berg- und Talfahrt	44,00 €	26,40 €
Bergfahrt	26,40 €	15,80 €
Bergfahrt mit Mountainbike	-	-
Talfahrt	-	-

tirol.at
https://www.tirol.at › ... › Sommer-Bergbahn suchen

Innsbrucker Nordkettenbahnen | Tirol in Österreich

Informationen zu hervorgehobenen Snippets • Feedback geben

Wie lange dauert die fahrt auf die nordkette in innsbruck und was kostet sie

- Suchen nach: **Fahrtzeit zur Nordkette in Innsbruck**
- Suchen nach: **Kosten für die Fahrt zur Nordkette in Innsbruck**
- Antworten für Sie werden generiert...

Ihre persönlichen und Unternehmensdaten sind in diesem Chat geschützt.

Die Fahrt von der Stadt Innsbruck bis zum Gipfel der Nordkette dauert insgesamt etwa eine halbe Stunde [1]. Die Kosten für die Fahrt variieren je nachdem, welche Stationen Sie besuchen möchten. Hier sind einige Preisinformationen:

- Fahrt zur Hungerburg: Einzelfahrt kostet 6,9 € und Hin- und Rückfahrt kostet 11,4 € [2].
- Fahrt zur Seegrube (inklusive Nutzung der Hungerburgbahn): Einzelfahrt kostet 23,8 € und Hin- und Rückfahrt kostet 39,6 € [2].
- Fahrt zum Hafelekar (inklusive Nutzung der Hungerburgbahn und Seegrubenbahn): Einzelfahrt kostet 26,4 € und Hin- und Rückfahrt kostet 44,0 € [2].

Bitte beachten Sie, dass diese Preise sich ändern können und es ist immer eine gute Idee, die aktuellen Preise auf der offiziellen Website zu überprüfen. Ich hoffe, das hilft! 😊

Weitere Informationen2 von 30 responses •

1. innsbruck.info
2. innsbruck-altstadt.com +8 mehr

PARTNER DAY
21.November 2023

Vielen Dank an unsere Sponsoren!



#MSPartnerDay2023 #Möglichmachen

#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

Stream 1:

Technical Insights
Cloud & AI Roadmap

#MSPartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023



Geronimo Janosievics, Microsoft
Partner Technology Manager



Helmut Wimmer, Microsoft
Partner Solution Architect



Stefan Baresch, Microsoft
Partner Solution Architect



Maximilian Pessl, TD-Synnex
Technical Presales Specialist Cloud



Dennis Huyen, Microsoft
Partner Solution Architect



Georg Binder, Microsoft
Partner Solution Architect



Drazen Nikolic, ALSO
Cloud Solution Architect

Agenda

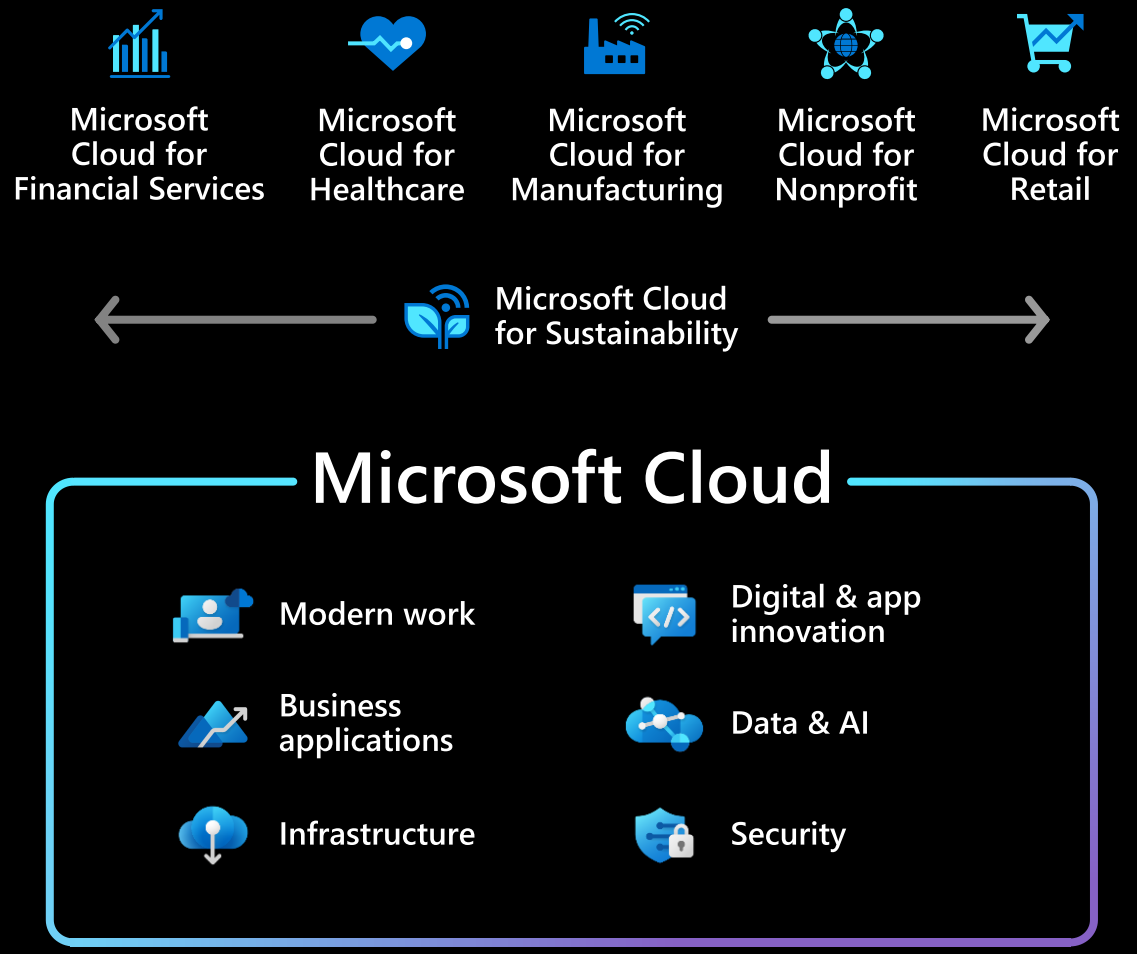
- Intro
- Business Applications
- Azure Development
- Infrastructure
- Modern Work
- Security
- Data & AI

PARTNER DAY
21.November 2023

Intro



Geronimo Janosievics, Microsoft
Partner Technology Manager


Microsoft Cloud for Financial Services
Microsoft Cloud for Healthcare
Microsoft Cloud for Manufacturing
Microsoft Cloud for Nonprofit
Microsoft Cloud for Retail
Microsoft Cloud for Sustainability
Microsoft Cloud
Modern work
Digital & app innovation
Business applications
Data & AI
Infrastructure
Security

Microsoft Cloud

Microsoft Azure

Microsoft Viva

Microsoft Dynamics 365

Windows

GitHub

Microsoft Teams

Microsoft Visual Studio

LinkedIn

Microsoft Power Platform

Microsoft 365

Microsoft Security

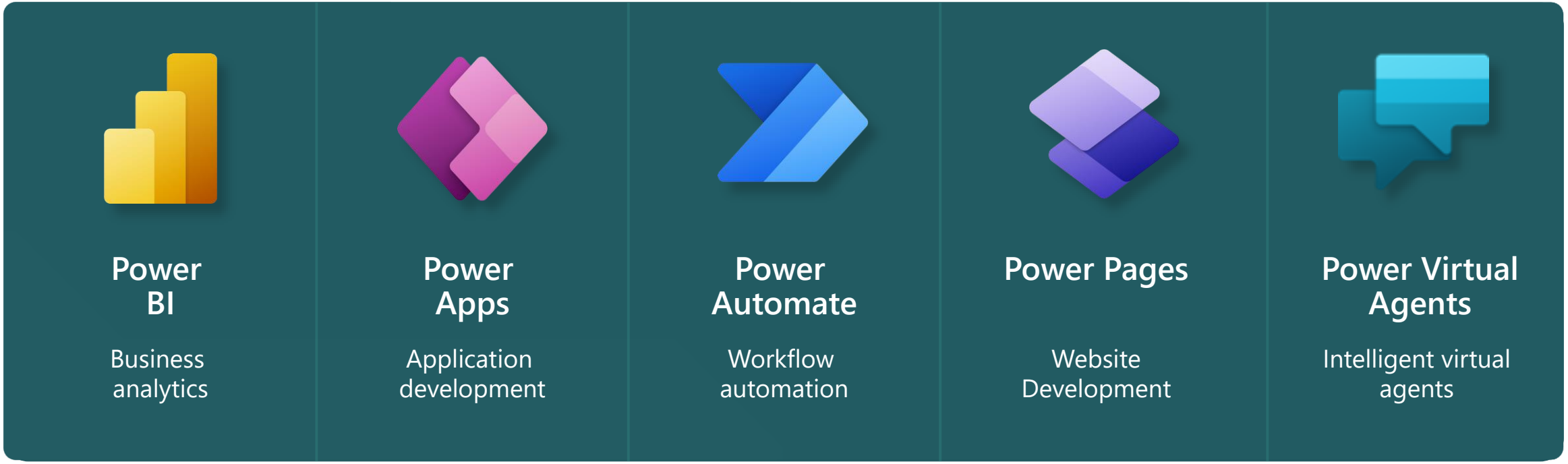
PARTNER DAY
21.November 2023

Business Applications



Helmut Wimmer, Microsoft
Partner Solution Architect

Microsoft Power Platform VOR Ignite



Microsoft Power Platform NACH Ignite



Power BI
Business analytics



Power Apps
Application development



Power Automate
Workflow automation



Power Pages
Business websites

Additional capabilities



Microsoft Dataverse



Power Fx



Managed Environments



Data connectors



Copilot Studio
Customize and create copilots

Microsoft Power Platform NACH Ignite



Power BI
Business analytics



Power Apps
Application development



Power Automate
Workflow automation



Power Pages
Business websites

Additional capabilities



Microsoft Dataverse



Power Fx



Managed Environments



Data connectors



Copilot Studio
Customize and create copilots

Microsoft Copilot Studio

Build your own copilot

Create and publish a custom copilot for your organization using the intuitive building experience enhanced with large language models and generative AI

Customize Microsoft Copilot

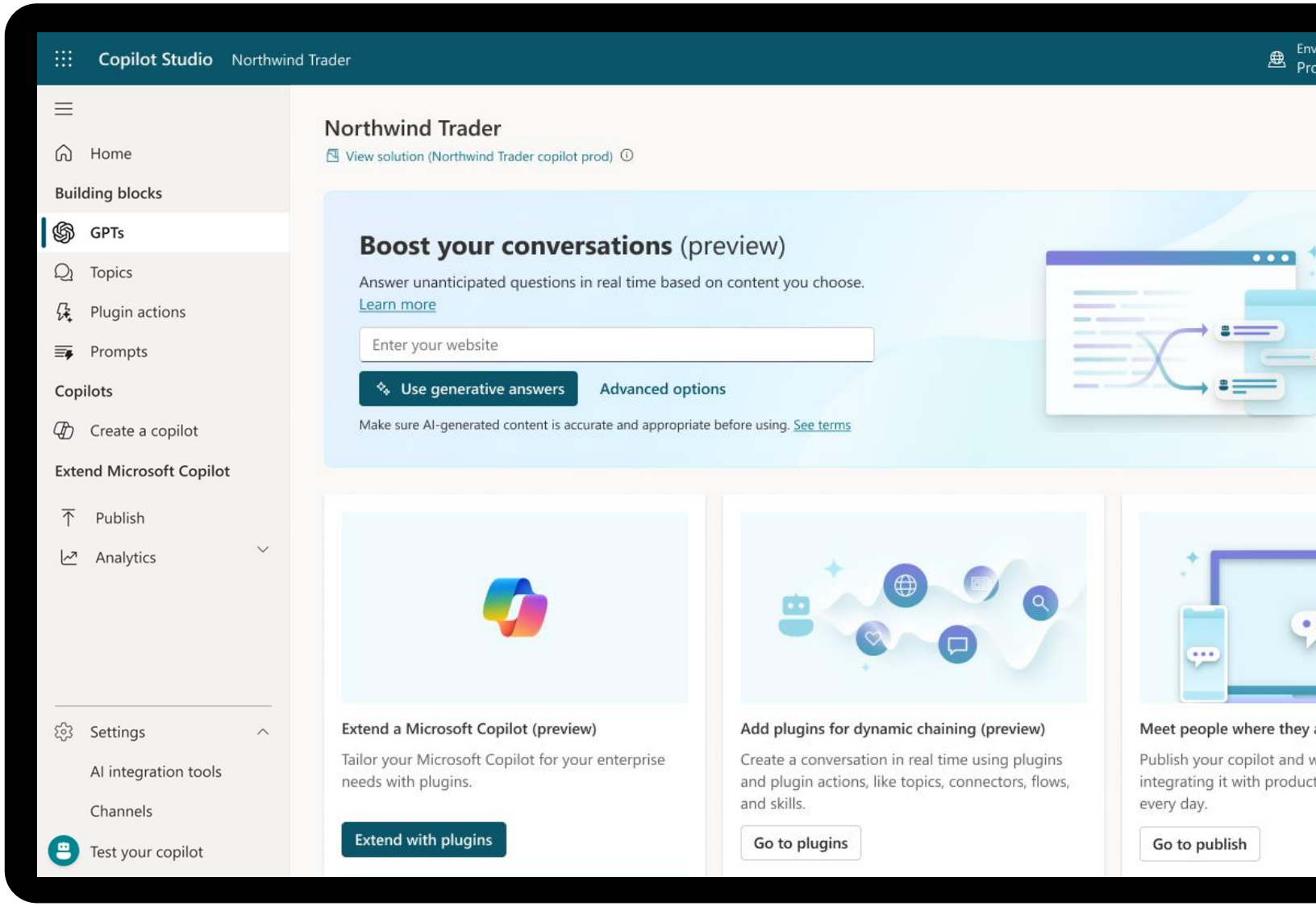
Extend and customize 1st party Microsoft Copilots with your own enterprise scenarios. Copilot Studio will be included with the Microsoft 365 Copilot SKU.

Connected platform

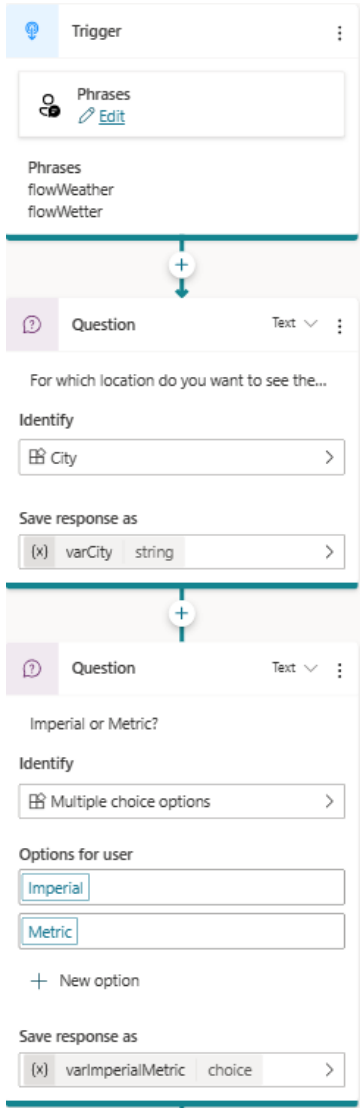
Integrates and exposes various Microsoft's conversational AI technology stacks - integrated with Azure AI Studio, Azure Cognitive Services, Azure Bot Framework, Power Platforms AI models and more

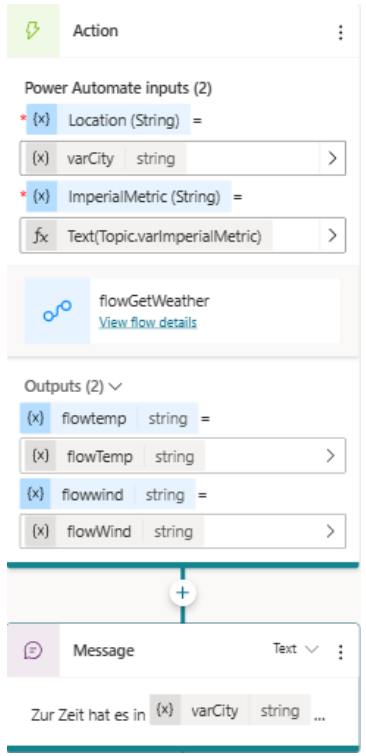
Manage copilot experiences

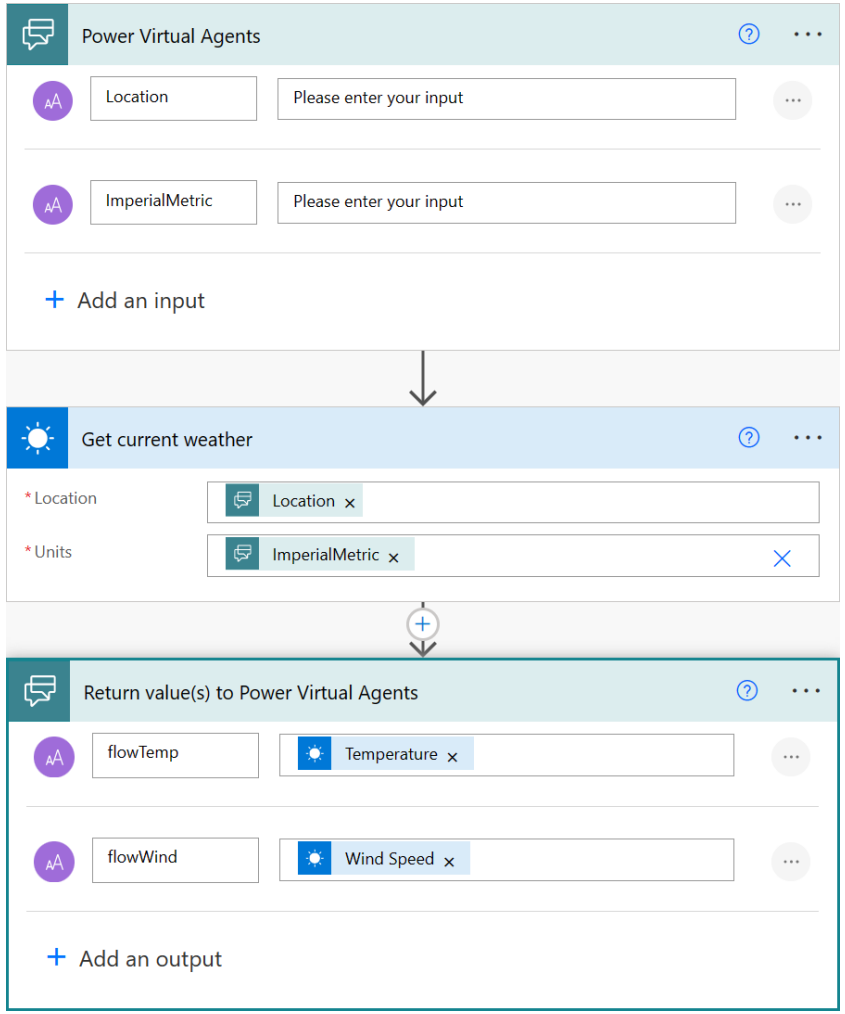
Governance and control features to monitor usage with full visibility of customizations, standalone copilots as well as who is building and customizing them.



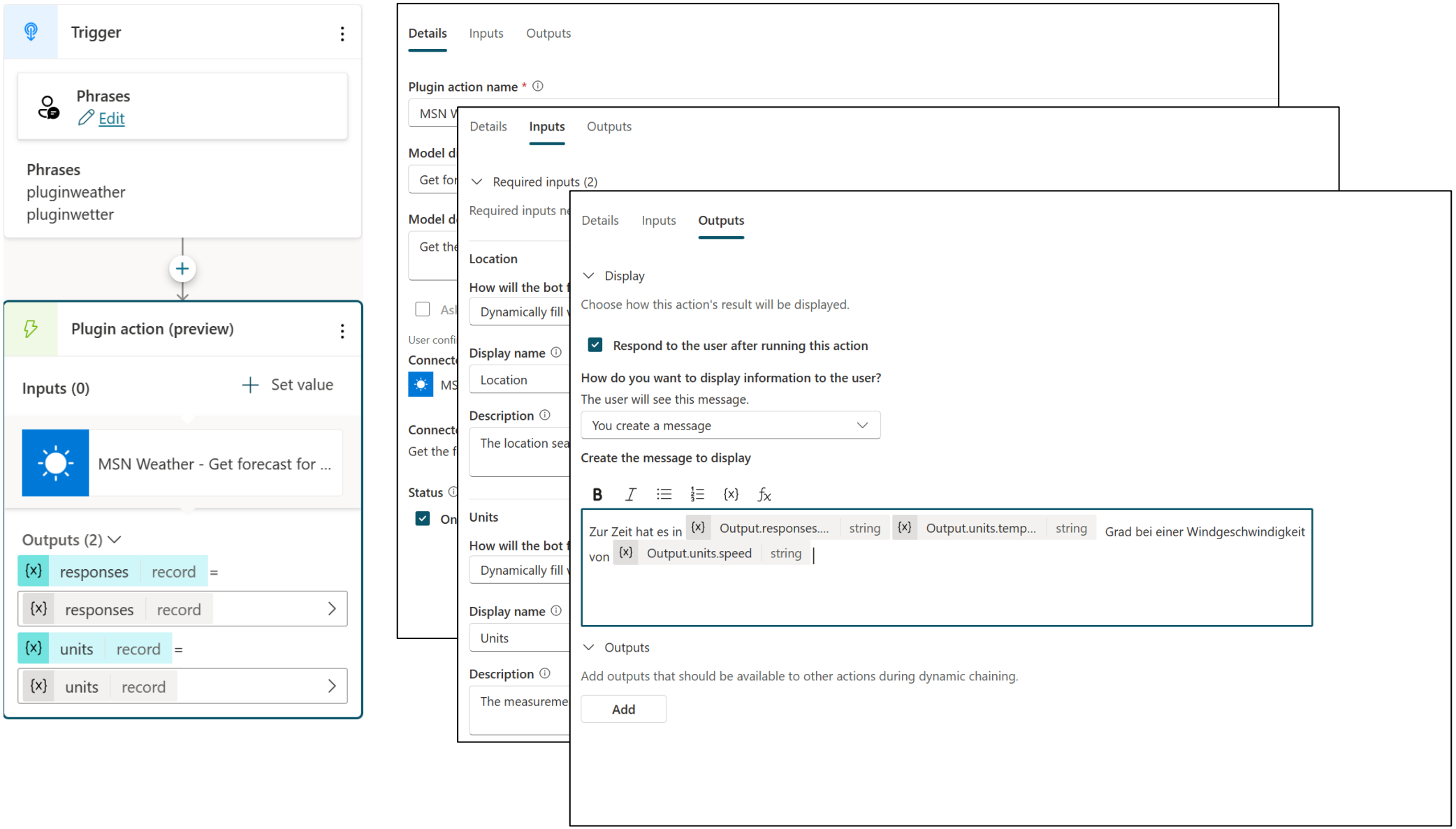
Copilot Studio: OHNE Plugins







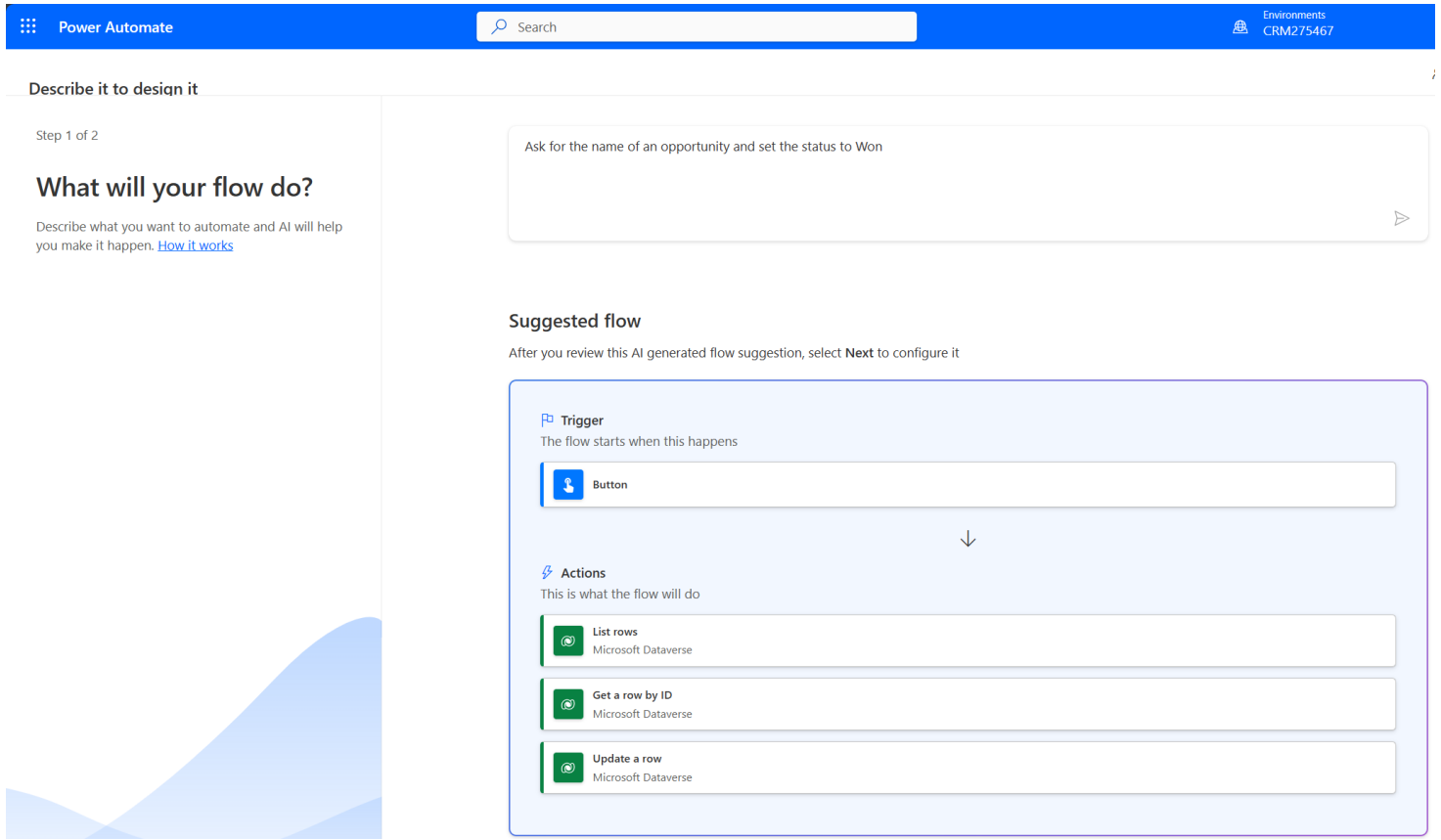
Copilot Studio: MIT Plugins



Jetzt wird’s arg: Flow als Plugin

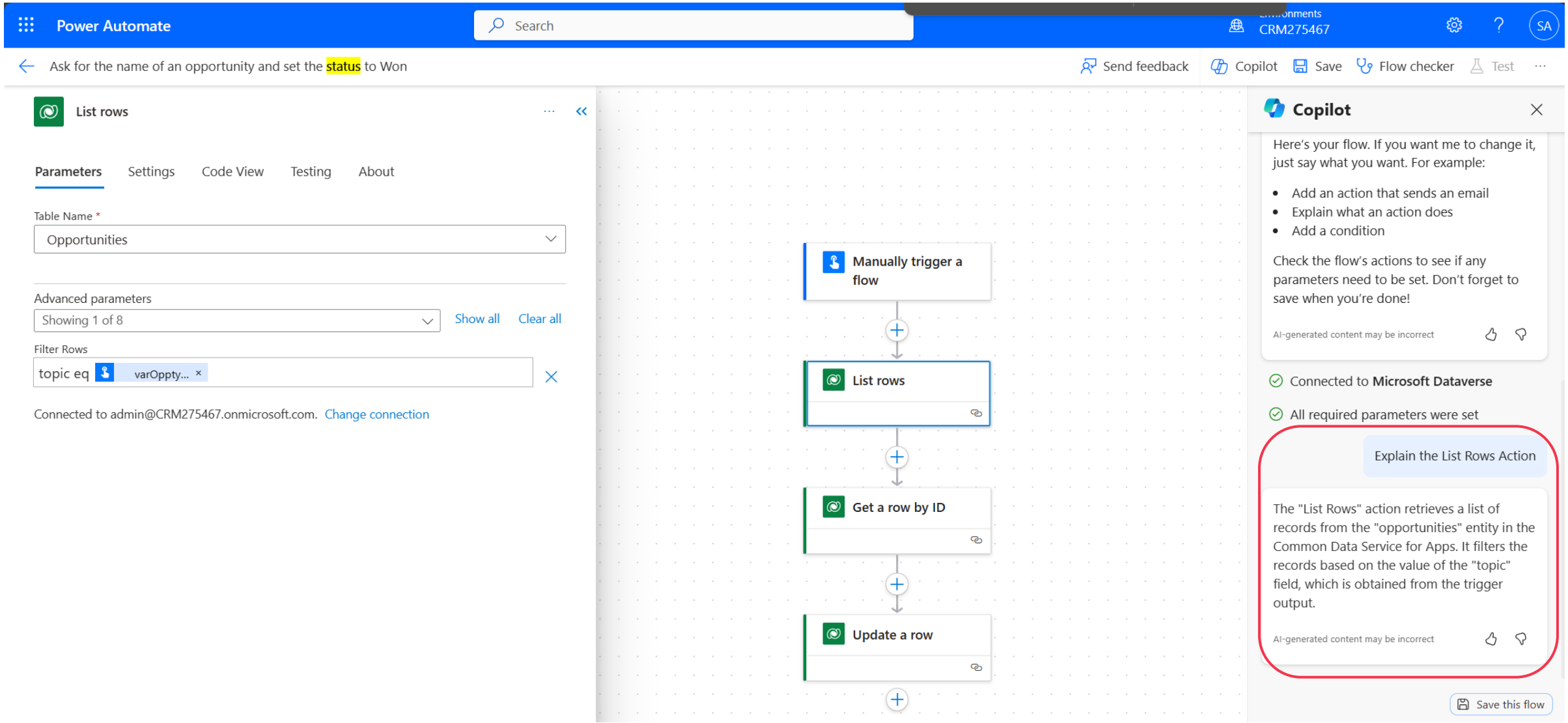
1. Flow über Copilot erstellen

Ask for the name of an opportunity and set the status to Won



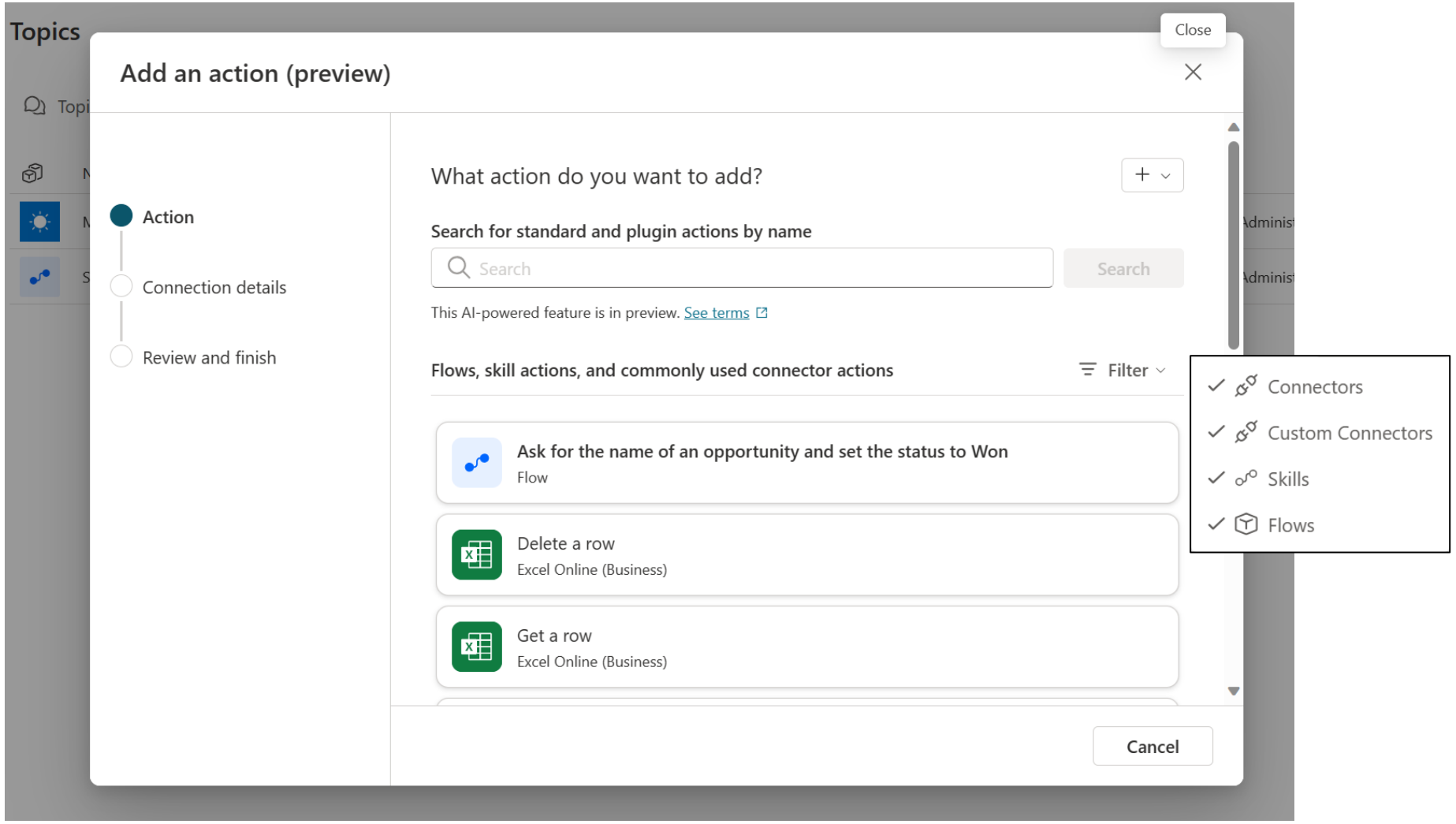
Jetzt wird’s arg: Flow als Plugin

2. Flow fertigstellen, Copilot hilft

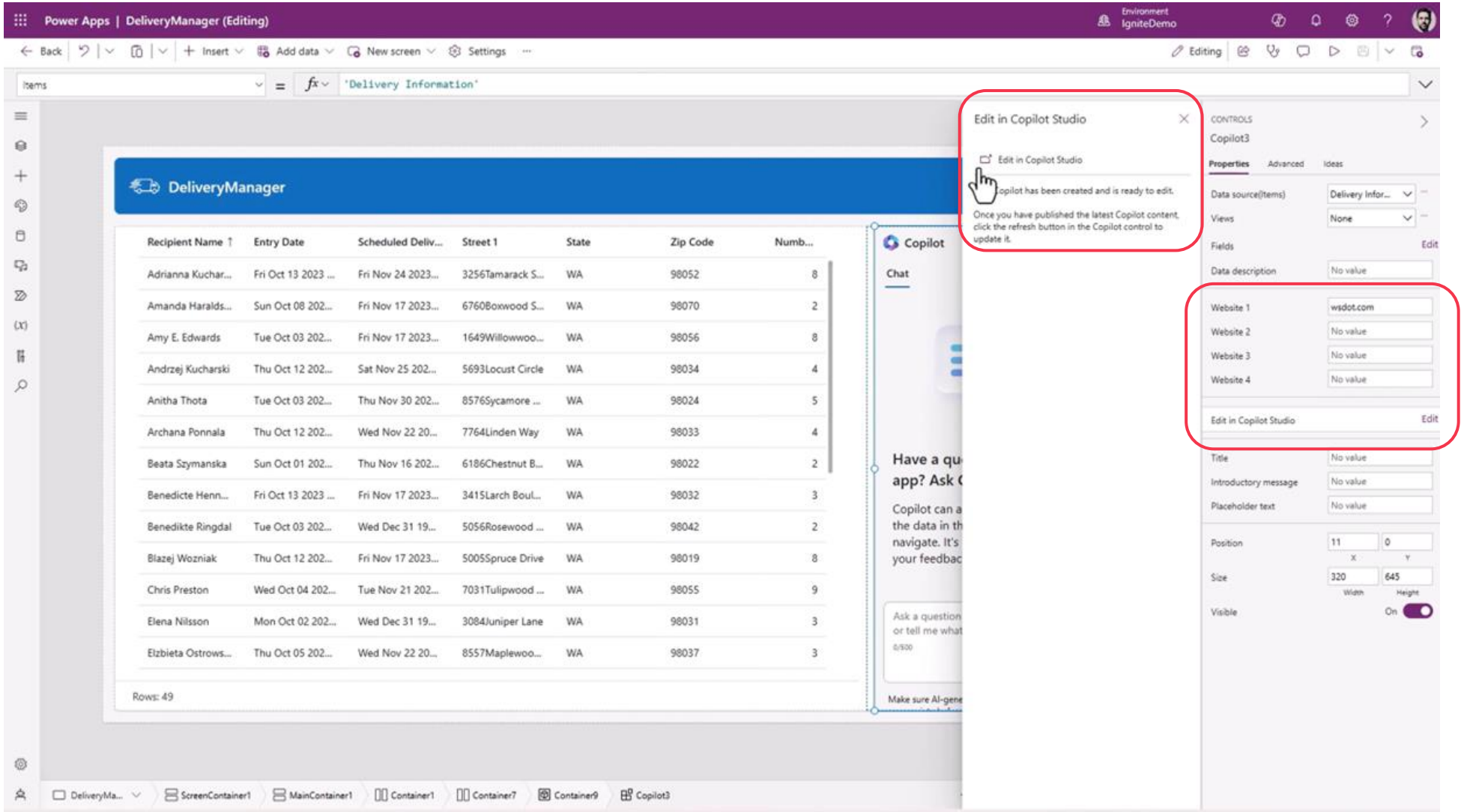


Jetzt wird’s arg: Flow als Plugin

3. Flow als Plugin in Copilot Studio verwenden



Power App mit Copilot und Copilot Studio

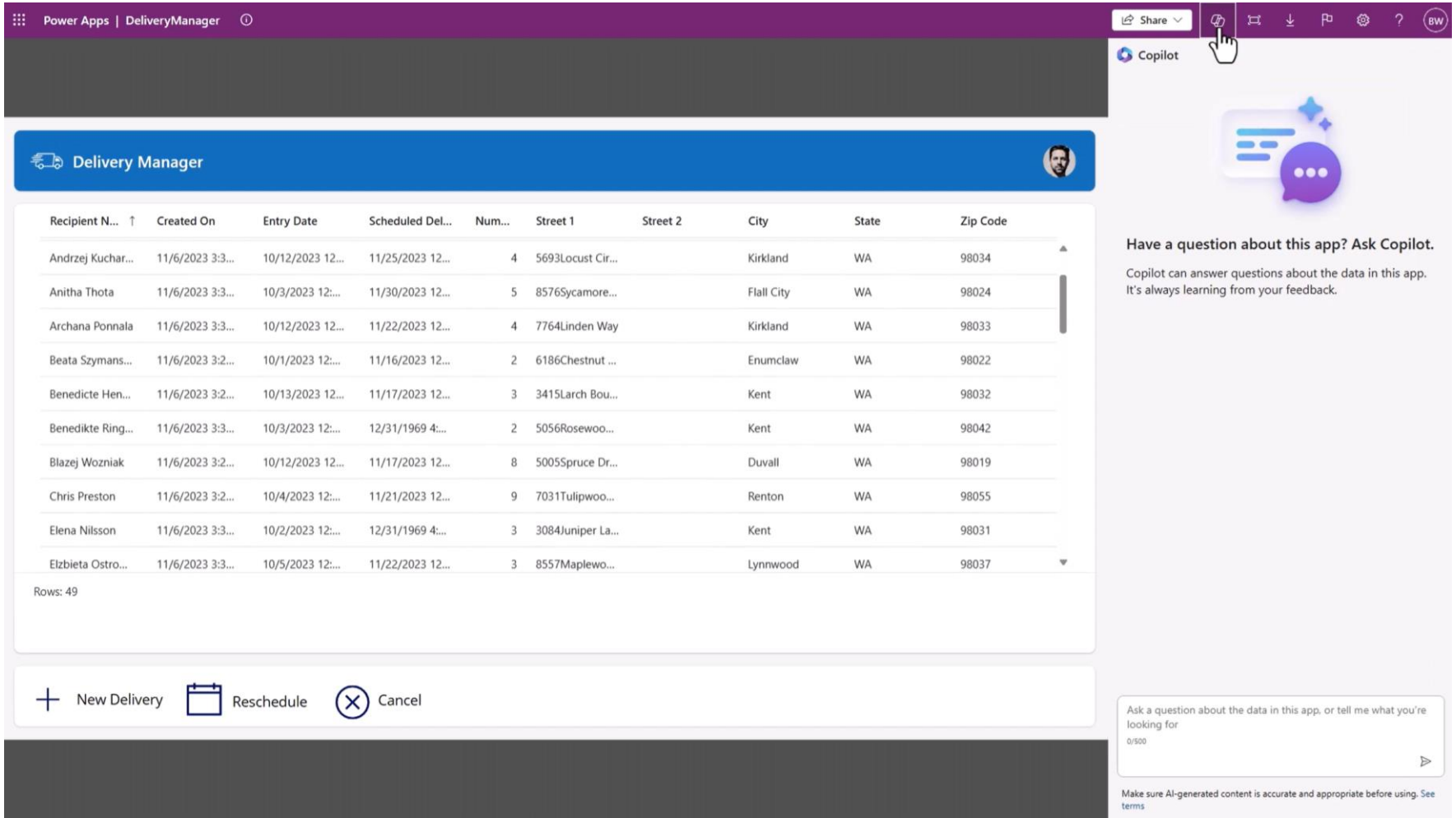


This feature will be in preview in the first half of 2024.

Jeder Power App ihren Copiloten

Every user of Microsoft Dataverse-backed canvas apps can **access Copilot and ask questions about their data** with a single click, without any action needed from makers.

This Copilot feature is entering a limited preview in December 2023 and will be in preview for all by the end of March 2024. It'll be available by default to all Dataverse-backed canvas apps, but makers stay in full control—they can disable this experience for their apps at any time.



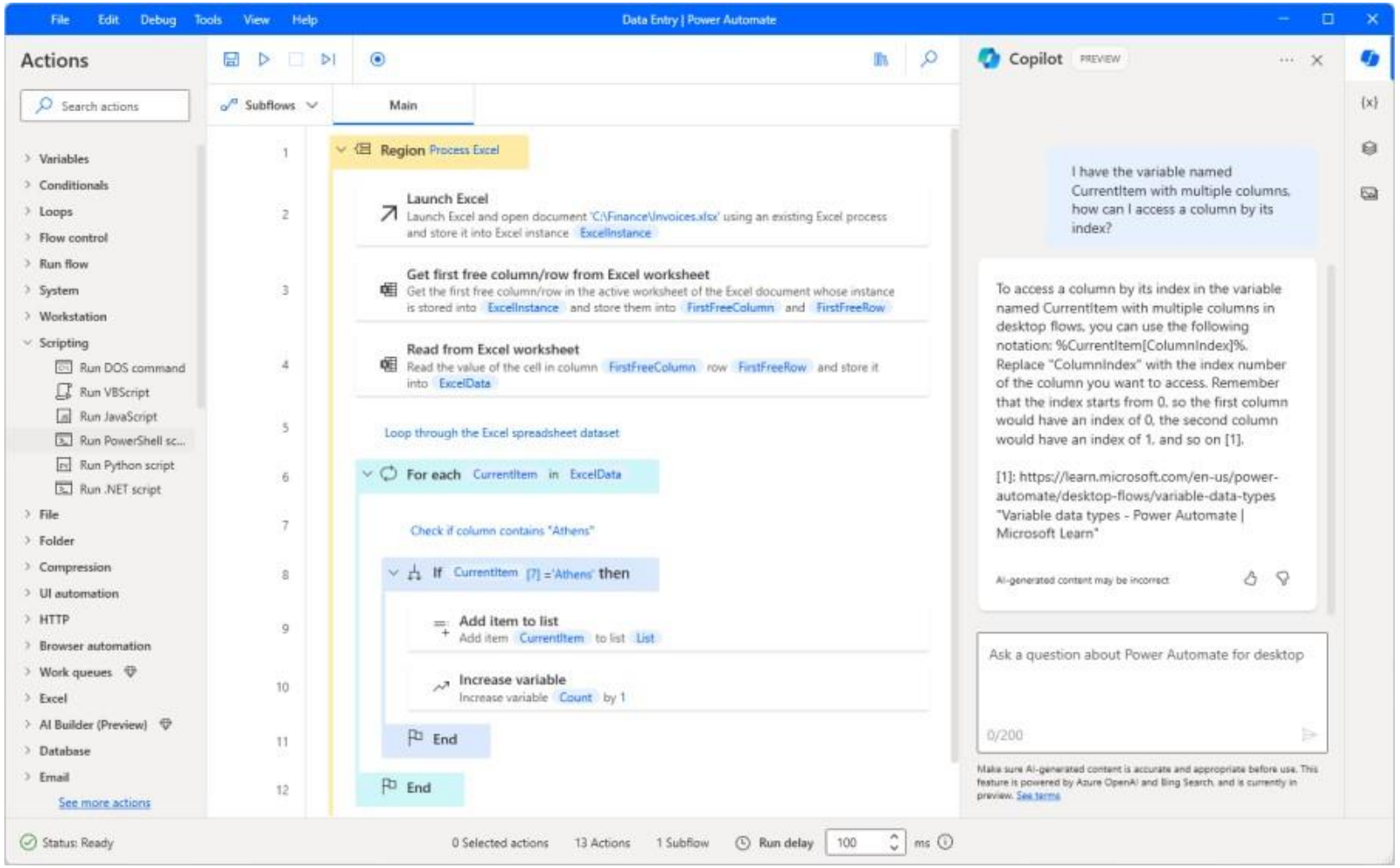
Power Automate Desktop bekommt einen Copilot

“How does the ‘get first free’ row and column in an Excel file action work?”

“How can I extract images from a PDF file?”

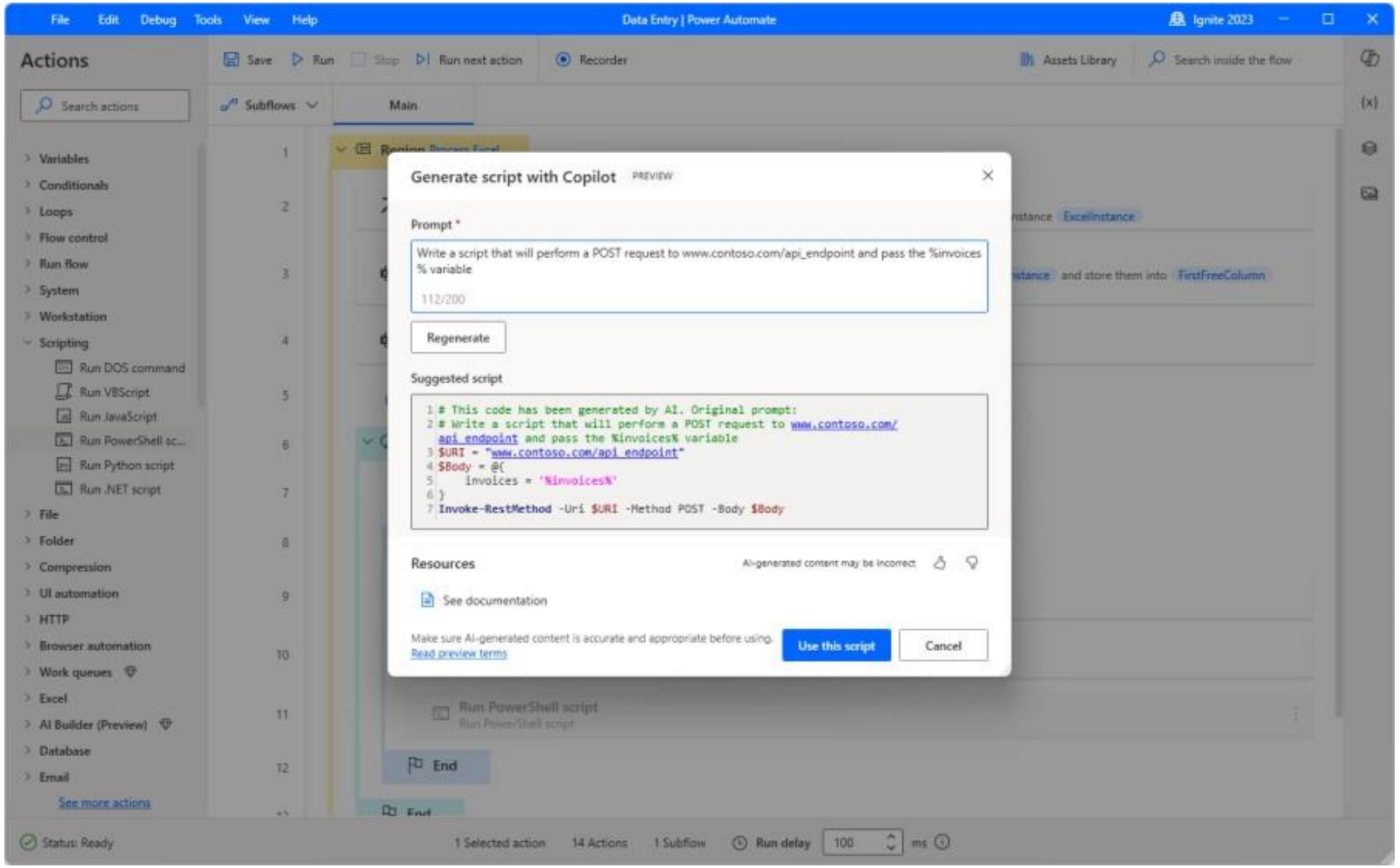
“How can I edit a web selector or create my own?”

“How can I run a PowerShell script?”



Ich spreche ca. 4 Sprachen, die sind nicht dabei

- **PowerShell**: “Write a script that will perform a POST request to www.contoso.com/api_endpoint and pass the %invoices% variable.”
- **VBScript**: “Write a script that will list the name of the local computer.”
- **Run DOS command**: “Write a command that will list all the folders in C drive.”
- **Run Python command**: “Write a script that will join two strings: String A = Foo and String B = Bar.”
- **Run JavaScript**: **“**Write a script that will return the product of number A number B.”



Microsoft Copilot for Sales

Introducing

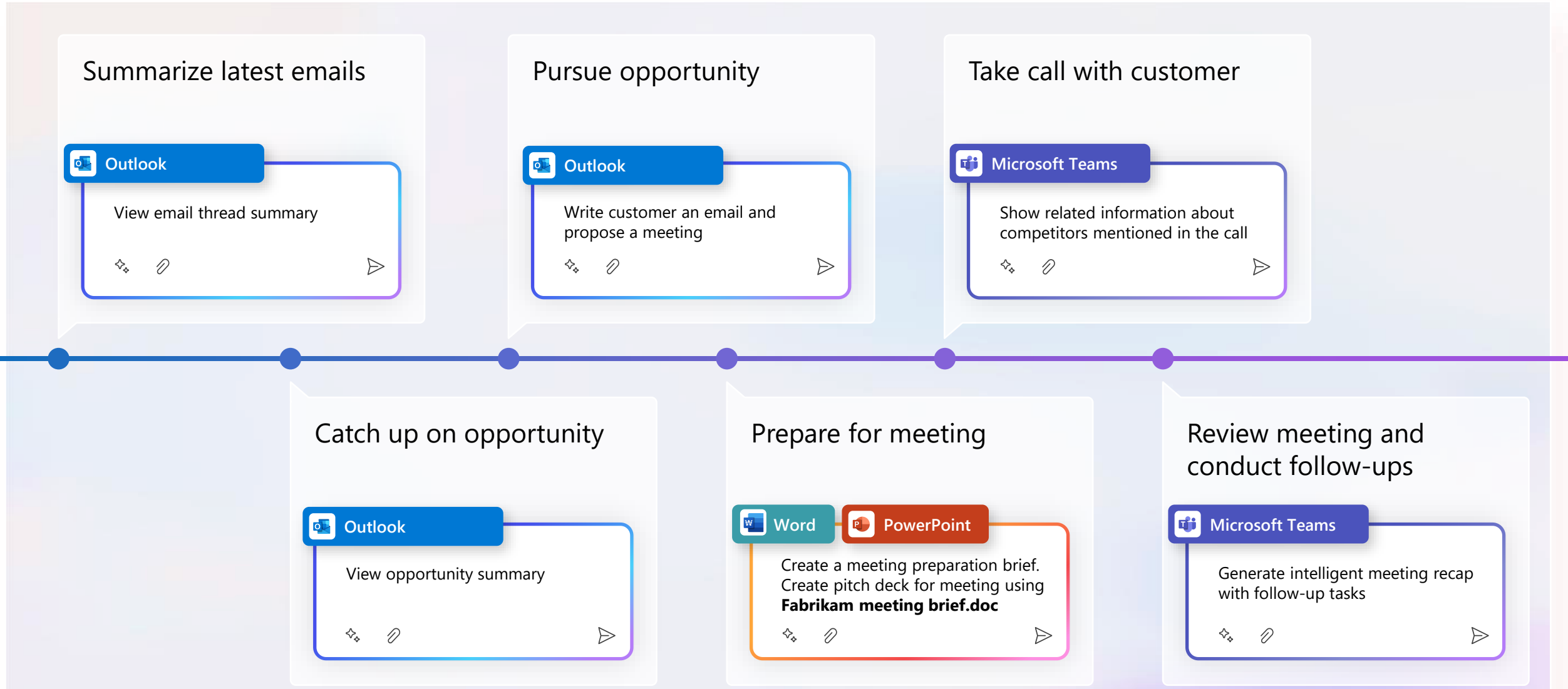


Microsoft Copilot for Sales

Your AI assistant for sellers

Copilot for Sales will be available in the first quarter of 2024 for USD50 per user per month.

A day in the life of a seller using Copilot for Sales



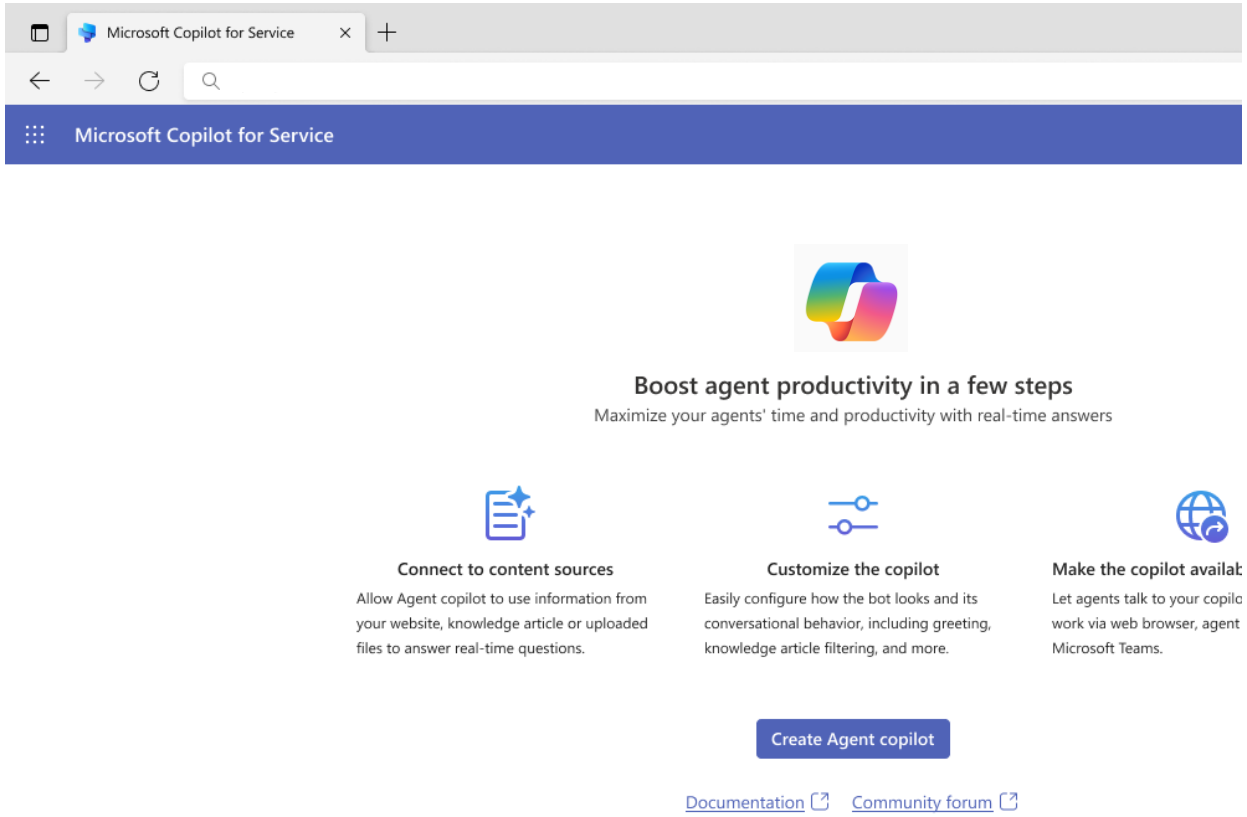
Microsoft Copilot for Service



Copilot for Service

Copilot for Service **modernizes existing service solutions** with generative AI to enhance customer experiences and boost agent productivity.

Copilot for Service integrates into existing contact center and CRM solutions without costly rip and replace efforts



Und jetzt?

Transform copilot development with Microsoft Copilot Studio

Learn Live: Use Microsoft Copilot Studio to Build Next-Generation Copilots

Accelerate impact with AI-powered low code tools

Improve Efficiency with Power Automate Process Mining and RPA

Transform customer experience with Dynamics 365 and next-generation AI

Transforming service organizations with generative AI

Learn how Dynamics 365 Copilot unlocks modern service experiences

ERP in the era of AI: A new face of business efficiency and agility

PARTNER DAY
21.November 2023

Azure Development

Georg Binder, Microsoft
Partner Solution Architect



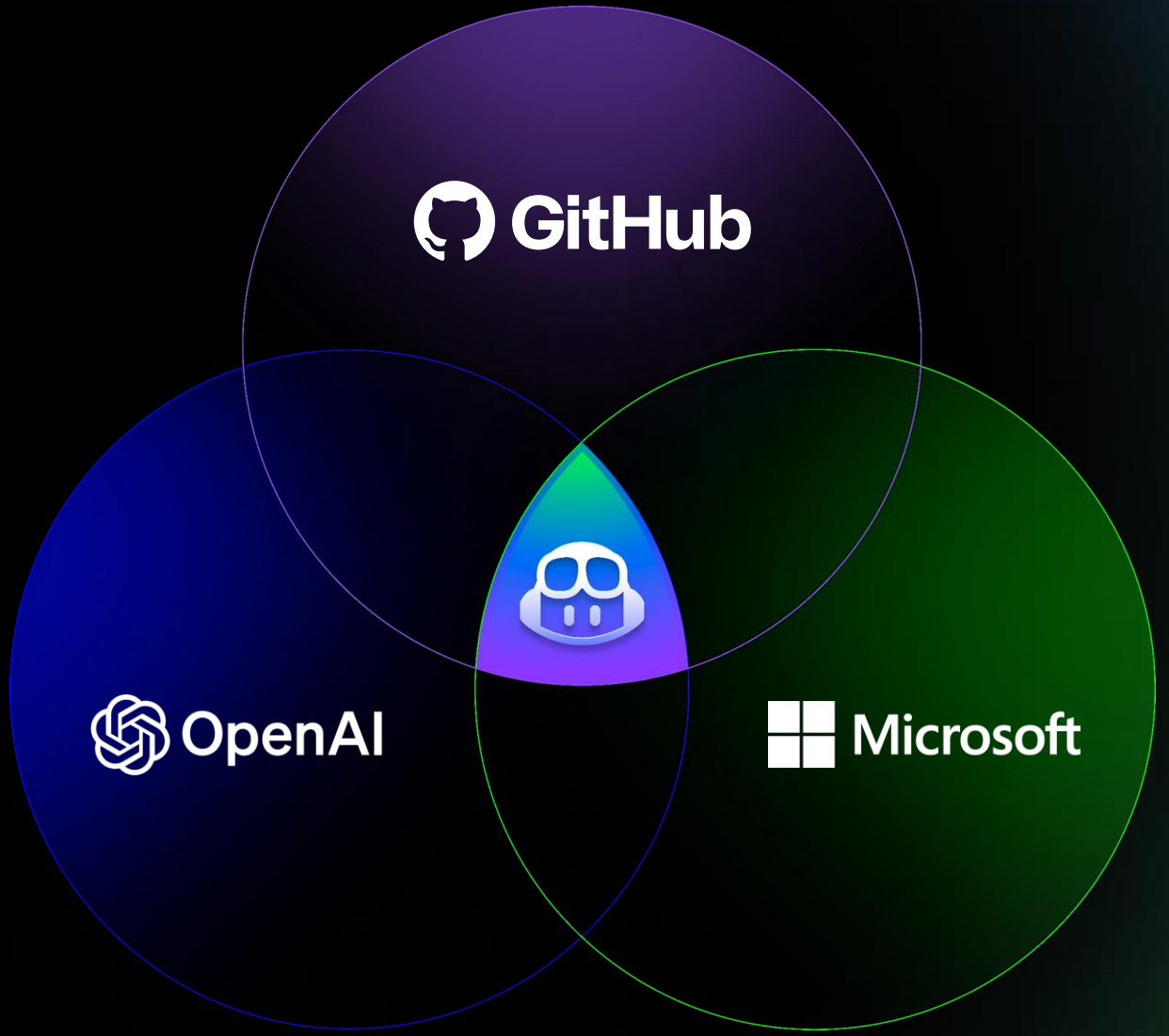
GitHub Copilot

The World's Most Widely Adopted AI Developer Tool



Georg Binder
Partner Solution Architect @ Microsoft

Digital, meet Innovation



The DevEx difference.

Faster Time to Revenue

Grow revenue by improving DevEx.

- Shorter time to market
- Increased profitability

Source: Forrester, 2023

Improved Operational Efficiency

Drive business performance through increased:

- Productivity
- Efficiency
- Product quality

Source: Microsoft Research, DX, University of Victoria, 2023

Higher Talent Retention

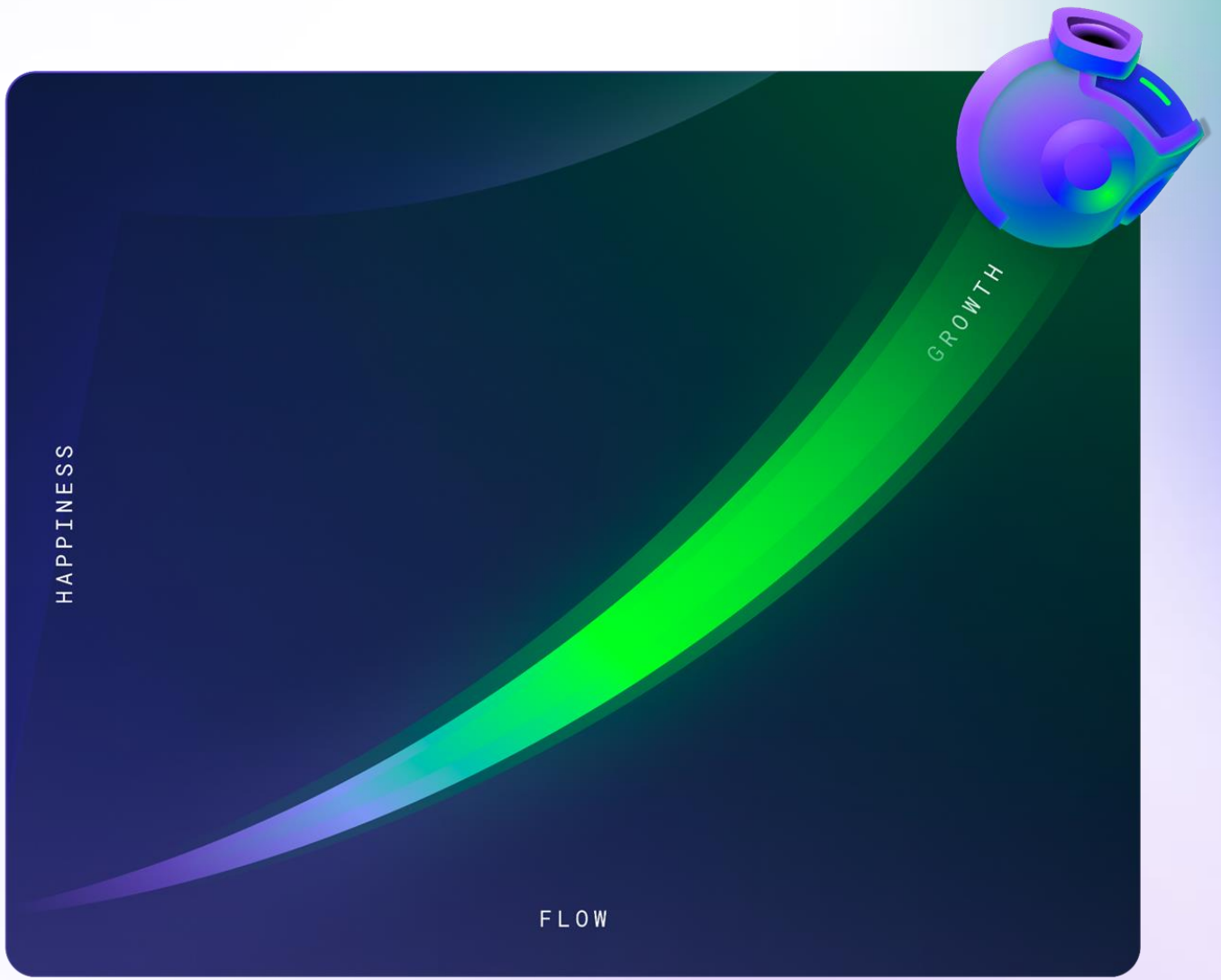
Attract and retain top engineering talent.

- High team morale
- Motivating and rewarding work

Source: Gartner, 2023

AI is the next frontier in DevEx.

A McKinsey study found that equipping developers to be their most productive also significantly improves the developer experience, and developers using generative AI–based tools were more than twice as likely to report overall happiness, fulfillment, and a state of flow.



GitHub

Platform



Powered by AI

Collaboration

Pull requests | Projects | Issues | Discussions | Merge queue | Search

Productivity

CI/CD with Actions | Automation | Copilot | Codespaces | Runners | npm

Security

Advanced Security | Secret scanning | Security overview | Supply chain | Dependabot

Scale

100M+ developers | Source code management

Integrations & APIs



The Copilot effect.

The world’s most widely adopted AI developer tool.

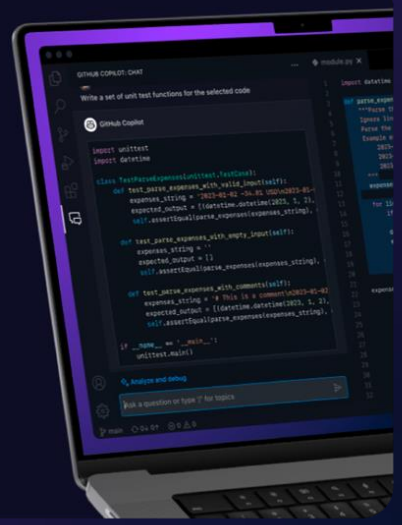
- Maximize developer happiness
- Increase developer productivity
- Accelerate software development

Proven AI that accelerates workflows and your software development agility.

1st overall pick among developers.

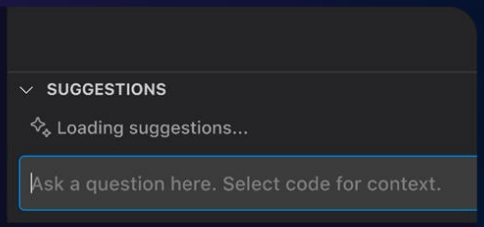
55% of developers using AI coding tools choose GitHub Copilot

stackoverflow



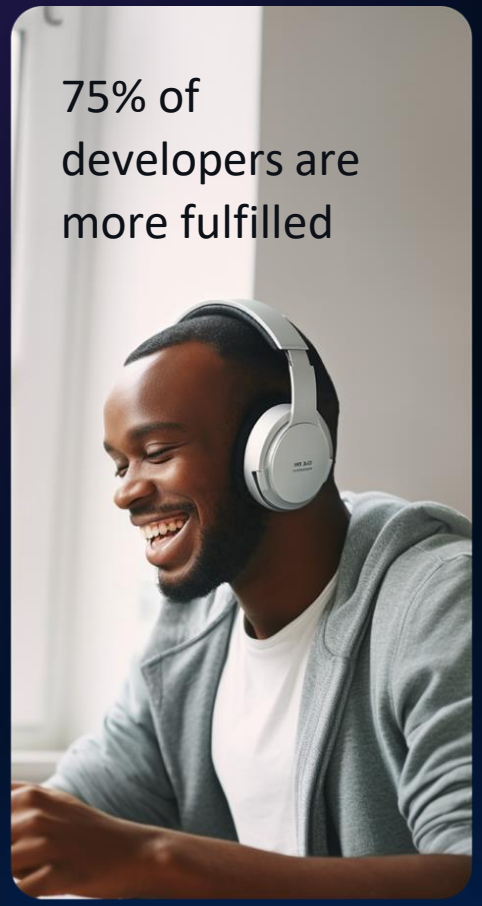


75% of developers want to try it next year



Copilot enables faster coding by 55%

75% of developers are more fulfilled



More than 1.5M developers



Developer productivity with Copilot goes beyond speed.

87% less mental effort on repetitive tasks

74% focus on more satisfying work

73% say they are more in the flow

Developer productivity with Copilot means developers focus on what matters most.

More time on

- Designing
- Brainstorming
- Collaborating
- Iterating
- Planning

Less time on

- Writing Tests, Repetitive Code, & Boilerplate
- Debugging
- Searching Documentation
- Finding Vulnerabilities
- Deciphering Existing Code
- Correcting Syntax
- Summarizing Changes and Comments
- Learning Git Commands

Developer productivity with Copilot benefits enterprises.

Release cycle agility

55%

Faster completion

Developer onboarding

57%

More upskilling

Developer retention

41%

Less burnout

GitHub Copilot / **Code Completion** GENERALLY AVAILABLE IDE

Save time and energy on writing code.

- Convert comments to code
- Autosuggest tests
- Show alternatives

GitHub Copilot

Your AI pair programmer

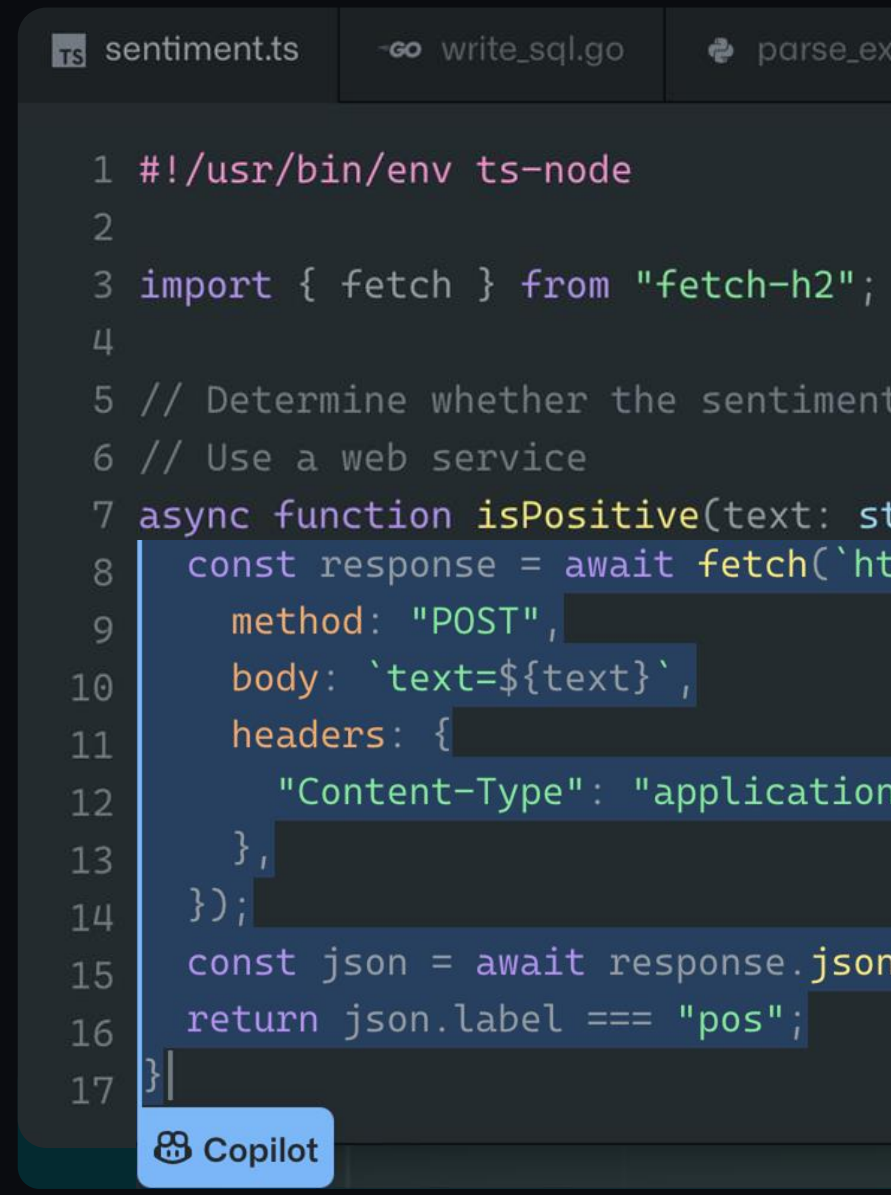
Uses the context you've provided and synthesizes code to match

Convert comments to code

Autofill for repetitive code

Autosuggest tests

Show alternatives



GitHub Copilot

Once enabled…



OpenAI GPT-3.5 Turbo Derivative

Visual Studio

Neovim

VS Code

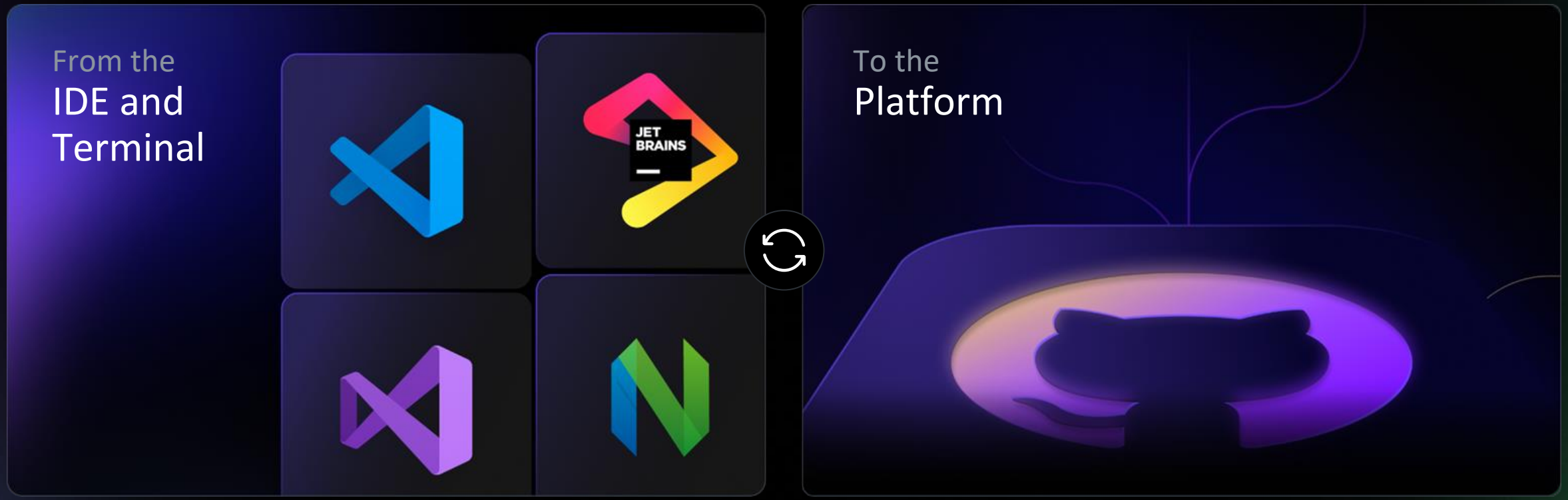
JetBrains IDEs

runtime.go | course.rb | time.js | IsPrimeTest.java

```go
package main

type Run struct {
    Time int // in milliseconds
    Results string
    Failed bool
}
```

Your copilot for an AI-powered software development lifecycle.




Copilot Roadmap

Ubiquitous

Personalized

Conversational

Trusted

GitHub Copilot

Pillars for the vision

Ubiquitous across every tool developers use and integrated into every task that developers perform. Offering suggestions wherever you write and providing insights wherever you read. All with a radically-usable experience.

Conversational by default, so natural language can be used to achieve anything. Offering an informal and iterative interface that empowers developers to create more fluidly by thinking out loud and then reacting to emergent insights.

Personalized to the context and knowledge of the individual, project, team, organization, and community. Offering a "second brain" to developers, which understands your intent, history, and helps translate information into meaning (code, docs, etc.)

Safe, Trustworthy, and Reliable so our customers can take a bet not only on the technology and product but on GitHub as a partner and a contributor to responsible AI practices and goals.

GitHub Copilot / **Chat** PUBLIC BETA IDE

Improve code quality with contextual conversations.

- Context specific coding support
- Explains concepts and specific code blocks
- Debugging and vulnerability remediation assistance

GitHub Copilot Chat

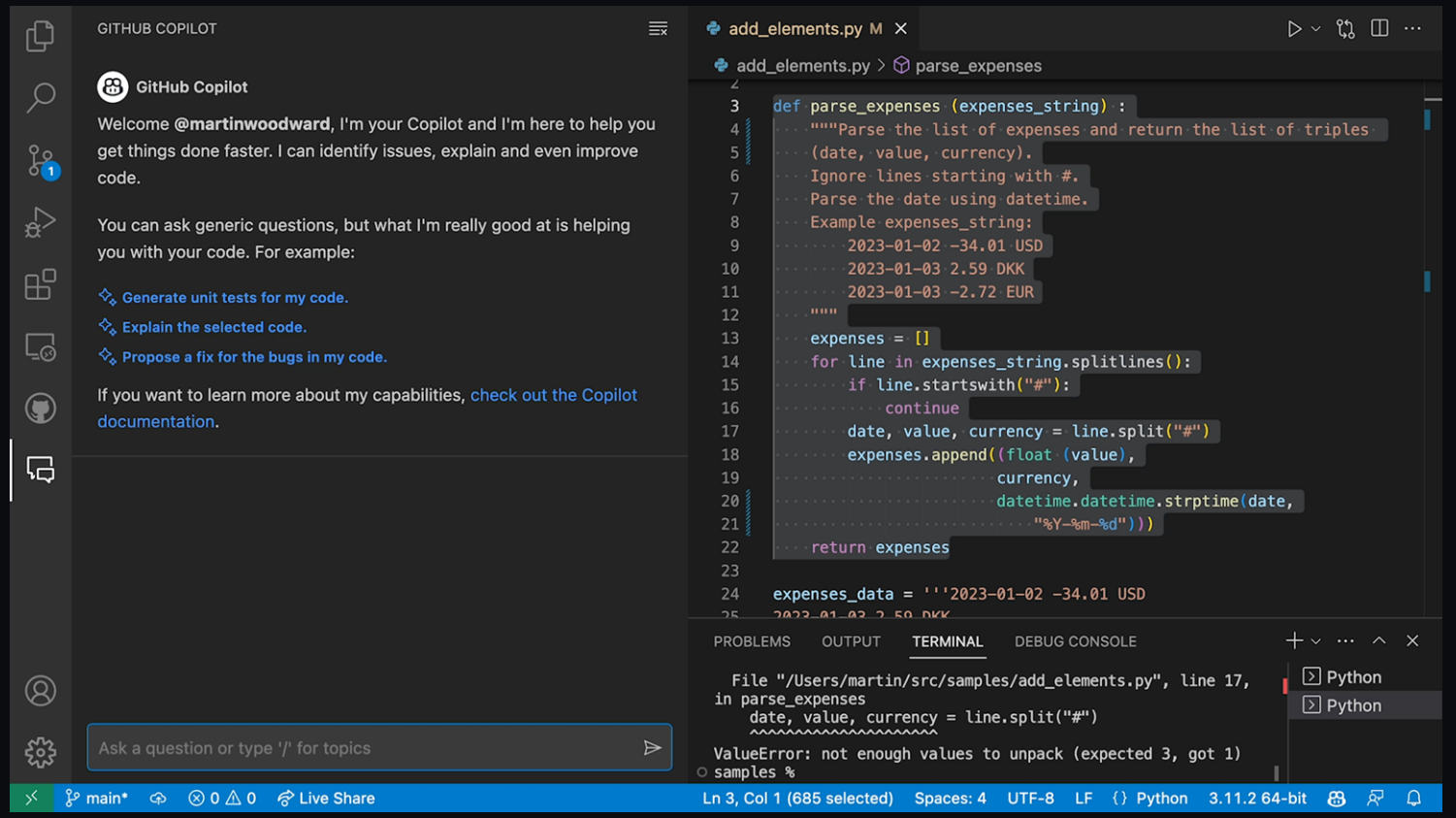
Chat experience in the IDE

ChatGPT-like experience in editor

- Generic questions
- Generate unit tests
- Explain the code
- Propose a fix for bug
- Make code robust / secure

Support VS Code and Visual Studio

Voice-to-code with GitHub Copilot Voice



GitHub Copilot / **CLI** PRIVATE BETA CLI

Enable developers to take command of the CLI.

- Git command assistance in the terminal
- Command and script explanations

GitHub Copilot for the CLI

the power of Copilot in the terminal

Suggest CLI commands in the terminal window

Three shell commands:

- ?? – General CLI
- git? – git specific CLI
- gh? – GitHub specific CLI

Revise & Execute



GitHub Copilot / **Pull Requests** PRIVATE BETA PLATFORM

Simplify collaboration by adding clarity to pull requests.

- Pull request summaries
- Automated code reviews
- Explanations on changes and comments

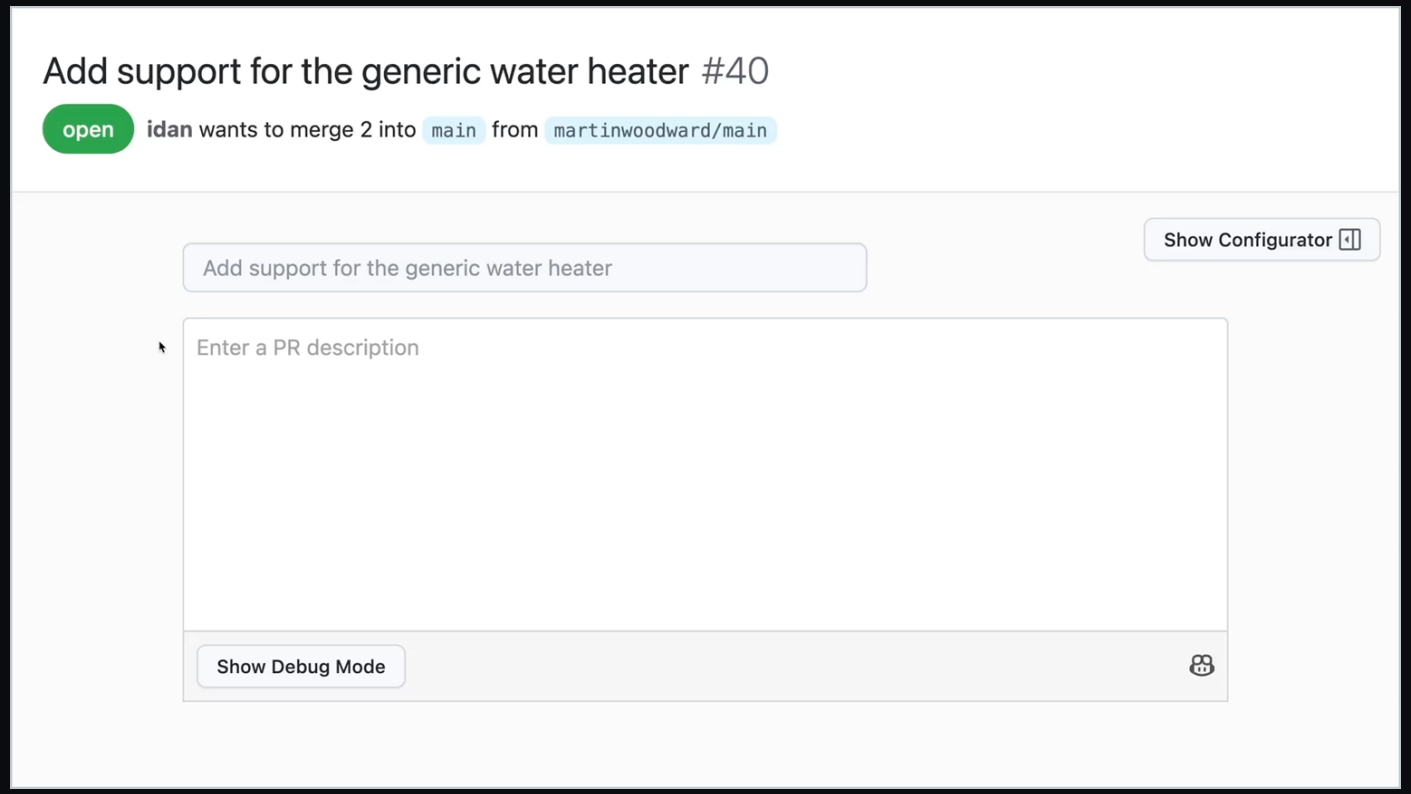
GitHub Copilot for Pull Requests

the future of AI-powered software development

AI powered tags in Pull Requests

Automatically suggest sentences and paragraphs as developers type based on PR code changes

Automatically warn and suggest tests where needed



GitHub Copilot / **Documentation** PRIVATE BETA PLATFORM

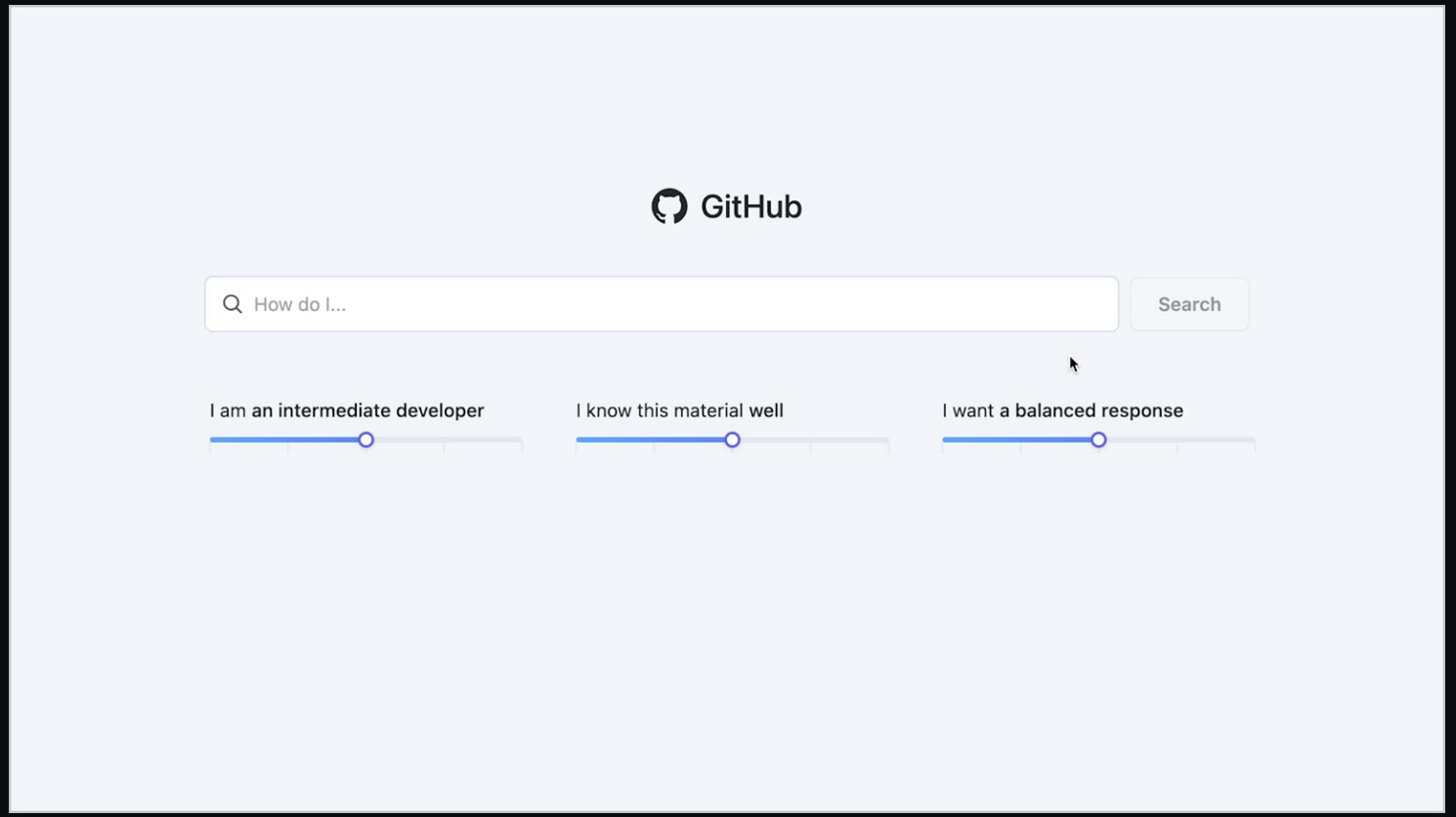
Search through documentation effortlessly.

- Conversational documentation search
- Customized to your documentation
- Summaries and references to sources

GitHub Copilot for Docs

the future of AI-powered software development

AI-generated responses to questions based on documentation



Starting with docs for:

- GitHub
- React
- Azure
- MDN
- In future, your in-house docs and codebases

GitHub Copilot / **Custom Private Models** ALPHA PLATFORM IDE

Fine tune responses with custom models.

- Draws context from your code and knowledge
- Fine tuning and custom private models

Safe, Trustworthy, and Reliable

Committed to creating responsible AI by design so you can trust in not only the technology and product but also GitHub as a partner.

- Privacy: Handling your data responsibly
- Security: Azure infrastructure and encryption
- Copyright: Respecting intellectual property rights

“

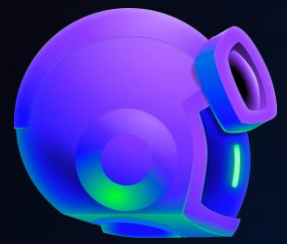
With GitHub Copilot, I think the possibilities for unlocking innovation are dramatic.

Sebastian Barrios
SVP of Technology @ Mercado Libre

mercado libre

GitHub Copilot

Built for tomorrow, ready for today.



PARTNER DAY
21.November 2023

Infrastructure

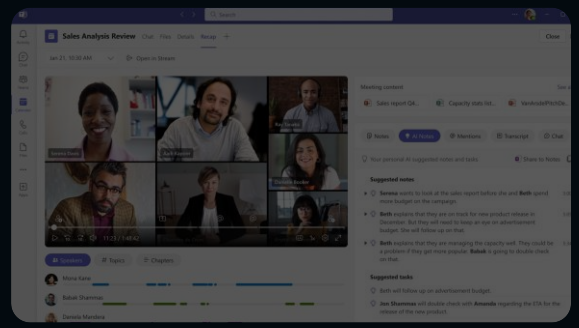


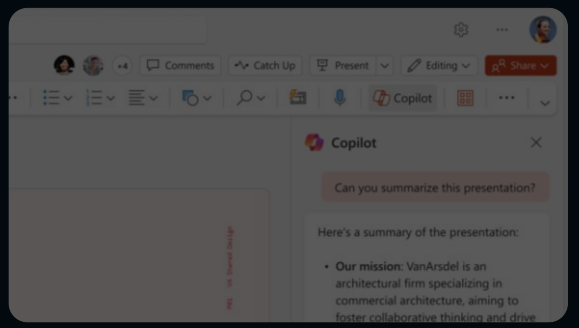
Stefan Baresch, Microsoft
Partner Solution Architect

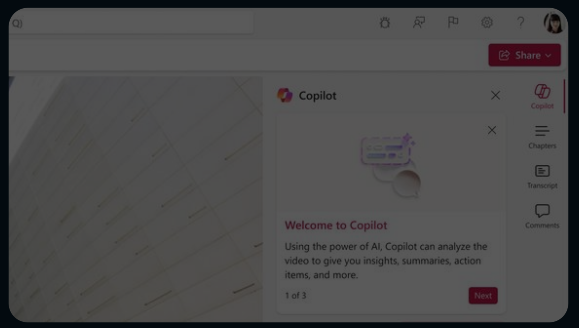
Drazen Nikolic, ALSO
Cloud Solution Architect

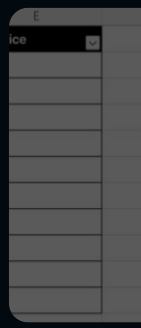


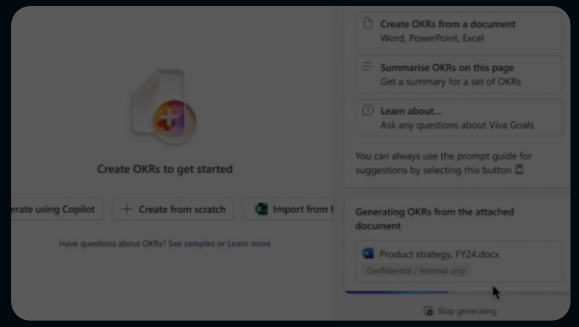


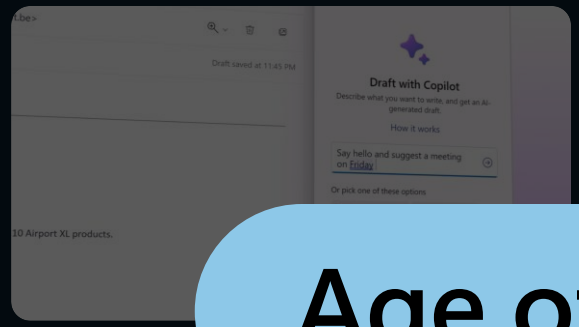


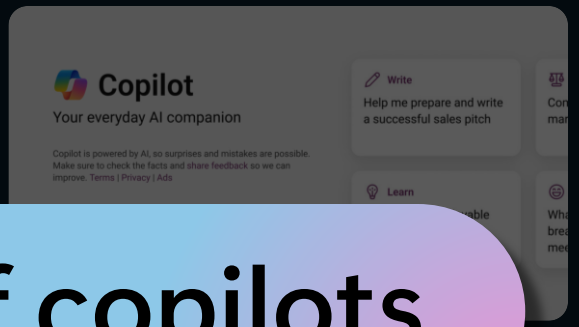


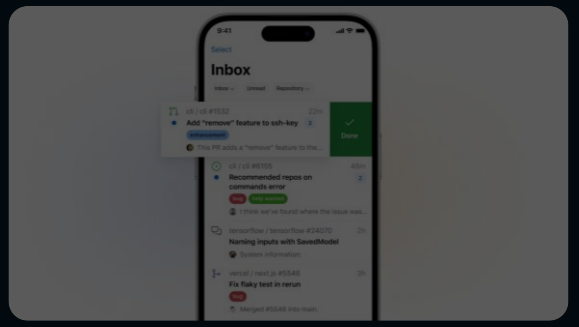


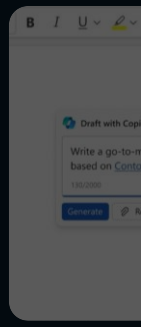




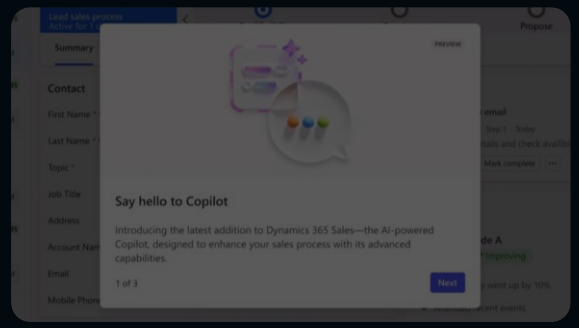


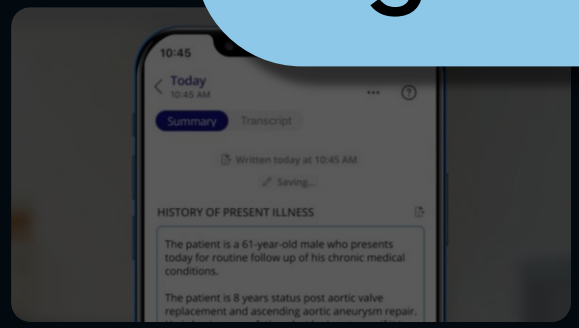


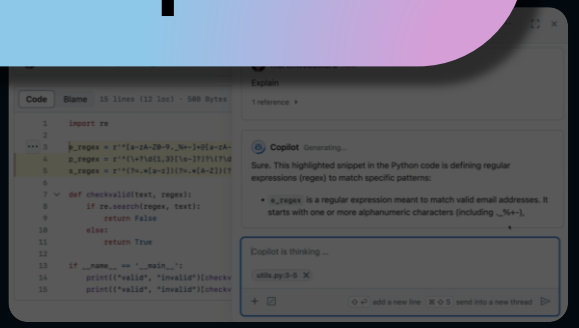


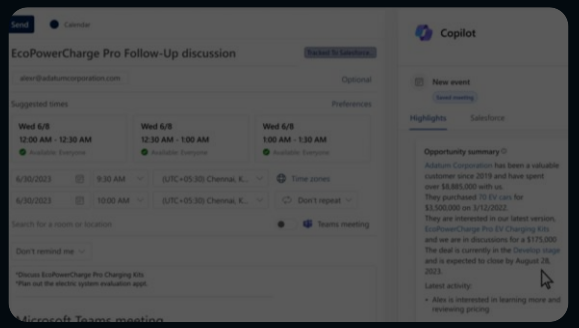


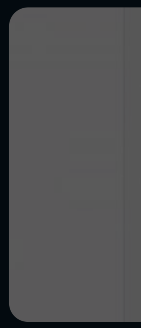
Age of copilots

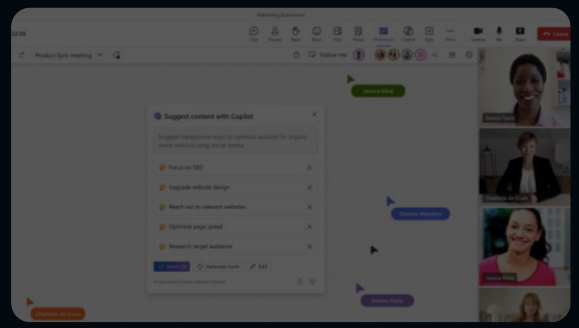


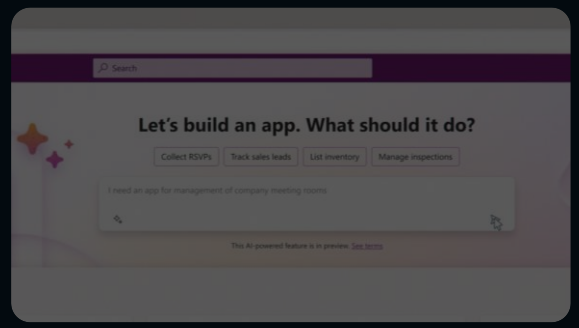


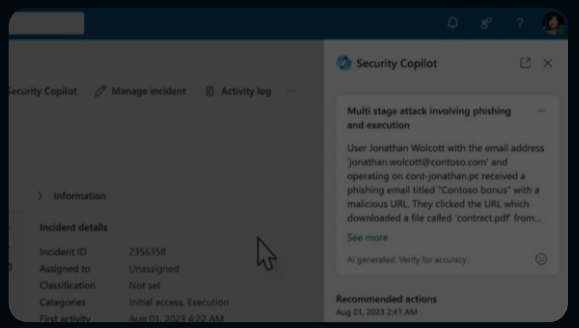


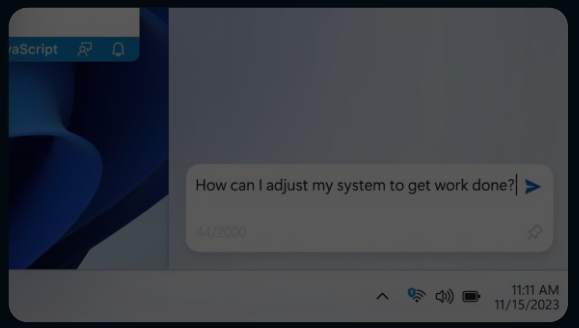


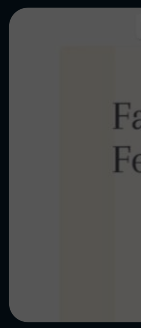












100+

new updates

New features and enhancements in Microsoft Teams

Microsoft's Security Service Edge expands Internet Access and Private Access preview

New Copilot in Dynami

icrosoft 365 data in Fabric with native OneLake integration

New updates for integration of applications, data and processes in Azure

Bringing Copilot to everyone

Introducing Windows AI Studio and new features for Dev Home and WSL

New features for Microsoft Communication Compliance

New auditing capabilities with

ium Framework in preview

Security Copilot will deliver unified solutions across services, data

Azure Functions announces support for .NET 8 and new hosting plan

The new Microsoft Planner brings together to-dos, tasks, plans and projects

Azure Machine Learning updates streamline and operationalize AI

Microsoft Entra Per

ure OpenAI Service

New manageability and security features for SQL Server enabled by Azure Arc

New features coming to Windows 365 and Azure Virtual Desktop

New experiences for Copilot in Power Automate

New capabilities for developers to build generative AI solutions safely, responsibly

New capabilities in Purview Da

Announcing

Azure Maia

The Microsoft Cloud AI accelerator optimized for LLM training and inference

aka.ms/AzureMaia



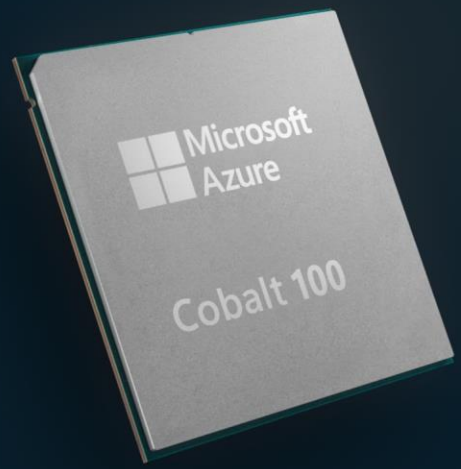
Announcing

Azure Cobalt

The first CPU designed by Microsoft, for the Microsoft Cloud

64-bit Arm-based architecture	128 CPU cores	Fastest Arm CPU of any cloud provider

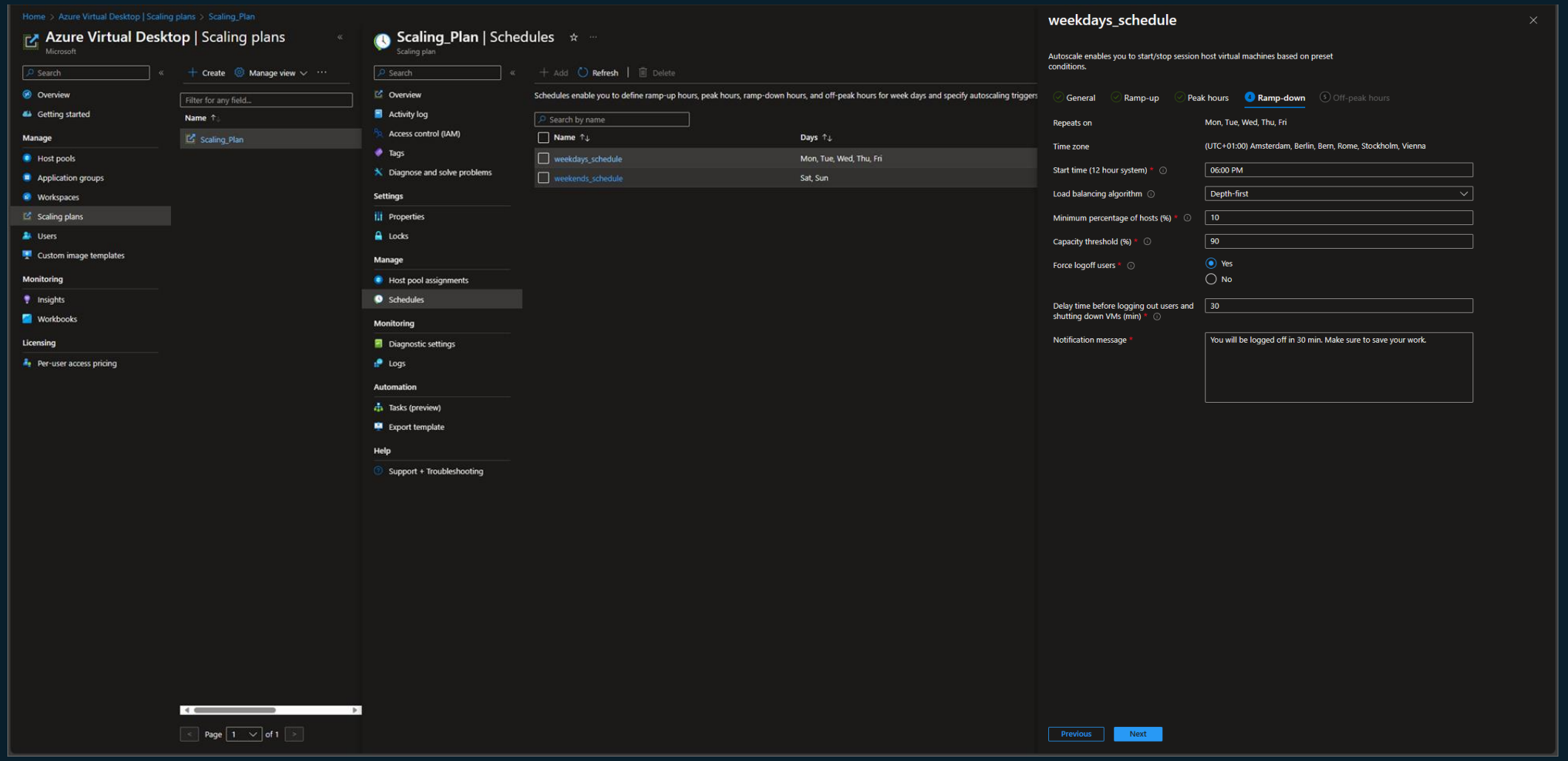
aka.ms/AzureCobalt



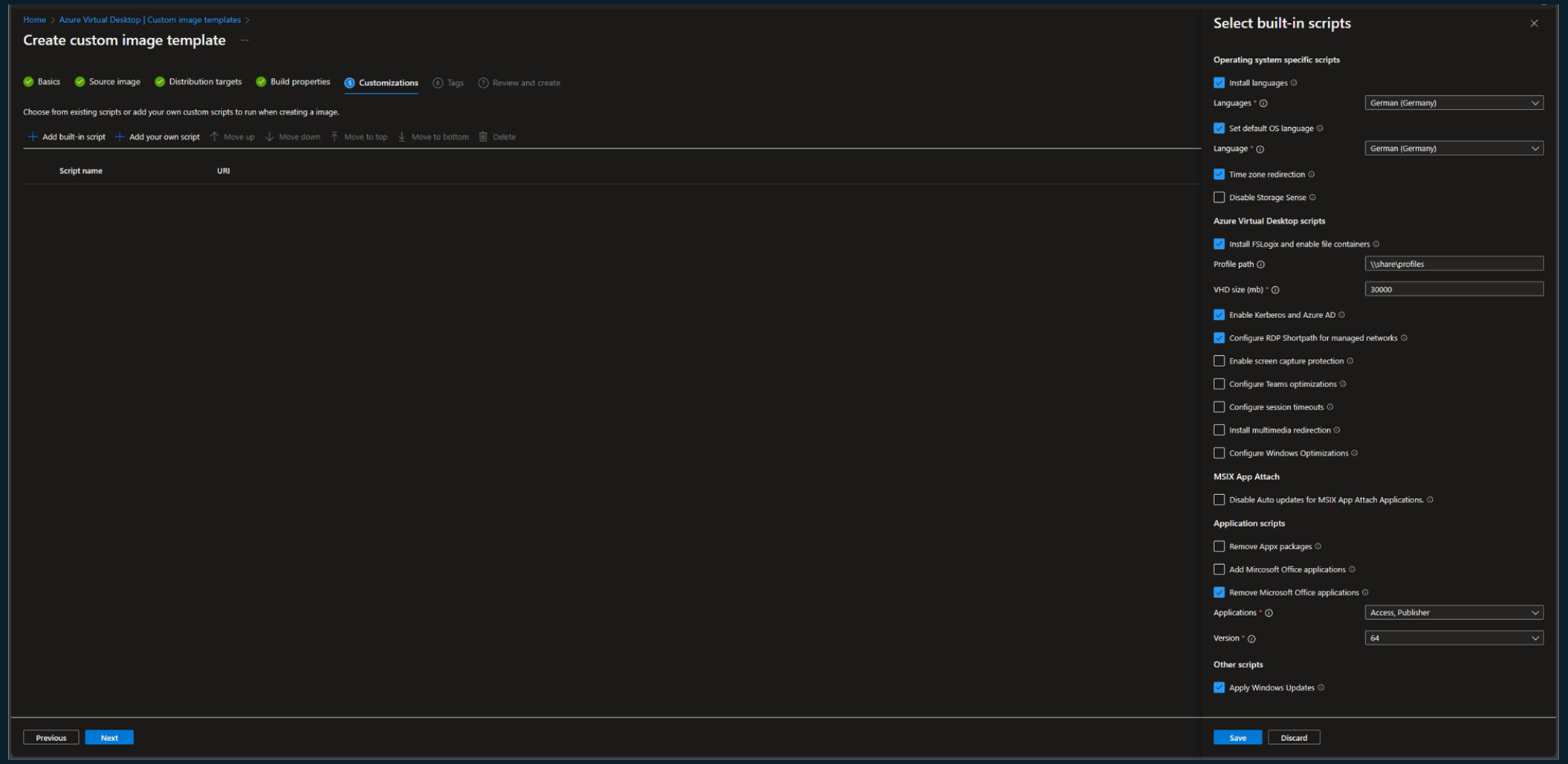
Microsoft

Azure Virtual Desktop

AVD – Scaling Plans



AVD – Custom image templates



Microsoft

Changes to the Azure reservation exchange policy

Microsoft is ending exchanges for regions and instance series for Azure compute reservations.

Cost saving options for different compute usage

	 **Azure savings plan for compute** Most flexible savings for dynamic workloads while accommodating for planned or unplanned changes	 **Reserved Instances** Greatest cost savings for stable, predictable workloads with no planned changes
Savings compared to pay-as-you-go	Save up to 65%	Save up to 72%*
Commitment type	Spend a fixed hourly dollar amount on compute services collectively (e.g. Spend $5/hour on compute services for 1 year)	Usage of a specific virtual machine type in a particular Azure region (e.g. D2v4 virtual machine in Japan East for 1 year)
Savings apply	Across select services globally, up to the hourly commitment	Directly to the identified compute service in a particular region
Term	1 or 3 year	1 or 3 year
Payment options	Upfront or monthly	Upfront or monthly
Cancellation	No cancellations	Up to $50,000 USD
Savings Calculation	Based on pay-as-you-go price	Fixed price at the time of purchase

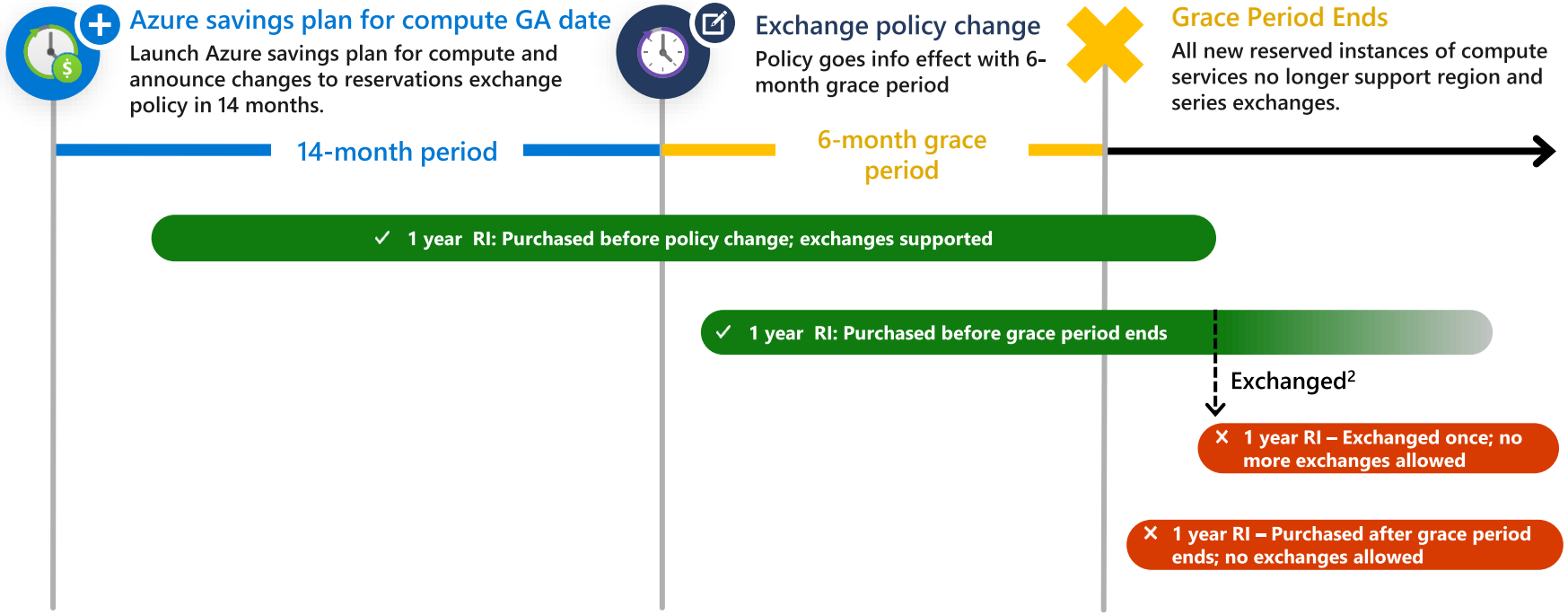
*The 72 percent saving is based on one M32ts Azure VM for SUSE Linux Enterprise + 24x7 Support OS in the West US 2 region running for 36 months at a pay-as-you-go rate of ~$1,976.11/month; reduced rate for a 3-year reserved instance of ~$552.85/month. Azure pricing as of February 22, 2022. Prices subject to change. Actual savings may vary based on location, instance type, or usage.

Changes to Reserved Instances of compute services policy

Reserved Instances of compute services[1] purchased on or after January 1, 2024, will no longer be eligible for exchanges for instance series or regions.

Update: Policy's start date remains January 1, 2024 but customers have a grace period that allows Azure compute reservation exchanges until at least July 1, 2024.

Compute reservations purchased prior to the end of the grace period will reserve the right to exchange one more time after the grace period ends.



Customer may trade in eligible[3] reserved instances for an **Azure savings plan for compute**.

[1]VM, Dedicated Host, and App Service reserved instances.

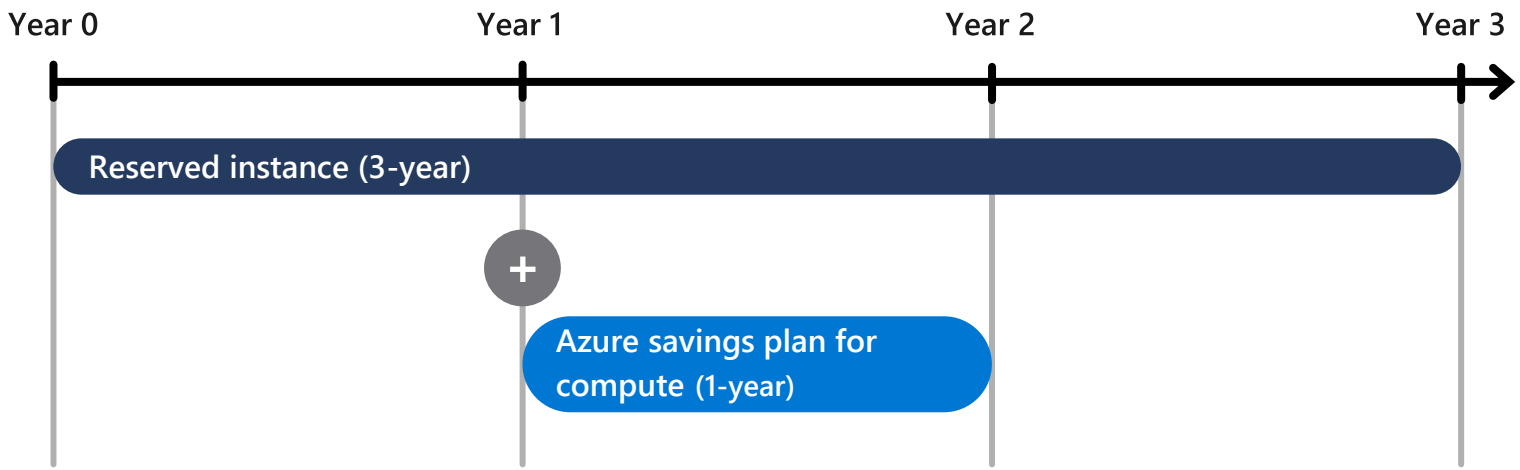
[2]Exchanges are systematically processed as a cancel and repurchase. Therefore, all exchanges after the policy effective date are treated as new purchases and will no longer support exchanges.

[3]VM, Dedicated Host, and App Service reserved instances.

Customers may have both Azure savings plan for compute and Reserved Instances

We automatically maximize customer benefit and savings across eligible usage each hour

- When usage can be covered by either Reserved Instances or Azure savings plans for compute, reserved instances are used first, as they provide greater savings and have a more targeted scope
- Azure savings plan for compute will apply to the remaining eligible usage until the commitment is fully consumed
- Once a Reserved Instance or Azure saving plan for compute is fully consumed or expired, you will then be billed on a pay-as-you-go basis



Each term is unique and based on date of purchase

New Options for Extended Security Updates

Microsoft Azure

Lifecycle management timelines

July 9, 2022

SQL Server 2008, 2008 R2 Extended Security Updates end

July 12, 2022

SQL Server 2012 End of Support

July 12, 2023

Extended Security Updates for SQL Server 2012 enabled by Azure Arc available for Year 2

SQL Server 2008 and 2008 R2 Extended Security Updates on Azure come to an end

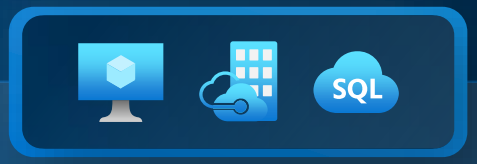
October 10, 2023

Windows Server 2012 and 2012 R2 End of Support

July 9, 2024

SQL Server 2014 End of Support

Asses your options for EOS workloads

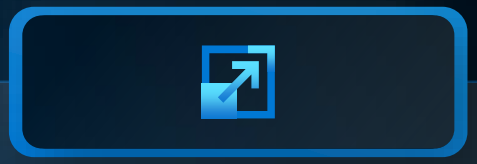


Modernize on Azure

Modernize with Azure App Service and Azure SQL Managed Instance to avoid end of support and always stay up-to-date

Upgrade your OS version while migrating with Azure Migrate

Offload cloud management to focus on delivering innovative apps and customer experiences



Migrate for free to ESUs[1]

Get 3 additional years of Extended Security Updates at no cost

Save even more when combined with Azure Hybrid Benefit

Cost efficient consumption models with Reserved Instances and Azure Savings Plan



New: Deploy ESUs enabled by Azure Arc[2]

Flexible, monthly billing model centralized in Azure

Purchase Extended Security Updates enabled by Azure Arc for seamless and automated patching

Extend Azure operations and management to hybrid and multicloud environments

Enhance protection with cloud-native security solutions with Microsoft Defender for Cloud

[1]Includes Azure VMs, Dedicated Host, Azure VMware Solution, Nutanix Cloud Clusters on Azure, and Azure Stack (HCI/Hub/Edge)
[2]Server or operating system license eligibility requirements apply.

Microsoft Azure

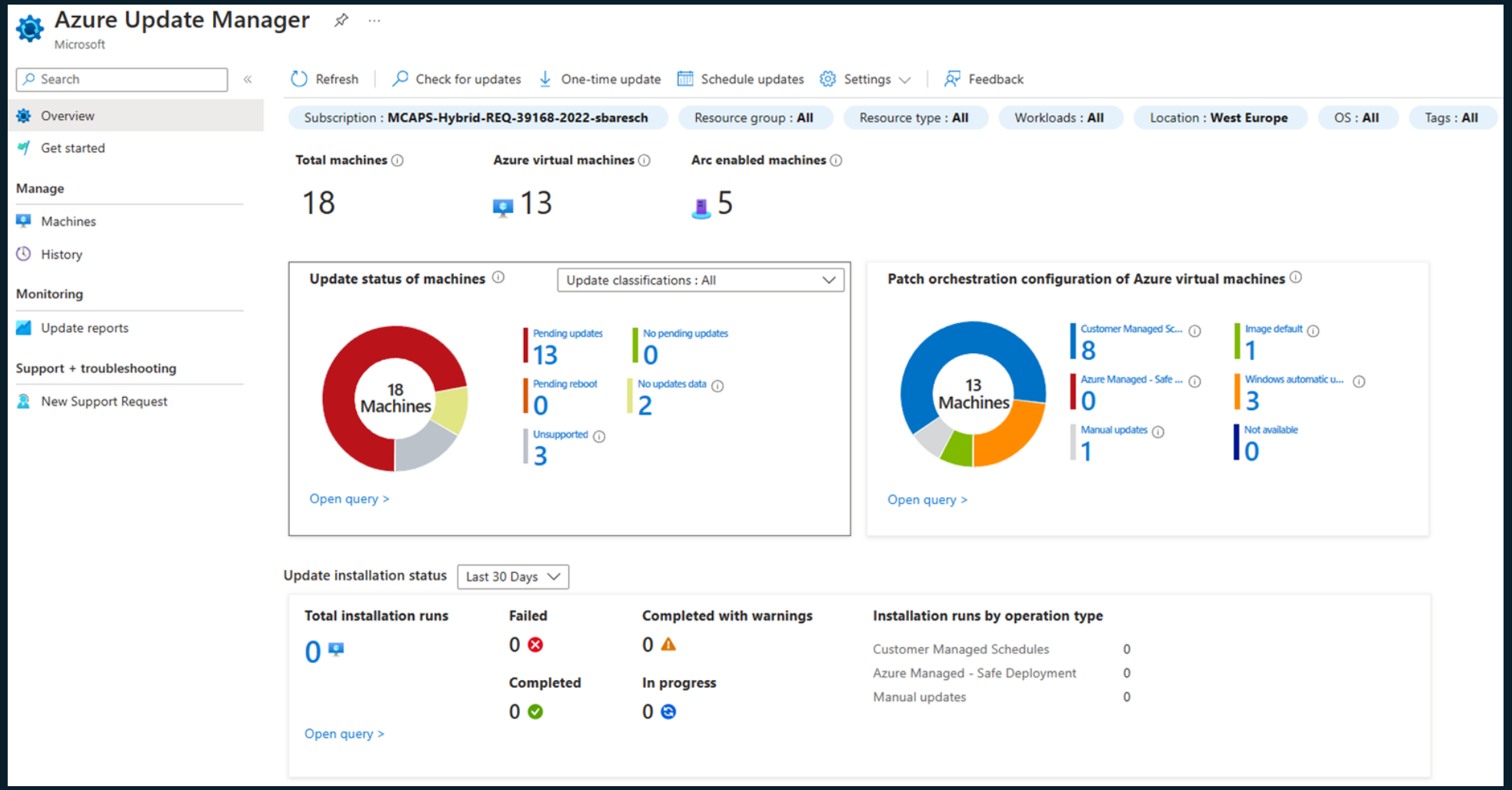
Comparison

Features	Classic ESU	Arc ESU
Commercial model	Annual Fixed	Monthly Flexible
Keyless delivery of Extended Security Updates	N/A	Yes
Central discovery, management, inventory & patching	N/A	Yes
Arc Enabled Azure Policy Guest Configuration (Automation, Change Tracking, Inventory, State Configuration)	$6/Server/Month	Included
Azure Update Manager for Arc-enabled servers	$5/Server/Month	Included
Integration with native Azure services	N/A	Yes
Azure Investments	N/A	Yes
Azure Migrate and Modernize	N/A	Yes
Comprehensive support, skilling & frameworks	N/A	Yes
Partner eco-system	Yes	Yes

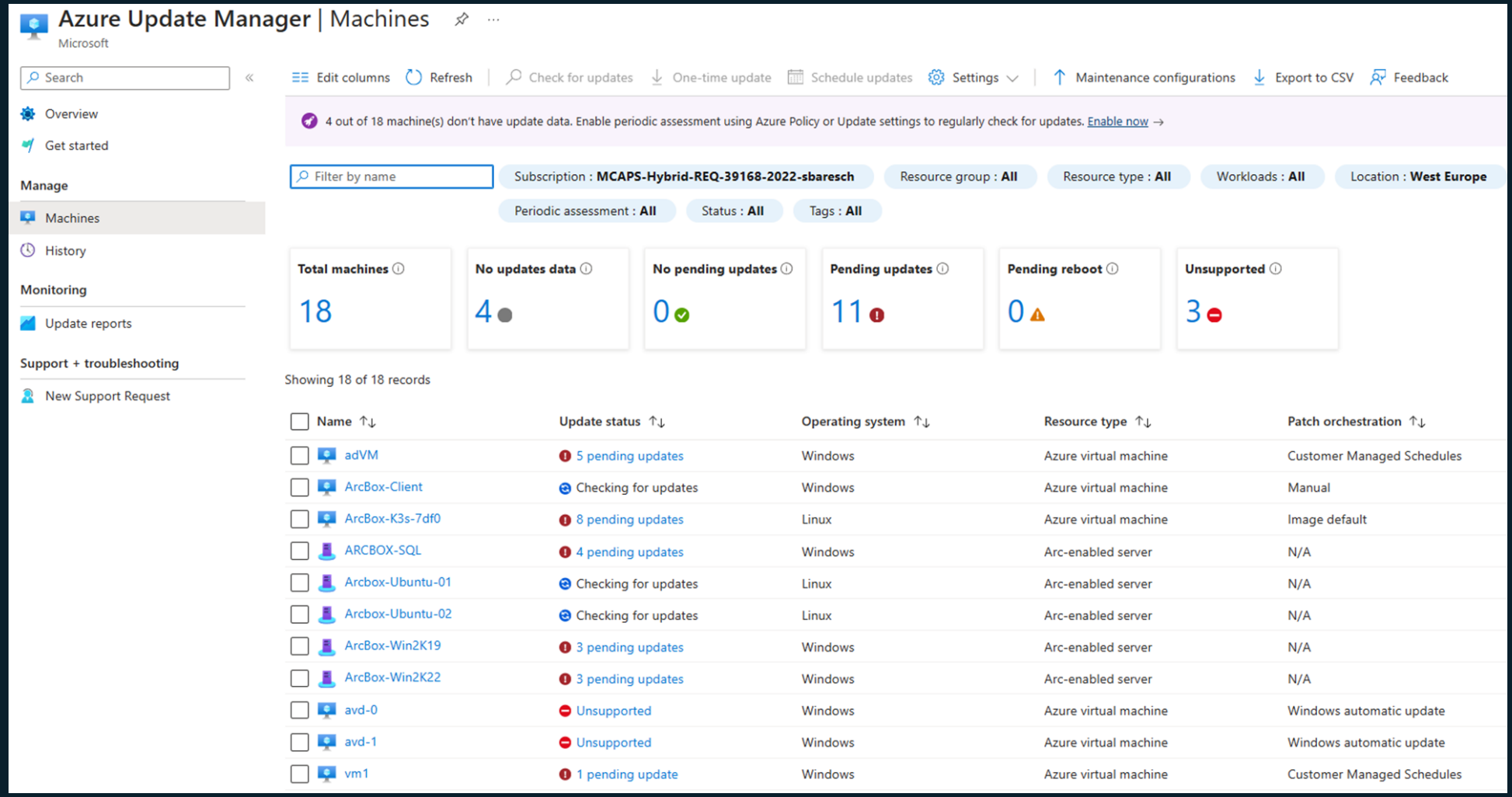
Microsoft

Azure Update Manager

Azure Update Manager Overview



Directly manage updates, without onboarding



Licensing / Pricing

- Azure VMs: $0/month
- Azure Stack HCI Hosts & VMs: $0/month
- Azure Arc-enabled Servers: $5/month ($0,16/month)
  - Azure Arc-enabled Servers are free of charge if
    - ESU is enabled

    or
    - Microsoft Defender for Server Plan 2 is active

- Customers using Automation Update Management moving to Azure Update Manager won't be charged till retirement of LA agent.

Alle Preise unverbindliche Richtpreise basierend auf Licensewise
Irrtümer und Tippfehler vorbehalten

Microsoft

Default outbound access for VMs will be retired

Default outbound access for VMs will be retired

On 30 September 2025, default outbound access connectivity for virtual machines in Azure will be retired.

Why is disabling default outbound access recommended?

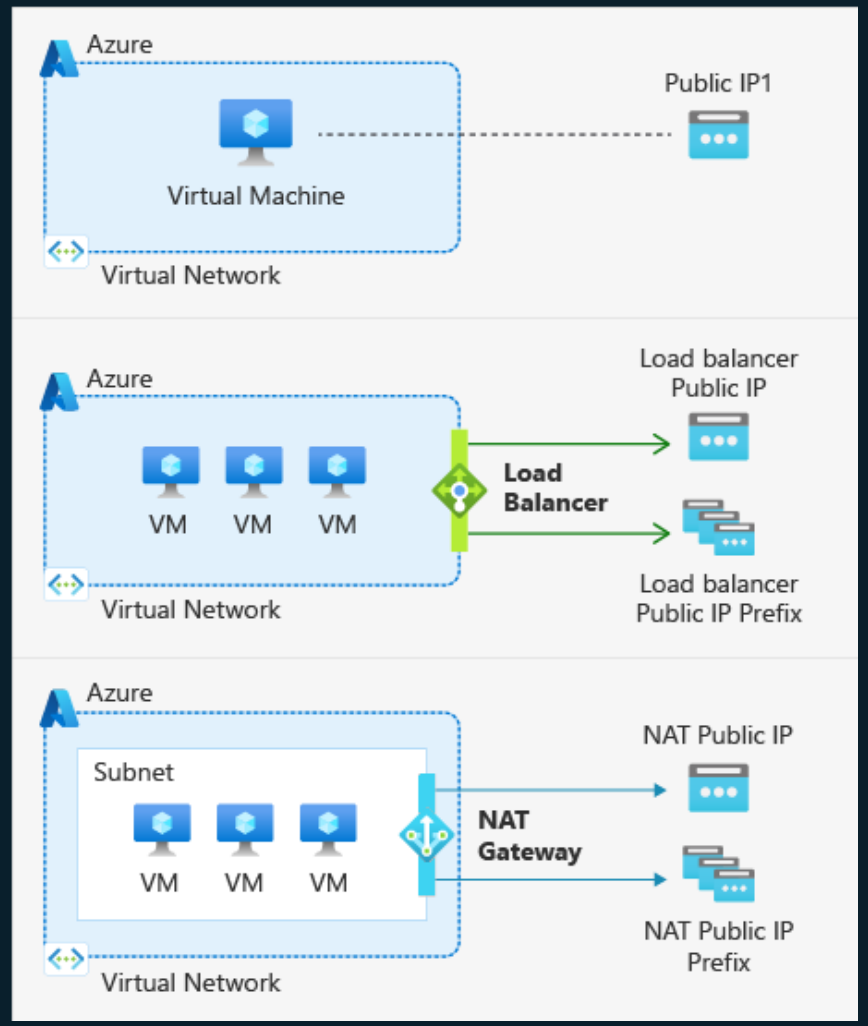
- Secure by default
- Explicit vs. implicit
- Loss of IP address

Default outbound access for VMs in Azure will be retired— transition to a new method of internet access | Azure updates | Microsoft Azure

Default outbound access for VMs will be retired

Solutions:

- Public IP
- Azure Load Balancer
- Azure NAT Gateway
- Azure Firewall/NVA



PARTNER DAY
21.November 2023

Mordern Work



Geronimo Janosievics, Microsoft
Partner Technology Manager

Continuously improving Microsoft Teams

Over the past several years, we've collected your feedback regarding Microsoft Teams' performance. Customers want continued performance innovations, and we've heard you loud and clear.

Top customer feedback

App responsiveness

Memory consumption

Meeting experience

We've reimagined Teams from the ground up.

- Faster performance
- Simpler UX
- Smarter AI experiences
- More flexible collaboration

The result is: the new Microsoft Teams.

Better performance, externally verified

PARTNER DAY
21.November 2023

In March 2023, an independent benchmarking firm, GigaOm, verified the performance improvements of the new Teams on Windows. These are some of their findings. See the detailed report.

up to

2X faster

Installation
3X faster

App launch
2X faster

Join meetings
2X faster

Chats and channels
1.7X faster switching

50% fewer resources used

Memory
50% less used

Disk space
70% less used



Mordern Work

- Teams
- **Copilot**
- Viva
- Backup & Archiving

PARTNER DAY
21.November 2023

Microsoft 365 Copilot

Embedded across Microsoft 365 apps



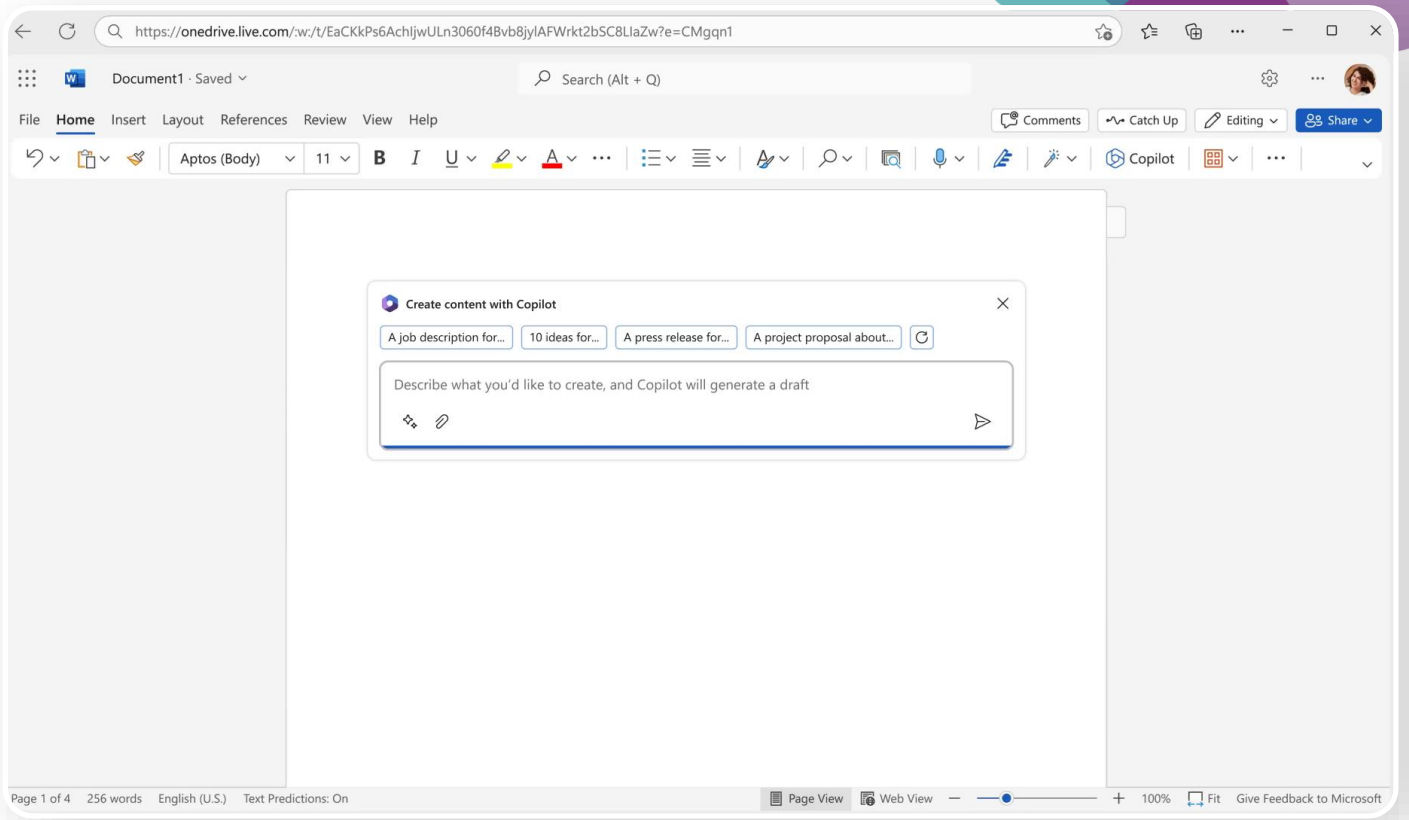
Copilot in Word

PARTNER DAY
21.November 2023

Copilot writes, edits, summarizes, and creates right alongside you.

Some example prompts you can ask **Copilot**:

- Draft a two-page project proposal based on the data from [*document*] and [*spreadsheet*].
- Make the third paragraph more concise. Change the tone of the document to be more casual.
- Create a one-page draft based on this rough outline.



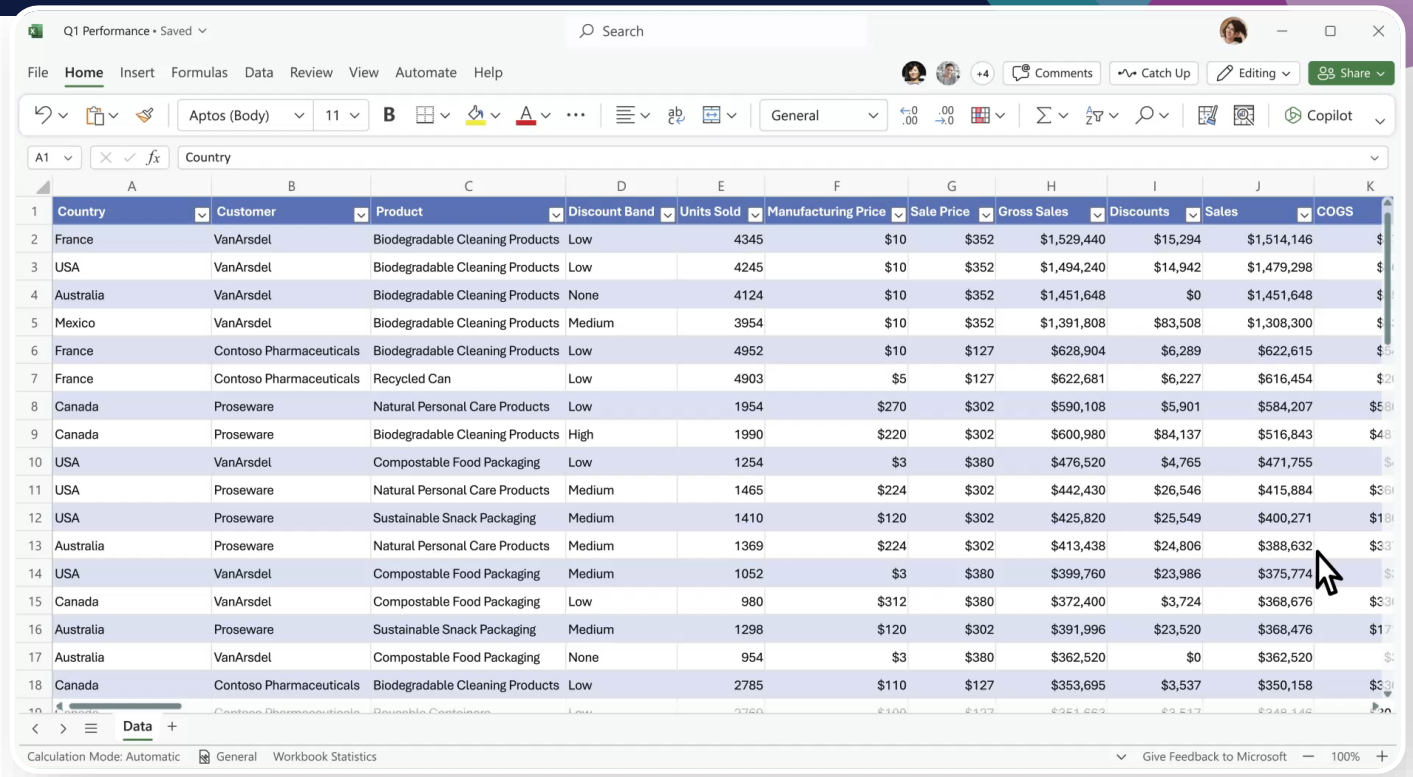
Copilot in Excel

PARTNER DAY
21.November 2023

Copilot works alongside you to help analyze and explore your data.

Some example prompts you can ask **Copilot**:

- Give a breakdown of the sales by type and channel. Insert a table.
- Project the impact of [*variable*] and generate a chart to help visualize.
- Model how a change to the growth rate for [*variable*] would impact my gross margin.



Country	Customer	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
France	VanArsdel	Biodegradable Cleaning Products	Low	4345	$10	$352	$1,529,440	$15,294	$1,514,146	
USA	VanArsdel	Biodegradable Cleaning Products	Low	4245	$10	$352	$1,494,240	$14,942	$1,479,298	
Australia	VanArsdel	Biodegradable Cleaning Products	None	4124	$10	$352	$1,451,648	$0	$1,451,648	
Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	3954	$10	$352	$1,391,808	$83,508	$1,308,300	
France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	4952	$10	$127	$628,904	$6,289	$622,615	
France	Contoso Pharmaceuticals	Recycled Can	Low	4903	$5	$127	$622,681	$6,227	$616,454	
Canada	Proseware	Natural Personal Care Products	Low	1954	$270	$302	$590,108	$5,901	$584,207	
Canada	Proseware	Biodegradable Cleaning Products	High	1990	$220	$302	$600,980	$84,137	$516,843	
USA	VanArsdel	Compostable Food Packaging	Low	1254	$3	$380	$476,520	$4,765	$471,755	
USA	Proseware	Natural Personal Care Products	Medium	1465	$224	$302	$442,430	$26,546	$415,884	
USA	Proseware	Sustainable Snack Packaging	Medium	1410	$120	$302	$425,820	$25,549	$400,271	
Australia	Proseware	Natural Personal Care Products	Medium	1369	$224	$302	$413,438	$24,806	$388,632	
USA	VanArsdel	Compostable Food Packaging	Medium	1052	$3	$380	$399,760	$23,986	$375,774	
Canada	VanArsdel	Compostable Food Packaging	Low	980	$312	$380	$372,400	$3,724	$368,676	
Australia	Proseware	Sustainable Snack Packaging	Medium	1298	$120	$302	$391,996	$23,520	$368,476	
Australia	VanArsdel	Compostable Food Packaging	None	954	$3	$380	$362,520	$0	$362,520	
Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	2785	$110	$127	$353,695	$3,537	$350,158	

Copilot in PowerPoint

PARTNER DAY
21.November 2023

Copilot helps you turn your ideas into stunning presentations.

Some example prompts you can ask **Copilot**:

- Create a five-slide presentation based on a Word document; include relevant stock photos.
- Consolidate this presentation into a three-slide summary.
- Reformat these three bullets into three columns, each with a picture.

Copilot in Outlook

PARTNER DAY
21.November 2023

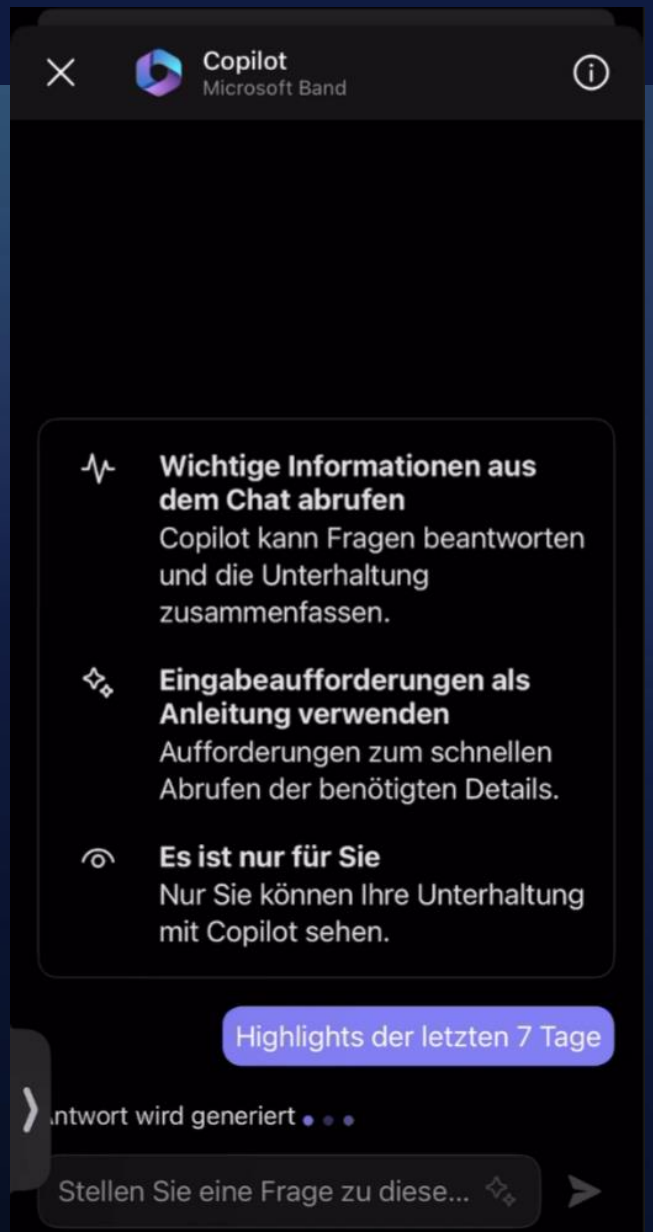
Copilot works with you in cleaning your inbox and messages.

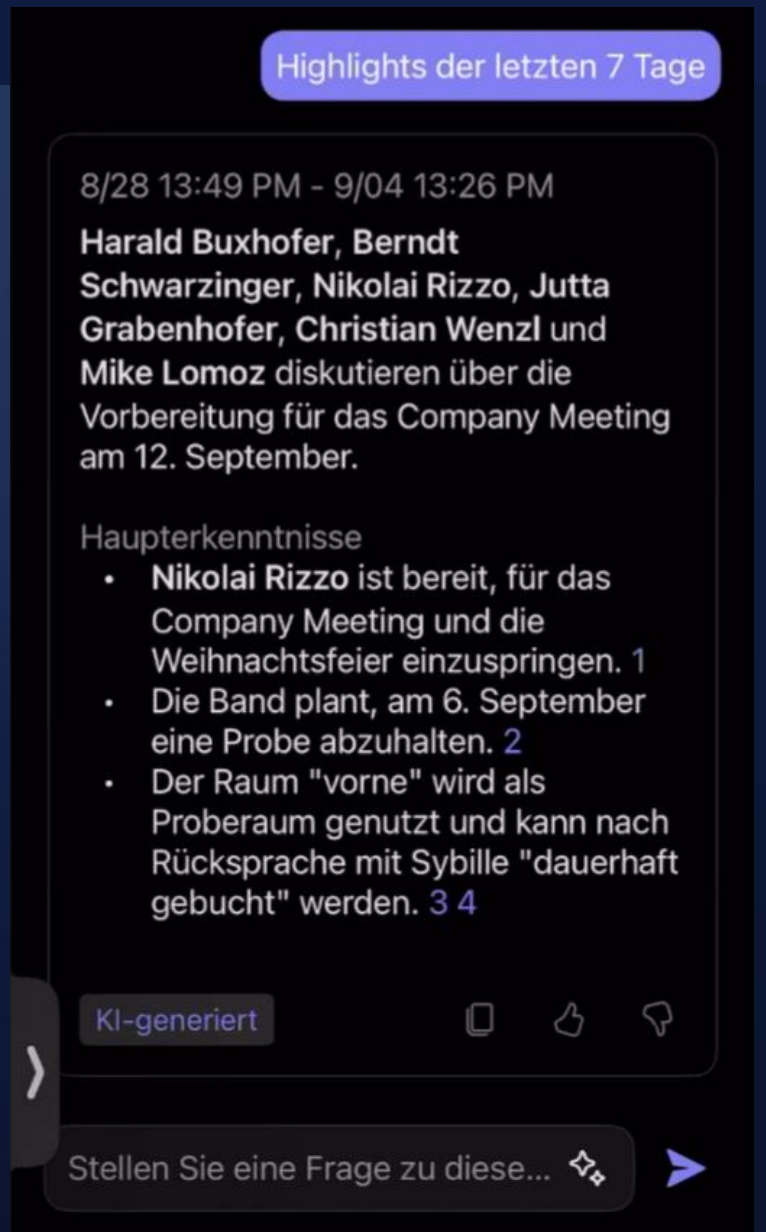
Some example prompts you can ask **Copilot**:

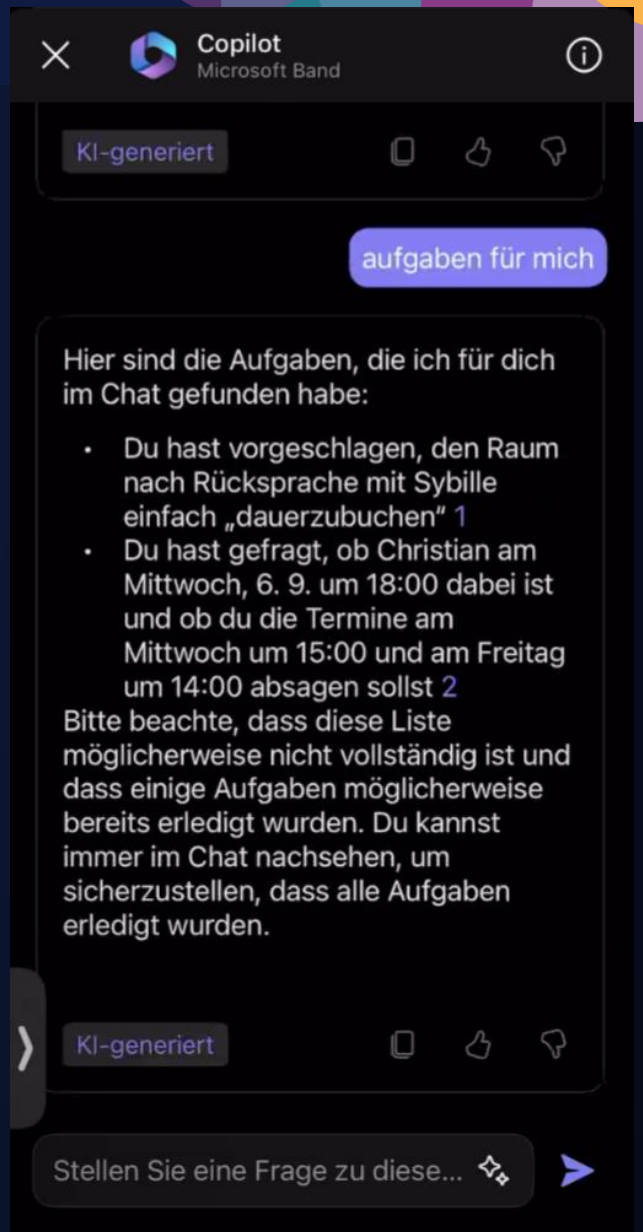
- Summarize the emails I missed while I was out. Flag important items.
- Draft a response thanking them and asking for more details; shorten this draft and make the tone professional.
- Invite everyone to a “lunch and learn” about new product launches next Thursday at noon

Copilot in Outlook

PARTNER DAY
21.November 2023

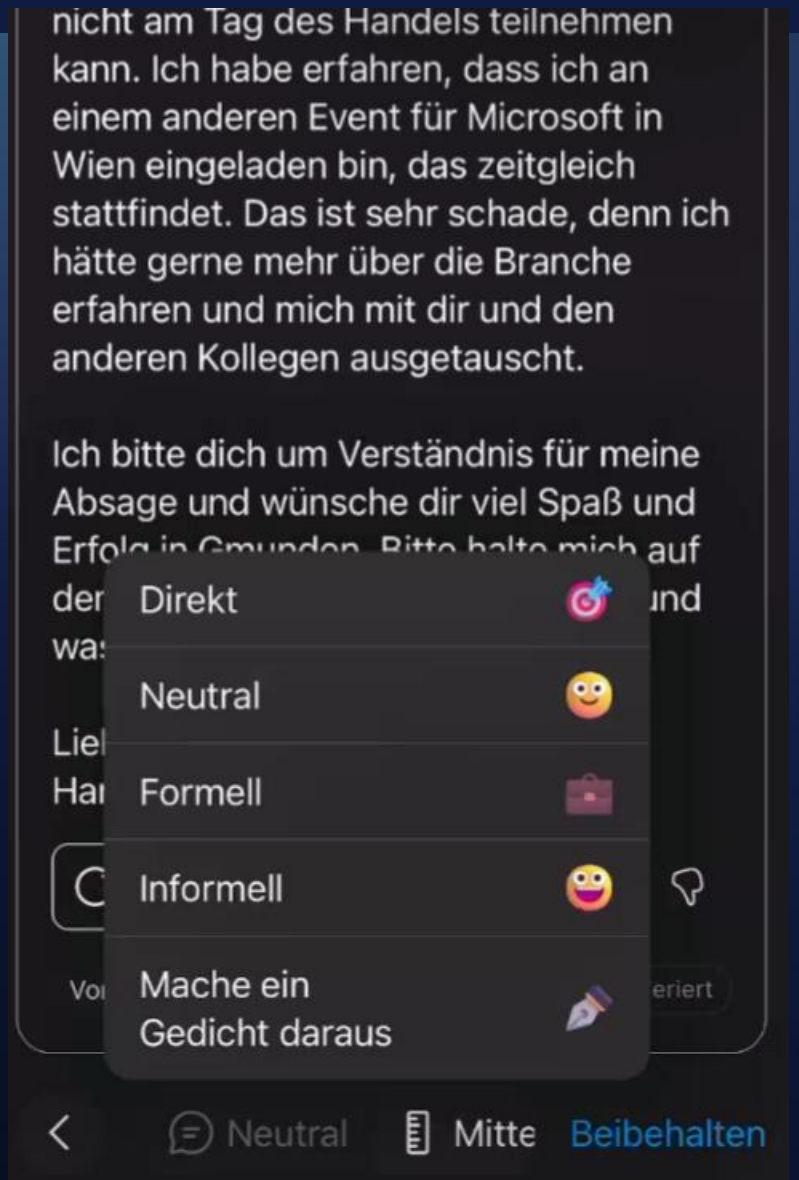


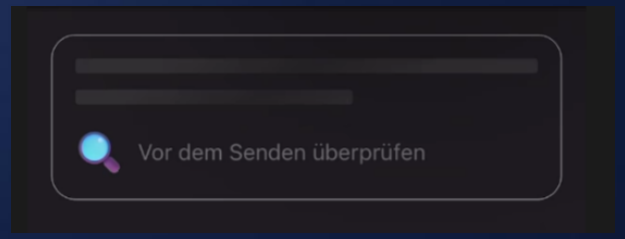




Copilot in Outlook

PARTNER DAY
21.November 2023







Copilot in Teams

PARTNER DAY
21.November 2023

Copilot helps you run effective meetings, get up to speed, organize key discussion points, and summarize actions.

Some example prompts you can ask **Copilot**:

- Summarize what I've missed in the meeting.
- Create a table of pros and cons for [*topic*].
- What decisions were made, and what are some suggested next steps?



Microsoft 365 Copilot

Business Chat

Business Chat

PARTNER DAY
21.November 2023

Copilot works alongside you to bring together data from your documents, presentations, email, calendar, notes, and contacts.

Some example prompts you can ask **Copilot**:

- Summarize the chats, emails, and documents about [*customer*].
- What is the next milestone on [*project*]. Are there any risks?
- Write a planning overview in the style of [*file A*] that contains the timeline from [*file B*] and incorporates the project list in the email from [*person*].



Microsoft 365 Copilot

Natural Language



Large Language Models

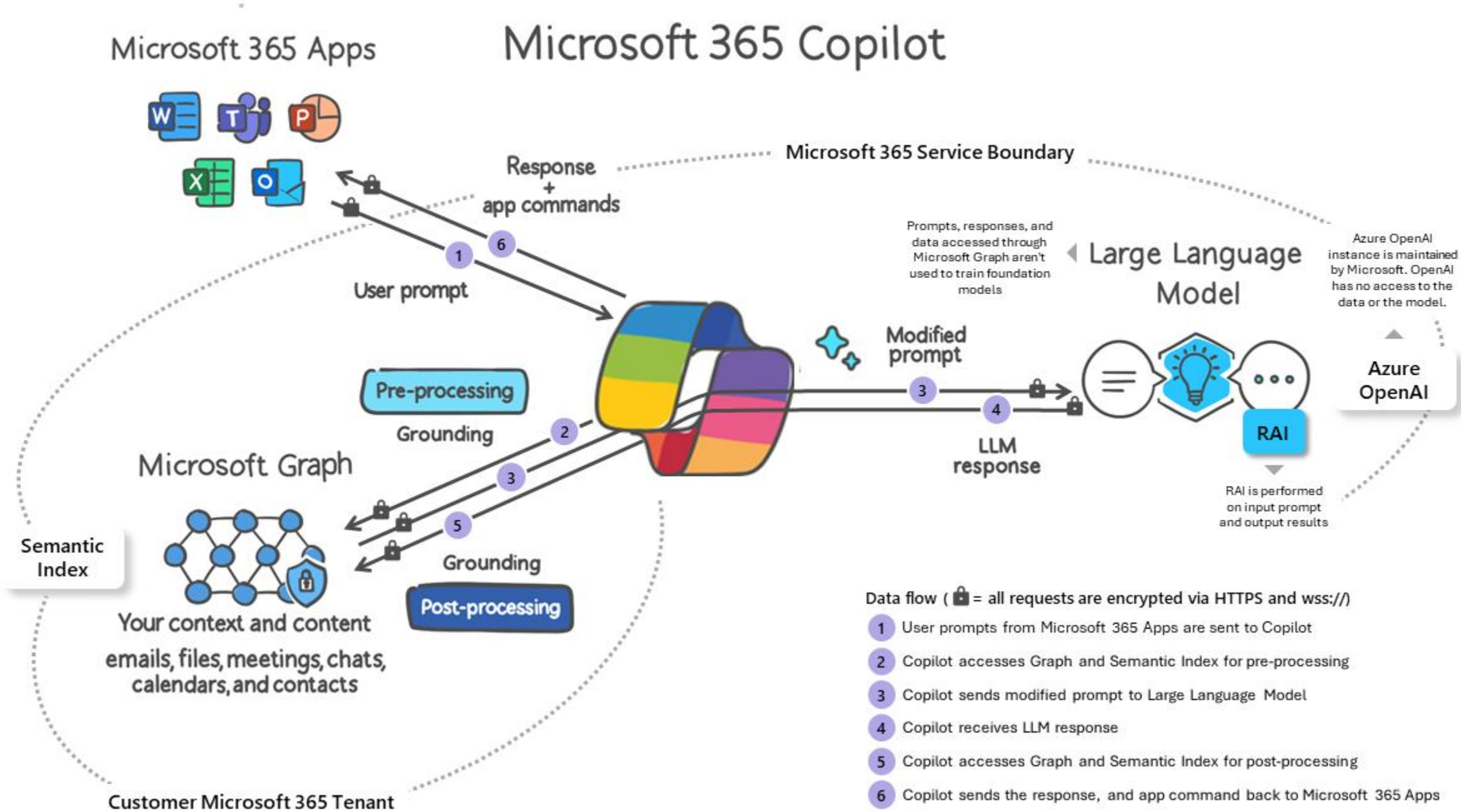


Microsoft Graph - Your Data -



Microsoft 365 Apps

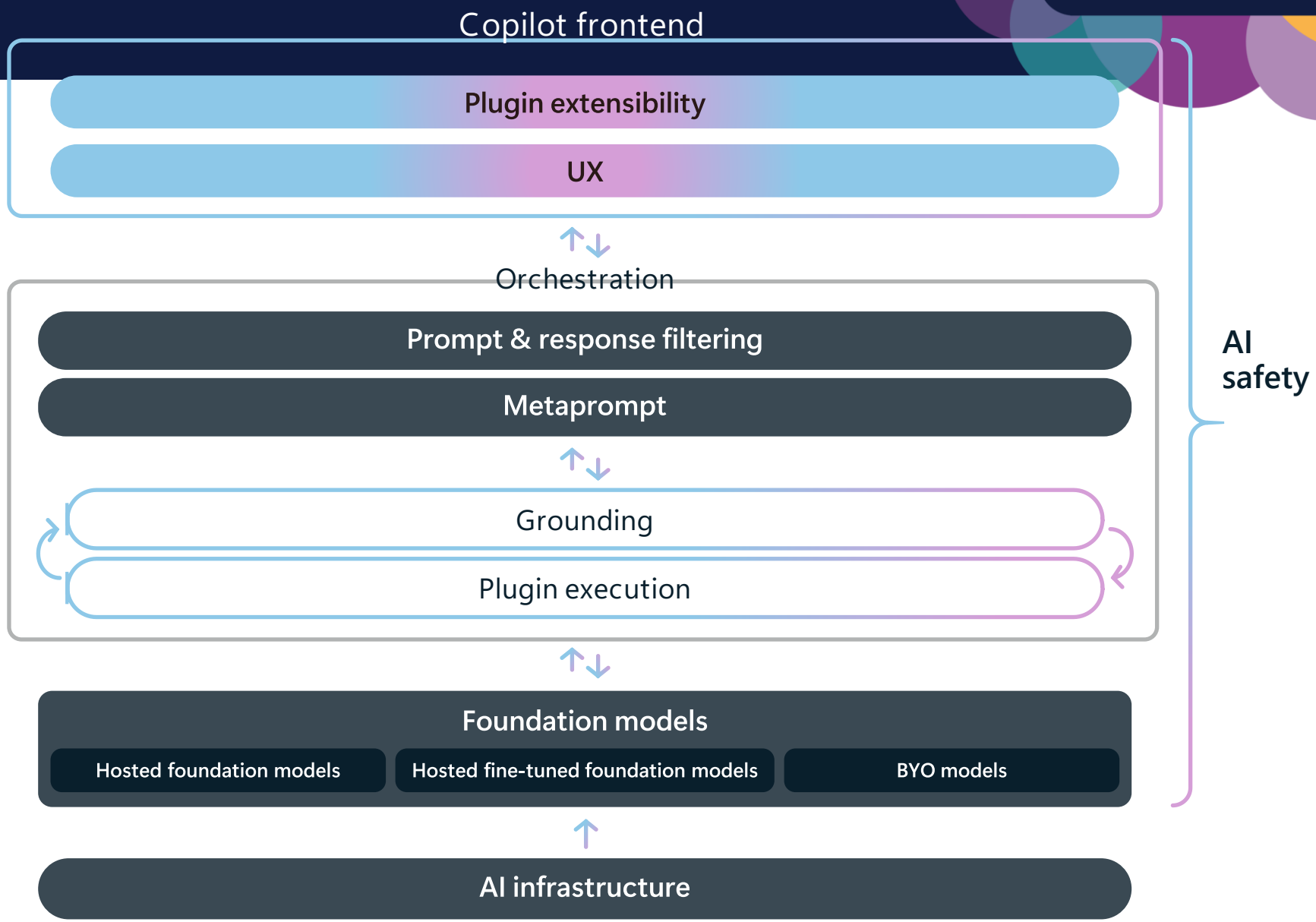
Microsoft 365 Copilot



Data flow (= all requests are encrypted via HTTPS and wss://)

1. User prompts from Microsoft 365 Apps are sent to Copilot
2. Copilot accesses Graph and Semantic Index for pre-processing
3. Copilot sends modified prompt to Large Language Model
4. Copilot receives LLM response
5. Copilot accesses Graph and Semantic Index for post-processing
6. Copilot sends the response, and app command back to Microsoft 365 Apps

Microsoft 365 Copilot stack

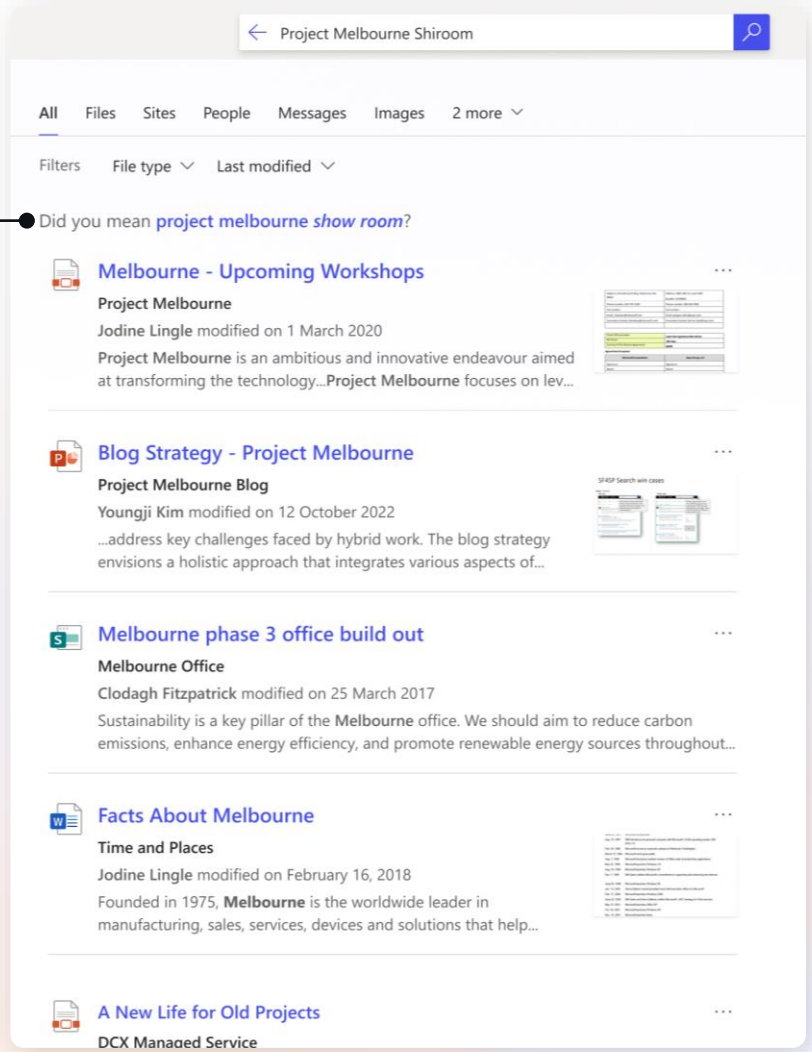


Microsoft 365 Copilot

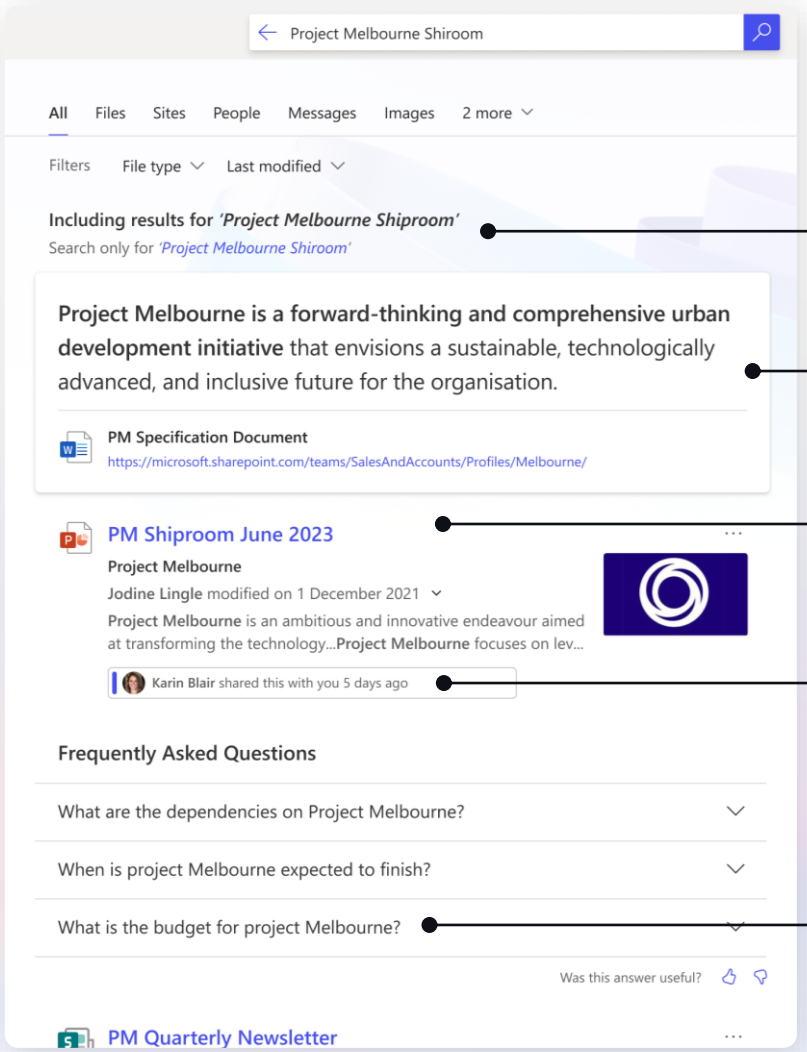
How Semantic Index for Copilot works

Semantic Index for Microsoft 365

keyword matched results & suggestions



Without Semantic Index for Copilot



With Semantic Index for Copilot

autocorrected spelling of organizational jargon

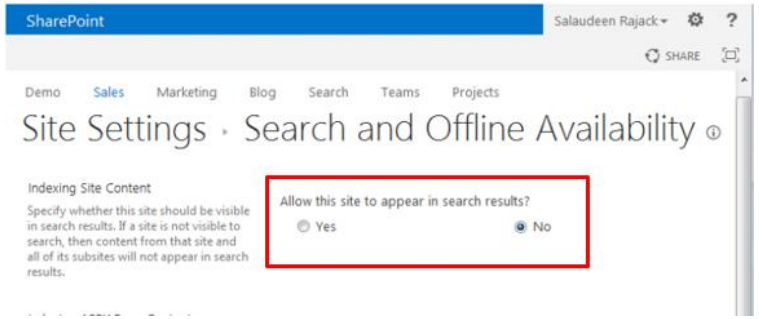
informative answers directly from documents

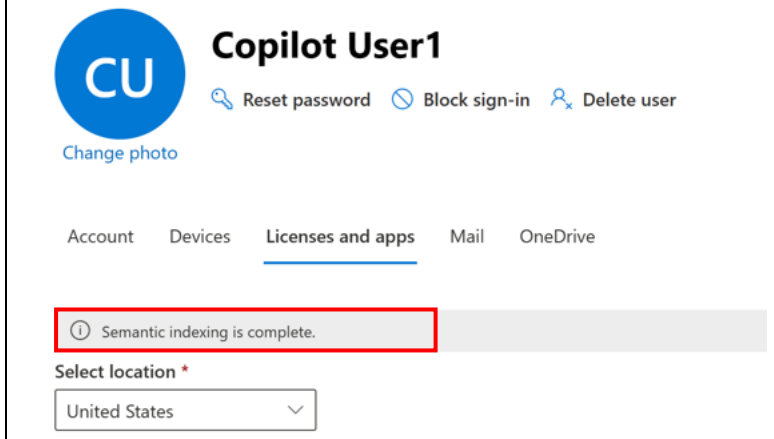
more relevant results, based on search intent

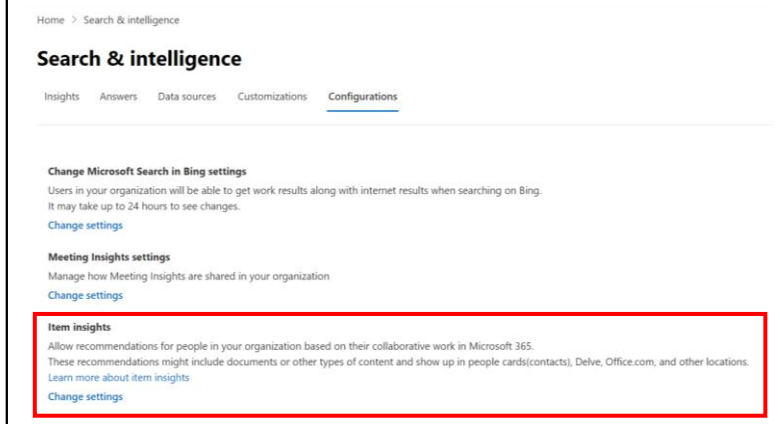
enhanced content sharing insights

AI generated questions and answers on topic

Administrative Options







Excluding Content (SPO)

Exclude SharePoint Online files
Applies to Semantic Index & keyword search

Notifications (Admin Center)

Per-user index status available
Tenant level status coming soon

Controls (Admin Center)

Item insights shows connections to people
Reduced experience if disabled
Affects user experience, not the index

InPrivate | Search Admin Dashboard - Micr | https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch

Contoso Electronics | Microsoft 365 admin center | Search | MA

- All tenants
- Home
- Users
- Devices
- Teams & groups
- Billing
- Settings
  - Domains
  - Search & intelligence
  - Org settings
  - Integrated apps
  - Partner relationships
  - Microsoft Edge
- Setup
- Show all

Home > Search & intelligence

Enable Dark mode

Search & intelligence

Overview | Insights | Answers | Data sources | Customizations | Configurations



Welcome to Microsoft Search and Intelligence!

Intro | Manage | Give feedback

Tailor the Microsoft Search experience for your organization.
Learn more about Microsoft Search

Next | Close

Analytics

Key usage numbers Last 31 days (10/01/2023 - 10/31/2023)

Total queries
0 ◆ 0%

Average daily active users
0 ◆ 0%

Connectors

78 days left in trial

1 connections need attention

1 in draft

ENG DE | 08:58 02.11.2023

InPrivate | Search Admin Dashboard - Micr | https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/connectors

Contoso Electronics | Microsoft 365 admin center | Search | MA

- All tenants
- Home
- Users
- Devices
- Teams & groups
- Billing
- Settings
  - Domains
  - Search & intelligence
  - Org settings
  - Integrated apps
  - Partner relationships
  - Microsoft Edge
- Setup
- Show all

Home > Search & intelligence > Data sources

Enable Dark mode

Search & intelligence

Overview | Insights | Answers | **Data sources** | Customizations | Configurations

Connections

You can build and customize connections managed by your organization. These can index data from apps such as Salesforce, Oracle SQL and Azure DevOps. Connections listed as Search under Connected experiences count toward your search connection quota utilization. Learn more about connections.

Search connection quota utilization (0%)

0 items indexed out of 1,012,500.
78 days left in trial.

+ Add | Refresh | Filter | Search

Name	Required actions	Connection ID	Publisher	Connection state	Enabled experiences	Last sync
IntranetSites1 New	-	IntranetSites1	Microsoft	Draft	Microsoft Search	-

Microsoft apps and services

Enable search and search-related features and experiences for these apps and services. Connections to these data sources do not count toward your index quota limits. Learn more about data sources.

+ Add a new app or service

We didn't find anything to show here

ENG DE | 08:58 02.11.2023

InPrivate | Search Admin Dashboard - Micr | https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/Connectors/add

Contoso Electronics | Microsoft 365 admin center | Search | MA

Search & intelligence > Data sources > Add

- Connect to data source

Connect to data source

Choose a data source to create a connection for your organization. Learn more about connectors.

Find More Connectors.

Data sources with quick setup and sample data available.

Enterprise websites
Connect to your Enterprise website

Other data sources

Azure DevOps
Connect to Azure DevOps service

Custom connector
Create a custom connector

Jira
Connect to Atlassian Jira

ADLS Gen2
Connect to ADLS Gen2

Oracle SQL database
Connect to Oracle SQL database

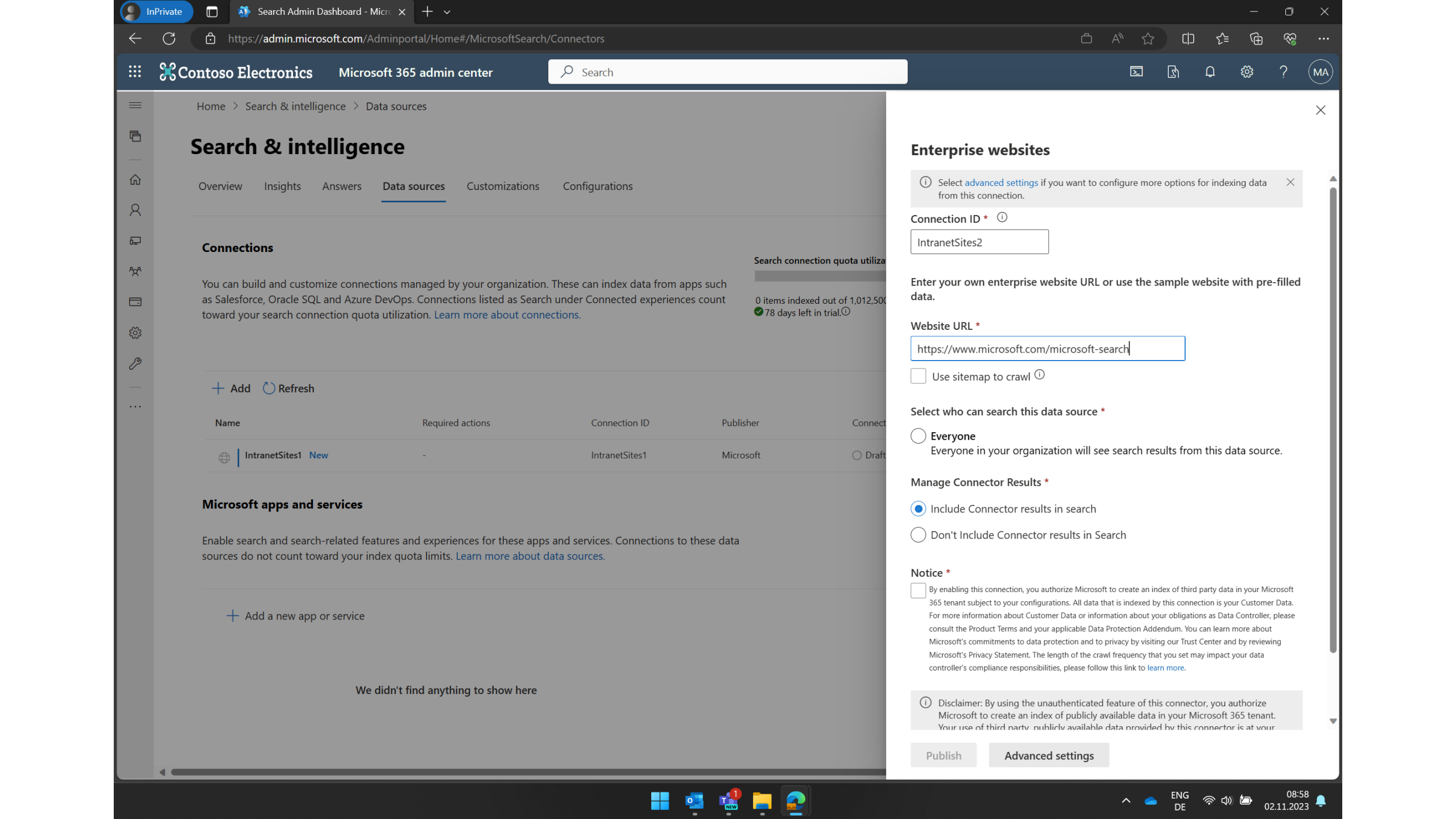
PREVIEW

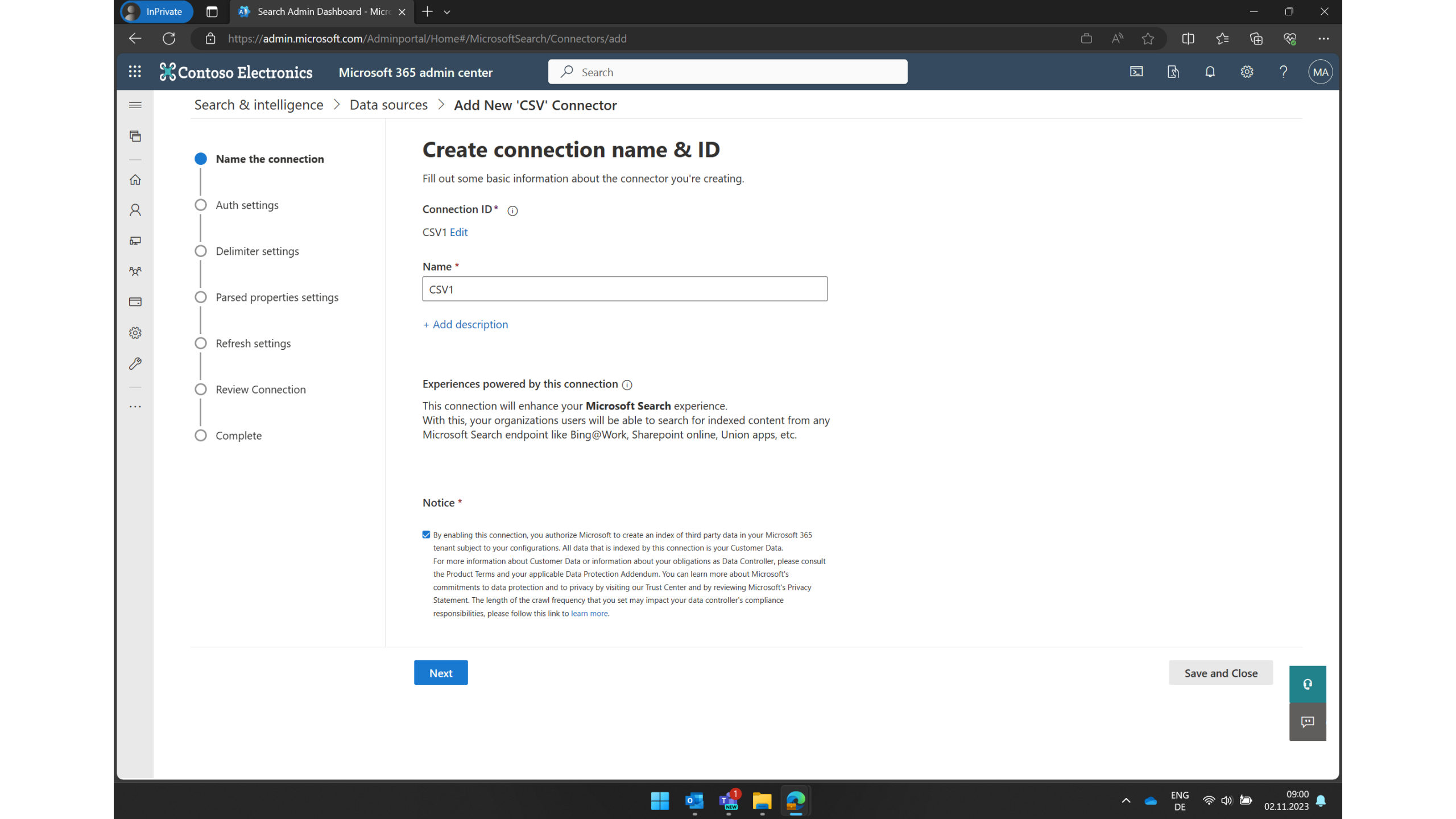
ServiceNow
Connect to ServiceNow

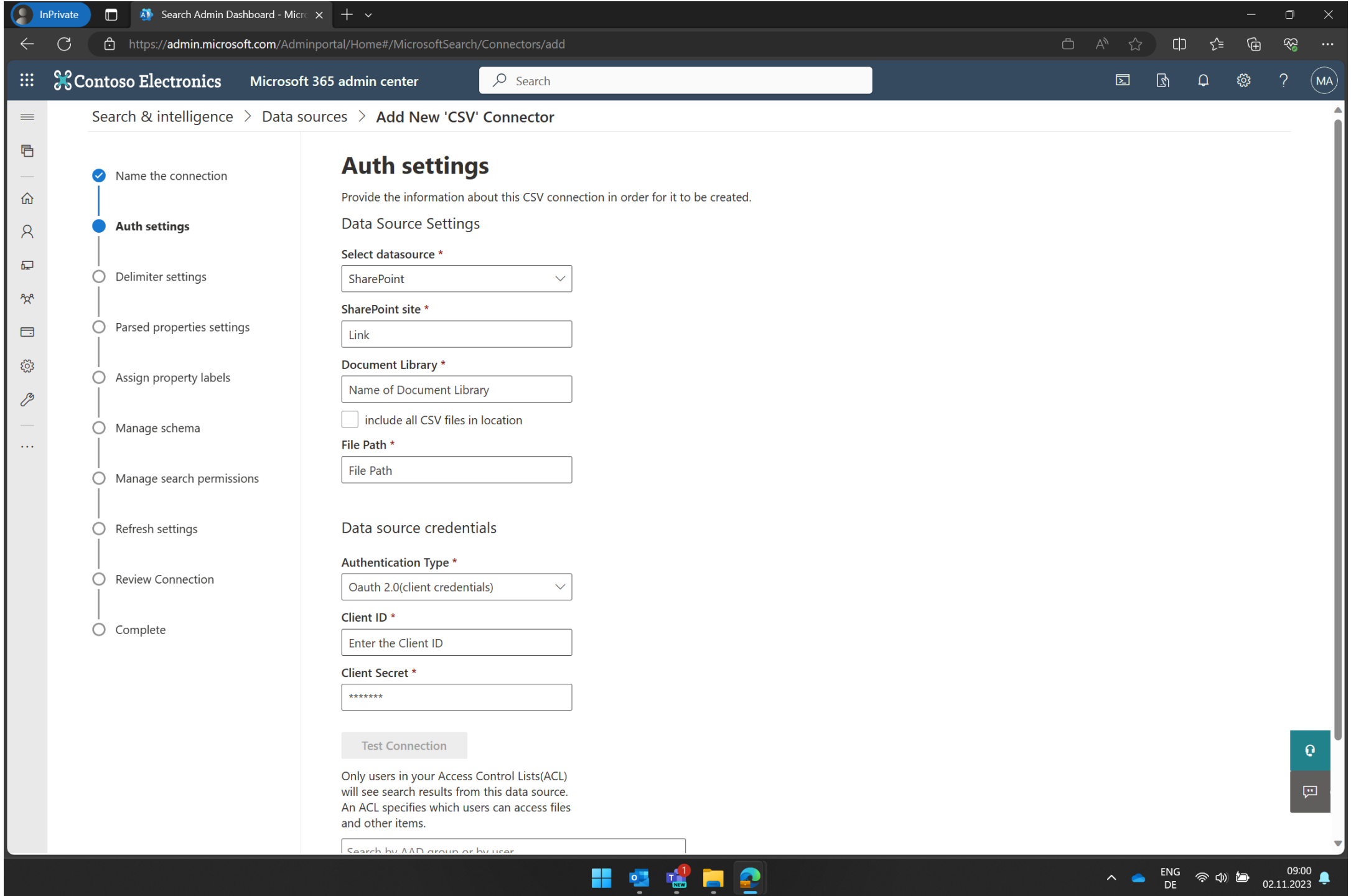
File share
Connect to a file share found in an o...

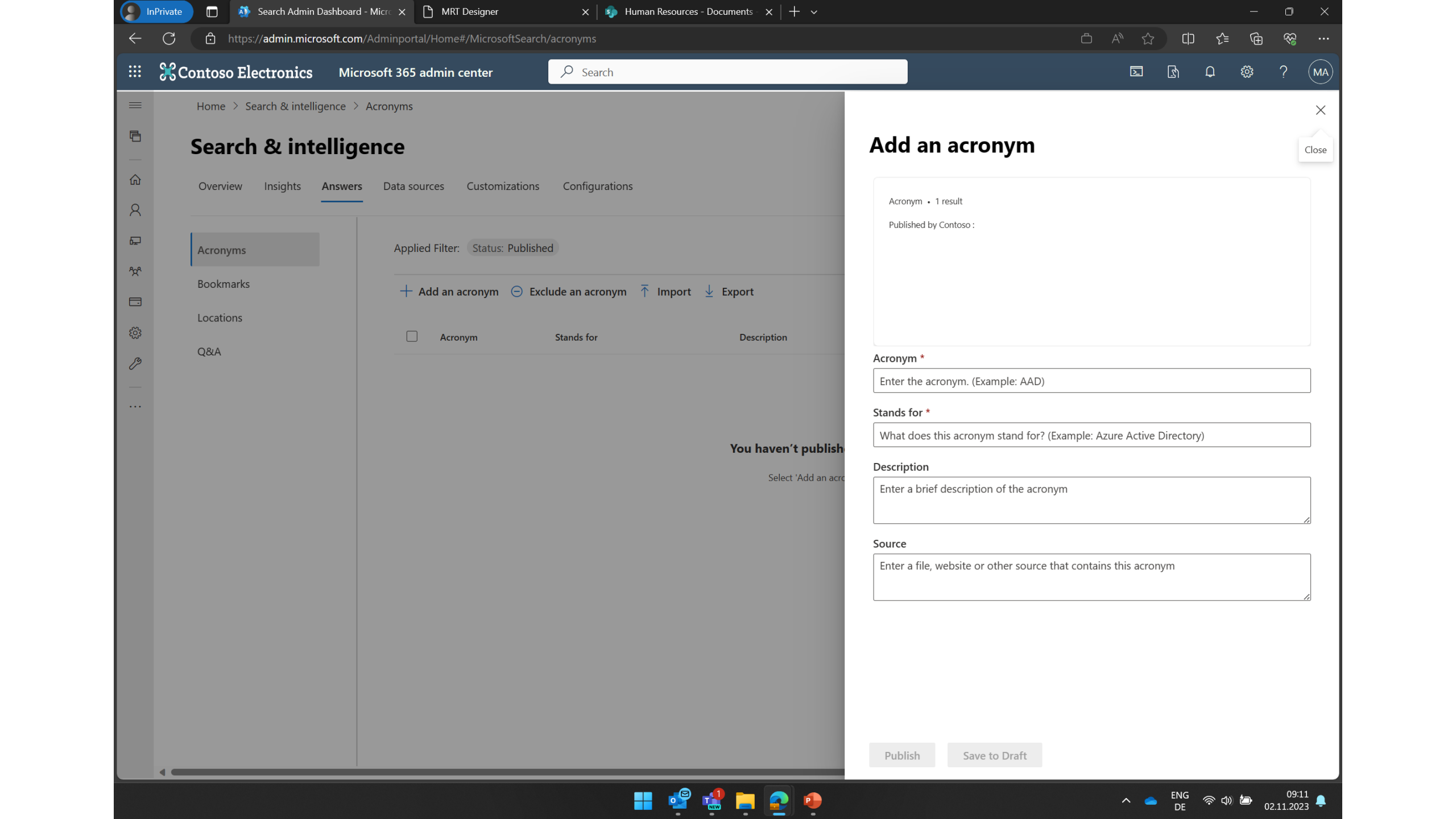
Next

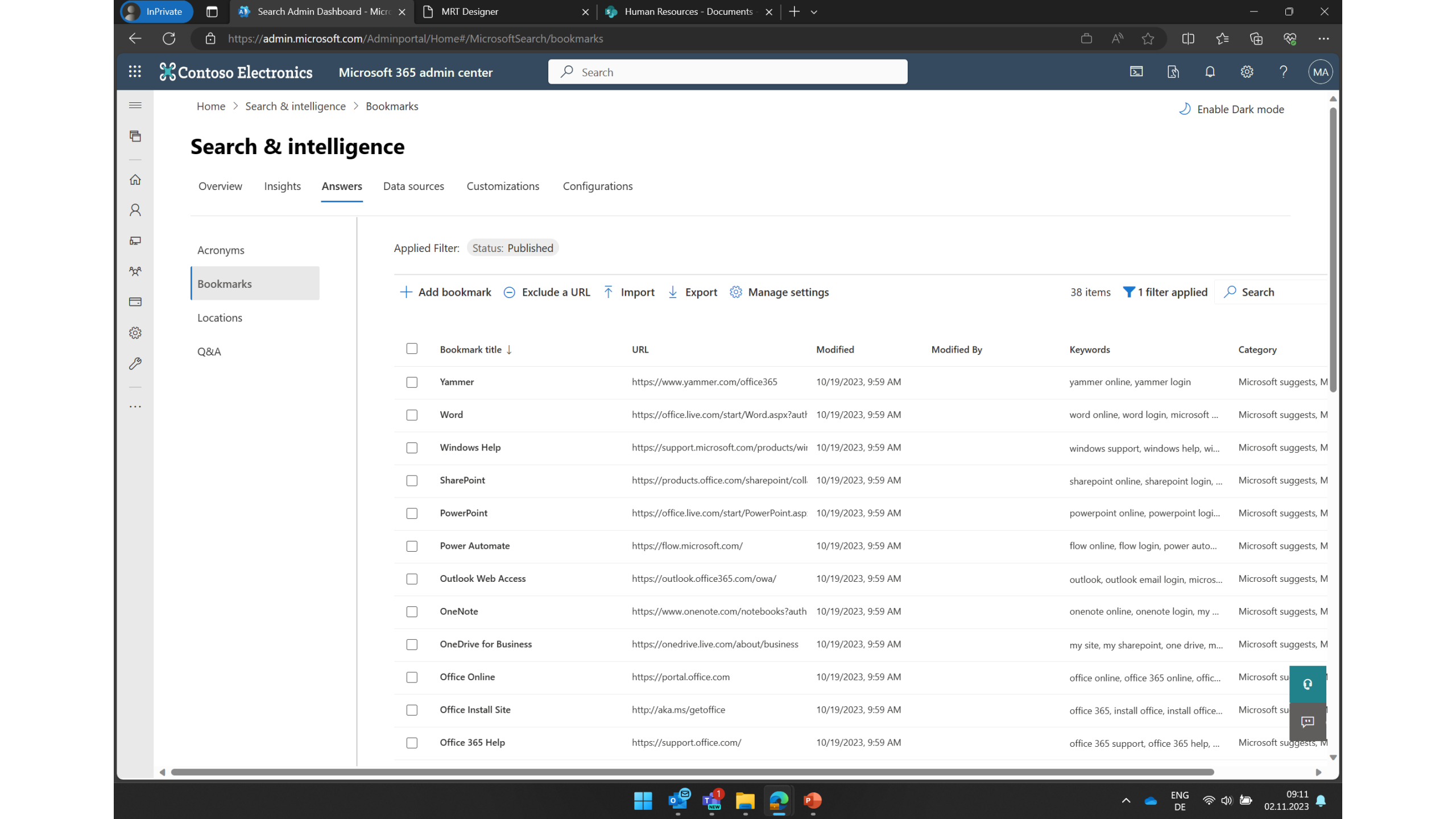
ENG DE | 08:58 02.11.2023


InPrivate
Search Admin Dashboard - Micr
https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/Connectors
Contoso Electronics
Microsoft 365 admin center
Search
MA
Home > Search & intelligence > Data sources
Search & intelligence
Overview
Insights
Answers
Data sources
Customizations
Configurations
Connections
You can build and customize connections managed by your organization. These can index data from apps such as Salesforce, Oracle SQL and Azure DevOps. Connections listed as Search under Connected experiences count toward your search connection quota utilization. Learn more about connections.
Search connection quota utiliza
0 items indexed out of 1,012,500
78 days left in trial.
Add
Refresh
Name
Required actions
Connection ID
Publisher
Connect
IntranetSites1 New
-
IntranetSites1
Microsoft
Draft
Microsoft apps and services
Enable search and search-related features and experiences for these apps and services. Connections to these data sources do not count toward your index quota limits. Learn more about data sources.
Add a new app or service
We didn't find anything to show here
Enterprise websites
Select advanced settings if you want to configure more options for indexing data from this connection.
Connection ID *
IntranetSites2
Enter your own enterprise website URL or use the sample website with pre-filled data.
Website URL *
https://www.microsoft.com/microsoft-search
Use sitemap to crawl
Select who can search this data source *
Everyone
Everyone in your organization will see search results from this data source.
Manage Connector Results *
Include Connector results in search
Don't Include Connector results in Search
Notice *
By enabling this connection, you authorize Microsoft to create an index of third party data in your Microsoft 365 tenant subject to your configurations. All data that is indexed by this connection is your Customer Data. For more information about Customer Data or information about your obligations as Data Controller, please consult the Product Terms and your applicable Data Protection Addendum. You can learn more about Microsoft's commitments to data protection and to privacy by visiting our Trust Center and by reviewing Microsoft's Privacy Statement. The length of the crawl frequency that you set may impact your data controller's compliance responsibilities, please follow this link to learn more.
Disclaimer: By using the unauthenticated feature of this connector, you authorize Microsoft to create an index of publicly available data in your Microsoft 365 tenant.
Publish
Advanced settings
ENG
DE
08:58
02.11.2023


InPrivate
Search Admin Dashboard - Micr
https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/Connectors/add
Contoso Electronics
Microsoft 365 admin center
Search
MA
Search & intelligence
Data sources
Add New 'CSV' Connector
Name the connection
Auth settings
Delimiter settings
Parsed properties settings
Refresh settings
Review Connection
Complete
Create connection name & ID
Fill out some basic information about the connector you're creating.
Connection ID*
CSV1 Edit
Name *
CSV1
+ Add description
Experiences powered by this connection
This connection will enhance your Microsoft Search experience.
With this, your organizations users will be able to search for indexed content from any Microsoft Search endpoint like Bing@Work, Sharepoint online, Union apps, etc.
Notice *
By enabling this connection, you authorize Microsoft to create an index of third party data in your Microsoft 365 tenant subject to your configurations. All data that is indexed by this connection is your Customer Data.
For more information about Customer Data or information about your obligations as Data Controller, please consult the Product Terms and your applicable Data Protection Addendum. You can learn more about Microsoft's commitments to data protection and to privacy by visiting our Trust Center and by reviewing Microsoft's Privacy Statement. The length of the crawl frequency that you set may impact your data controller's compliance responsibilities, please follow this link to learn more.
Next
Save and Close
ENG
DE
09:00
02.11.2023


InPrivate
Search Admin Dashboard - Micr
https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/Connectors/add
Contoso Electronics
Microsoft 365 admin center
Search
MA
Search & intelligence > Data sources > Add New 'CSV' Connector
Name the connection
Auth settings
Delimiter settings
Parsed properties settings
Assign property labels
Manage schema
Manage search permissions
Refresh settings
Review Connection
Complete
Auth settings
Provide the information about this CSV connection in order for it to be created.
Data Source Settings
Select datasource *
SharePoint
SharePoint site *
Link
Document Library *
Name of Document Library
include all CSV files in location
File Path *
File Path
Data source credentials
Authentication Type *
Oauth 2.0(client credentials)
Client ID *
Enter the Client ID
Client Secret *
****
Test Connection
Only users in your Access Control Lists(ACL) will see search results from this data source. An ACL specifies which users can access files and other items.
ENG
DE
09:00
02.11.2023


InPrivate
Search Admin Dashboard - Micr
MRT Designer
Human Resources - Documents
https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/acronyms
Contoso Electronics
Microsoft 365 admin center
Search
MA
Home > Search & intelligence > Acronyms
Search & intelligence
Overview
Insights
Answers
Data sources
Customizations
Configurations
Acronyms
Bookmarks
Locations
Q&A
Applied Filter: Status: Published
Add an acronym
Exclude an acronym
Import
Export
Acronym
Stands for
Description
You haven't publish
Select 'Add an acro
Add an acronym
Close
Acronym • 1 result
Published by Contoso :
Acronym *
Enter the acronym. (Example: AAD)
Stands for *
What does this acronym stand for? (Example: Azure Active Directory)
Description
Enter a brief description of the acronym
Source
Enter a file, website or other source that contains this acronym
Publish
Save to Draft
ENG
DE
09:11
02.11.2023


InPrivate
Search Admin Dashboard - Micr
MRT Designer
Human Resources - Documents
https://admin.microsoft.com/Adminportal/Home#/MicrosoftSearch/bookmarks
Contoso Electronics
Microsoft 365 admin center
Search
MA
Home > Search & intelligence > Bookmarks
Enable Dark mode
Search & intelligence
Overview
Insights
Answers
Data sources
Customizations
Configurations
Acronyms
Bookmarks
Locations
Q&A
Applied Filter: Status: Published
Add bookmark
Exclude a URL
Import
Export
Manage settings
38 items
1 filter applied
Search
Bookmark title
URL
Modified
Modified By
Keywords
Category
Yammer https://www.yammer.com/office365 10/19/2023, 9:59 AM yammer online, yammer login Microsoft suggests, M
Word https://office.live.com/start/Word.aspx?auth 10/19/2023, 9:59 AM word online, word login, microsoft ... Microsoft suggests, M
Windows Help https://support.microsoft.com/products/wi 10/19/2023, 9:59 AM windows support, windows help, wi... Microsoft suggests, M
SharePoint https://products.office.com/sharepoint/coll 10/19/2023, 9:59 AM sharepoint online, sharepoint login, ... Microsoft suggests, M
PowerPoint https://office.live.com/start/PowerPoint.asp 10/19/2023, 9:59 AM powerpoint online, powerpoint logi... Microsoft suggests, M
Power Automate https://flow.microsoft.com/ 10/19/2023, 9:59 AM flow online, flow login, power auto... Microsoft suggests, M
Outlook Web Access https://outlook.office365.com/owa/ 10/19/2023, 9:59 AM outlook, outlook email login, micros... Microsoft suggests, M
OneNote https://www.onenote.com/notebooks?auth 10/19/2023, 9:59 AM onenote online, onenote login, my ... Microsoft suggests, M
OneDrive for Business https://onedrive.live.com/about/business 10/19/2023, 9:59 AM my site, my sharepoint, one drive, m... Microsoft suggests, M
Office Online https://portal.office.com 10/19/2023, 9:59 AM office online, office 365 online, offic... Microsoft su
Office Install Site http://aka.ms/getoffice 10/19/2023, 9:59 AM office 365, install office, install office... Microsoft su
Office 365 Help https://support.office.com/ 10/19/2023, 9:59 AM office 365 support, office 365 help, ... Microsoft suggests, M
ENG
DE
09:11
02.11.2023

Best AI option per scenario

	ChatGPT	Bing Chat	Bing Chat Enterprise	Microsoft 365 Copilot	Azure OpenAI
	Consumer	Consumer	Work	Work, SaaS	Work, PaaS
My employees should be able to use a chatbot to copy corp information into a chat session to enrich the content with GPT service and be GDPR conform			✓		
Integration into flow of work improving general productivity (Meeting summaries, E-Mail drafting, Improving Word document, Excel data analytics, PowerPoint creation)				✓	
Searching/Exploring enterprise knowledge with respecting permissions				✓	
Extend organization data/knowledge base with external data sources (graph connectors)				✓	
Custom scenario/use case with specific data source for specific group of users. Example: Solution for an agent connected to a specific knowledge base (tickets, tech. documentation, ...) to find the best answer.					✓
Transfer unstructured data into structured schema (questionnaires, comments in social networks, free text in invoices)					✓
Integration into custom apps. Example: Retail Loyalty app allows user to create a recipe from my shopping list					✓
Master-data quality improvement Example: Cleaning up redundant address fields, phone numbers ...					✓

Mordern Work

- Teams
- Copilot
- **Viva**
- Backup & Archiving

Microsoft Viva: the employee experience platform

Standard Viva Capabilities in M365



Viva Connections | Viva Engage | Viva Learning | Viva Insights

Base Functionality

Create a front door for the organisation through Microsoft Teams

Create and connect communities and storylines

Provide colleagues with access to learning materials that you curate in SharePoint

Personal Analytics

Premium Viva Capabilities in Viva Suite



Viva Learning* | Viva Insights* | Viva Topics | Viva Goals

Extra Modules and Enhanced Functionality

Connect with third party learning system

Enhanced Personal Analytics
Enhanced Manager and Organisation Insights

Intelligent Knowledge Management and Information Surfacing services

Objectives and Key Results Technology



Viva Amplify | Viva Pulse | Viva Engage*

+ Answers in Viva + People in Viva

Upcoming Modules and Enhanced Functionality

Communications management hub for publishing and tracking communications

Provide teams with ability to survey wellbeing, project success, business change and more.

Develop leadership connection, create engaging campaigns and utilise organisation knowledge

Viva Add On

GLINT

Glint

Employee Voice

Organisation wide surveys

Integration into Viva Insights and in the future broader Viva Suite

** Enhanced Functionality*

Microsoft Viva

Viva Pulse

Introducing Viva Pulse

In Microsoft Viva

Microsoft Viva

Get confidential feedback on your team's and colleagues' experiences

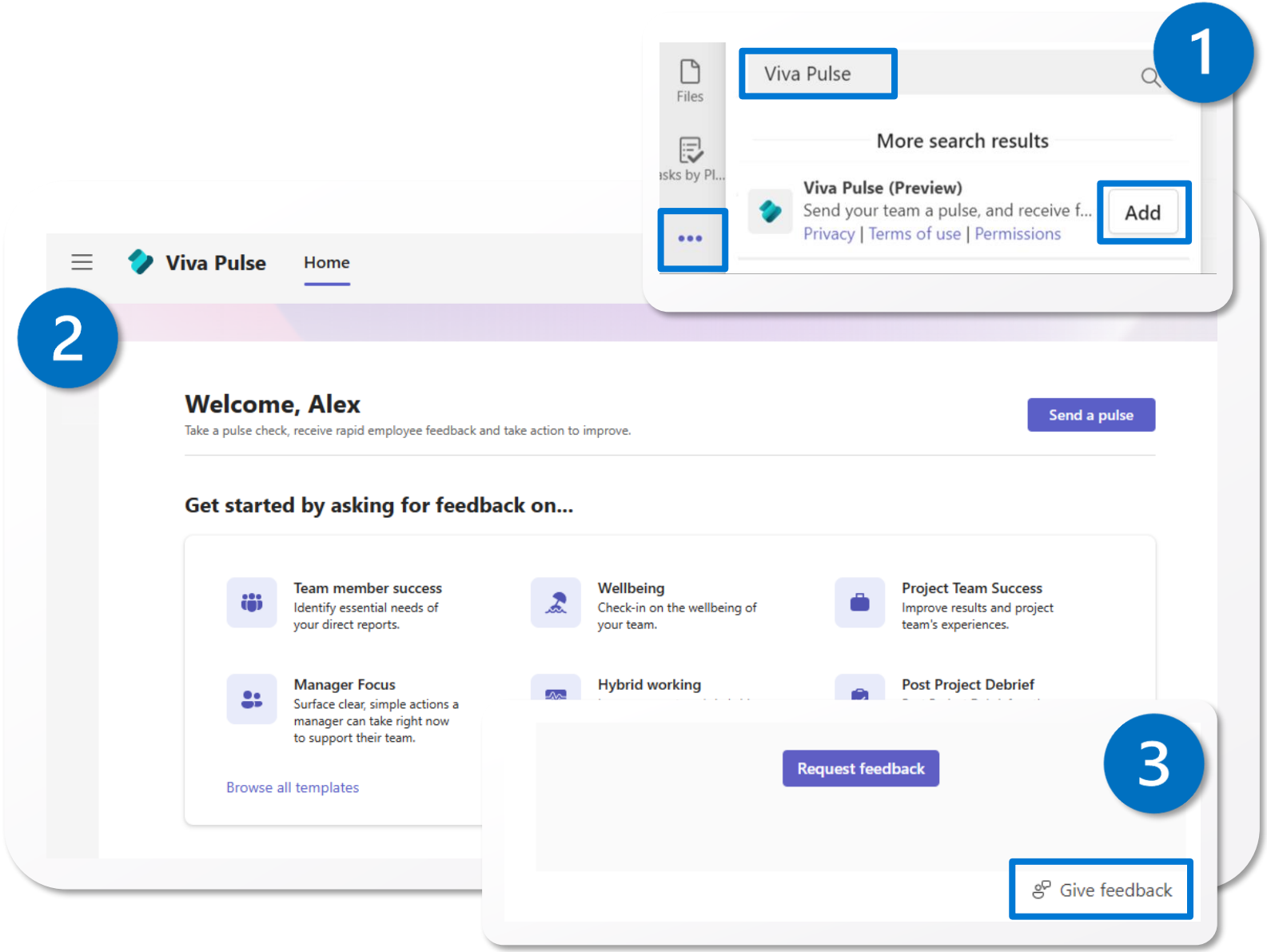
With Microsoft Viva Pulse managers and project leads can quickly and regularly get a pulse on their team's and colleagues' experiences through predefined survey templates and analytics.

Open Viva Pulse and explore

1. In Microsoft Teams, select the **More** icon to find and install the **Viva Pulse** app. Or go to: https://aka.ms/GetVivaPulseApp
2. Open **Viva Pulse (Preview)** and explore!
3. **Give feedback**. We value your perspective. To give feedback, scroll to the bottom, then select **Give feedback**.

Learn more

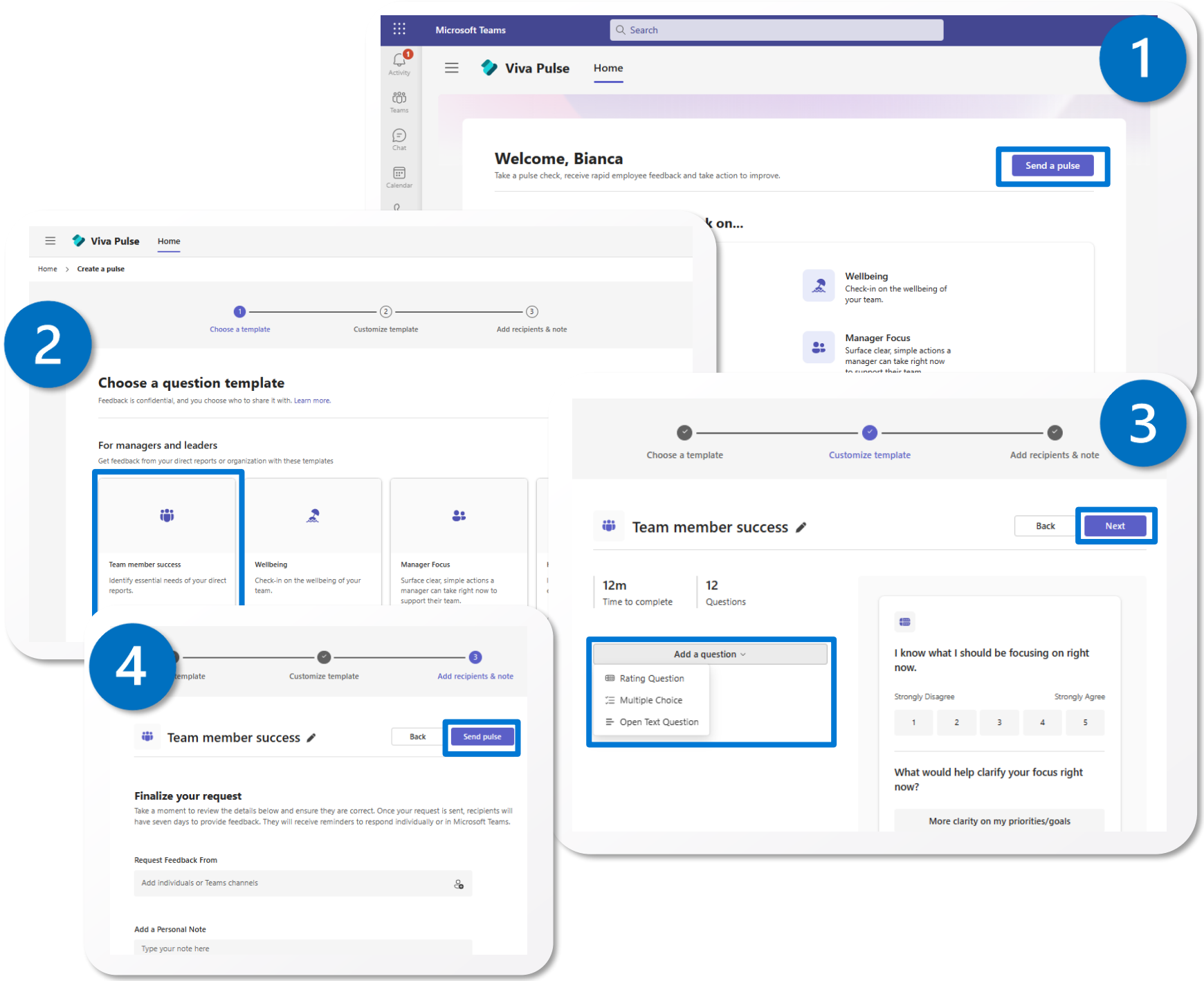
Viva Pulse overview:
https://aka.ms/VivaPulseVideoOverview



Send a Pulse

Get a pulse on your team or project team members experiences.

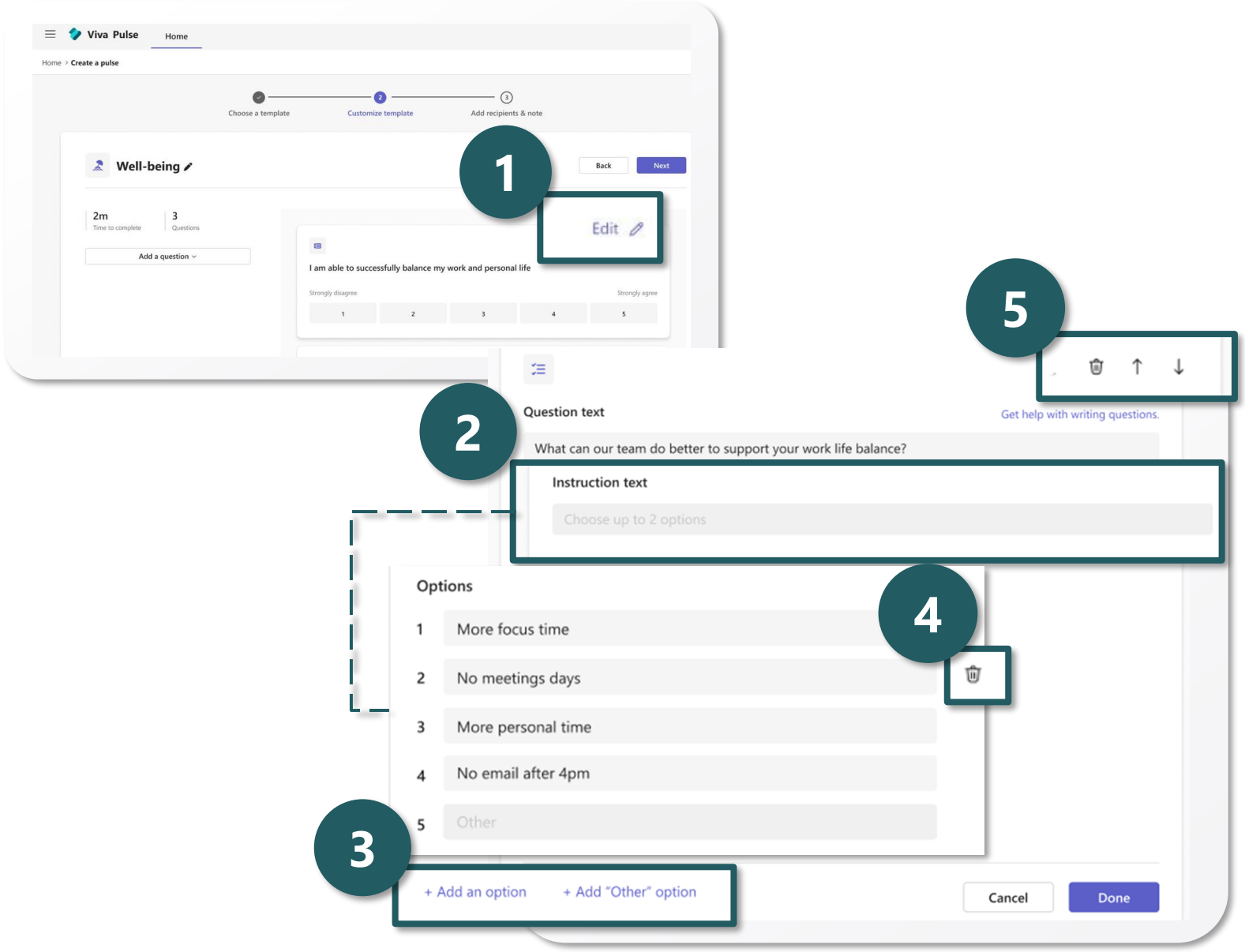
1. Open Viva Pulse in Teams. At the right, select **Send a Pulse**. Then select **Get started**.
2. Select a survey template from a list of either manager or project lead templates.
3. In the Customize template screen, you can add your custom questions to the survey. Then select **Next**.
4. Choose who to send the survey to, add an introduction note, and select **Send pulse**.



Edit template questions

Quickly customize powerful research-backed surveys

1. Open any Viva Pulse template, locate the question you'd like to customize and select the **Edit link**. In Edit mode, discover the ability to add and edit follow-up questions using the same principles.
2. Tap into the text boxes to **modify prefilled text**.
3. Select **+ Add an option** to enter additional option(s).
4. Use the **trashcan or arrow icons** to delete or rearrange the options.
5. Delete an entire question by selecting the **trashcan icon**. Rearrange the order of questions by selecting the **arrow icons**.

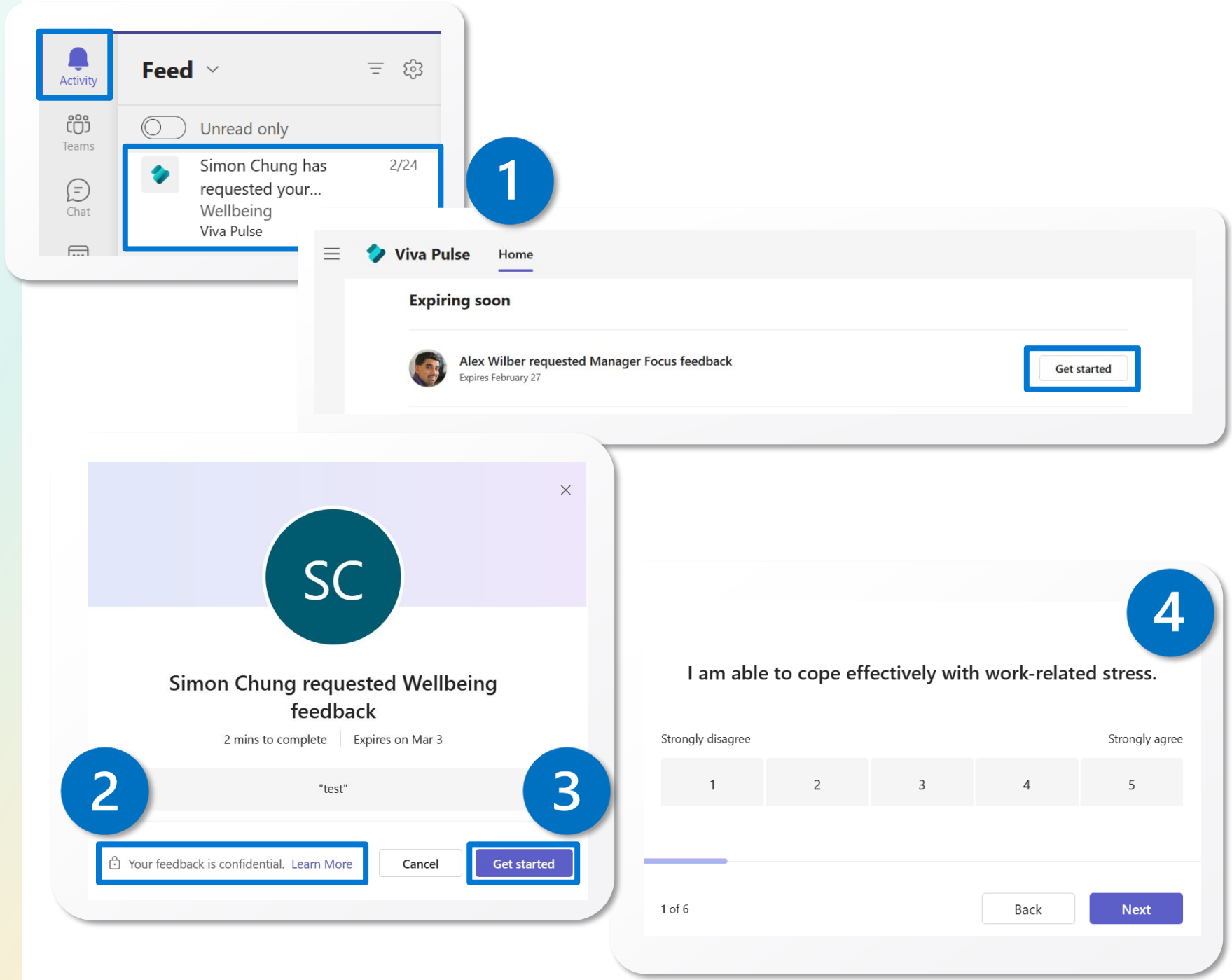


Respond to a Pulse

Get notified and respond confidentially to Pulse surveys in Teams.

When you're invited to respond to a Viva Pulse survey:

1. You receive notification in your **Teams Activity** feed. You can also find survey requests in the Pulse app. Select the notification.
2. In the feedback request window, select **Learn more** to learn how your feedback is kept confidential.
3. Select **Get started**.
4. In the popup survey, respond to the questions. Your responses are confidential.

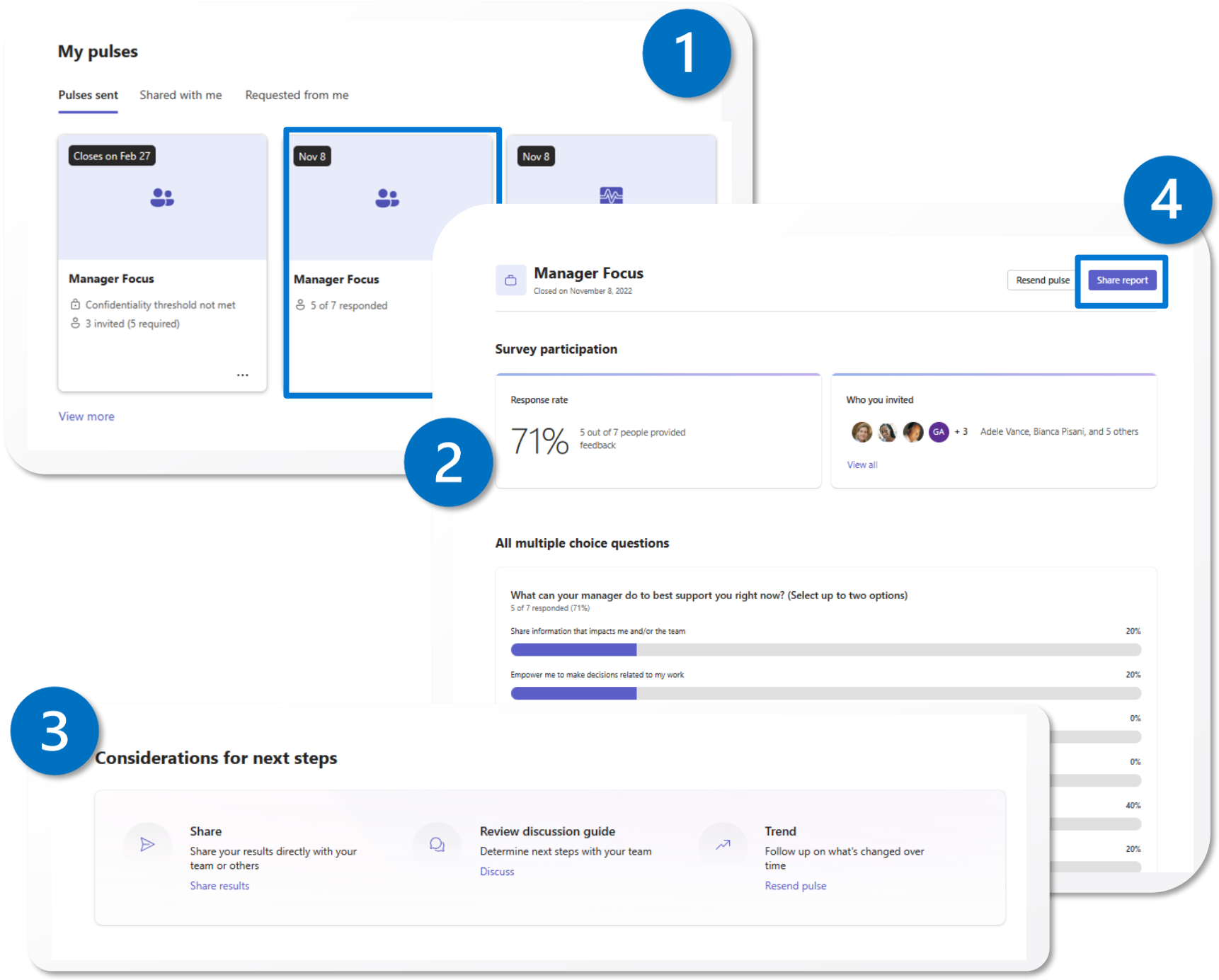


Viva Pulse analytics

Read the analytics gathered from your Pulse surveys

Once your Pulse has received enough responses to maintain confidentiality, you can view your survey analytics.

1. In Viva Pulse, in **My Pulses**, in the **Pulses sent** tab, select your survey.
2. Explore the analytics such as:
   - The survey response rate
   - Analytics per question
   - List of open-ended responses
3. Scroll to the bottom of the report for **Considerations for next steps**.
4. Select **share report** to share the results with colleagues.

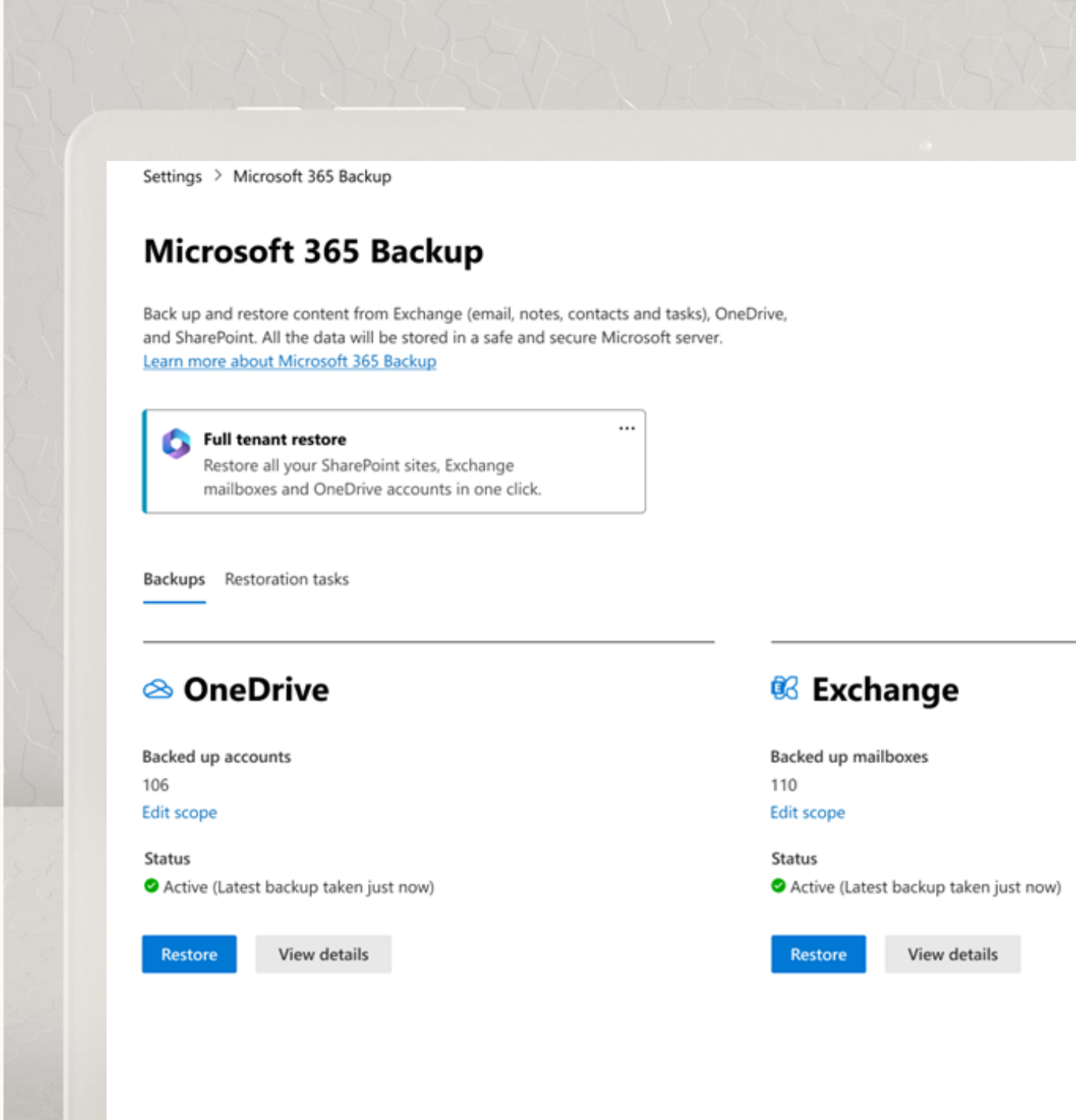


Mordern Work

- Teams
- Copilot
- Viva
- **Backup & Archiving**

Microsoft 365 Backup

Microsoft 365 Backup delivers state of the art backup and restore for Microsoft 365 data, eliminating the extra costs of additional backup infrastructure and overhead for scaling and managing storage, providing unparalleled protection, performance, and resiliency of your enterprise data and applications at scale.



How Microsoft 365 Backup helps

Microsoft can help by reducing the challenges of cost and complexity, while helping add coverage and compliance



Quickly backup and data for when it's needed

Backup your entire tenant in hours to gain operational peace of mind.



Achieve restore scale and speed with simplicity

Achieve business continuity with ultra-fast and at-scale point in time restore.



Reduce security and compliance management overhead

Keeping your data within the M365 security boundary makes it easier for you to manage your compliance domain and maintain your data residency require ments automatically.

Fast SLA backed backup and restore

Benefits

Reduce recovery times with fast restore at scale

Meet unique RTO and RPO requirements

Granular recovery of individual items or bulk recovery of multiple users and content at once



Fast, SLA backed backup and restore



Reduce up front costs



Increase compliance

Reduce up front costs

Benefits

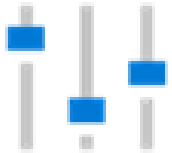
Modernize existing backup and recovery strategy without additional infrastructure and get fast data recovery with Microsoft 365 Backup

Reduce IT spend on secondary datacenters

Get started right away through faster onboarding with cloud services



Fast, SLA backed backup and restore



Reduce up front costs



Increased compliance

Increased compliance

Benefits

Implement isolated and immutable backups of primary data for easy restore

Reduce the number of compliance domains you need to manage

Get "single pane of glass" configuration, monitoring, audit and insights for all your applications and data



Fast, SLA backed backup and restore



Reduce up front costs

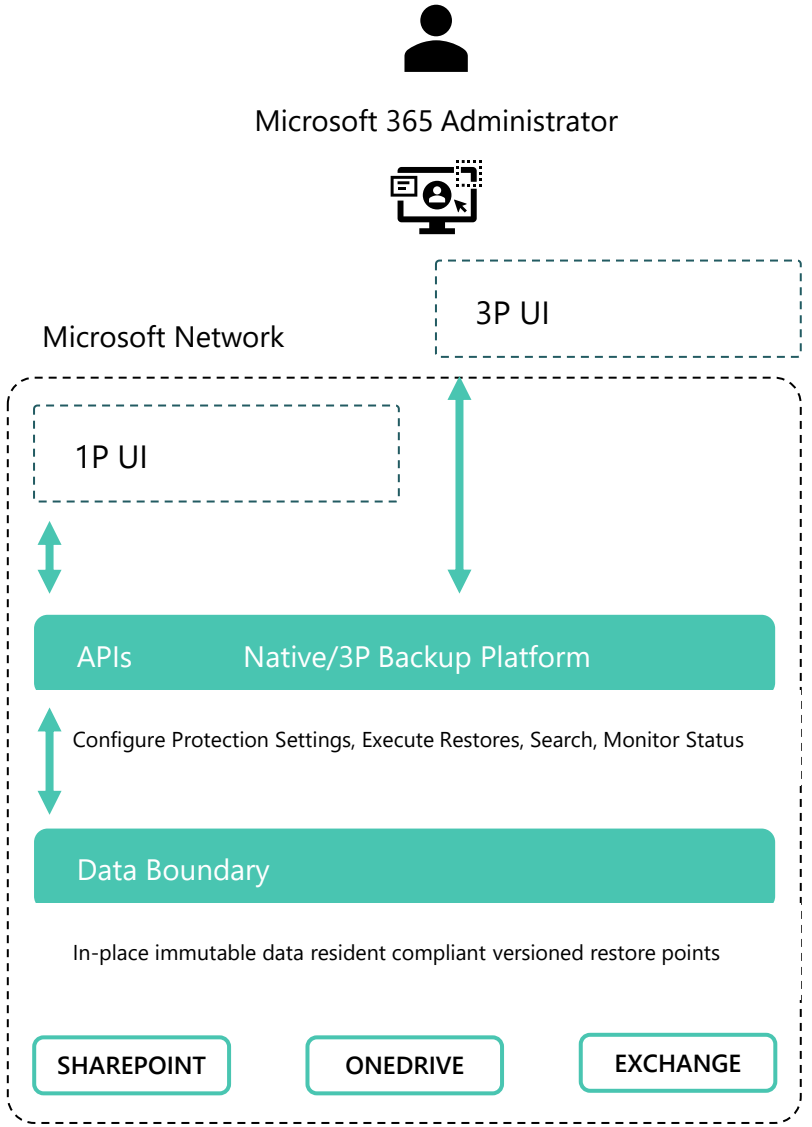


Increased compliance

Microsoft 365 Backup in review

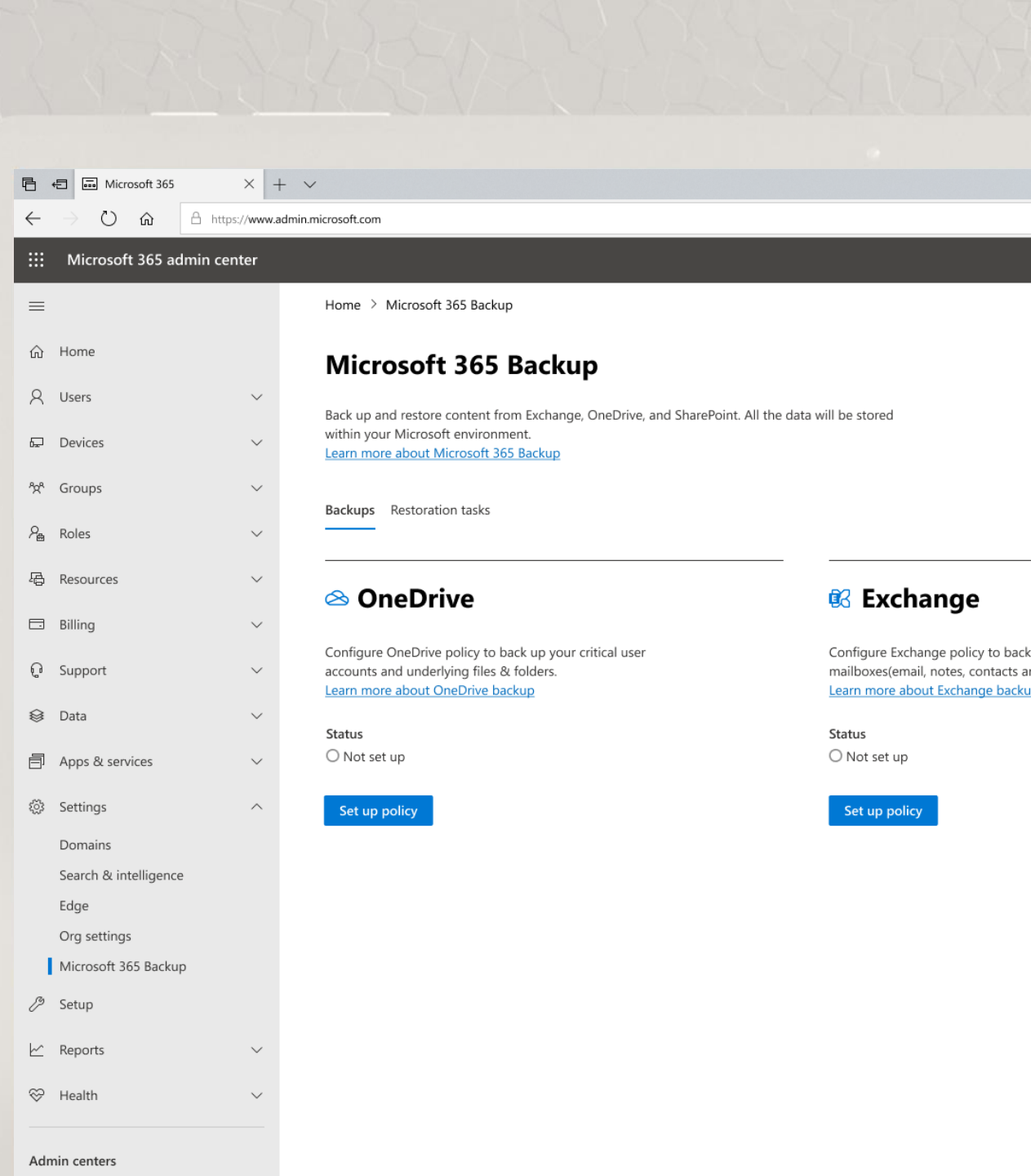
Microsoft 365 Backup is available as both from Microsoft and partners, built on top of the same platform.

- ✓ Quickly backup and data for when it's needed
- ✓ Achieve restore scale and speed with simplicity
- ✓ **Reduce security and compliance management overhead**



Microsoft 365 Archive

Microsoft 365 Archive is a new long-term tiered storage solution that enables you to cost-effectively keep your data within the Microsoft trust boundary. Purview features work with archived data seamlessly, just as they do with active site data.



Microsoft 365 Archive

Retain Microsoft 365 security, compliance, search, and rich metadata



eDiscovery



Retention and DLP policies



Sensitivity labels



Search indexes



Rich metadata

Retain Microsoft 365 security, compliance, search, and rich metadata

Microsoft 365 trust and compliance principles maintained with archived data sets

Fast archive

Archive data sets remain available to search

Seamless UI based management

Security and redundancy retained with archive data sets

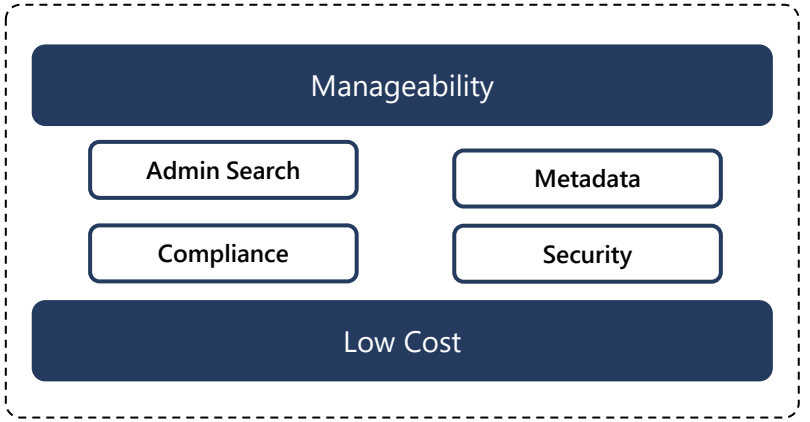
Compatible with multi-geo environments

	HOT STORAGE	ARCHIVE
Read	X	
Search	X	
eDiscovery	X	X
Retention Policies	X	X
Redundancy	X	X
Microsoft 365 trust & compliance	X	X
Cost	$$$	$

Microsoft 365 Archive in review

Better storage price to feature trade-off for inactive content (lower GB/month cost while archived)

- ✓ Easily restore content back to identical state including maintaining permissions on sites
- ✓ Same data durability and security as active sites
- ✓ Compliance workflows still functional on archived sites/files



PARTNER DAY
21.November 2023

Security



Stefan Baresch, Microsoft
Partner Solution Architect



Maximilian Pessl, TD-Synnex
Technical Presales Specialist Cloud

Dennis Huyen, Microsoft
Partner Solution Architect



Azure AD is becoming Microsoft Entra ID.



New name.

Same capabilities.

Same licensing.



No customer action is needed.

Azure AD is becoming Microsoft Entra ID.



from...	to...
Azure AD Free	Microsoft Entra ID Free
Azure AD Premium P1 Also included in Microsoft 365 E3	Microsoft Entra ID P1 Also included in Microsoft 365 E3
Azure AD Premium P2 Also included in Microsoft 365 E5	Microsoft Entra ID P2 Also included in Microsoft 365 E5
Azure AD External Identities	Microsoft Entra External ID

Automatic Conditional Access policies in Microsoft Entra streamline identity protection



Microsoft managed conditional access policies



Customer can modify and disable the policies

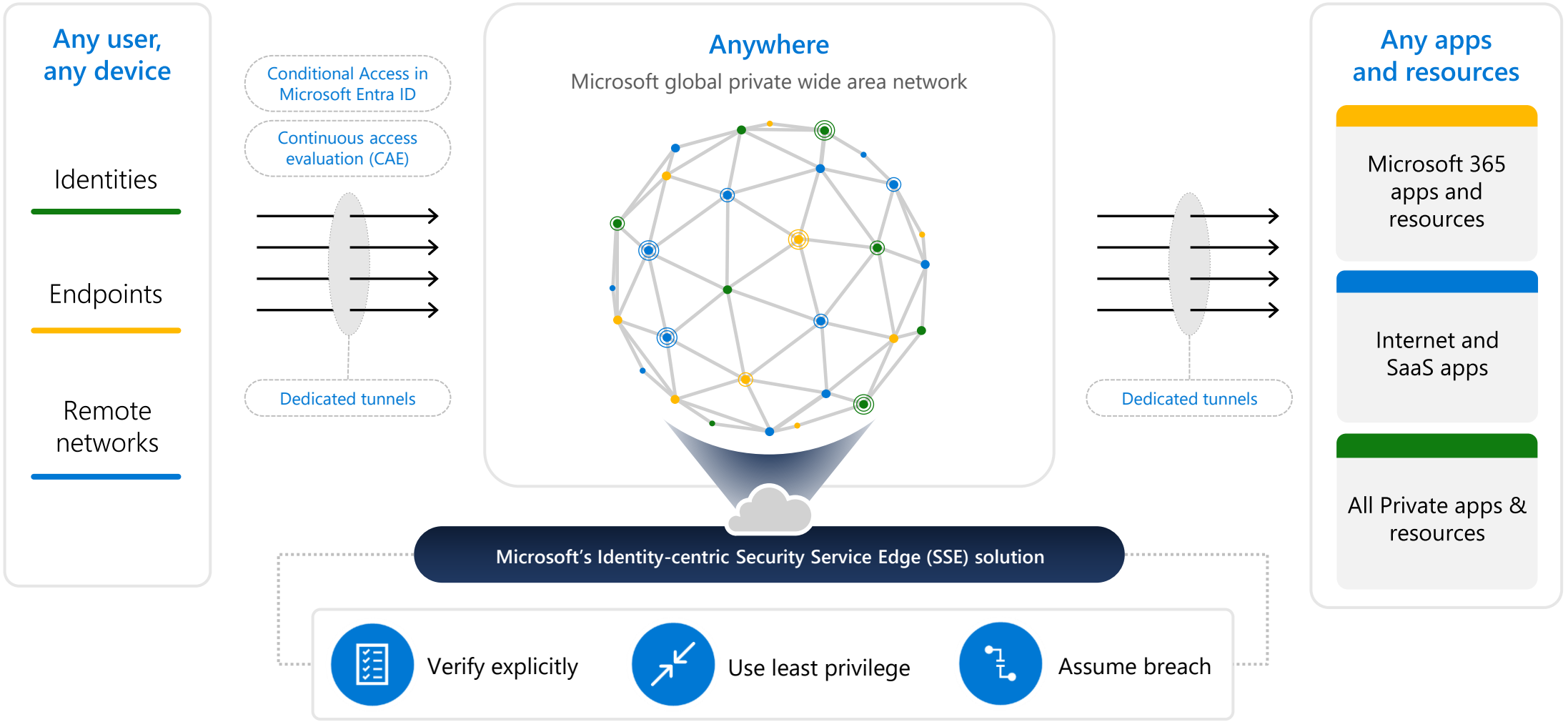


90 days report-only until Febuary 2024

Policies:

1. Require MFA for admin portals
2. Require MFA for per-user MFA users
3. Require MFA for high-risk sign-ins

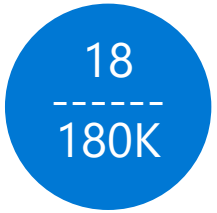
Microsoft's Identity-centric SSE solution



Overview of NIS2



NIS2 is the new European cybersecurity directive that will replace the existing NIS Directive as from **October 2024.**



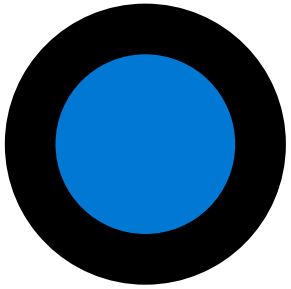
It is the most comprehensive EU cybersecurity legislation to date, covering 18 sectors and over 180K+ companies.



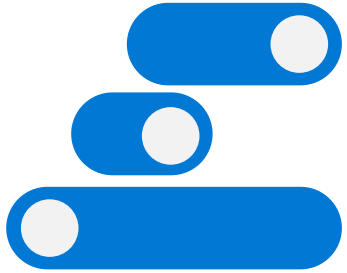
Its purpose is to establish a baseline of security measures for digital service providers and operators of essential services, to mitigate the risk of cyber attacks and to improve the overall level of cybersecurity in the EU.

Member States have until October 17, 2024 to transpose the Directive into national law. This means that each organization encompassed by the Directive will be legally obligated to live up to its requirements by Q4 2024.

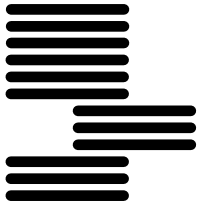
The Network Information Security Directive NIS2 vs. NIS1



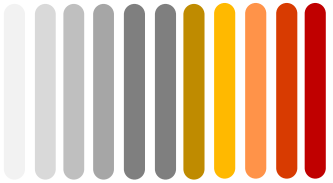
Stronger requirements and more affected sectors



Focus on securing and business continuity. This includes supply chain security.



Improving & streamlining the report obligations.



Worse Repercussions. Next to fines, NIS2 can lead to legal ramifications for management.



Enforcement localized in all European member states

NIS affects various sectors, including...

On September 14, the European Commission published new guidelines explaining which sectors will be considered critical and what they should report to national authorities in the EU under the NIS2 directive.

Highly Critical Sectors

- Energy
- Transport
- Banking
- Space
- Financial Market Infrastructure
- Health Sector
- Drinking Water
- Public Admin.
- Wastewater
- Digital Infrastructure
- IT Service Management

Critical Sectors

- Food
- Waste Management
- Chemicals
- Postal And Courier Services
- Manufacturing Of Medical Devices
- Digital Providers
- Research Organizations

NIS Objectives & Principles vs Microsoft Technology

NIS Principles	Microsoft Solution	Comments
Governance	Defender CSPM, Entra	
Risk Management	Defender XDR and Purview Compl. Mgr. & Insider Risk	
Asset Management	Defender CSPM, Defender for Endpoint	
Supply Chain	Defender XDR, Entra and DevOps	
Service Protection	Defender for API	In Preview
Identity & Access	Entra	
Data Security	Purview	
System Security	Defender for Endpoint, Defender for IoT and Intune	
Resilient Networks	Azure Network Security	3rd party integration with the major NDR vendors
Staff Awareness	O365 Phishing Simulation and Learning Paths	
Security Monitoring	Microsoft Sentinel	
Proactive Security	Defender XDR	
Response and Recovery	Defender XDR, Azure Backup and Recovery	3rd party integration with major DR vendors
Lessons Learned	N/A	

https://www.itgovernance.co.uk/nis-regulations-cyber-assessment-framework

A unified security operations platform

Microsoft Sentinel and Defender XDR together

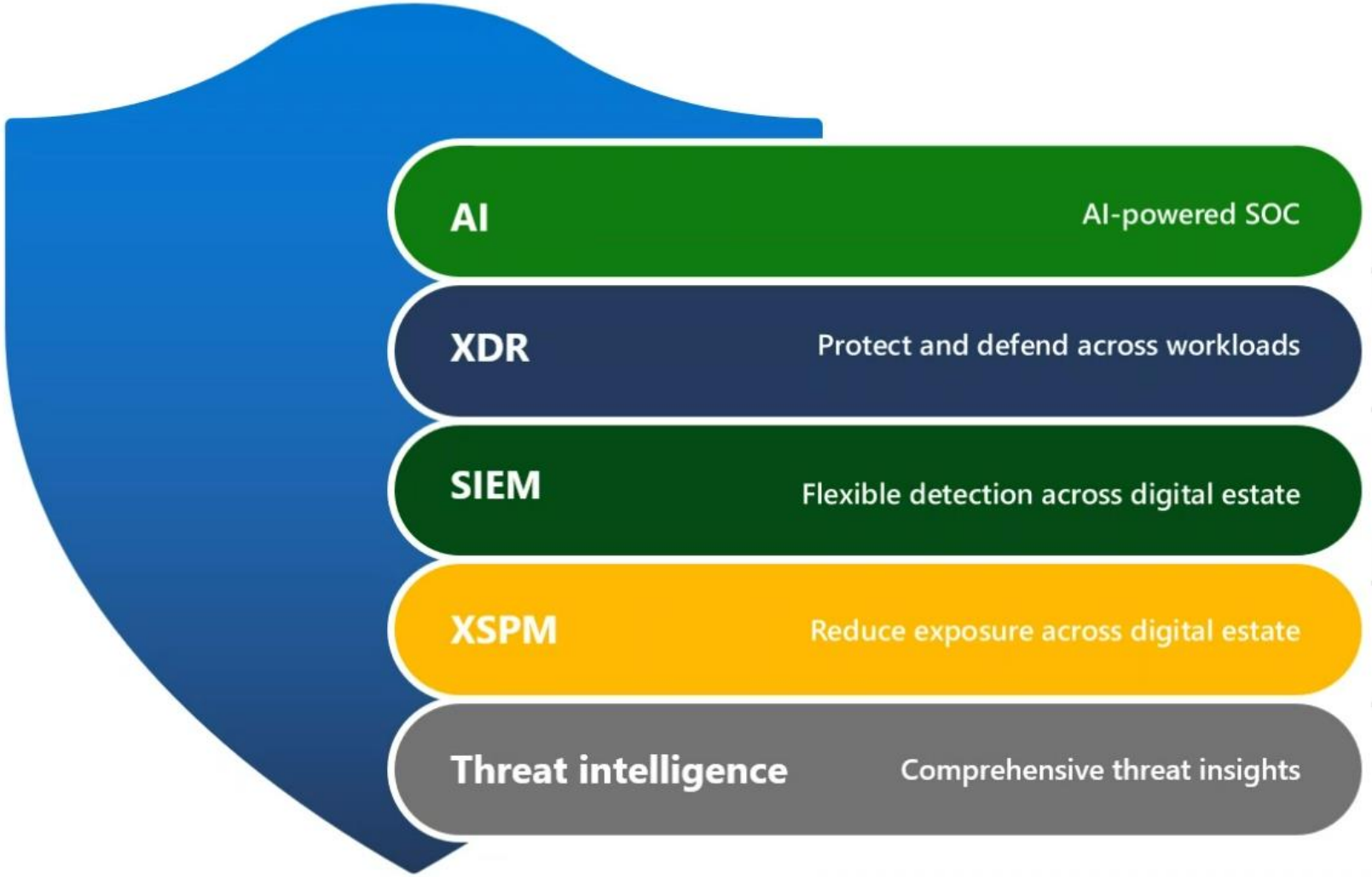


Supercharge your cyberthreat protection with a unified platform

Our security operations platform breaks down security silos and enables security teams to detect and disrupt cyberthreats in near real time, streamline investigation and response, and provide guided recommendations to help prevent repeat and future cyberattacks.

It’s time for a unified security operations platform

Optimized analyst experience | Targeted assistance | Automated protection and remediation



- Generative AI
- Automation
- AI-enhanced features

- Detection and response across endpoints, clouds, applications, identity and other native workloads
- Investigation
- Response
- Threat hunting
- Incident management

- Monitoring everything
- Investigation
- Reporting
- UEBA
- SOAR
- Dashboarding
- Threat hunting
- Storage

- Broad asset coverage
- Attack path analysis
- Prioritized actions

- Threat actor profiles
- Infrastructure analysis
- Latest threat research
- Global insights

Coming soon…

Microsoft Security Copilot

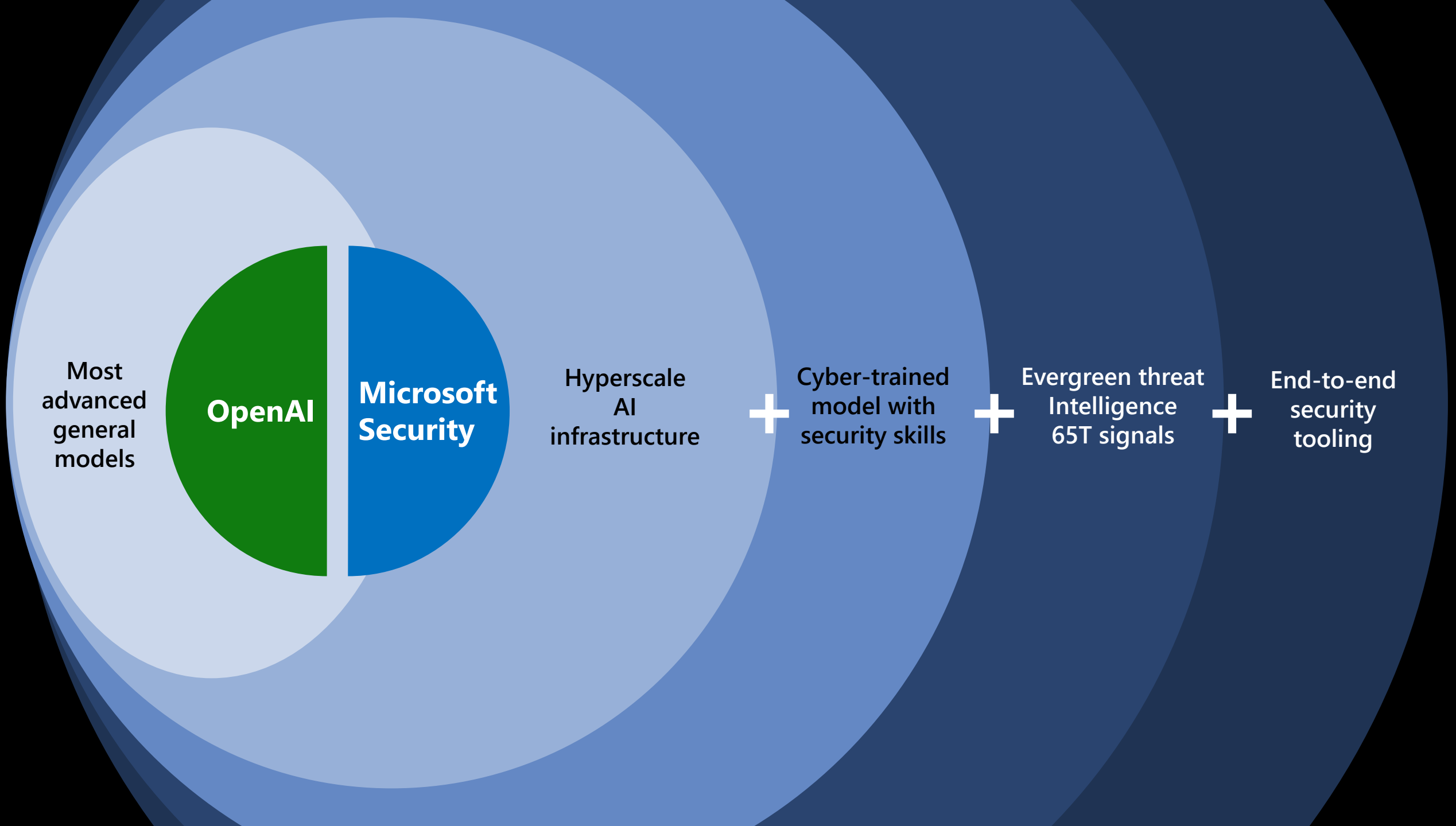


Security-specific generative AI

Defend at machine speed

- Synthesize data into actionable insights
- Respond to incidents faster
- Get predictive guidance
- Address the talent gap




Most advanced general models
OpenAI
Microsoft Security
Hyperscale AI infrastructure
+
Cyber-trained model with security skills
+
Evergreen threat Intelligence 65T signals
+
End-to-end security tooling

Tell me about my latest incidents.

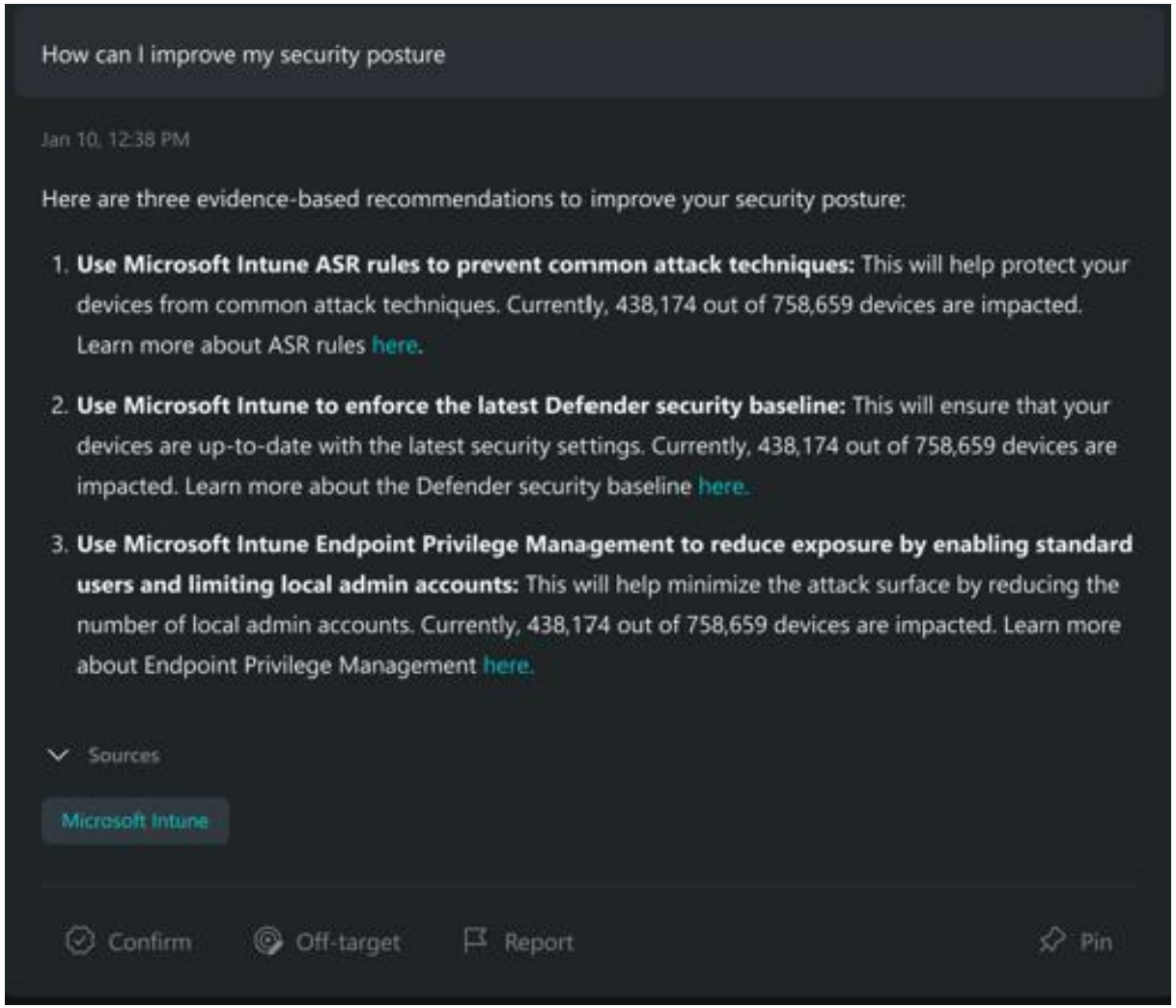
Are any of my machines affected?

Summarize this incident in PowerPoint.

Which alerts are being triggered the most?

What is log4shell?

How can I improve my security posture?



Microsoft Security Copilot

Your data is your data

Your data is not used to train the foundation AI models

Your data is protected by the most comprehensive enterprise compliance and security controls

Microsoft Purview

Comprehensive solutions to help govern, protect and manage your data estate



Understand & govern data

Manage visibility and governance of data assets across your environment



Safeguard data, wherever it lives

Protect sensitive data across clouds, apps, and devices



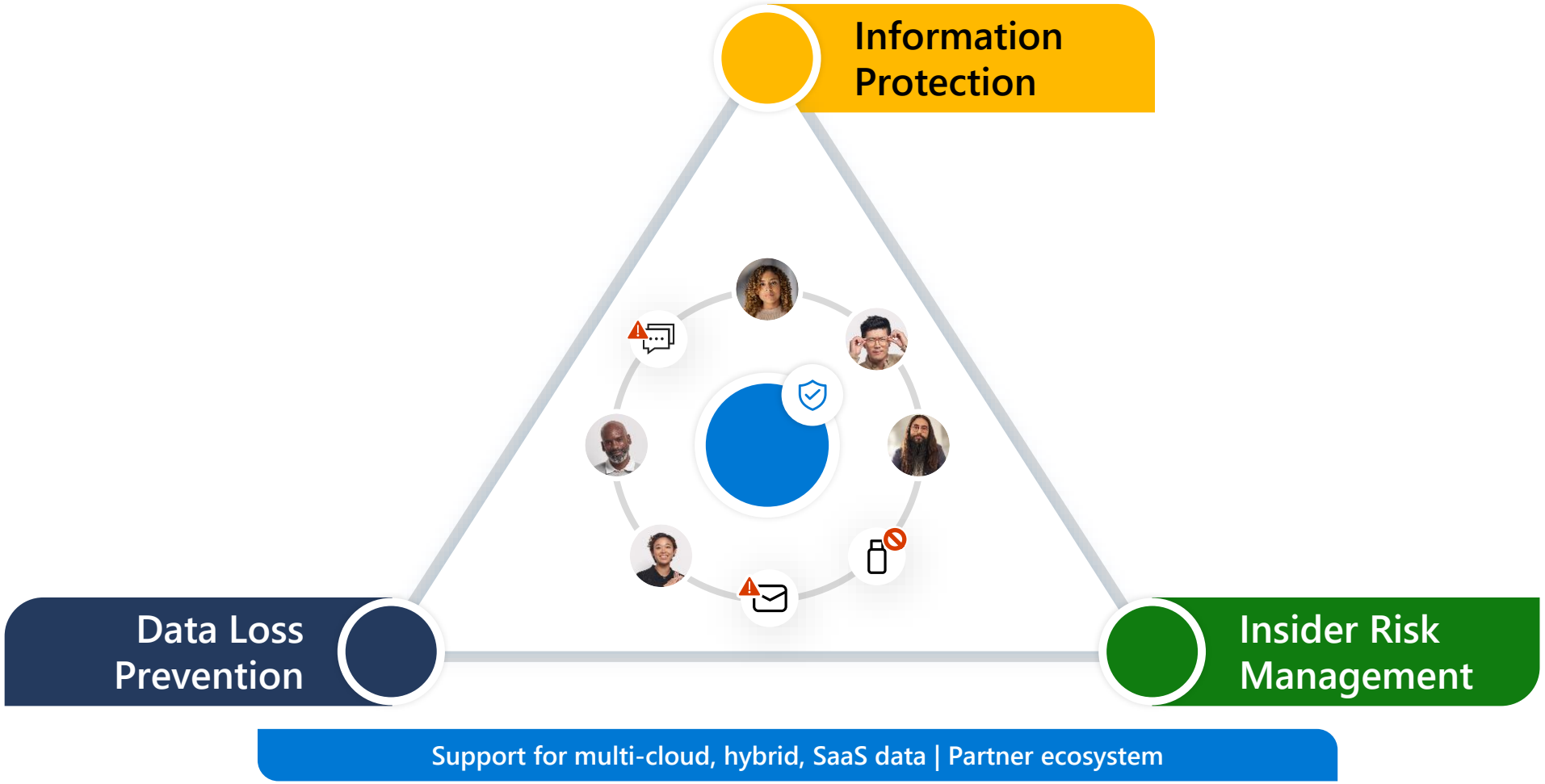
Improve risk & compliance posture

Identify data risks and manage regulatory compliance requirements

Microsoft ecosystem

Support for multi-cloud, hybrid, SaaS data | Third-party/partner ecosystem

Fortify data security with Microsoft Purview



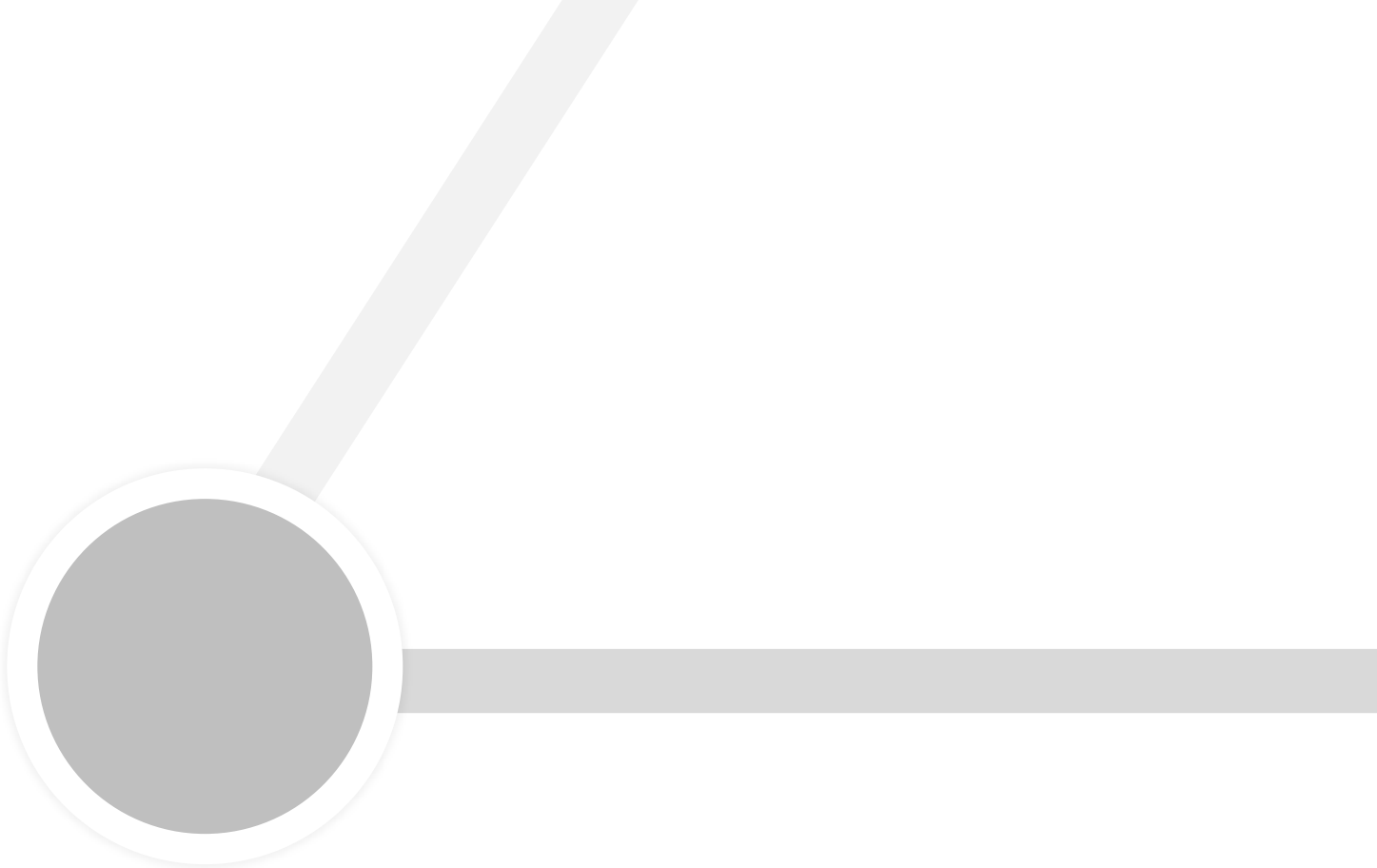
Prevent data loss

Microsoft Purview Data Loss Prevention

Cloud native with ***built-in protection*** in Microsoft 365 apps, services, and windows endpoints - ***no on-premise infrastructure or agents needed***

Balance protection and productivity with granular policy controls and manage DLP policies all workloads from ***a single location***

Leverage ***classification and user activity*** insights to better inform DLP polices and benefit from an ***integrated incident management***



Manage insider risks

Microsoft Purview Insider Risk Management

Protect *user trust* and build a holistic insider risk program with *pseudonymization* and strong privacy controls

Identify hidden risks with hundreds of *built-in machine-learning models* and indicators, requiring no endpoint agents.

Expedite mitigation with enriched investigations and *adaptive protection* that enforce controls dynamically.

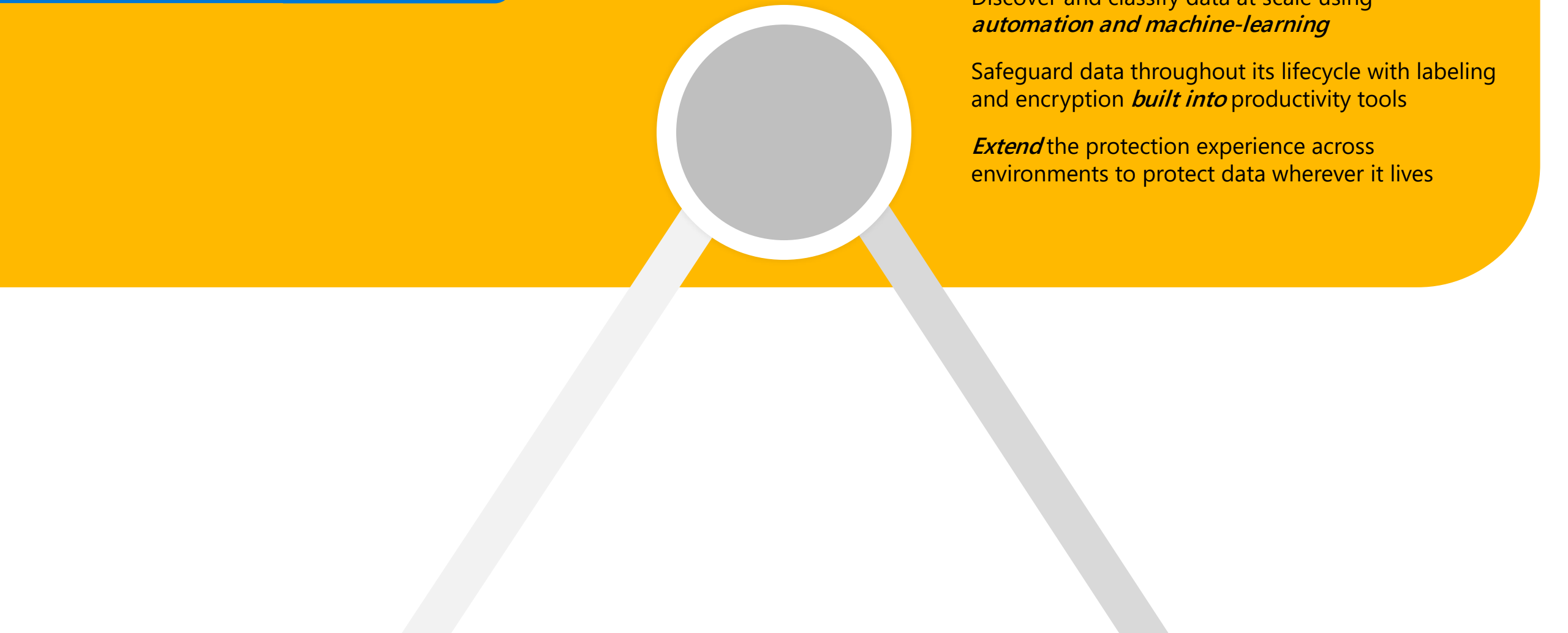
Protect sensitive data

Microsoft Purview Information Protection

Discover and classify data at scale using ***automation and machine-learning***

Safeguard data throughout its lifecycle with labeling and encryption ***built into*** productivity tools

Extend the protection experience across environments to protect data wherever it lives

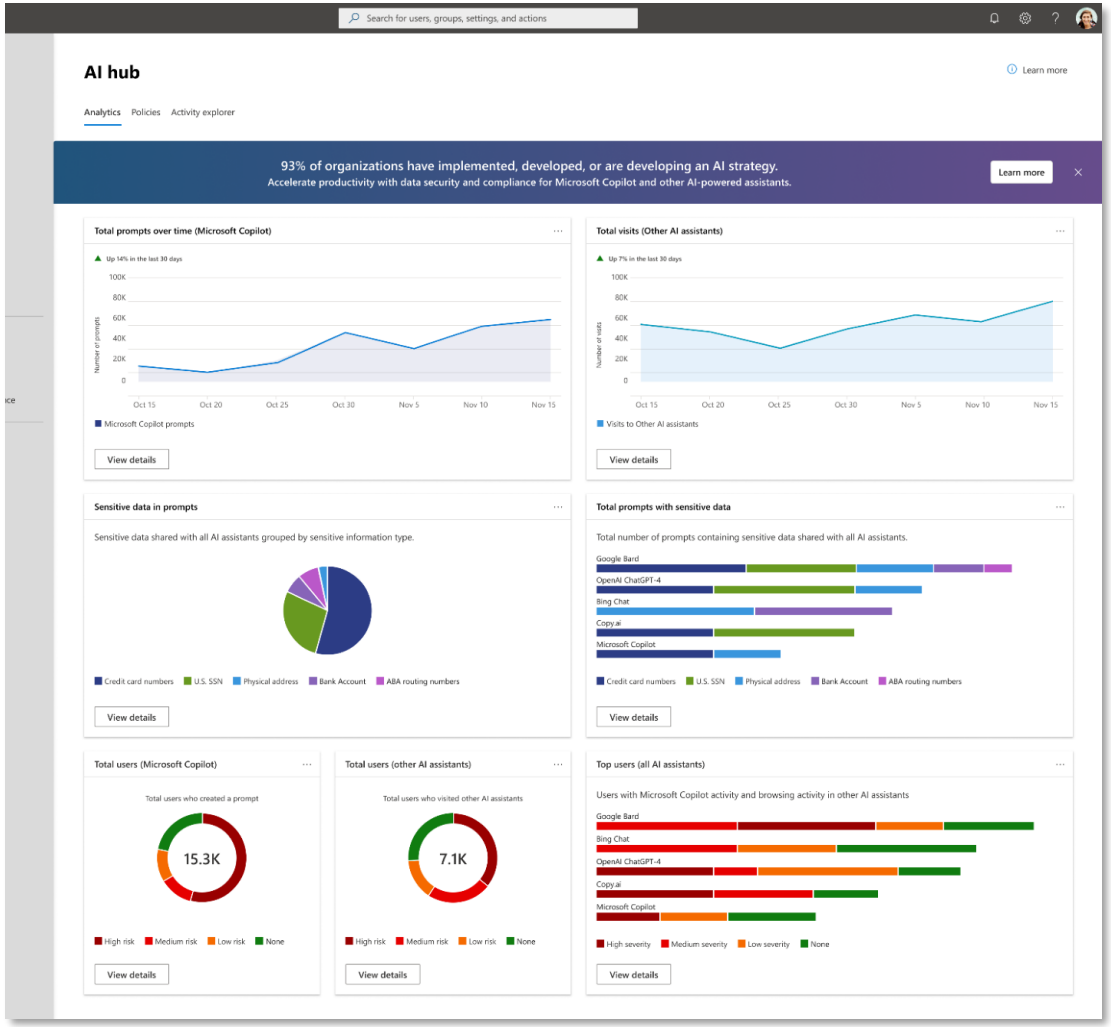


Securing AI with Microsoft Purview

Ignite highlights:

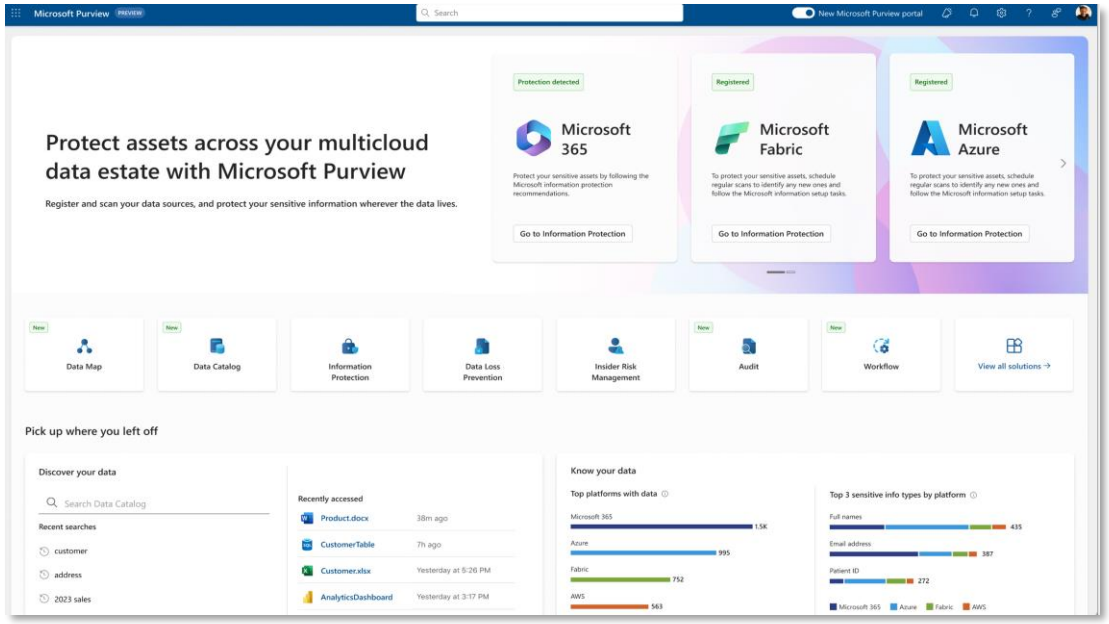
Microsoft Purview helps secure and govern data in AI

- Insights into generative AI usage and activity over time
- Securing data in generative AI prompts and responses (Copilot for M365, 100+ common consumer AI apps such as ChatGPT, Bard, Dall-E etc.)
- Compliance controls for M365 Copilot to easily meet business and regulatory requirements



Unified Microsoft Purview Portal

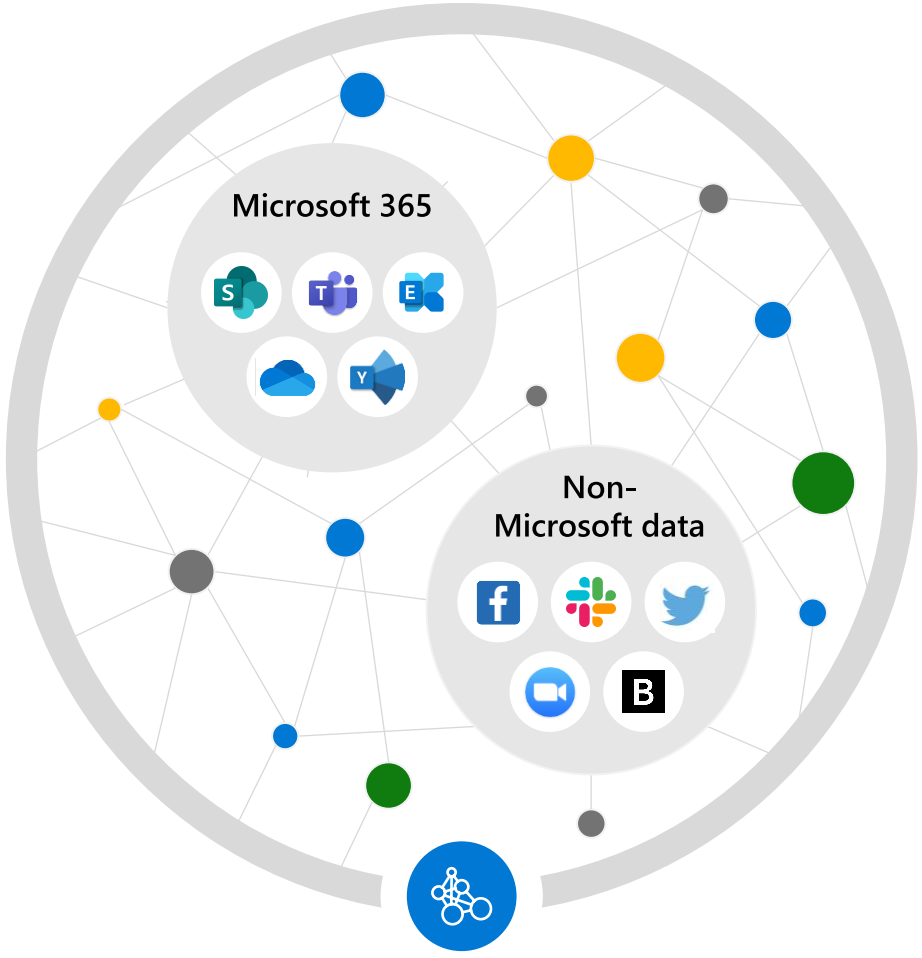
Expanding Data Protection in Multi-Cloud Environments



Ignite highlights:

- Unified data map enables integration and classification across the data estate
- Unified portal for securing and governing your data
- Gain visibility across your data estate, across Azure and AWS
- Extend protections across structured and unstructured data types including Azure SQL, ADLS and AWS S3
- Detect risks across clouds and 3rd party apps

Protect, manage and govern data at scale



Powered by an intelligent platform

- Retain or delete data and manage records where users collaborate to manage risk and prevent productivity loss
- Demonstrate compliance with label analytics insights, defensible disposal, and rich audit trails
- Manage non-Microsoft data import with pre-built data connectors*

*Pre-built data connectors include connectors built by Microsoft and by partners – Veritas, Telemessage, CellTrust and 17a-4 LLC. Except for Veritas, Telemessage, CellTrust and 17a-4 LLC, Microsoft does not have direct relationships with the data source companies in bringing these data connectors to the platform.

PARTNER DAY
21.November 2023

Data & AI

Dennis Huyen, Microsoft
Partner Solution Architect



Generally Available



Microsoft Fabric

The data platform for the era of AI

Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

Empower Every Business User

- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

- Copilot accelerated
- ChatGPT on your data
- AI driven insights

Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

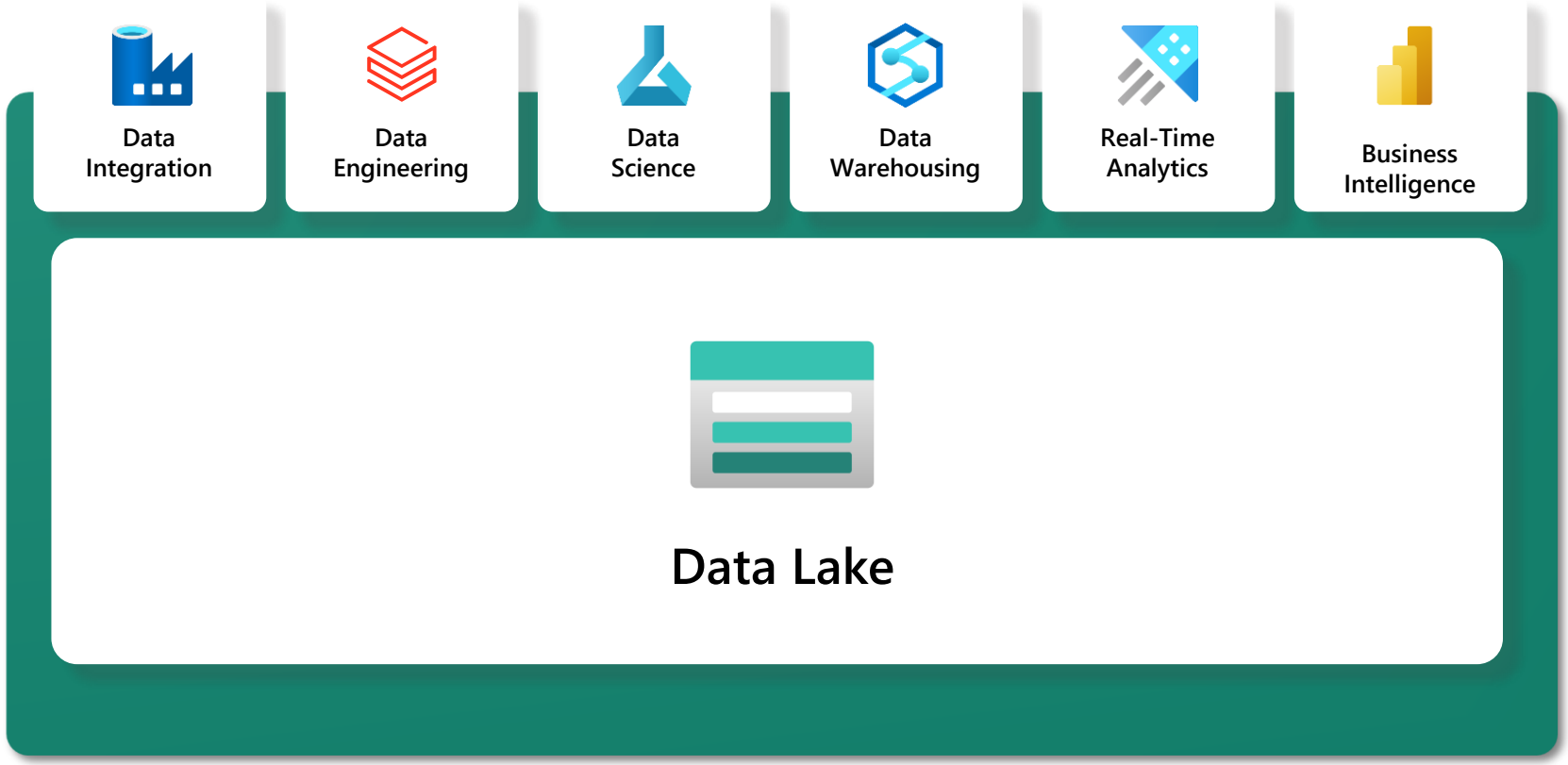
Empower Every Business User

- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

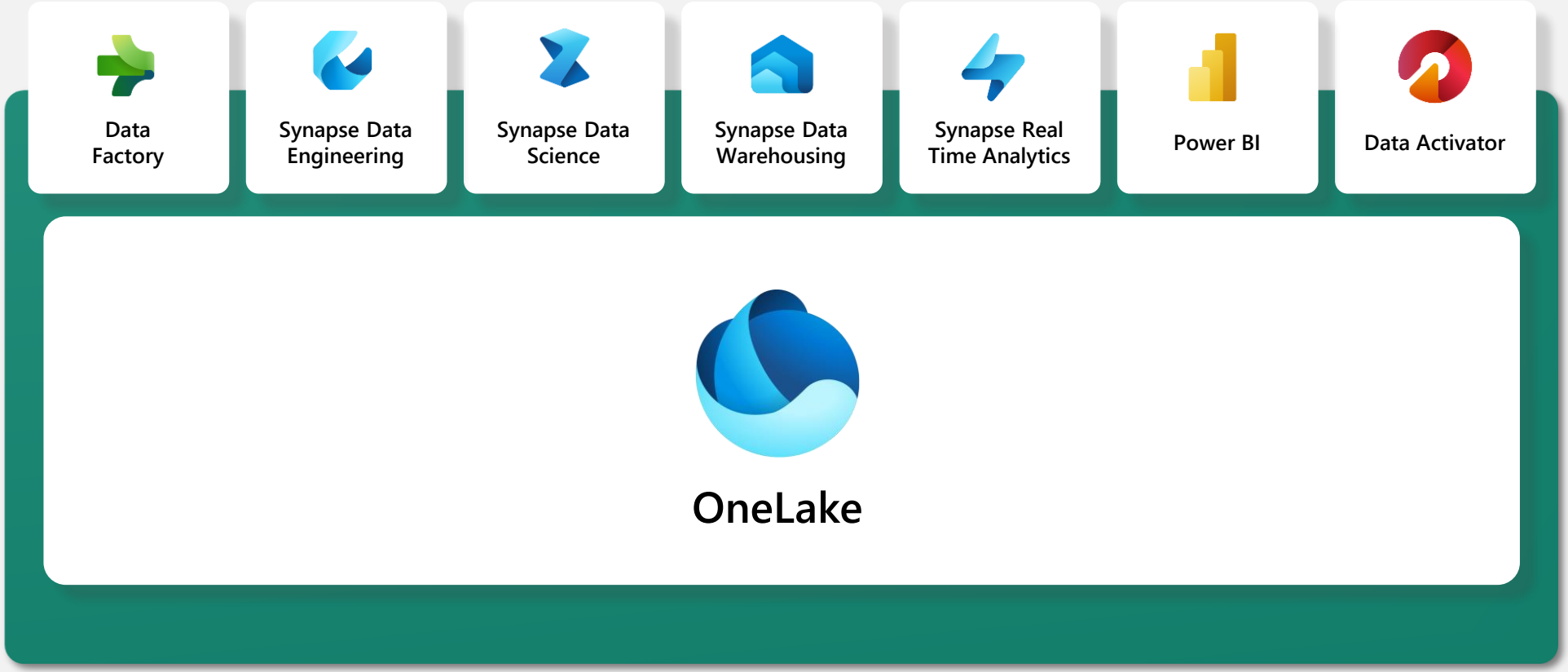
- Copilot accelerated
- ChatGPT on your data
- AI driven insights

Microsoft Analytics Stack



Microsoft Fabric

The unified data platform for the era of AI





Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

Empower Every Business User

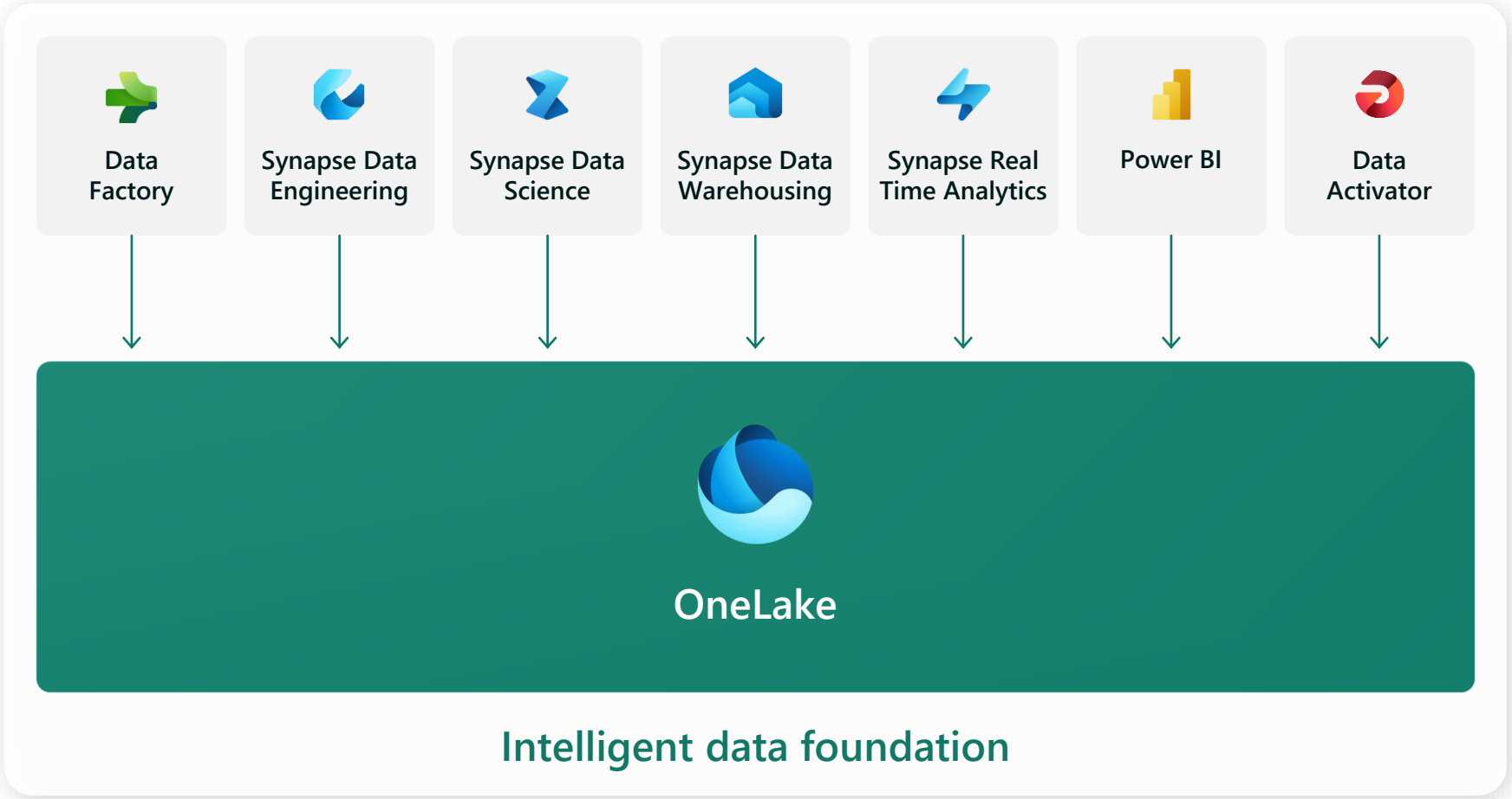
- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

- Copilot accelerated
- ChatGPT on your data
- AI driven insights

OneLake for all Data

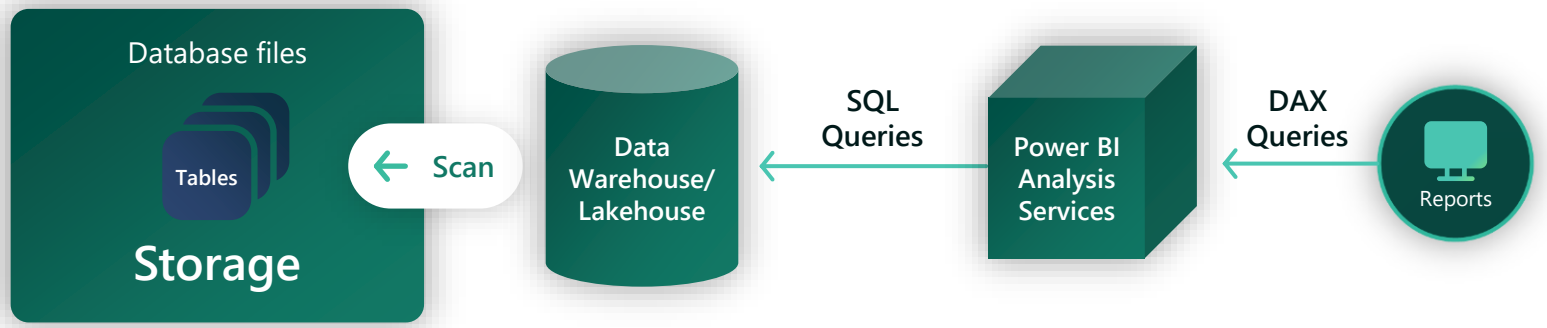
"The OneDrive for Data"



- A single SaaS lake for the whole organization
- Provisioned automatically with the tenant
- All workloads automatically store their data in the OneLake workspace folders
- All the data is organized in an intuitive hierarchical namespace
- The data in OneLake is automatically indexed for discovery, MIP labels, lineage, PII scans, sharing, governance and compliance

“Direct Query Mode”

Slow, but real time



“Import Mode”

Latent & duplicative but fast



“Direct Lake Mode”

Perfect!



Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

Empower Every Business User

- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

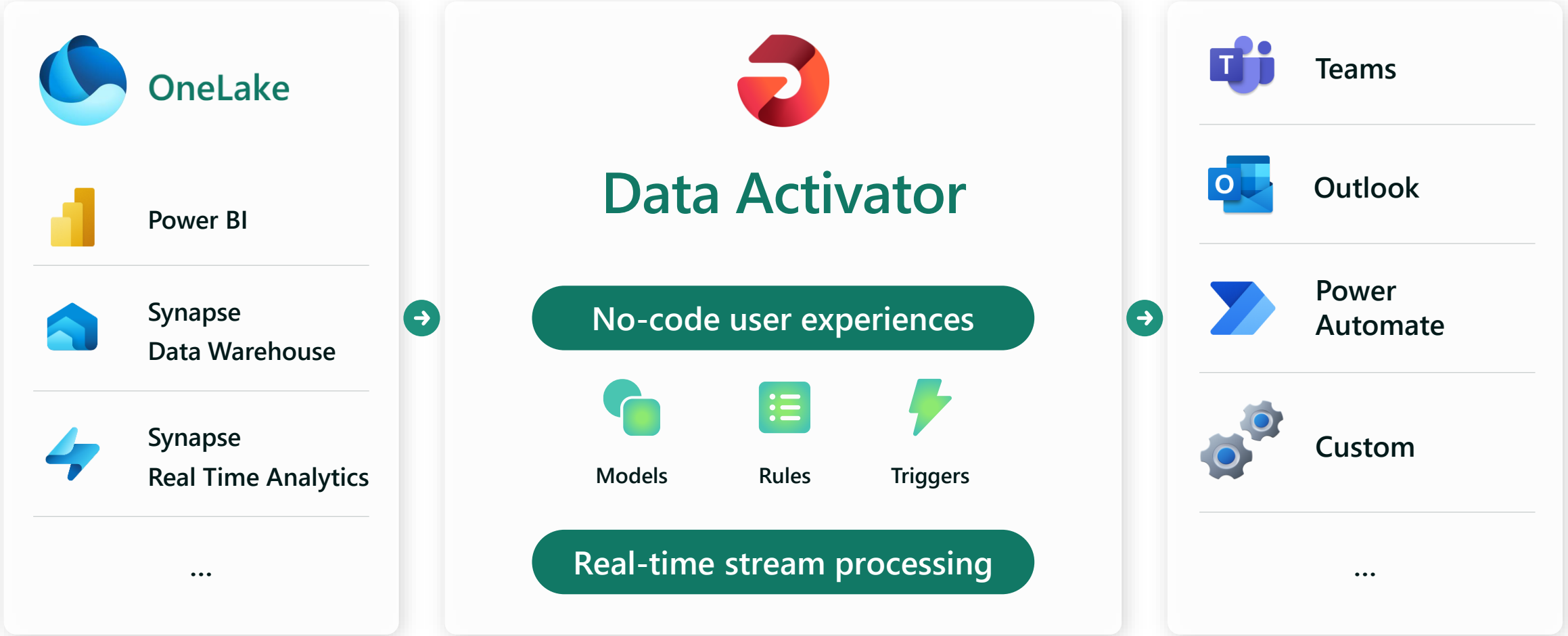
- Copilot accelerated
- ChatGPT on your data
- AI driven insights

Public Preview



Data Activator

Introducing Data Activator



Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

- Everything, unified
- SaaS-ified
- Secured and governed

Lake centric and open

- OneLake
- One Copy
- Open at every tier

Empower Every Business User

- Familiar and intuitive
- Built into Microsoft 365
- Insight to action

AI Powered

- Copilot accelerated
- ChatGPT on your data
- AI driven insights

Announcing



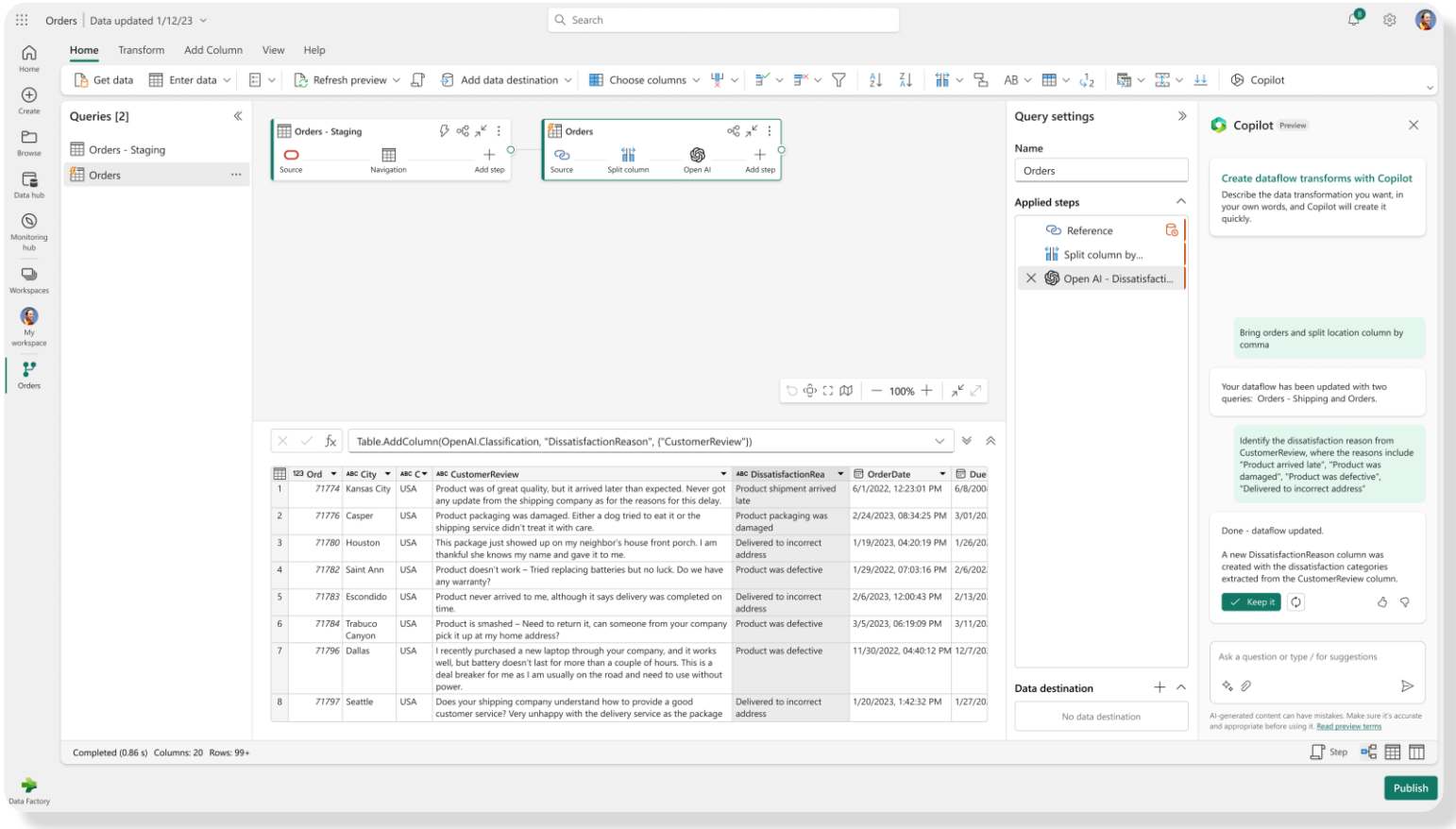
Microsoft Fabric Copilot

Copilot in Data Factory

Public Preview

Easily integrate generative AI into your dataflows and pipelines using Copilot

- Chat with **Copilot** to describe data transformations in natural language
- Tap into generative AI capabilities from **Azure Open AI** as data transformation steps
- Use **Copilot** to schedule and run and manage dataflows

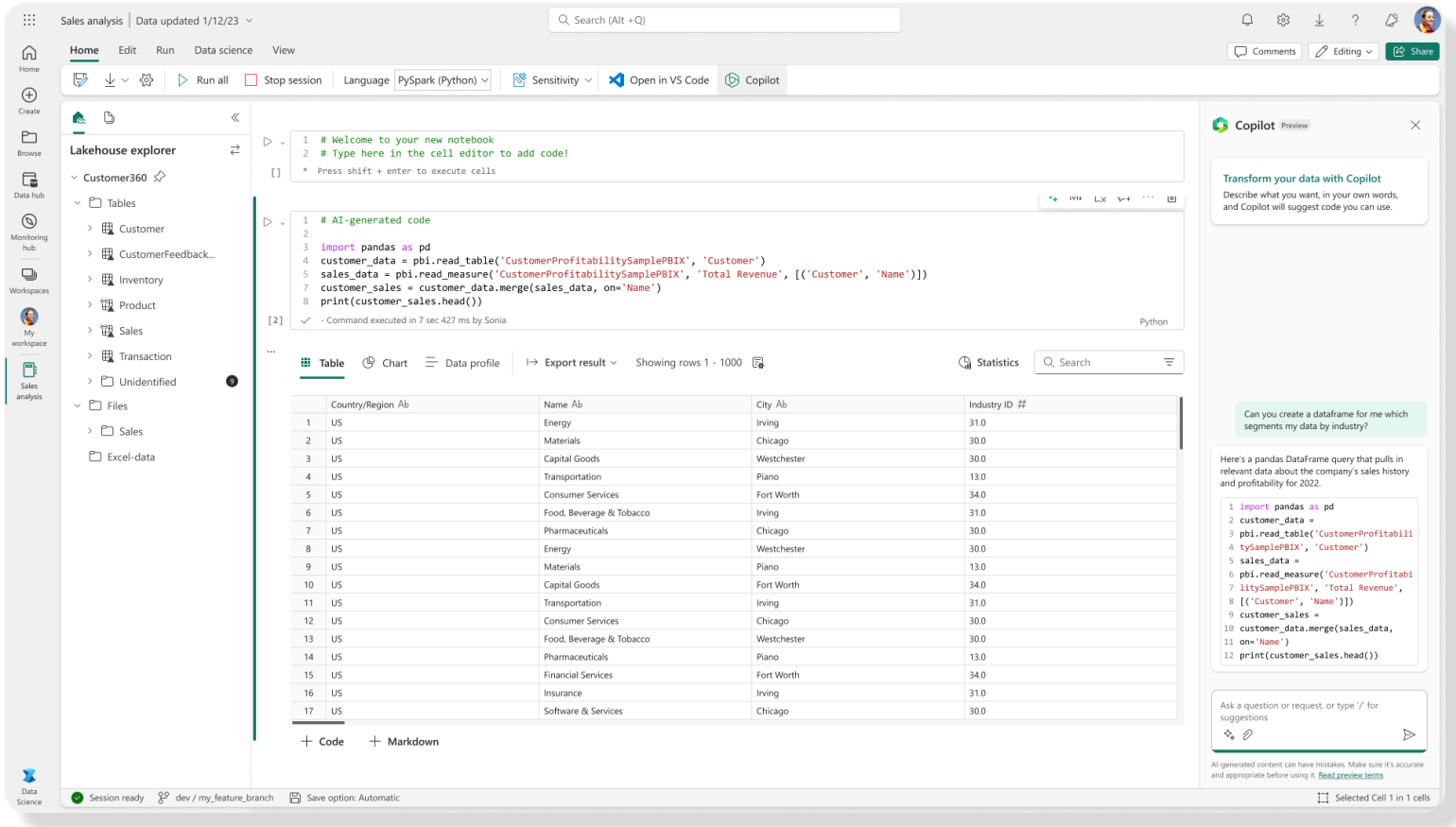


Copilot in Notebooks

Public Preview

Use Copilot to enrich, model, analyze and explore your data in notebooks

- Work with **Copilot** to understand how best to analyze your data
- Chat with **Copilot** to create and configure ML models
- Write code faster with inline code suggestions from **Copilot**
- Use **Copilot** to summarize and explain code to understand how it works

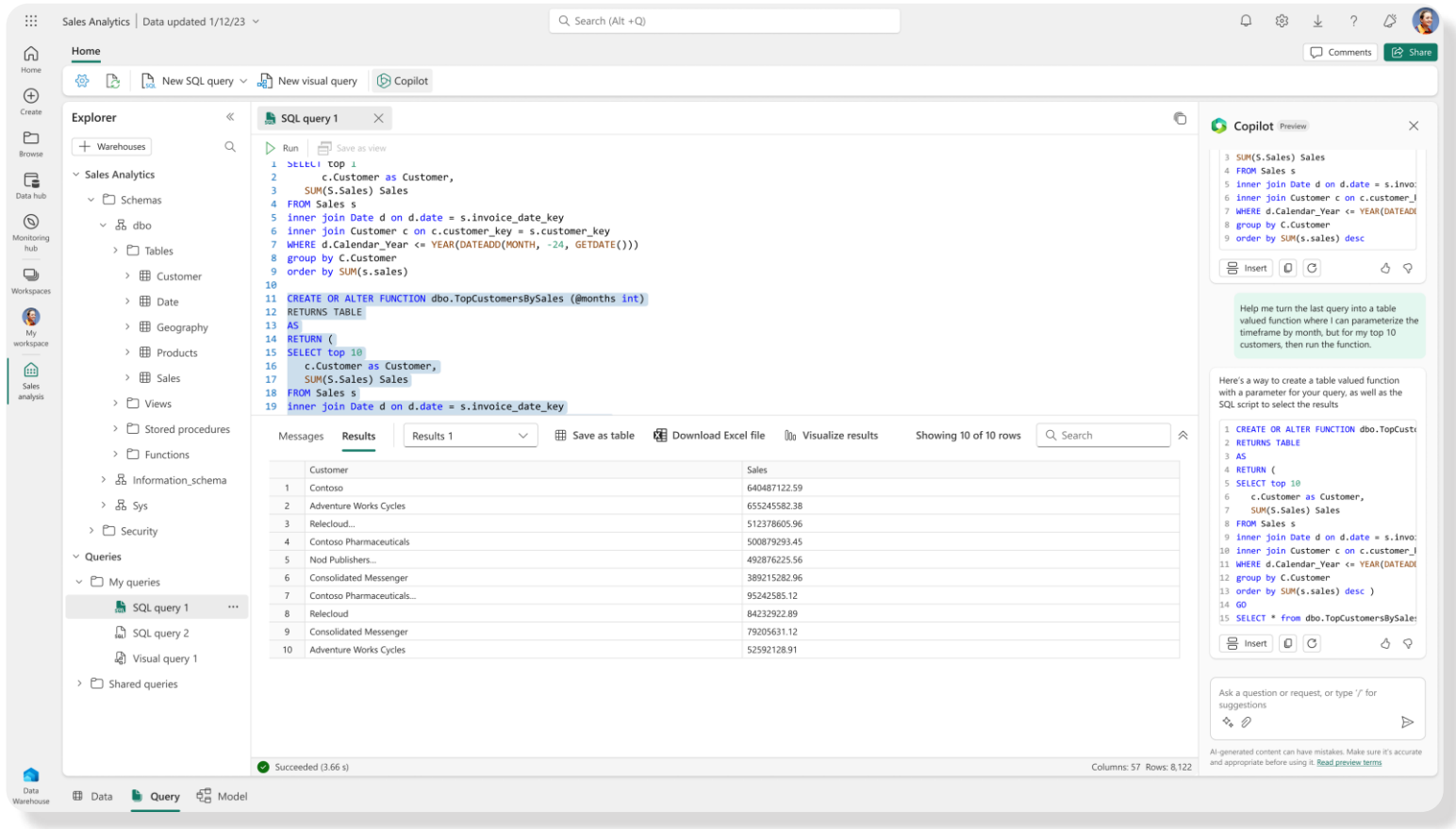


Copilot in Synapse Data Warehousing

Coming soon

Use Copilot to work with your data and generate SQL queries

- Write code faster with inline code suggestions from **Copilot**
- Let **Copilot** clean-up and document your code
- Use **Copilot** to accelerate data warehouses migrations by automatically updating queries and stored procedures



Copilot in Power BI

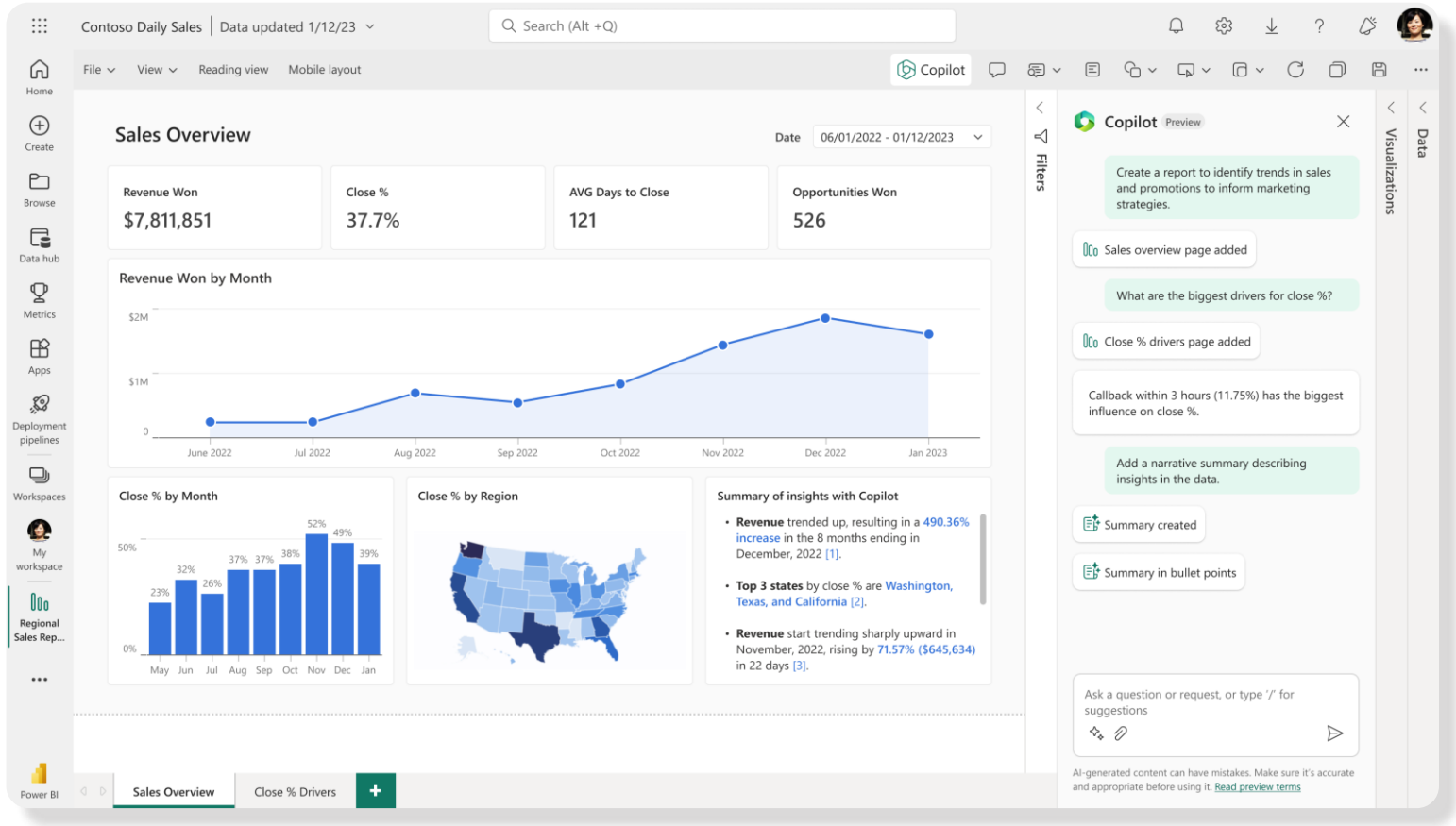
Public Preview

Stay focused on your business outcomes and unlock insights in your data with Copilot

Create beautiful and insightful reports just by chatting with **Copilot**

Define metrics and calculations for your data model just by describing them in **natural language**

Use **Copilot** to find and summarize insights in your data



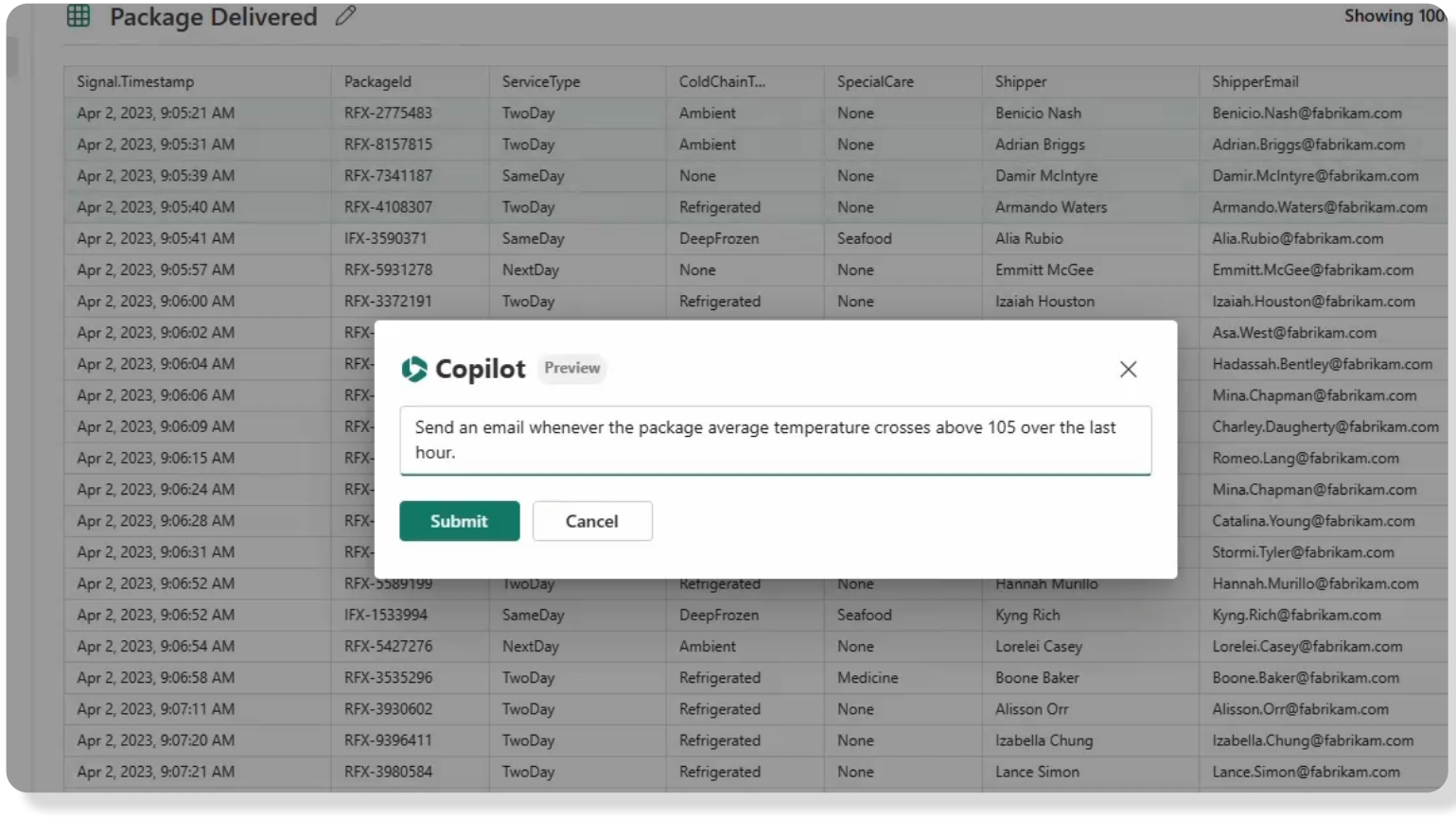
Copilot in Data Activator

Coming soon

Bridge the gap between systems of insight and systems of action

Chat with Copilot to connect insights from changing data in Power BI and Synapse with action through Power Automate

Use natural language to configure notifications, kick-off workflows, and even reach into operational systems to optimize how the business runs through Copilot





Azure AI Studio

Public Preview

https://ai.azure.com

Azure AI Portfolio

Azure AI Studio

Unified user interface (UI), SDK, CLI

Azure AI Services

Vision

Speech

Language / Translation

Document Intelligence

Azure OpenAI Service

Content Safety

Azure AI Search

Retrieval Augmented Generation (RAG)

Semantic

Vector

Azure Machine Learning

Ground

Evaluate

Deploy

Monitor

MLOps / LLMOps

Responsible AI Dashboard

Turing	GPT-4 and GPT 3.5 Turbo	DALL-E	Meta Llama 2
Florence	Whisper	Embeddings	Hugging Face models

Azure Infrastructure

One place to build and deploy AI solutions

Comprehensive model catalog

Production ready lifecycle

Safe and Responsible AI

Azure AI Studio

A unified platform for developing generative AI apps and custom copilot experiences



Unified Platform

Multimodal AI Tools
Code-centric
Developer
Experiences



Data Integration

Ground models
using your
own data
Microsoft Fabric



Hybrid & Semantic Search

Retrieval Augmented
Generation (RAG)
Vector support



Full Development Lifecycle

Model Catalog
Prompt flow
LLMOps



Safe & Responsible AI

Content
Classification
Model Monitoring
Jailbreak Risk
Detection

Explore, build, evaluate, and deploy AI responsibly

Azure OpenAI Service

GPT-4, 3.5

Grounding

Whisper

New — Preview — GPT-4 Turbo

New — Preview — GPT-4 Turbo with Vision

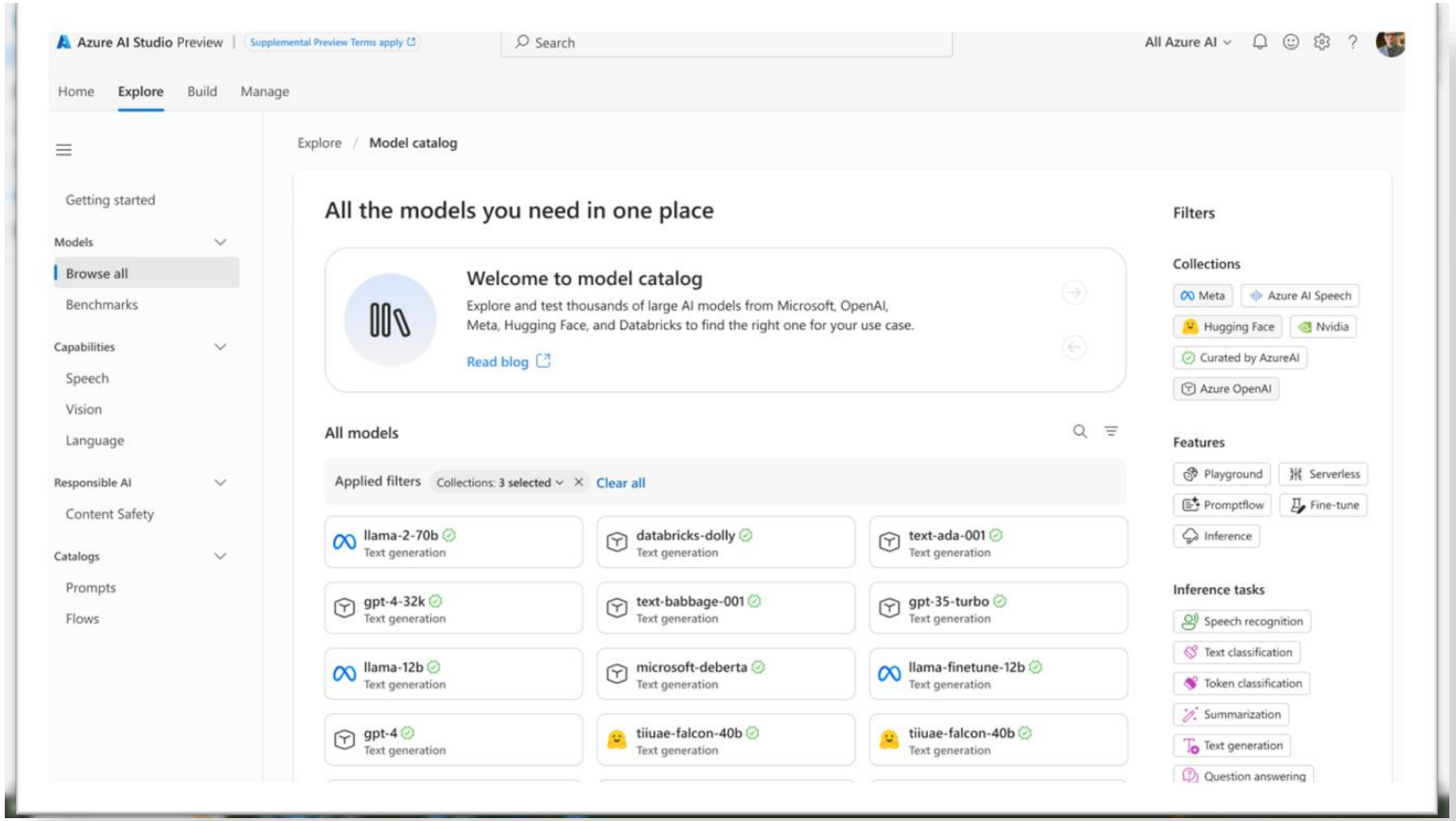
New — Preview — DALL·E 3

Model Catalog in Azure AI Studio

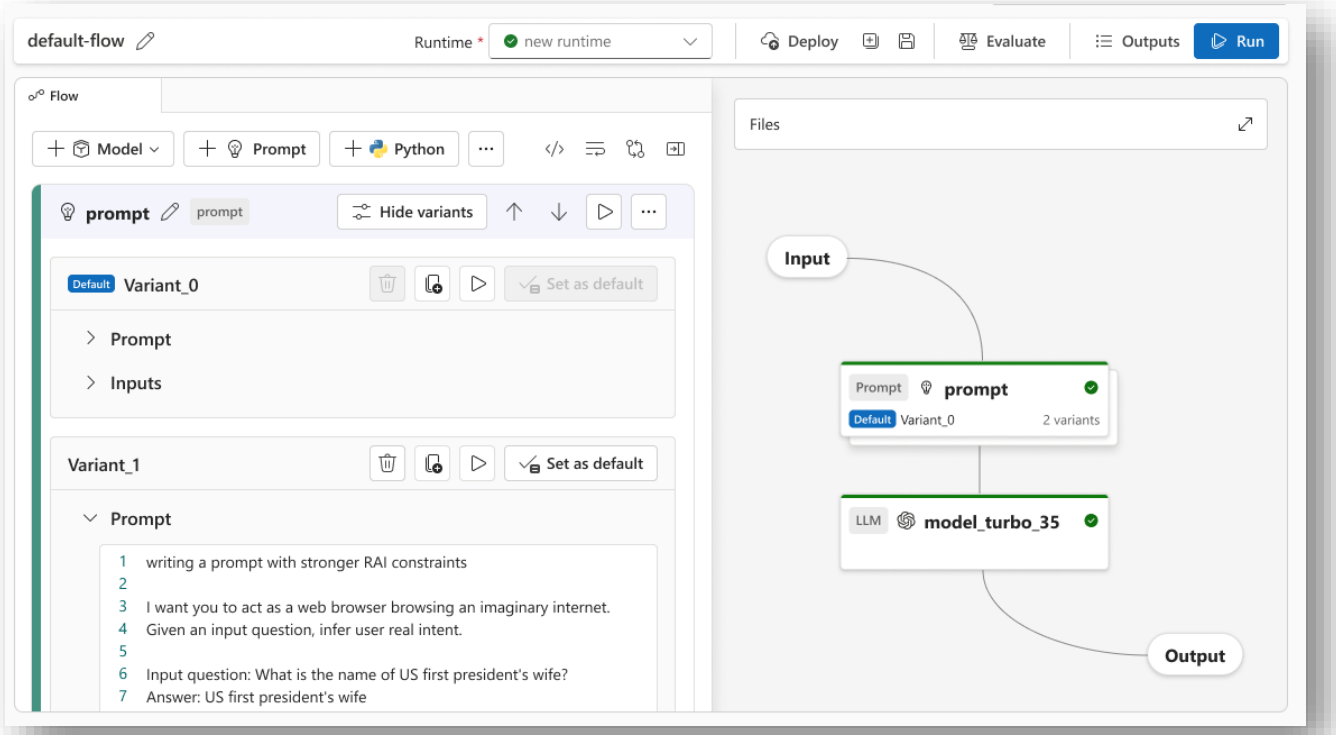
1400+ models from Azure OpenAI Service, Hugging Face, Meta and more.

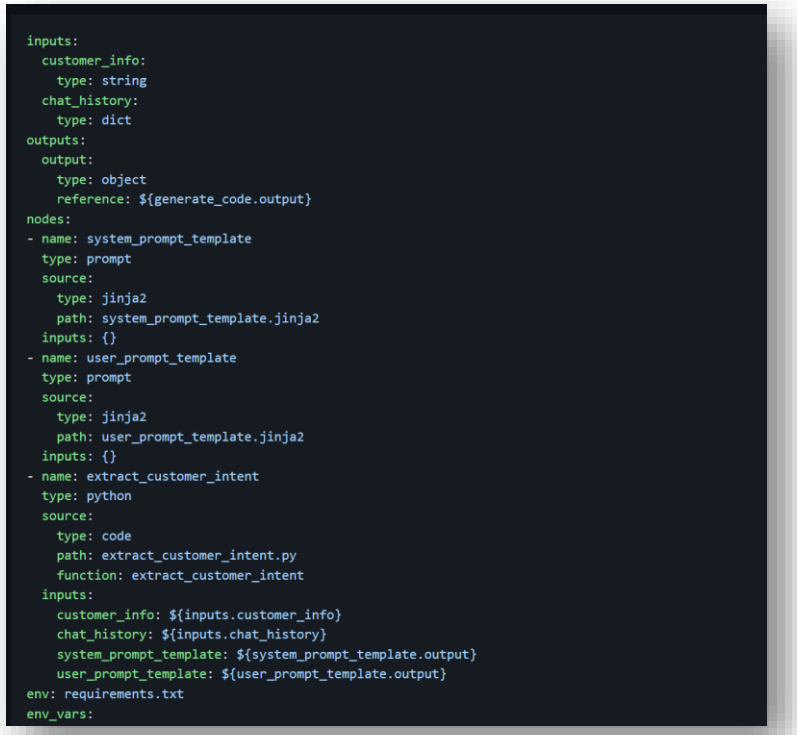
Open-source models ready with curated fine-tuning pipelines.

Compare models by task using open datasets



Prompt orchestration with Azure AI prompt flow

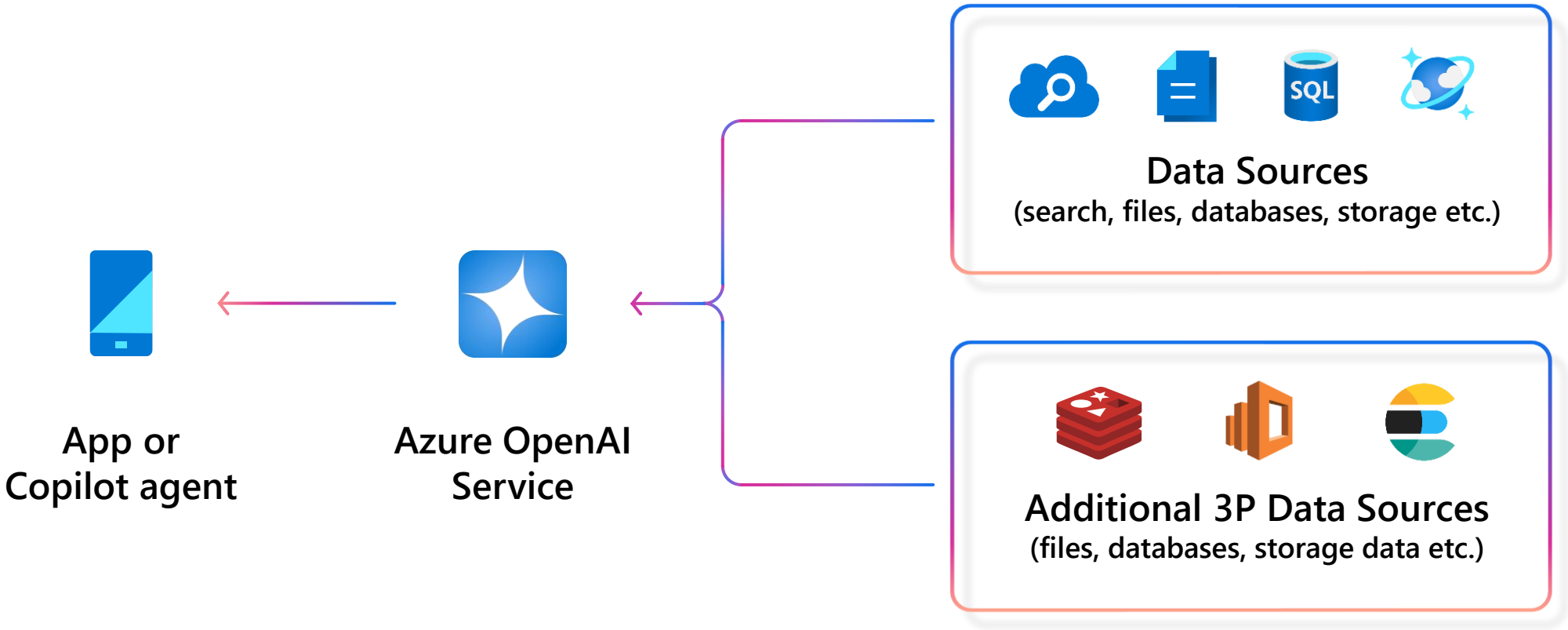




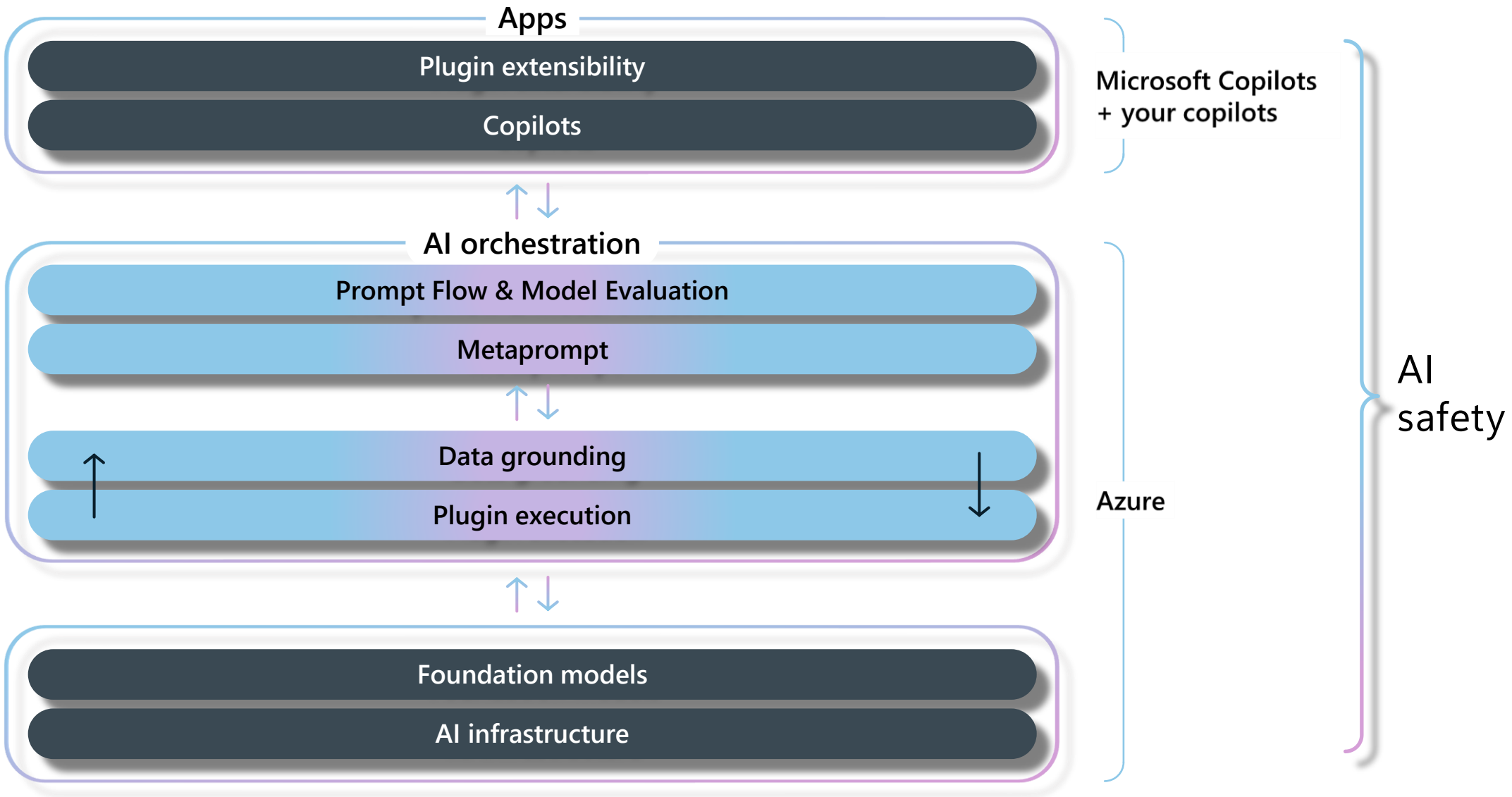
```yaml
inputs:
  customer_info:
    type: string
  chat_history:
    type: dict
outputs:
  output:
    type: object
    reference: ${generate_code.output}
nodes:
- name: system_prompt_template
  type: prompt
  source:
    type: jinja2
    path: system_prompt_template.jinja2
  inputs: {}
- name: user_prompt_template
  type: prompt
  source:
    type: jinja2
    path: user_prompt_template.jinja2
  inputs: {}
- name: extract_customer_intent
  type: python
  source:
    type: code
    path: extract_customer_intent.py
    function: extract_customer_intent
  inputs:
    customer_info: ${inputs.customer_info}
    chat_history: ${inputs.chat_history}
    system_prompt_template: ${system_prompt_template.output}
    user_prompt_template: ${user_prompt_template.output}
env: requirements.txt
env_vars:
```

- Refine AI responses using prompt engineering and LLMOps tools like prompt flow
- Orchestrate existing APIs, data stores, and machine learning models
- Test, evaluate, and refine model behaviors
- VS Code, GitHub Codespaces, Semantic Kernel, and LangChain integration ensure a code-centric experience

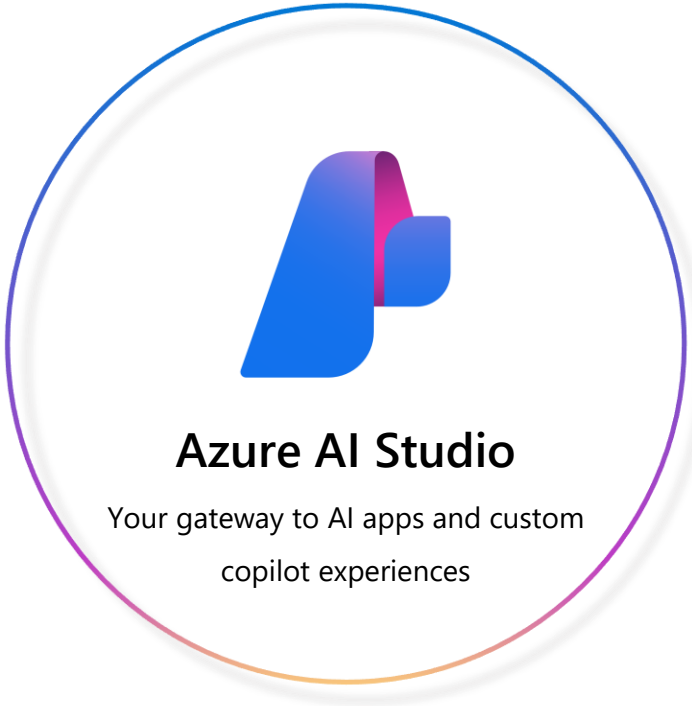
Bring your own data



Copilot Stack



Driving AI Innovation across digital landscapes



Azure AI Studio

Your gateway to AI apps and custom copilot experiences



Microsoft Fabric

Your comprehensive data estate



OneLake serves as the connective tissue to build generative AI apps powered by your data

PARTNER DAY
21.November 2023

Outro



Geronimo Janosievics, Microsoft
Partner Technology Manager

Microsoft Cloud

Microsoft Azure

Microsoft Viva

Microsoft Dynamics 365

Windows

GitHub

Microsoft Teams

Microsoft Visual Studio

LinkedIn

Microsoft Power Platform

Microsoft 365

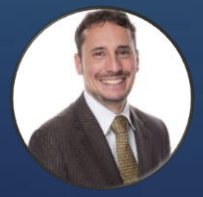
Microsoft Security

PARTNER DAY
21.November 2023

Gemeinsam wachsen

#PartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023



Tobias Sickinger, Microsoft
Channel Sales KMU, Azure



Christian Braunschmidt, Microsoft
Channel Sales Manager



Karin Maschl, Microsoft
Territory Channel Manager

Tamara Tomanic, Microsoft
Partner Delevopment Manager



Lisa Tschögl, Microsoft
Channel Sales Manager



Birgit Hesselmeyer, Companial
Partner Success Manager



Gemeinsam wachsen

PARTNER DAY
21.November 2023

Morning Session summary:

•**AI Transformation:** AI is a game-changer for customers, partners, and Microsoft
•**Microsoft AI:** Microsoft offers a wide range of AI applications, platforms, and services
•**Azure OpenAI:** Azure OpenAI allows for the creation of a company's own GPT and interaction with internal data
•**Copilot Experience:** Microsoft offers a copilot for every cloud experience, empowering users and increasing productivity
•**Getting AI Ready:** Microsoft offers resources, workshops, and bootcamps to help executives, sales, and technicians get AI ready





An Amazing Journey

PARTNER DAY
21.November 2023

- Exciting adventure led by tour guide
- Explore beautiful sceneries and cultures
- Experiencing memorable moments with traveler friend

Microsoft

Azure



Tobias Sickinger
Channel Sales KMU, Azure

tobias.sickinger@microsoft.com
+43 664 1927 323

Tobias Sickinger | LinkedIn



Tamara Tomanic
Partner Development Manager GSIs

tamara.tomanic@microsoft.com
+43 664 1927 774

Das Rückgrat der österreichischen Wirtschaft:

Kleine & mittlere Unternehmen (KMU)

- 99,7% der österreichischen Betriebe sind KMU (bis 249 Beschäftigte)
- 366.500 KMU beschäftigen mehr als 2 Mio. Menschen.
- 558 Mrd. € Umsatz werden jährlich von KMU erwirtschaftet.
- KMU tätigen 59% der jährlichen Bruttoinvestitionen.
- 2/3 aller Lehrlinge werden in KMU ausgebildet

Quelle: KMU im Fokus 2022 - Bundesministerium für Arbeit und Wirtschaft

Aber …

Enterprise …

boomt!

- Von “ob” zu “wie?”
- Treiber: Nutzung der modernsten Technologien & Erbringung von Business Mehrwerten
- !! Spezialisierte Partner gefragt, die auf diesem Weg begleiten !!

Fokus Themen für 2023/24:

1. Hybrides & sicheres Arbeiten
2. Optimierung von Geschäftsprozessen
3. Grenzenlose Daten- & Analysefunktionen

Security

Microsoft

Homeoffice/Remote Work, der neue Weg zu arbeiten?

Neue Spannungsfelder

Große Resignation

40%+ der Mitarbeiter kündigen oder denken darüber nach

Hybrides Paradoxon

Mitarbeiter wünschen sich flexibles Arbeiten aber gleichzeitig mehr persönliche Zusammenarbeit

Unternehmen müssen sich auf

Engagement & Produktivität

fokussieren, um wett-bewerbsfähig zu bleiben

Produktivitäts-Paranoia

87% der Mitarbeiter fühlen sich produktiv aber nur **12%** der Führungskräfte glauben, dass sie es sind

Next Generation AI

Eine völlig neue Art des Arbeitens

[1]Microsoft. The Next Great Disruption Is Hybrid Work—Are We Ready? March 22, 2021.
[2]Microsoft. To Thrive in Hybrid Work, Build a Culture of Trust and Flexibility. September 9, 2021.
[3]Microsoft. Hybrid Work Is Just Work. Are We Doing It Wrong? September 22, 2022.

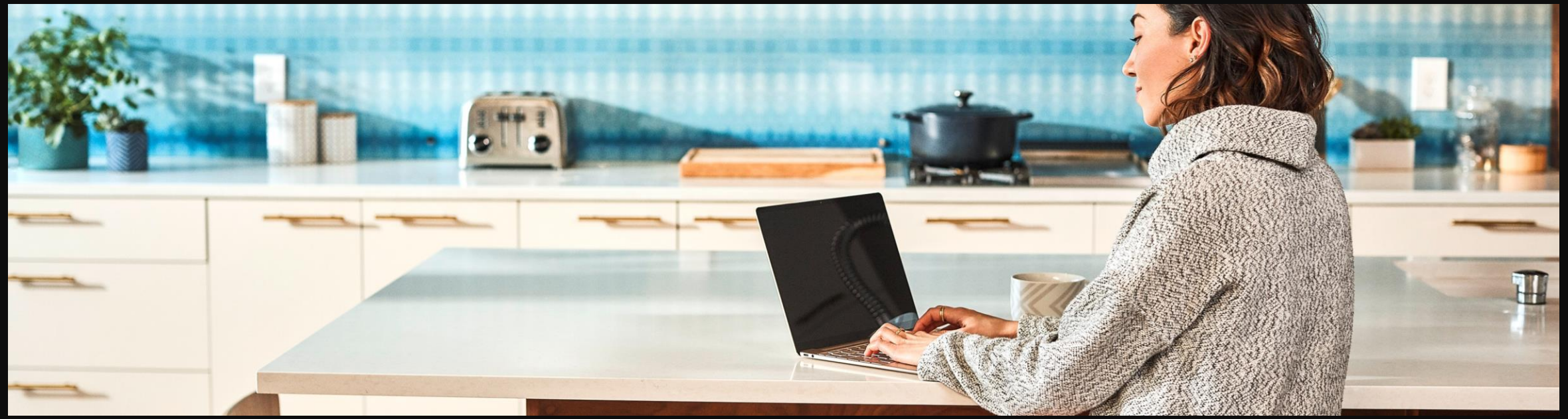


Im neuen Arbeits-Zeitalter sind Organisationen erfolgreich, die **Flexibilität fördern**

Das bedeutet nicht “immer eingeschaltet”;
es bedeutet “immer befähigt”.

Microsoft Cloud Solutions for End User Computing

Access a secure, desktop experience from virtually anywhere



Deliver desktop experiences virtually anywhere

Built-in intelligent security

Cloud scale and agility

Flexible pricing options

Cloud VDI can provide a flexible, cost-effective way to address current IT challenges and unlock new use cases



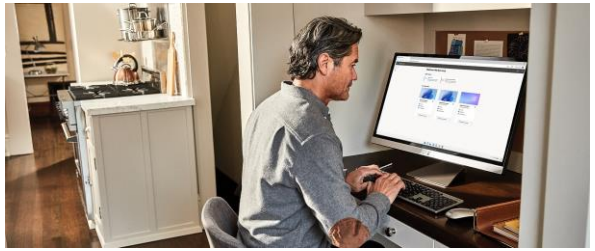
Data security

Improve regulatory compliance and IP protection via data centralization and a reduced threat surface.



High-capacity computing

Cloud-scale compute and storage to support specialized workloads like design and development.



BYOPC programs

Enable secure virtual desktops, even on personal devices.



Disaster recovery

Help ensure continuity and access for your workforce and company data even in the most challenging circumstances.



Temporary workforces

Simplify and accelerate the onboarding and offboarding process for elastic workforces.



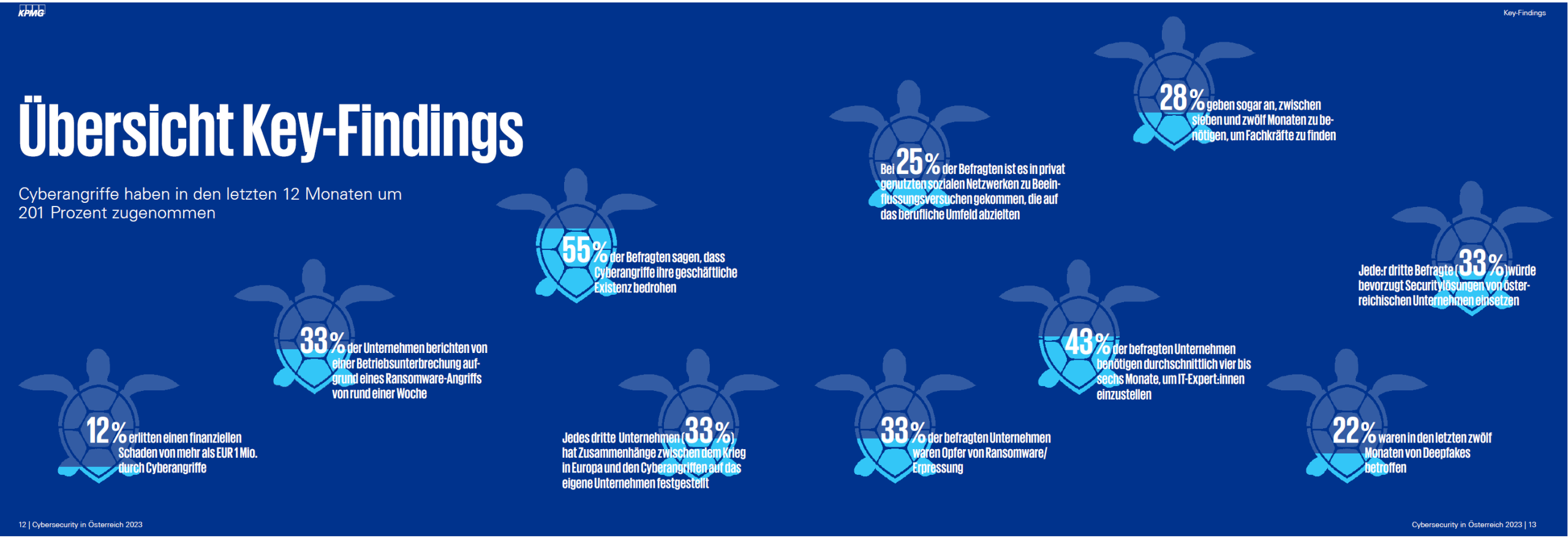
Mergers & Acquisitions

Provide seamless transitions and access for growing businesses.

Microsoft

Security, Security, Security

Microsoft

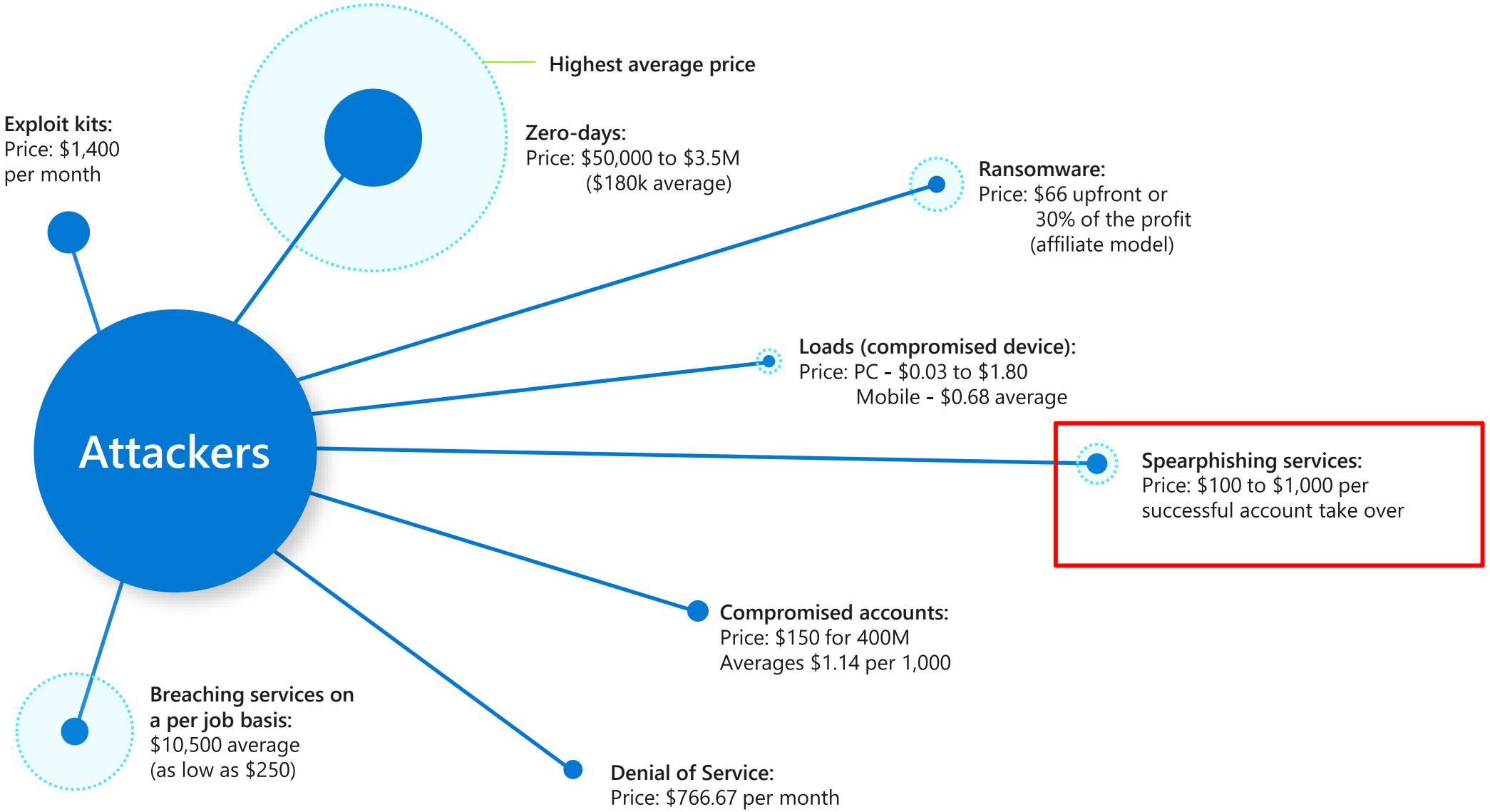


Quelle: [Cybersecurity in Österreich 2023 - KPMG Austria]

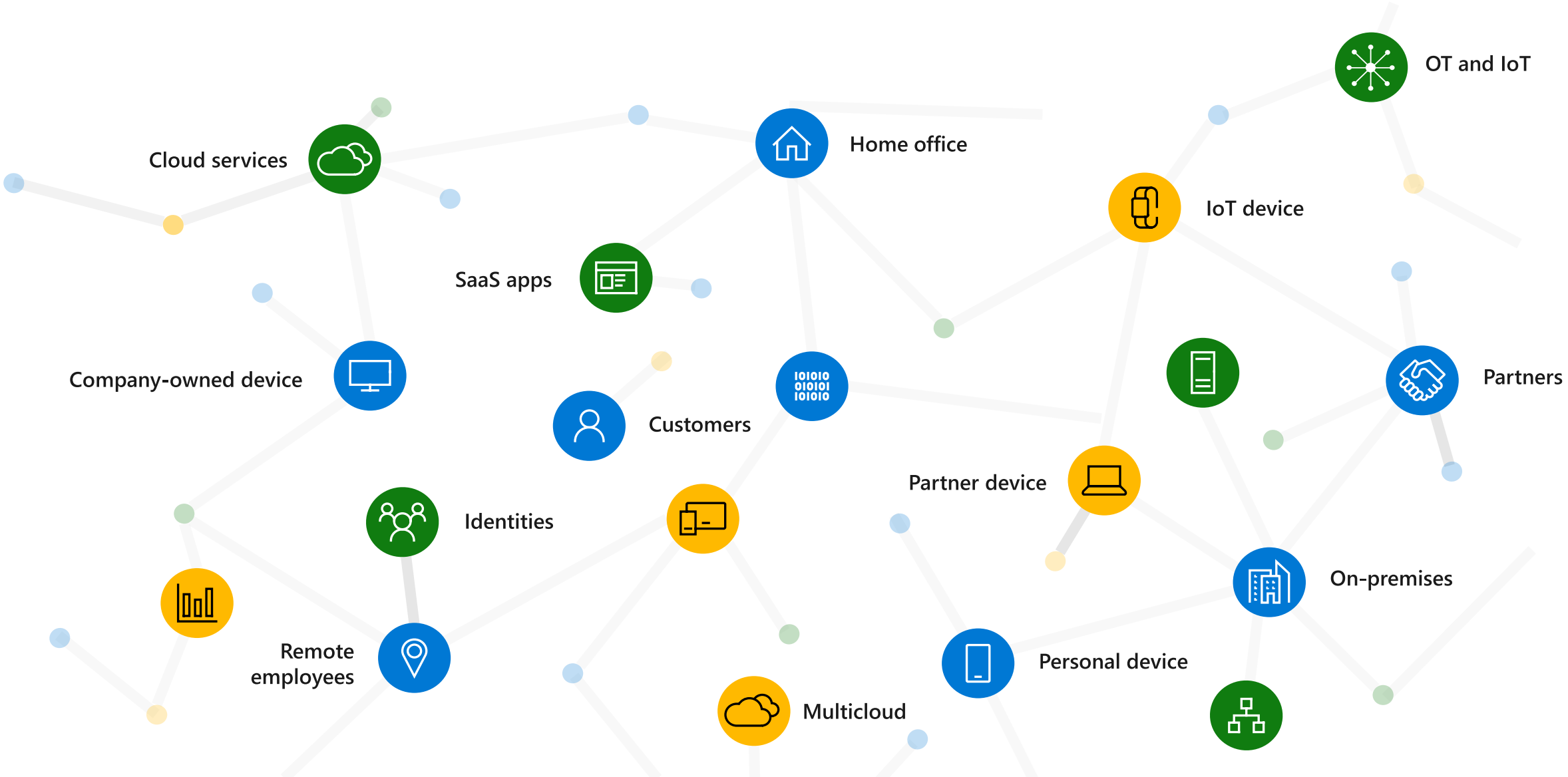


Hackerangriff auf Wohngenossenschaft Wien-Süd - Netzpolitik - derStandard.at › Web

Attack services are cheap



Das IT Umfeld ist komplexer als je zuvor



In Zahlen



4,000

Passwort- Attacken pro Sekunde



1h 12mins

Durchschnittszeit für einen Hacker, an private Daten zu kommen (Phishing email)



3.5M

Mangel an Security Fachkräften



Security
wichtiger denn je

Microsoft on the front lines

Protecting

1M

organizations
in 120 countries

Analyzing

65T

threat signals
every day

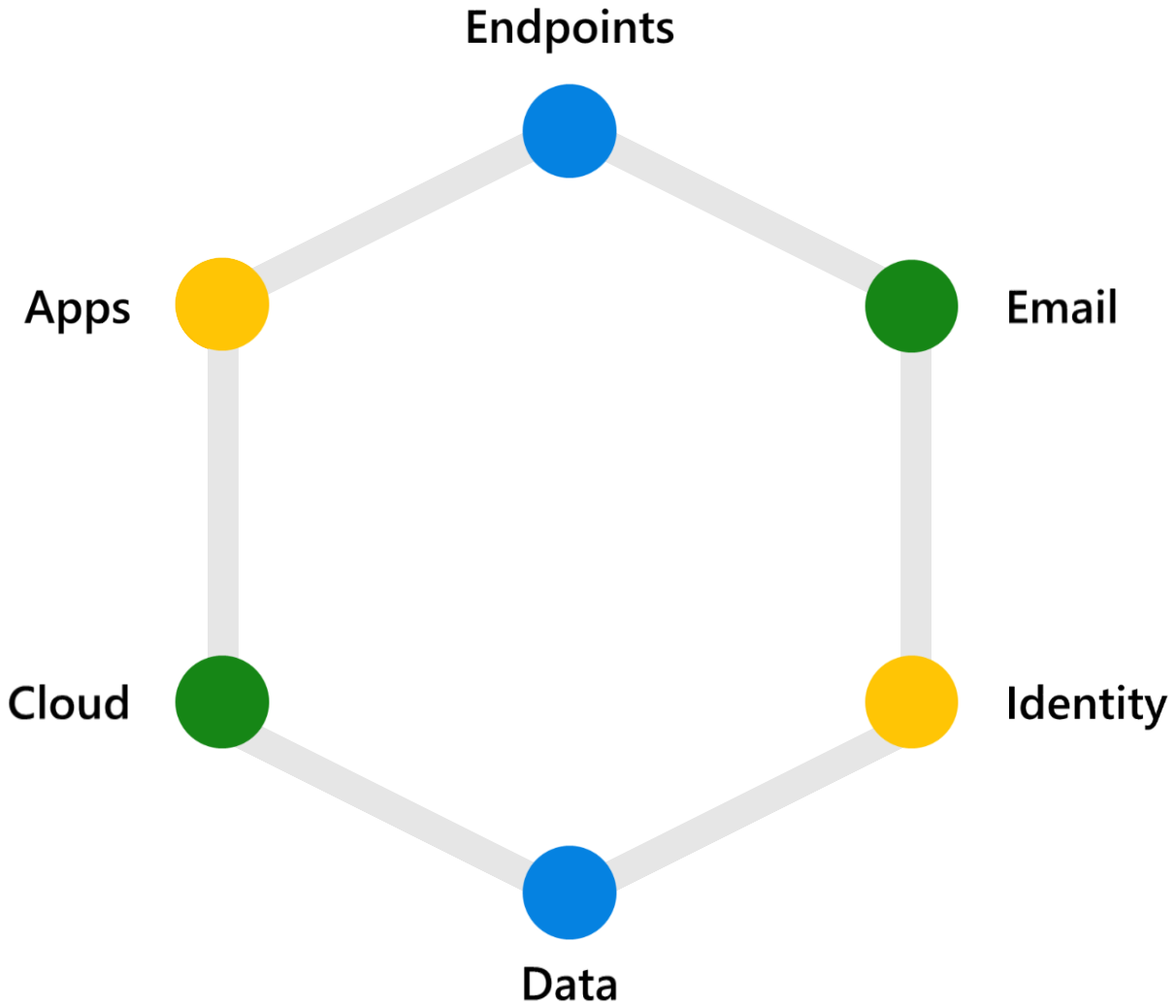
Blocked

70B

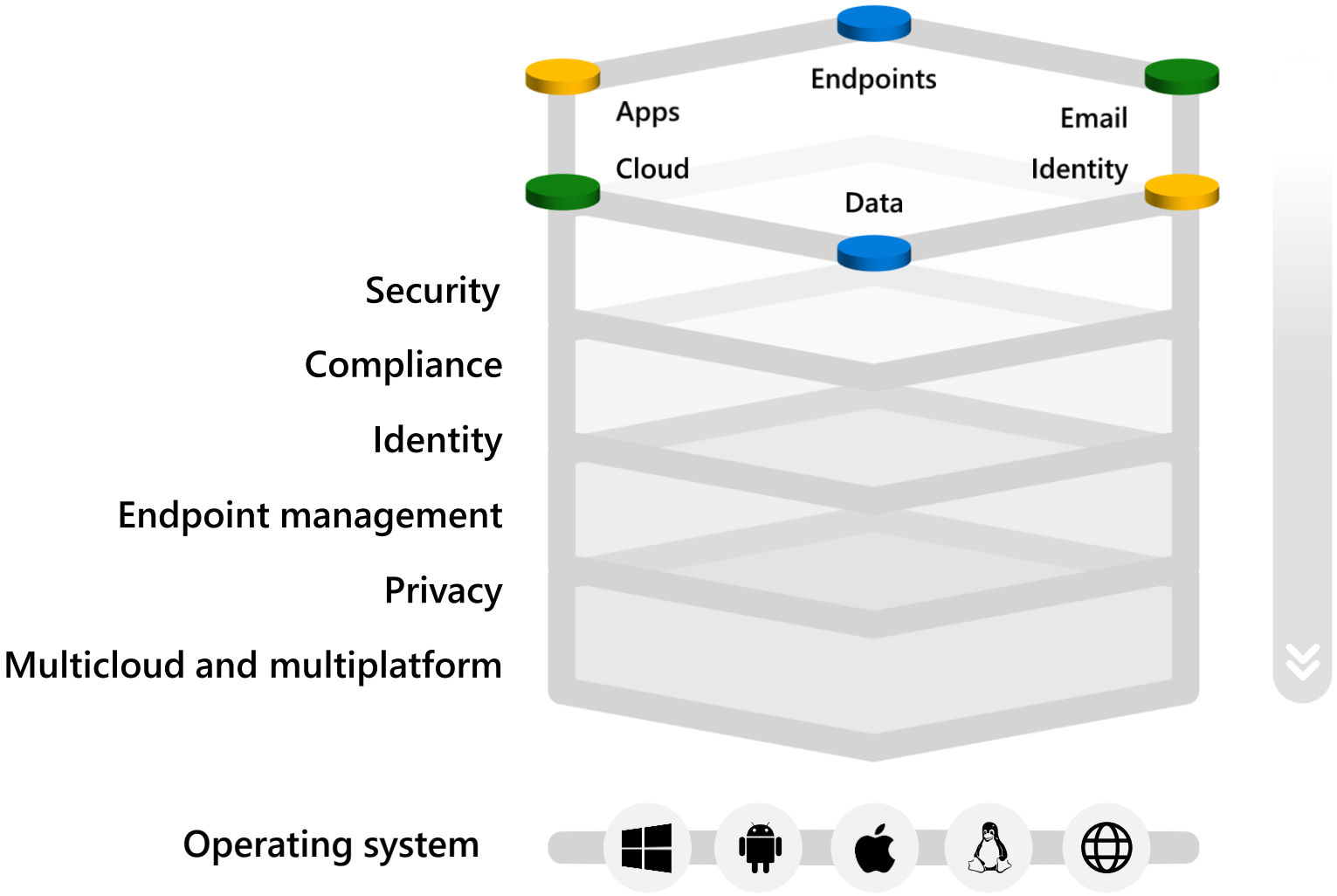
attacks
last year

Source: Microsoft Digital Defense Report, Microsoft Security blog.

Umfassender, end-to-end Schutz



A comprehensive approach to security



protectio

Apps

Email

Cloud

Identity

Figure 1: Magic Quadrant for Unified Endpoint Management Tools



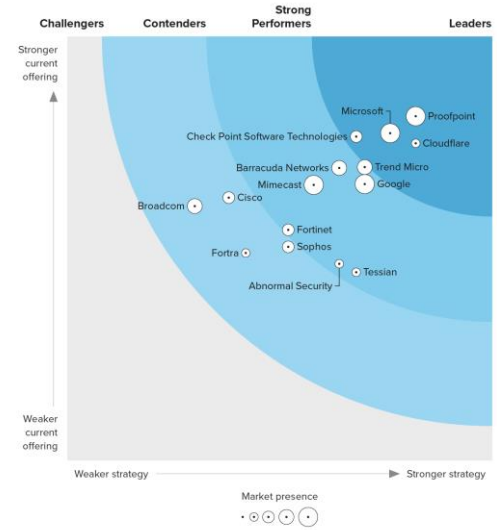
Source: Gartner (August 2022)

Figure 1: Magic Quadrant for Endpoint Protection Platforms



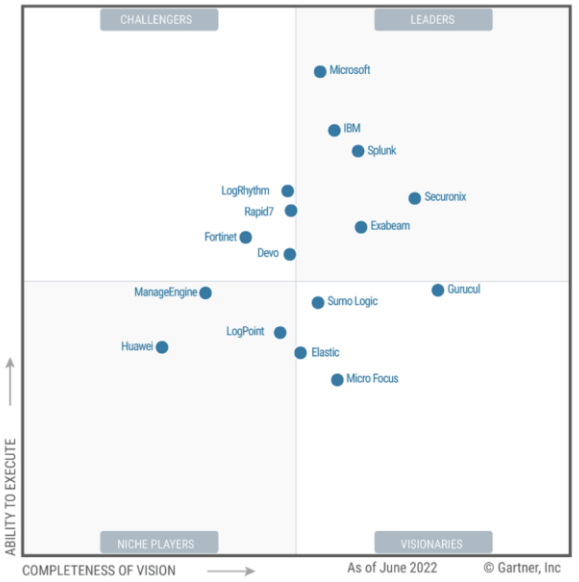
Source: Gartner (December 2022)

THE FORRESTER WAVE™
Enterprise Email Security
Q2 2023



Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Figure 1: Magic Quadrant for Security Information and Event Management



THE FORRESTER WAVE™
Data Security Platforms
Q1 2023



*A gray bubble or open dot indicates a nonparticipating vendor.

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Figure 1: Magic Quadrant for Access Management



Source: Gartner (November 2022)

Microsoft Cybersecurity Reference Architecture

Security modernization with Zero Trust Principles

December 2021 – https://aka.ms/MCRA

Security Operations / SOC

Threat Experts | *Detection and Response Team (DART)* | MSSP/MDR

Microsoft Sentinel – Cloud Native SIEM, SOAR, and UEBA for IT, OT, and IoT

Microsoft Defender – *Extended Detection and Response (XDR)*

Advanced Detection & Remediation | Automated Investigation & Remediation | Advanced Threat Hunting

- **Cloud** – *Azure, AWS, GCP, On Premises & other 3rd party clouds*
- **Endpoint** – *& Server/VM*
- **Office 365** – *Email and Apps*
- **Identity** – *Cloud & On-Premises*
- **SaaS** – *Cloud Apps*
- ***+ More*** – *OT, IoT, SQL, and more*
- *Other Tools, Logs, & Data Sources*

This is interactive!

1. Present Slide
2. Hover for Description
3. Click for more information

Security Guidance

1. Security Documentation
2. Microsoft Best Practices
3. Azure Security Top 10 | Benchmarks | CAF | WAF

Software as a Service (SaaS)

Microsoft Defender for Cloud Apps

- *App Discovery & Risk Scoring (Shadow IT)*
- *Threat Detection & Response*
- *Policy Audit & Enforcement*
- *Session monitoring & control*
- *Information Protection & Data Loss Prevention (DLP)*

Identity & Access

Conditional Access – Zero Trust Access Control decisions based on explicit validation of user trust and endpoint integrity

Endpoints & Devices

Microsoft Endpoint Manager

Unified Endpoint Management (UEM)

Intune | Configuration Manager

Microsoft Defender for Endpoint

Unified Endpoint Security

- Endpoint Detection & Response (EDR)
- Web Content Filtering
- Threat & Vuln Management
- Endpoint Data Loss Protection (DLP)

Hybrid Infrastructure – IaaS, PaaS, On-Premises

Defender for Cloud – Cross-Platform Cloud Security Posture Management (CSPM)

Secure Score | Compliance Dashboard

On Premises Datacenter(s) | *3rd party IaaS & PaaS* | Microsoft Azure

Extranet: NGFW | Edge DLP | IPS/IDS | Azure AD App Proxy *Beyond User VPN*

Intranet: Azure Arc | Azure Stack

Express Route | Private Link

Azure Marketplace

- Azure Firewall & Firewall Manager
- Azure WAF
- DDoS Protection
- Azure Key Vault
- Azure Bastion
- Azure Lighthouse
- Azure Backup
- *Security & Other Services*

Information Protection

Classification Labels

- Azure Purview
- Microsoft Information Protection (MIP) – Discover, Classify, Protect, Monitor
- File Scanner *(on-premises and cloud)*
- Data Governance
- Advanced eDiscovery

Compliance Manager

Azure Active Directory

Passwordless & MFA

- Hello for Business
- Authenticator App
- FIDO2 Keys

Identity Protection

- Leaked cred protection
- Behavioral Analytics

Azure AD PIM

Identity Governance

Azure AD B2B & B2C

Defender for Identity

Active Directory

Securing Privileged Access – Secure Accounts, Devices, Intermediaries, and interfaces to enable and protect privileged users

Privileged Access Workstations (PAWs) - Secure workstations for administrators, developers, and other sensitive users

Microsoft Secure Score – Measure your security posture, and plan/prioritize rapid improvement with included guidance

Microsoft Compliance Score – Prioritize, measure, and plan improvement actions against controls

Windows 10 & 11 Security

- *Network protection*
- *Credential protection*
- *Full Disk Encryption*
- *Attack surface reduction*
- *App control*
- *Exploit protection*
- *Behavior monitoring*
- *Next-generation protection*

IoT and Operational Technology (OT)

Azure Sphere

Microsoft Defender for IoT

- *ICS, SCADA, OT*
- *Internet of Things (IoT)*
- *Industrial IoT (IIoT)*
- *Asset & Vulnerability management*
- *Threat Detection & Response*

Defender for Cloud – Cross-Platform, Cross-Cloud XDR

Multi-asset detection and response for infrastructure and platform as a service (IaaS & PaaS), Proactive Threat defenses

People Security

Attack Simulator | Insider Risk Management | Communication Compliance

GitHub Advanced Security – Secure development and software supply chain

Threat Intelligence – 8+ Trillion signals per day of security context

Service Trust Portal – How Microsoft secures cloud services

Security Development Lifecycle (SDL)

Microsoft

KI – Hype oder Game Changer?

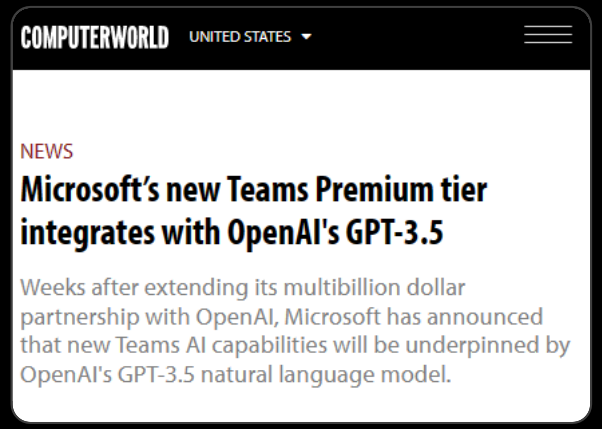
The AI technology is here

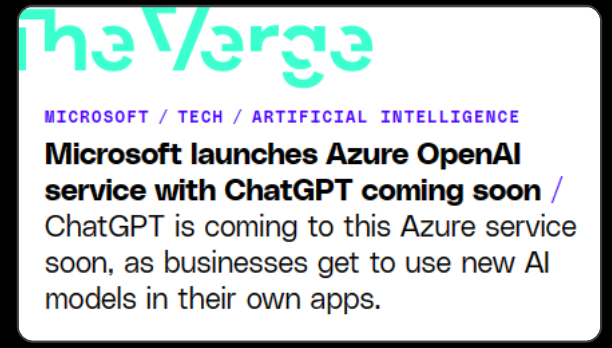




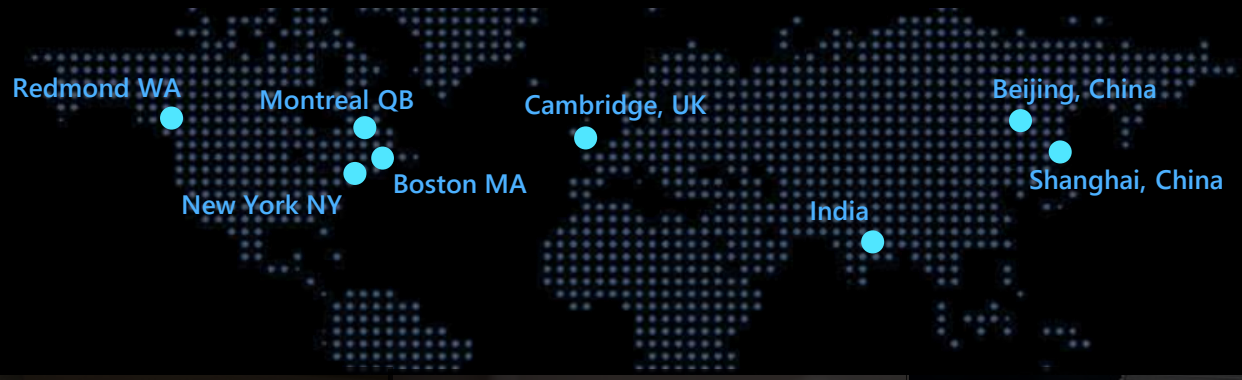








AI innovation fueled by research



8
Global research centers

1k+
Researchers employed worldwide

22k
AI-related patents

3k+
AI research papers published

1st
To human parity on vision, speech, and language

AI breakthroughs

2016 **Object recognition**
Human parity

2017 **Speech recognition**
Human parity

2018 **Machine reading comprehension**
Human parity

2019 **Machine translation**
Human parity

2020 **Conversational QnA**
Human parity

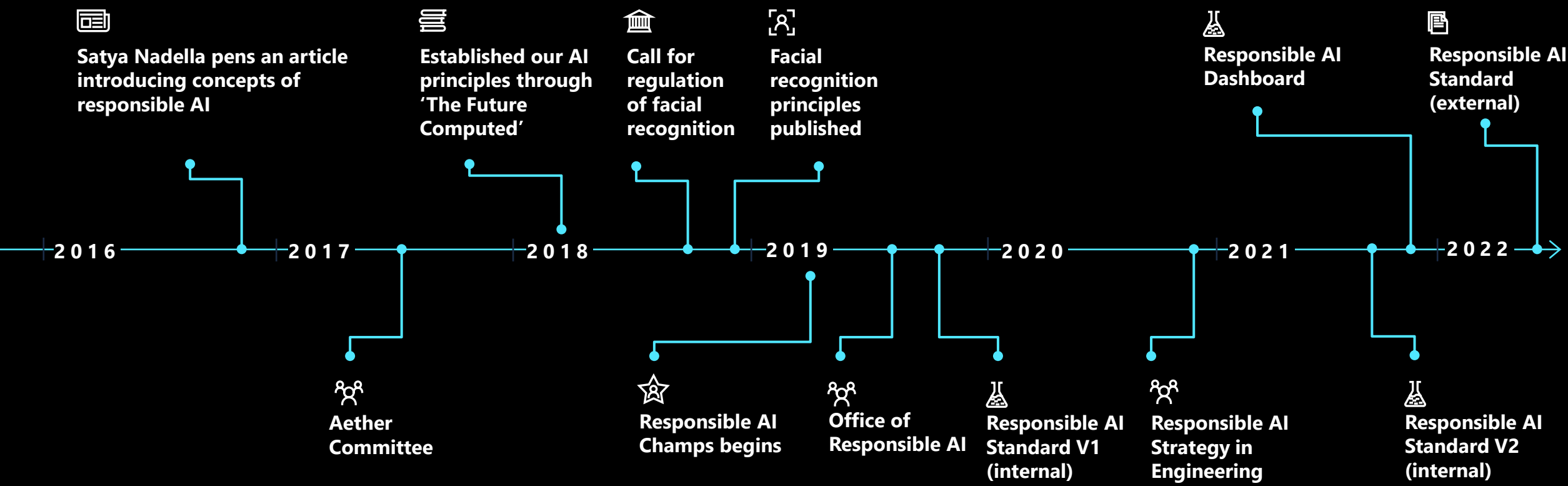
2021 **Image captioning**
Human parity

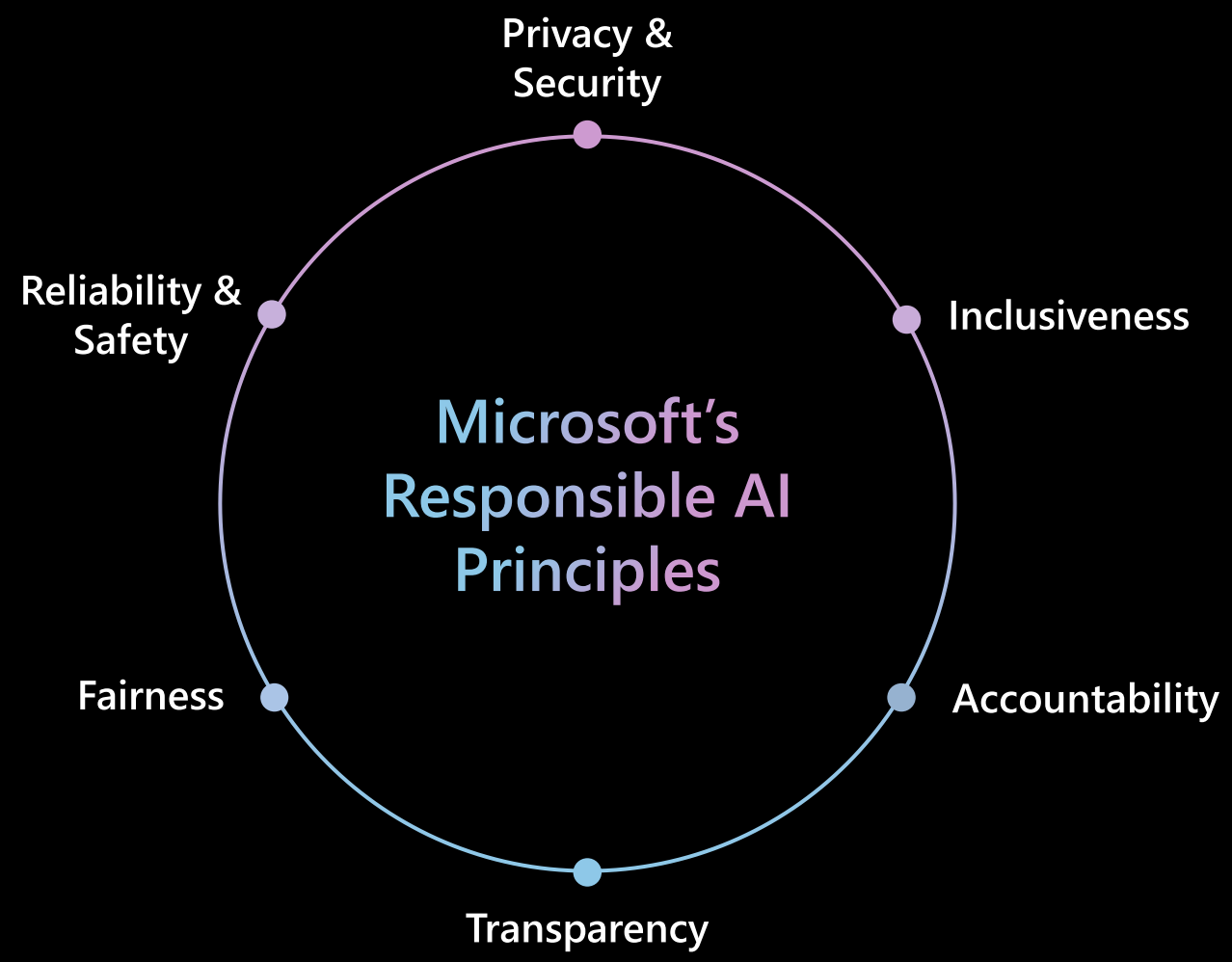
2021 **Question Answering**
Human parity

Azure AI in Microsoft Cloud solutions

AI Use Case	Where to Try	Powered By	Adopted By
Assisted Coding & Generated Content		Azure OpenAI Service	CARMAX
Copilot for every job role	Microsoft 365	Azure OpenAI Service	Lufthansa
Content & Design Production		Azure Machine Learning	POLARIS
Personalized Recommendations	XBOX	Azure Machine Learning	NBA
Contextual Assistance		Azure AI services	FUJIFILM
Biometric Detection & Identity Verification		Azure AI services	Uber amedisys
Image Captioning, SEO & Accessibility	LinkedIn	Azure AI services	COMCAST
Speech Transcription & Captioning		Azure AI services	svt
Insider Risk Management	Microsoft Security	Azure AI services	EY
Content Reading & Writing Experiences		Azure AI services	USA TODAY
Extract Text from Documents & Structure Data		Azure AI services	H&R BLOCK, Chevron
Search as a Service	Microsoft Bing	Azure AI services	KPMG, The Met

Our Responsible AI journey





Building blocks to enact principles

- Tools and processes
- Training and practices
- Rules
- Governance

A copilot for every Microsoft Cloud experience



Microsoft 365 Copilot

Works alongside you in the apps you use every day



Dynamics 365 Copilot

Turbocharge your workforce with a copilot for every job role



Copilot in Power Platform

Imagine it, describe it, and Power Platform builds it



Microsoft Security Copilot

Defend at machine speed with Microsoft Security Copilot



GitHub Copilot

Increase developer productivity to accelerate innovation

Update

Azure OpenAI Service

GPT-3 | Codex | DALL·E | ChatGPT | GPT-4



Deploy on your own data



Provisioned Throughput Model



Plugins for Azure OpenAI Service

DALL•E 2 Examples



an expressive oil painting of a basketball player dunking, depicted as an explosion of a nebula



Avocados dancing, drinking, singing and partying at a Hawaiian luau



a bowl of soup that looks like a monster, knitted out of wool

Azure AI

Applications

Microsoft 365

Microsoft Dynamics 365

Partner Solutions

Application Platform
AI Builder

Power BI

Power Apps

Power Automate

Power Virtual Agents

Business Users

Scenario-Based Services
Applied AI Services

Bot Service

Cognitive Search

Form Recognizer

Video Indexer

Metrics Advisor

Immersive Reader

Customizable AI Models
Cognitive Services

Vision

Speech

Language

Decision

Azure OpenAI Service

Developers & Data Scientists

ML Platform

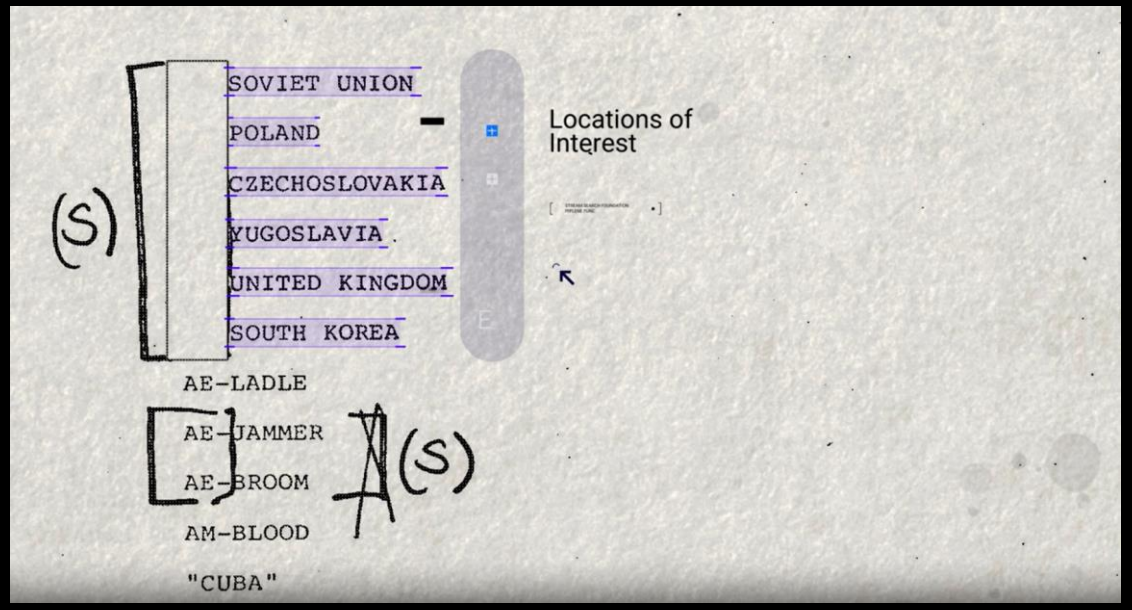
Azure Machine Learning

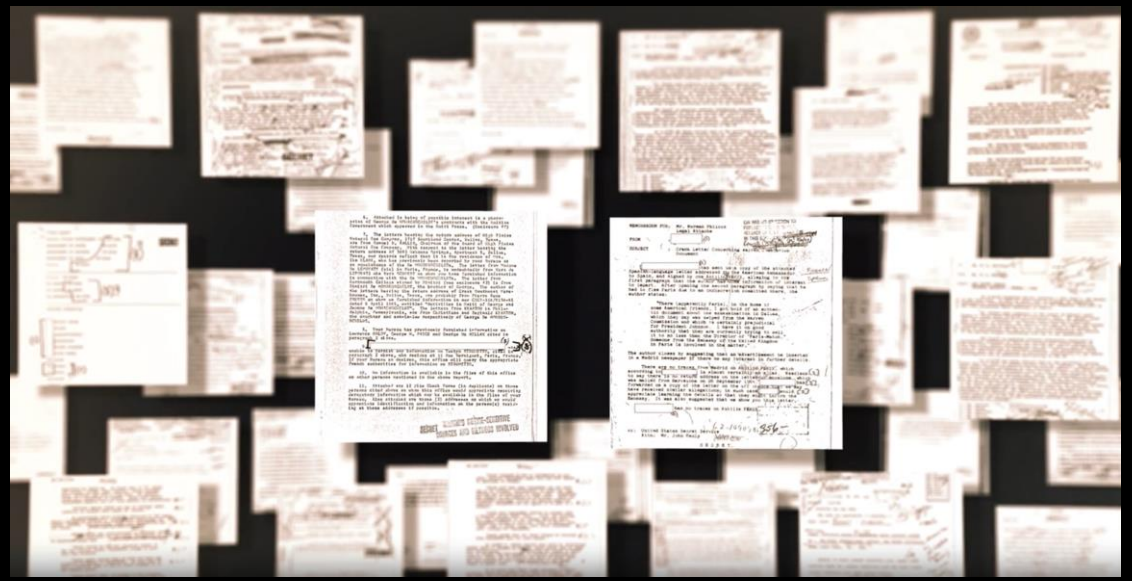
JFK Files

The need
In 2017, more than 34,000 pages related to the JFK assassination were released. It would take researchers months to read through this volume of documents. How can we take in all this information and any new info that's released?

The idea
We can use Microsoft AI to understand and organize the vast flow of data—and also interpret handwritten documents and learn key topics. We can combine Azure Search and Cognitive Services together to create a solution to these problems.

The solution
Introducing Cognitive Search—an AI first approach to content understanding.





Quelle: [JFK Files - Microsoft AI Lab]

Azure Sales Programme

Azure Migrate & Modernize, Azure Innovate

Solution Assessments

Workload Acquisition and Nature (WANI)



NEW

Azure Innovate Partner-led offers

Azure Specialized partners now have a path to directly nominate customers for Azure Innovate in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

SUPPORTED ENGAGEMENTS



Azure Analytics



Build & Modernize AI Apps

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic customers are not eligible)

Azure Innovate incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*
Innovate MVP	Suggested project size: >$25K/year	$10,000
Innovate XS (Build & Modernize AI Apps only)	**Project size: $10K–$25K/year**	**$5,000**
Innovate Small	**Project size: $25K–$125K/year**	**$15,000**
Innovate Medium	**Project size: >$125K–$250K/year**	**$35,000**
Innovate Large	**Project size: >$250K–$500K/year**	**$50,000**
No Azure credits available for these engagements		

* See Microsoft Partner Commercial Incentives Guide for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

©Microsoft Corporation
Azure

Azure Migrate and Modernize Partner-led offers

UPDATED

Azure Specialized partners now have a path to directly nominate customers for Azure Migrate and Modernize in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

SUPPORTED ENGAGEMENTS

1. Infra/Database migration
2. Migrating to Azure VMware solution
3. Migrate Enterprise apps
4. Virtual desktop infrastructure
5. SAP migration to Azure
6. SAP RISE
7. ISV SaaS & BYOL

Important: There are **no** limitations in Azure Innovate Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic customers are not eligible)

AMM incentive payouts

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*
Migrate & Modernize assessments	Suggested project size: **>$25K/year**	**$5,000**
Migrate & Modernize XS (Infra/DB migration only)	Project size: **$10K–$25K/year**	**$5,000**
Migrate & Modernize Small	Project size: >**$25K–$125K/year**	**$15,000**
Migrate & Modernize Medium	Project size: **>$125K–$250K/year**	**$35,000**
Migrate & Modernize Large	Project size: **>$250K–$500K/year**	**$50,000**
Migrate & Modernize XL (Infra/DB migration only)	Project size: **>$500K–$750K/year**	**$75,000**
Migrate & Modernize XXL (Infra/DB migration only)	Project size: **>$750K–$1M/year**	**$100,000**
Customer Skilling & FastTrack for Azure is optional for all offers ** No Azure credits available for these engagements		

Important: To request Customer Skilling OR FastTrack for Azure support.
Please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured.

* See Microsoft Partner Commercial Incentives Guide for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

** Customer self-directed skilling available in the Resources section of this presentation. Available for all offer sizes.
Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

©Microsoft Corporation

Enterprise + SMC Corporate Segmente: Solution Assessment Portfolio

Solution Area				
Infrastructure + Digital App innovation + Data & AI			Security	Business Applications
Rapid Migration Assessment Migration for Infra and Database primarily Windows and SQL servers	**Advanced Migration Assessment** Application migration	**Application Modernization Assessment** Modernizing Applications and databases including PowerApps scenarios	**Cloud Security Assessment** Multi-cloud analysis of an organization's security posture, evaluating vulnerabilities, and risks with actionable remediation - **Data Security & Compliance.** Targeting mature customers lacking full E5 Compliance & governance features - **Zero Trust Foundations** Fast discovery & analysis of Zero Trust and Endpoint management controls in preparation for M365 Co-Pilot	**Biz Apps Assessment** Fast, data-driven analysis and business case recommendation to move legacy versions of AX and CRM to Dynamics 365

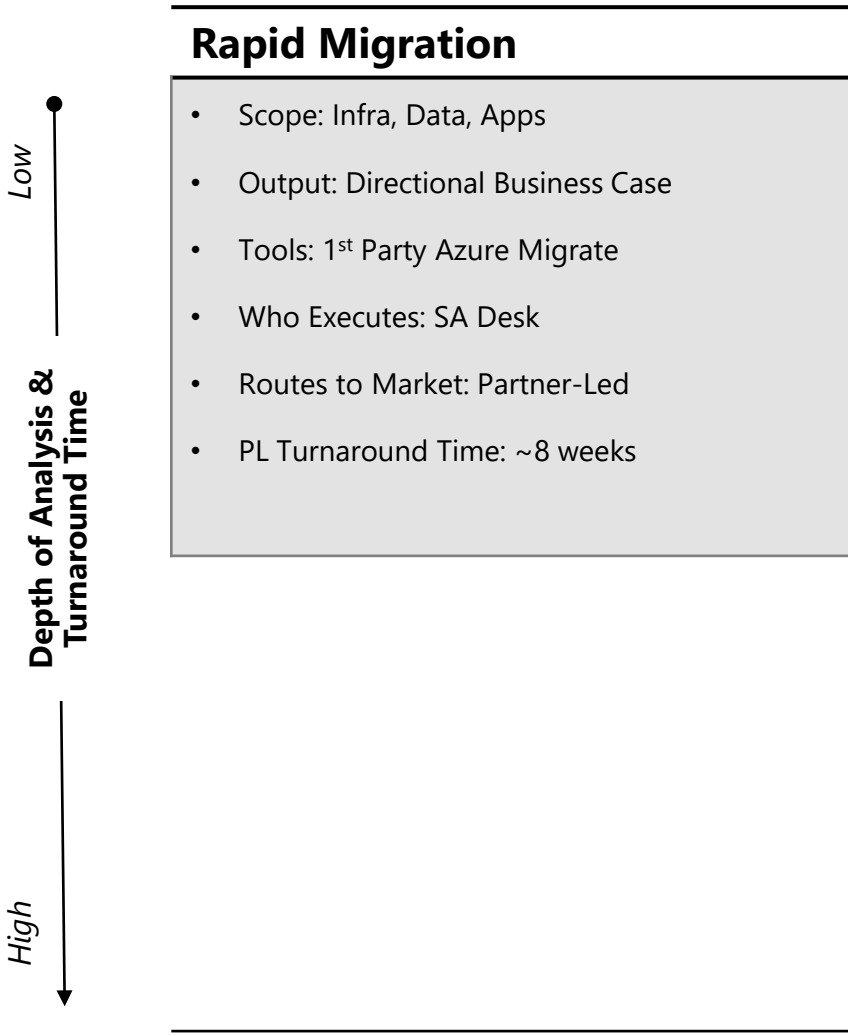
Kontakt

SMC Corporate:
Katja Bauer-Dietrichstein
katjabd@microsoft.com

Enterprise:
Account Executive

FY24 Solution Assessment SMB Portfolio

SA – Depth of Analysis and Timing Expectations



Rapid Migration

- Scope: Infra, Data, Apps
- Output: Directional Business Case
- Tools: 1st Party Azure Migrate
- Who Executes: SA Desk
- Routes to Market: Partner-Led
- PL Turnaround Time: ~8 weeks

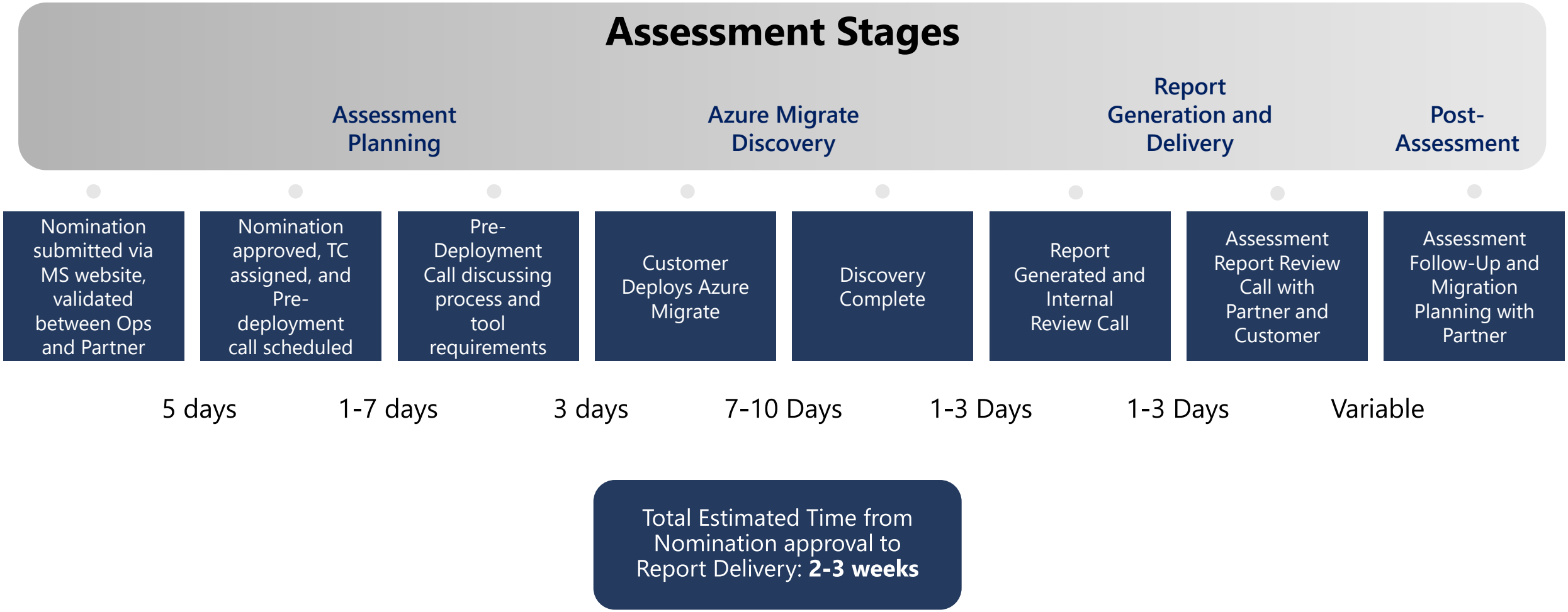
Übersicht

[Solution Assessments (microsoft.com)]

Nominierungslink

[Solution Assessment Program (microsoft.com)]

Rapid Migration Assessment | Estimated Timeline



Workload Acquisition & Nurture

Rewards partners for driving Azure consumed revenue in eligible customers with one of 4 workloads, Azure Core, AI Apps, Analytics and Security

How to earn

Rewarding our technically verified partners for the higher cost of sales involved in working with new to Azure, new to workload customers.

Partner Eligibility	Partners hold one or more aligned advanced specializations before each eligibility milestone (7/1, 10/1, 1/1, 4/1).
Customer Eligibility	H1 Cohort: Customers workload consumption is < $3K average over March, April and May prior to 7/1/2022. H2 Cohort: Customers workload consumption is < $3K average over Sept Oct and Nov prior to 1/1/2023.
Criteria	Partner triggers the acquisition milestone by achieving > $3K average workload ACR across the trailing 3 month period.
Target Customers	Partners will be able to access a target list of customers via the Secure Partner List Sharing tool.

Incentive Details

Milestone	Incentive	Notes
Acquisition	$9K	Per workload
Nurture	Up to 30%	9 months following acquisition.
Cap	$75K	Per workload, per customer
Incentive Period	FY24	Note: Nurture period continues for 9 months even into the next FY.
Partner Attribution	PAL or CSP	New Commerce Experience only

Quick FY24 Update from FY23…

- Expansion of customer eligibility into additional small and medium-size businesses)

PARTNER DAY
21.November 2023

Modern Work



Christian Braunschmidt, Microsoft
Channel Sales Manager

Agenda

- Fokusthemen im Geschäftsjahr 2024
  - Sicheres, modernes Arbeiten mit Microsoft 365
  - AI for everyone
  - Vorbereitung KMU Readiness für Microsoft 365 Copilot
- Salesprogramme für Microsoft Partner
  - Microsoft 365 Piloten
  - Security Solution Assessments
  - Microsoft 365 Sales Advisor
  - MW+Security CSP Partner Promotions
- Q&A und nächste Schritte

Sicheres, modernes Arbeiten mit Microsoft 365

Top challenges for remote work

How can we do distributed work better?

How can we maintain security?

How can we reduce our costs?



Employees working from multiple locations

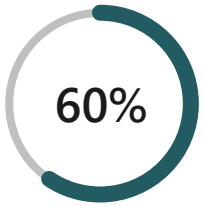


Multitude of personal and mobile devices

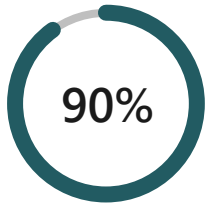


Increased phishing and ransomware

Security is more important than ever to SMBs



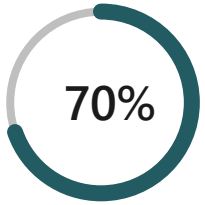
of businesses close permanently within six months of an attack.[2]



SMBs would consider hiring a new MSP if they offered the right cybersecurity solution[1]



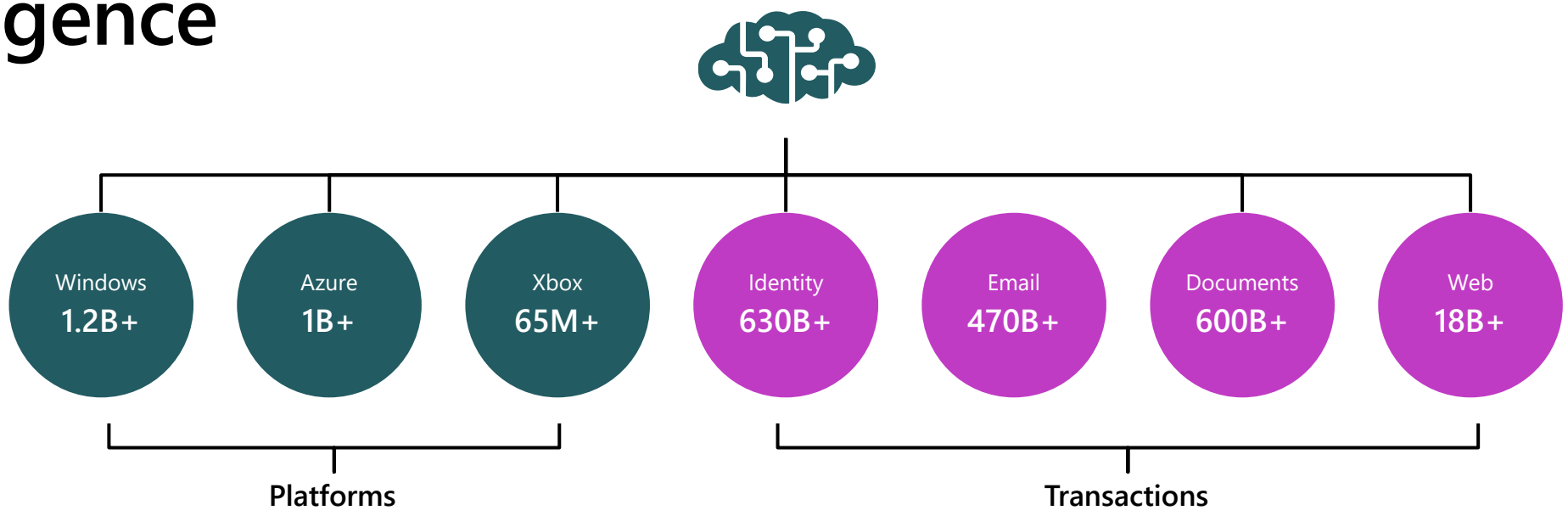
Nearly one in four SMBs state that they had a security breach in the last year[1]



Over 70% of SMBs think cyber threats are becoming more of a business risk[1]

1. Microsoft commissioned research, April 2022, US SMBs 1-300 employees
2. Why small businesses are vulnerable to cyberattacks, May 2022

Microsoft's unique advantage point on security intelligence



300B
User activities profiled and analyzed in 2019

2.3B
Endpoint vulnerabilities discovered daily

11B
Malicious and suspicious messages blocked in 2019

12B
Cloud activities inspected, monitored, and controlled in 2019

POSITIONING

Using scenarios and use cases to position the Microsoft 365 Premium SKUs* value to customers

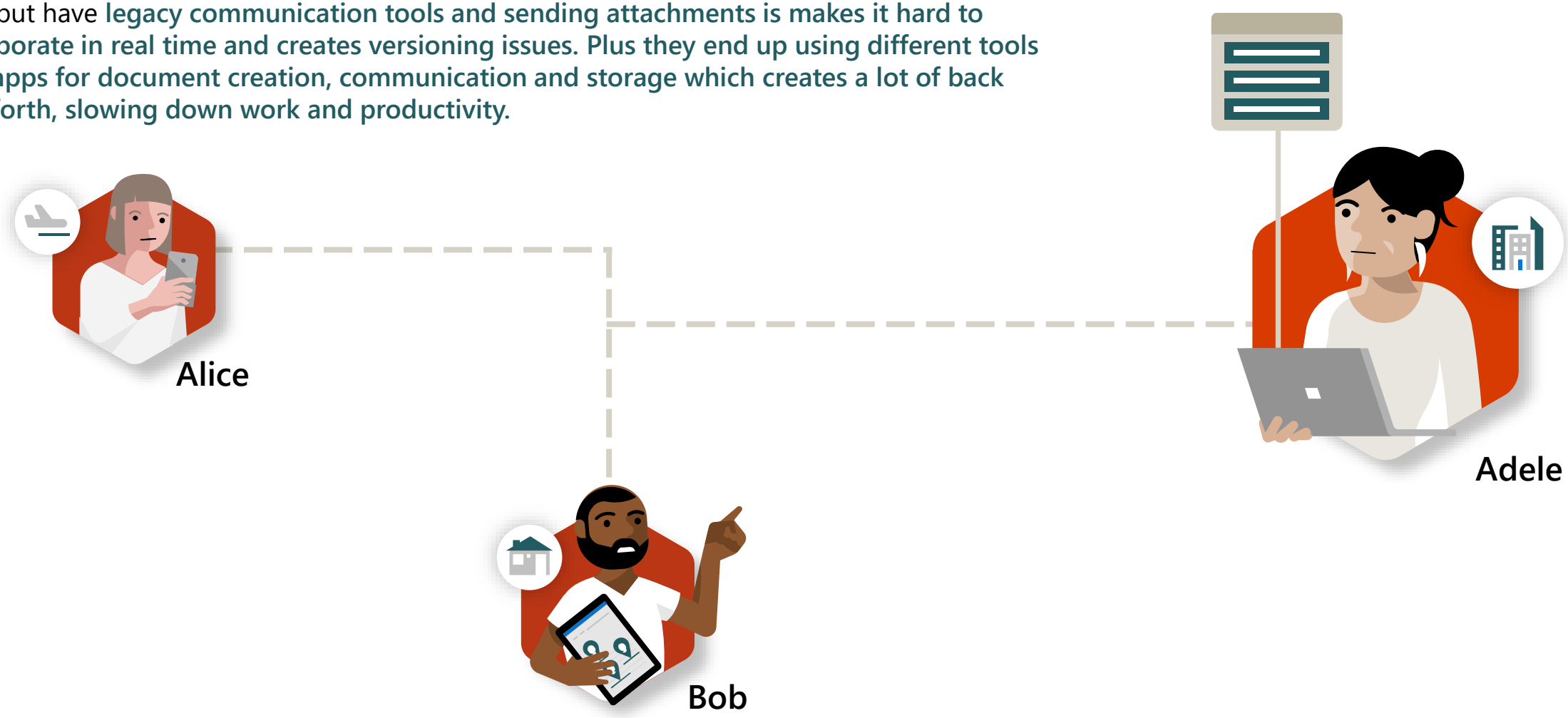
* Premium SKUs = Microsoft 365 Business Premium; E3 + E5

POSITIONING

Challenge

Legacy communication tools

Employees on the sales team at Northwind Traders are working remotely. They need to communicate with management on pricing options for customers and vendors to close a big deal but have **legacy communication tools and sending attachments is makes it hard to collaborate in real time and creates versioning issues. Plus they end up using different tools and apps for document creation, communication and storage which creates a lot of back and forth, slowing down work and productivity.**



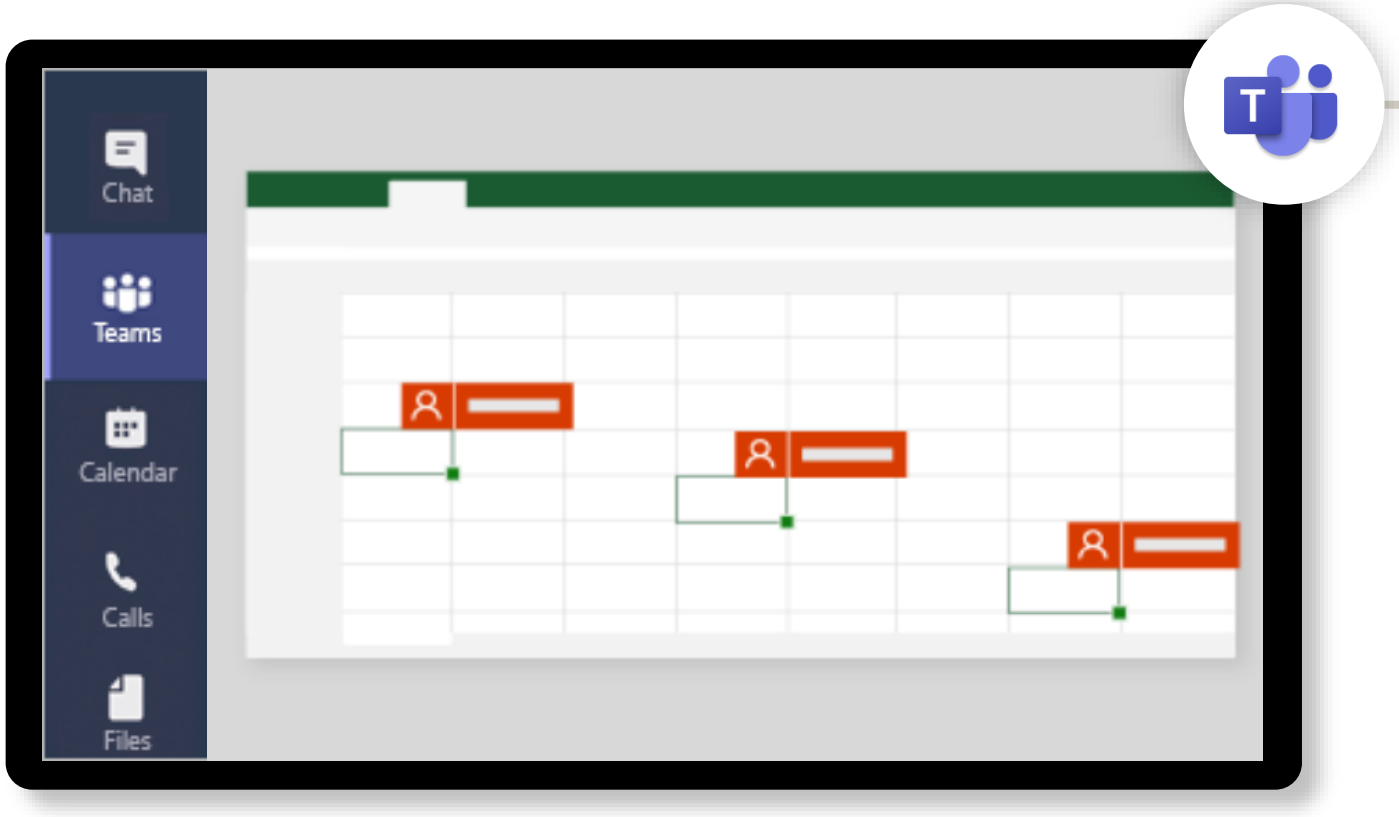
POSITIONING

Solution

Organize files and collaborate in real-time

With **Microsoft Teams** as part of Microsoft 365 Business suites, the sales team can share files, individually or with their, using a single tool.

Alice can co-author documents in real-time or embed apps and third-party services in her flow of work, giving her time back to focus on addressing new business opportunities and closing more deals.





With Microsoft Teams, Alice can

- Create a team for each of her v-teams
- Structure her content and teamwork in Channels
- Synchronize that content offline using OneDrive
- Co-author with colleagues on documents
- Embed apps and services in her flow of work

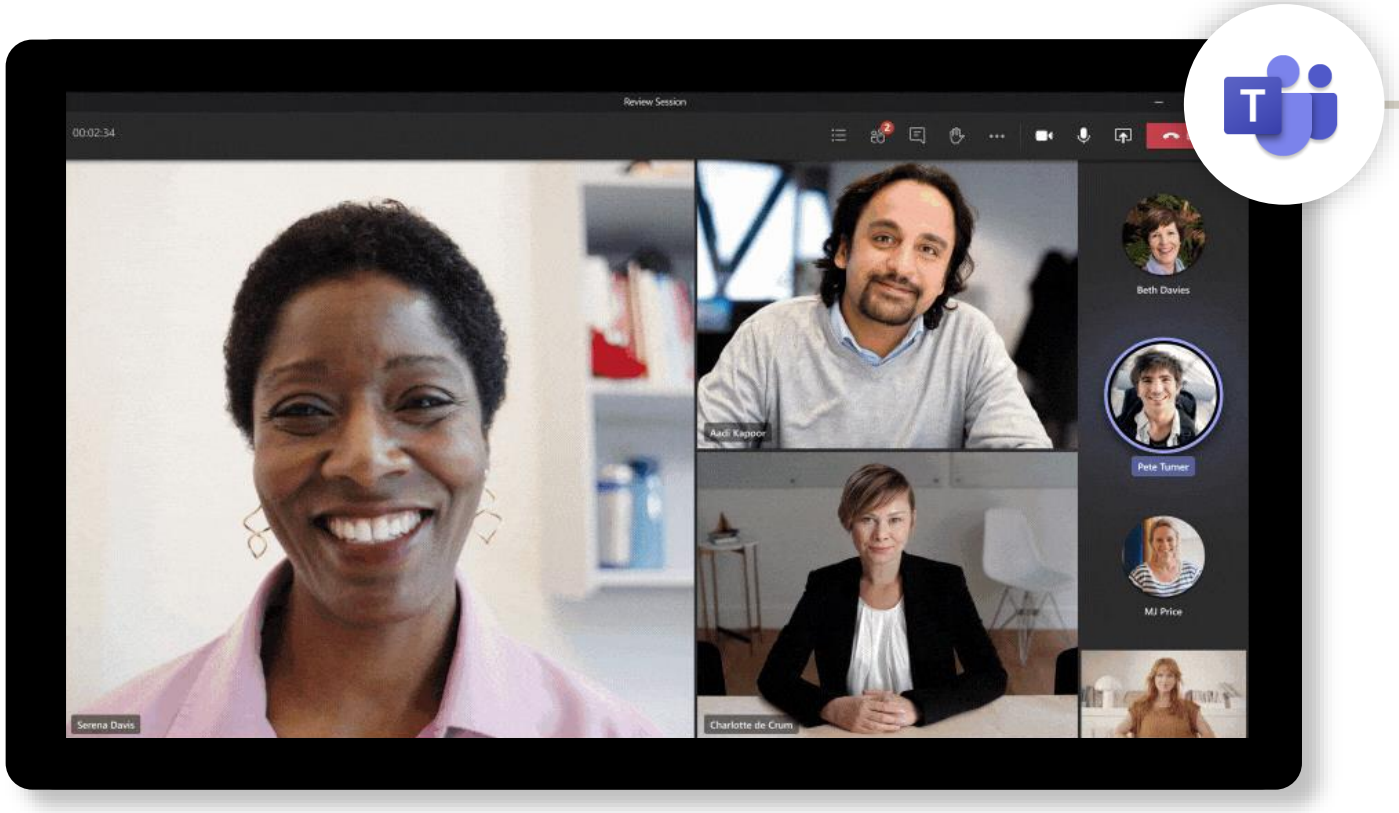
POSITIONING

Schedule and join meetings

Solution

With **Microsoft Teams** as part of Microsoft 365 Business suites, the sales team can schedule and join meetings on any device.

Alice can create scheduled meetings with recurring option, enabling a rich meeting experience with high quality audio and video.





With Microsoft Teams, Alice can

- Schedule meetings (including recurring)
- Join meetings using any device
- Add high quality video to any meeting
- Use apps to enhance the meeting experience
- Share content and screens

POSITIONING

Add-on Solution

Handle phone calls in Microsoft Teams

With **Microsoft Teams Phone**, available as add-on for Microsoft 365 Business suites, the sales team can now **make and receive phone calls right from the Microsoft Teams app** on desktop, mobile, web browser and dedicated Teams phone devices.

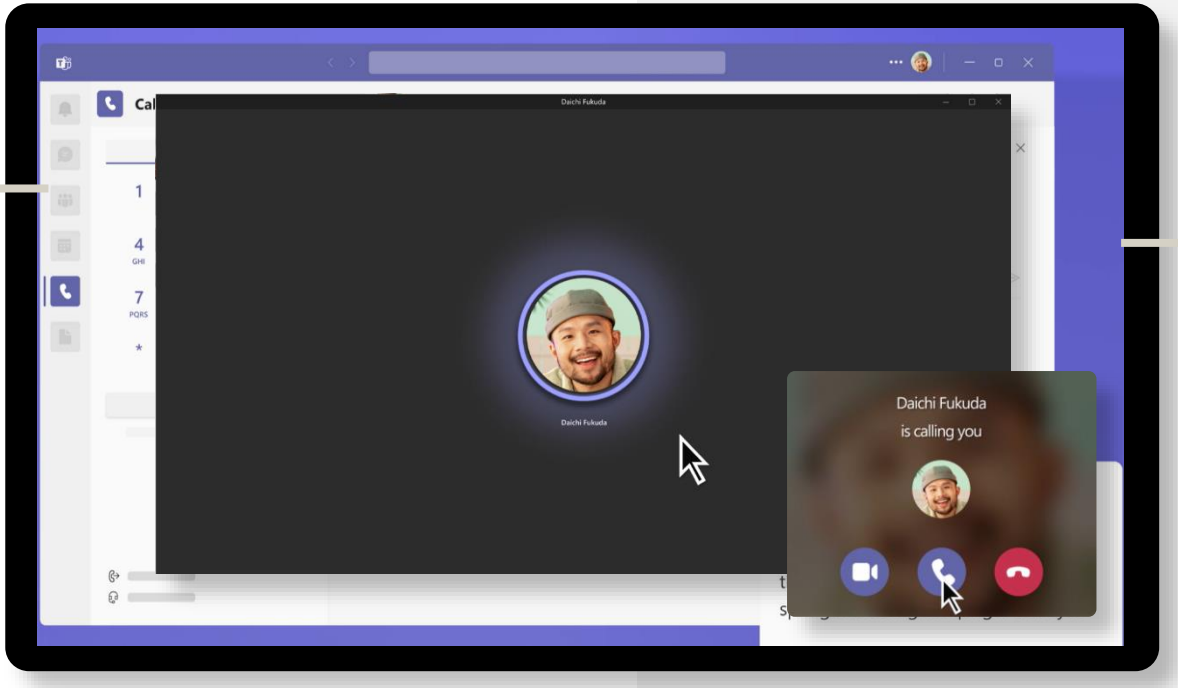
As IT professional, Bob gets an **easy to manage enterprise-grade phone solution** embedded into the management Tools he knows. Even setting up an Auto Attendant or Call Queue is just a few minutes of work.

With Microsoft Teams Phone, Bob can



- Manage the solution with familiar tools
- Use existing operator contracts
- Save on management and adoption costs





With Microsoft Teams Phone, Alice can

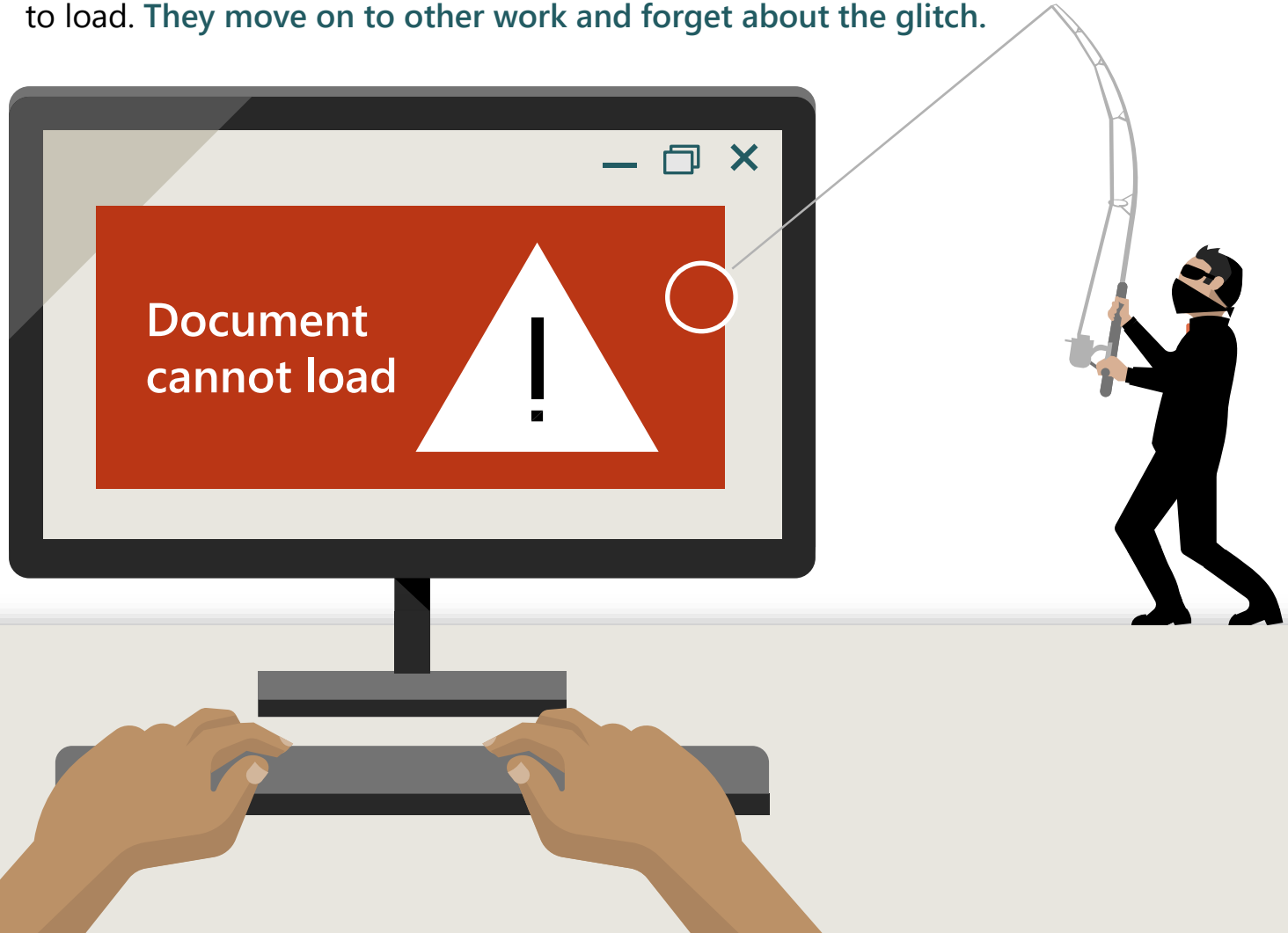
- Make and receive calls from Microsoft Teams
- Easily create Auto Attendants and Call Queues
- Receive voicemail with text-based transcripts

POSITIONING

Phishing attacks

Challenge

A Northwind Traders employee receives an email with a link to a secure document, ostensibly from a well-known organization. They enter their credentials to view the document, but the document fails to load. **They move on to other work and forget about the glitch.**



This was a phishing attack. They just delivered their username and password to hackers, who can now use it to access email and other online accounts, including Northwind Traders systems and data.

250%

Increase in phishing email detections from January to December 2018 worldwide.[1]

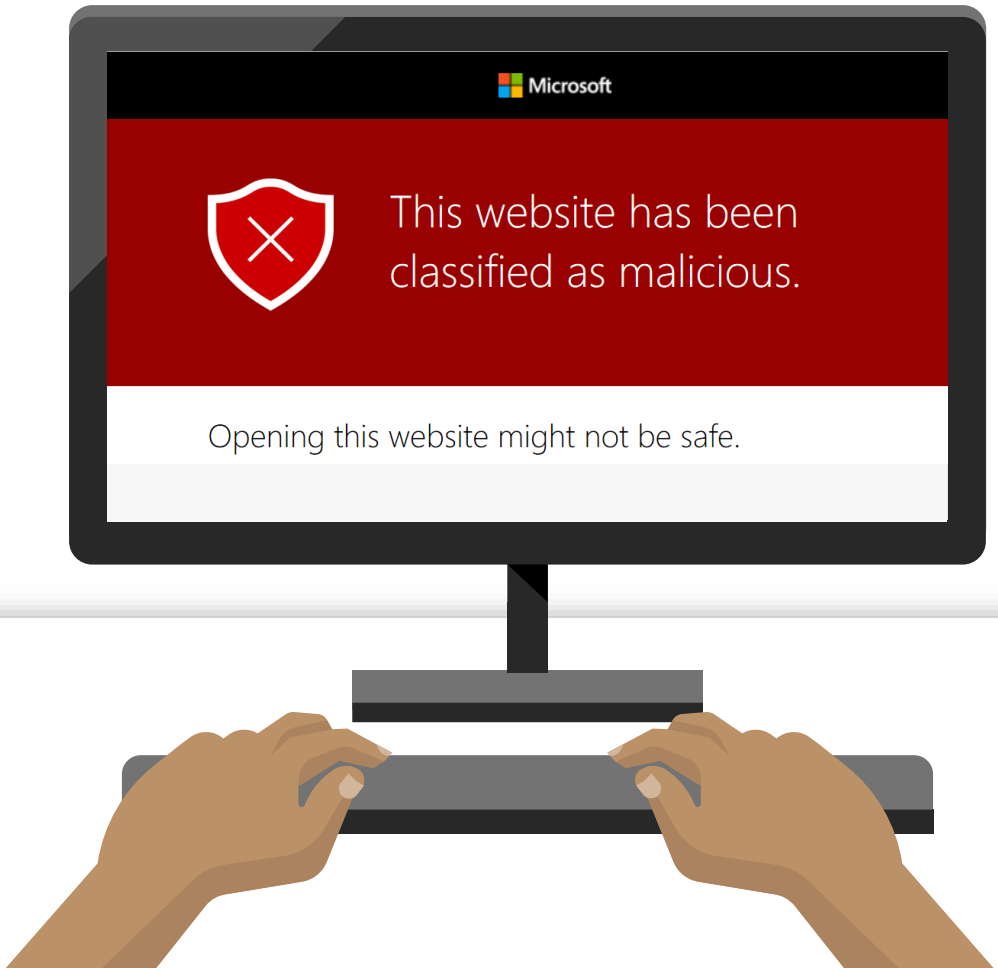
[1]*Source: Microsoft Security Intelligence Report Volume 24, February 28, 2019*

POSITIONING

Solution

Sophisticated phishing defenses

With Microsoft 365 Business Premium, a Northwind Traders employee receives an email with a link to a secure document. The link is "sandboxed", and the user is alerted to the threat.



Microsoft 365 Business Premium comes with Microsoft Defender to protect against phishing attacks.

Time of click protection against malicious links

URL detonation

Anti-spoofing technology

Multi-factor authentication

Microsoft uses artificial intelligence to identify and protect against emerging threats in real-time.

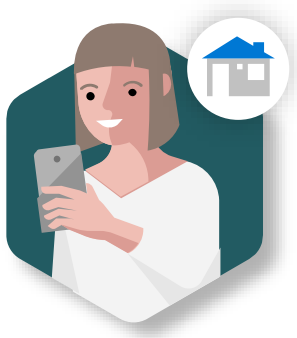
POSITIONING

Work data on personal devices

Challenge



A Northwind Traders marketing manager is using her personal phone to check company email. She receives a confidential business plan and saves it for later reference. **She accidently saves to a personal share which is not secure.**



64% of SMBs allow employees to access work data on personal phones and computers.[1]

[1]*Source: Microsoft Internal Research of SMBs (2-299 employees)*

POSITIONING

Solution

Protect work data on personal devices



With Microsoft 365 Business Premium, you can set up Intune App Protection Policies, so work apps can be separated from personal apps. Administrators can specify that work documents and attachments are only saved on authorized and secure work share like OneDrive for Business, safeguarding sensitive work information.



58% of employee devices on average are configured with proper security protocols and fewer than **1 in 5** saying that all employees undergo security training.[1]

[1]*Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, October 2019 survey of SMBs (1-499 employees)*

Is Microsoft 365 Business Premium really cost competitive?

Simplify your technology investment and help reduce cost

Security, Identity and Device Mgmt

Remote access solutions	$5
Advanced Email protection	$5
Single Sign-On	$2
Conditional Access+ MFA	$6
Endpoint anti-virus protection	~$3
Endpoint Detection and Response	~$5
Device management	$4

Collaboration and Productivity

Productivity apps and file storage	$12
Chat based collaboration	$6.67

>€44

monthly cost of 3rd party solutions[1]

€20,60

monthly via Annual SKU

Microsoft 365 Business Premium

One solution to run your business securely, from anywhere

New! Microsoft Defender for Business Premium customers generally available in Microsoft 365 Business Premium

[1]Estimates based on published prices ; Price subject to changes
File Storage and Productivity apps – Google Workspace $12 (unlimited storage) Online chat-based collaboration – Slack $6.67
Single Sign On– Okta $2; Adaptive MFA (Conditional Access+ MFA) – Okta $6
Device Management - IBM MaaS 360- $4.00, Endpoint Protection: Sentinel One Complete (Antivirus with EDR) $8, Proofpoint email protection - $5
Remote Access: Windows Terminal server CAL ($199 perpetual per user; over 3 years – per month would be around $5); TeamViewer - $49 per user per month

AI for everyone

Teams Premium & Bing Chat Enterprise

Microsoft Teams

Microsoft Teams Premium

Focus: AI value added only

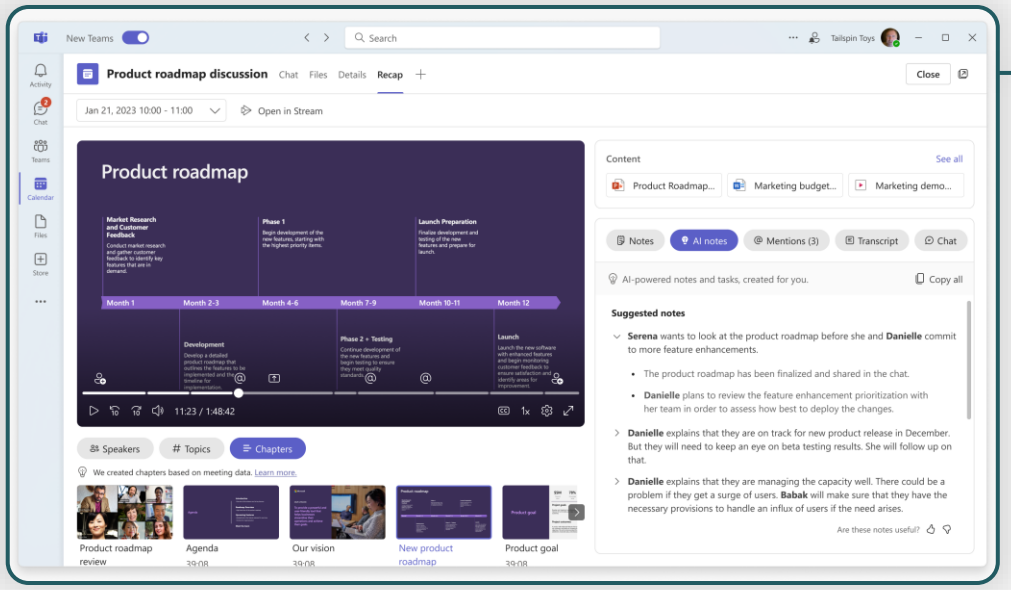


Intelligent productivity

Focus on what matters most with meetings powered by AI, including GPT from OpenAI

80%

of people are comfortable with AI summarizing their meetings and action items[1]



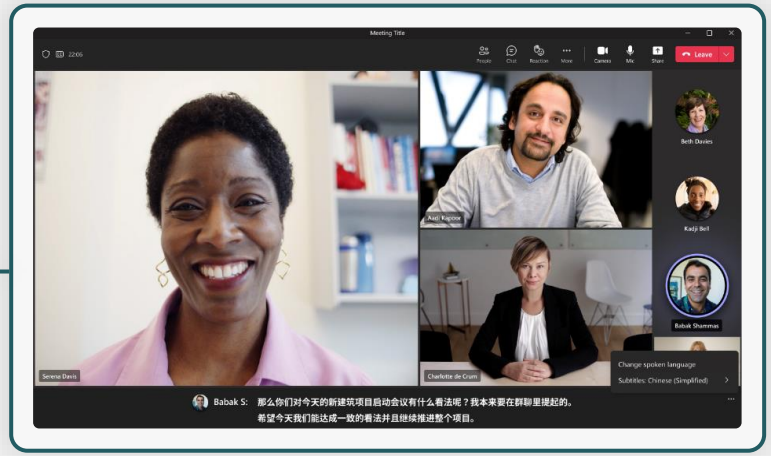
Save time and effort with intelligent meeting recap

Use AI-generated meeting notes and tasks for key points and action items

Quickly discover important moments in the meeting, such as when your name was mentioned, a screen was shared, and when you've joined or left—only visible to you

Speaker timeline markers allow you to jump to different speakers—organized by those you work most closely with

Chapters and topics divide the meeting into sections so it's easy to jump right to where you would like to review

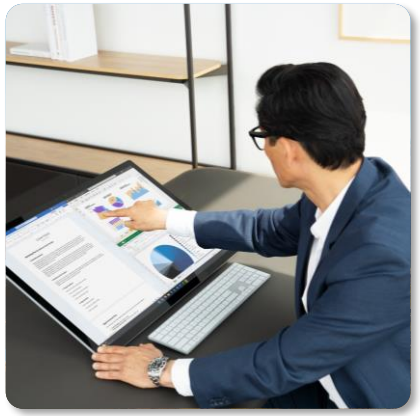


Break down language barriers

Turn on live translated meeting captions in your chosen language

[1] Microsoft 2023 Work Trend Index: Annual Report by Edelman Data x Intelligence, May 2023

Use intelligent meeting recap to save time and stay focused



Michael, an operations manager, can't attend a big meeting tomorrow due to conflicts in his schedule, but he needs to know what was discussed.



Instead of digging through transcripts and recordings or scheduling another meeting, he uses **intelligent recap** to get **AI-generated notes and tasks** after the meeting ends.



Michael reviews **chapters** within the meeting's recording and **topics** to quickly catch up on the conversation's main subjects.



With **personalized timeline markers**, Michael quickly locates what his manager said during the meeting and when his name was mentioned, and jots down the questions he has for next week.



Using **AI-generated tasks**, Michael knows exactly what action items he needs to follow up on without having to watch the entire recording or ask a teammate. He feels connected and productive despite missing the meeting.

AI capabilities across licenses

		Microsoft Teams	Microsoft Teams Premium	Microsoft 365 Copilot
AI capabilities deeply embedded in Teams	AI-based noise suppression	✓		
	AI-based video optimization (brightness, backgrounds)	✓		
	Suggested Replies	✓		
	Live meeting captions and transcript	✓		
	Cameo video overlay on screen share and PowerPoint Live	✓		
Meeting Experience	Real-time translation of meeting captions and transcript		✓	
	Intelligent recap (after meeting) – standardized AI-notes and AI-tasks		✓	
	Intelligent recap (after meeting) – video, speaker, and chapter markers		✓	
	Ask any question about the meeting (available during and after meeting)			✓
	"How did the team react to this proposal?"			✓
	"Does this plan's timeline have any conflicts?"			✓
	"Create a table with pros and cons of option 1"			✓
Other capabilities	Microsoft Copilot UX			✓
	Bing Chat (LLM + Web)			✓
	Microsoft 365 Chat			✓
	Microsoft 365 apps			✓

All licenses include Commercial Data Protection and Microsoft 365 Security, Privacy, and Compliance.

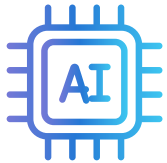
Microsoft 365

Bing Chat Enterprise

Ignite Update:

- Bing Chat,Bing Chat Enterprise, Windows 11 Copilot renamed: **Copilot**
- GA: Dec 1st
- Free for users of: Microsoft 365 Business Standard, Business Premium, E3+E5, A3+A5, F3(soon)

Employees want AI-powered chat, but companies have data security and privacy concerns



92% of technical professionals and business decision makers say they have used or tried an AI tool or service



Employees using AI-powered chat through public web services are putting corporate data at risk



Some large corporations discourage employees from using AI tools because of data leakage risks

**State of AI: Microsoft Tracking Study, June 2023*

Why Bing Chat Enterprise?

It’s powerful and protective

Powerful AI models



Bing Chat Enterprise uses GPT-4 for text and DALL-E 3 for images, the latest in AI models

Transparent about sources



Bing Chat Enterprise cites the data sources behind its answers

No knowledge cutoff



Bing Chat Enterprise provides up-to-date answers. Answers are not limited by the date of the AI model

Commercial data protection



Bing Chat Enterprise doesn’t save prompts or answers, nor use them to train the AI model

Bing Chat Enterprise is a great way to get started with AI

Powerful



Generates answers using GPT-4 and DALL-E 3, the latest in AI models

Protective



Commercial data protection for your confidential information

No additional payment



On Microsoft 365 E5, E3, A3 or A5 (faculty), Business Standard and Business Premium.

Get to know Bing Chat Enterprise

Start at www.Bing.com/chat

Here is a visual tour of Bing Chat Enterprise:

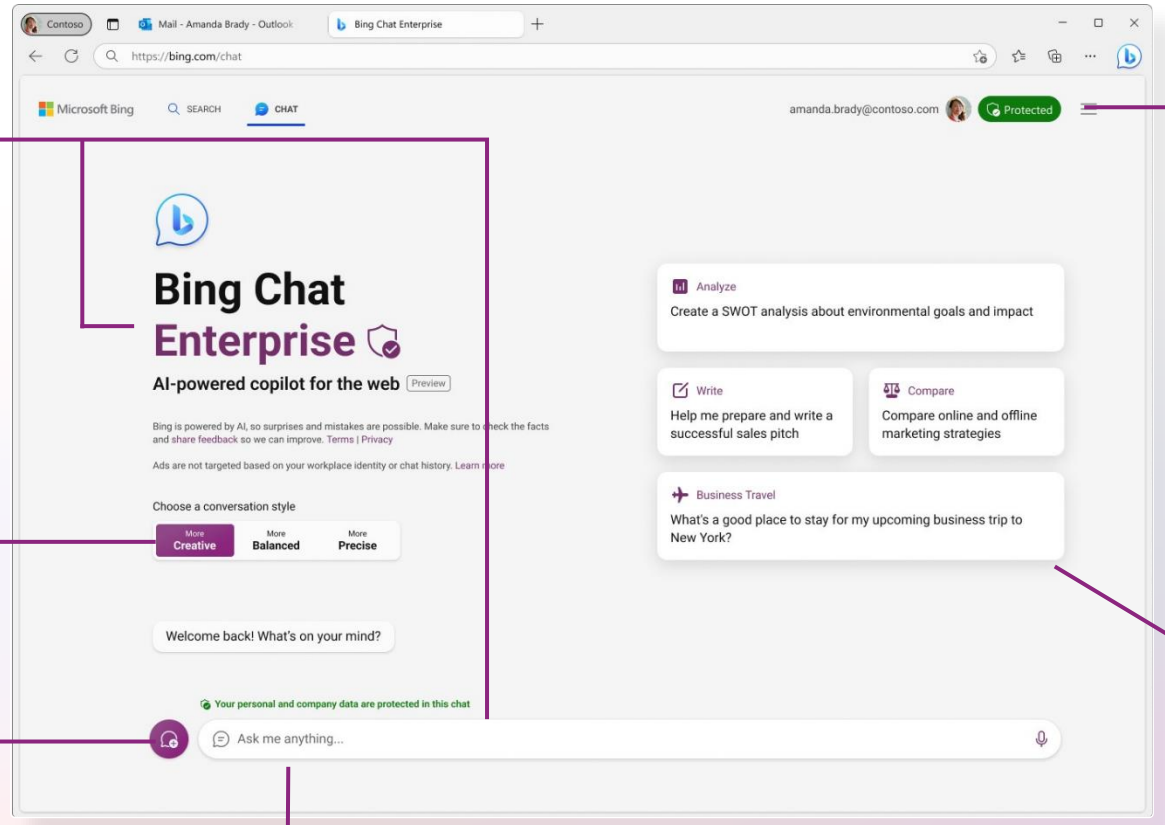
There are additional cues that let you know that you are in the protected Bing Chat Enterprise experience (the name and green text).

Conversation styles

For work, we recommend remaining in the default style (**Creative**) for the most comprehensive answers with the power of GPT-4.

Start a new chat button

Clear your past chat and start a new conversation topic.



Protected badge

Ensure you're signed in with your work account and see that you're Protected. If the green tag is missing, sign in with your work account.

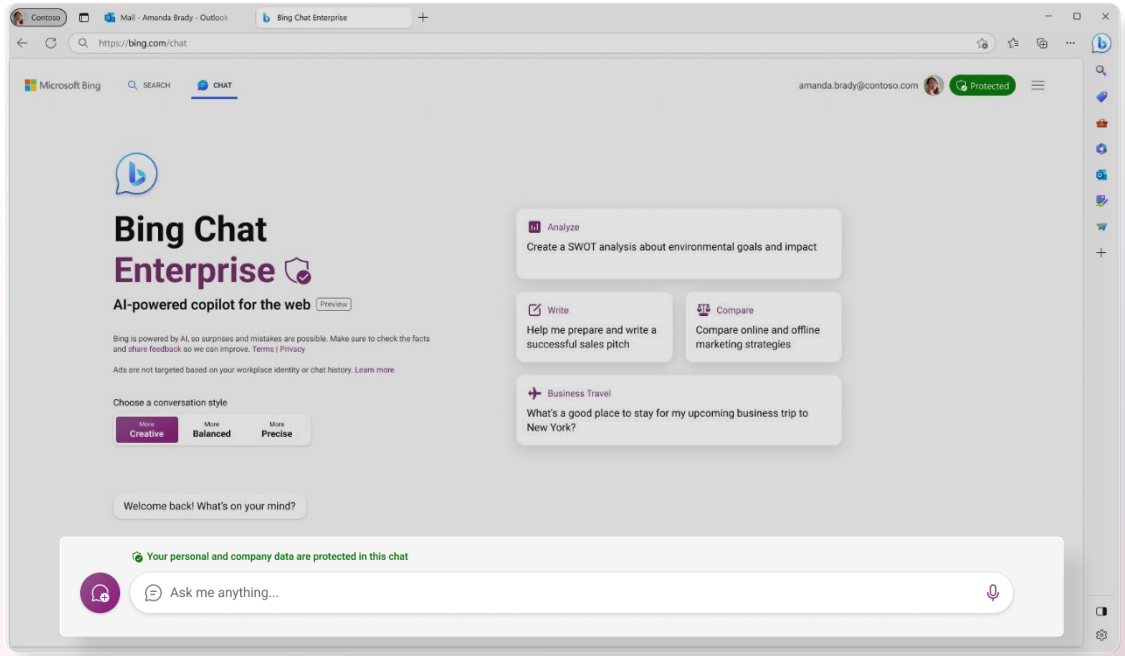
Suggested prompts

If you're not sure what to ask, try or modify a sample prompt!

Text box

Enter your question (your "prompt") here.

What is a “prompt?”



Get started by entering your question in the text box

A **prompt** is the question or instruction you enter in the text box. This is what Bing Chat Enterprise will respond to.

Use natural language. There’s no need to break your idea or question down into keywords.

Classic search is about keywords to get a list of sources. **Chat is about detailed questions or statements, to generate a custom answer for you.**

Enter your first prompt in the text box at the bottom of your screen.

What makes an effective prompt?

Effective

- ✓ **Specific and detailed**
- ✓ In full sentences, with instructions
- ✓ States the tone, purpose, preferred format, etc.

Example: *Recap the findings of the article I've copied below and include the top 3 concerns. Provide the answer in two to three paragraphs and use a business tone.*

Less Effective

- × **Vague**
- × Just a few words
- × No context on preferred output

Example: *Recap article.*

The recap may be more vague than desired, or in a format that you were not seeking.

But there are no 'wrong' prompts because **natural, conversational language is welcome**. Experiment away!

Source: The art of the prompt: How to get the best out of generative AI (Microsoft)

The AI-powered organization → get your SMB customers AI Ready

01



Foundational productivity

02



Microsoft 365 Copilot

The AI-powered organization

01

Foundational productivity

Get AI Ready Checklist

✓

Standardize onto Microsoft 365

Enrich your Copilot experience by getting your data into the Microsoft 365 Cloud.

✓

Protect sensitive business data

Protect internal data from accidental leakage. Ensure users have the right access to the right internal content.

✓

Empower employees with secure, AI-powered tools

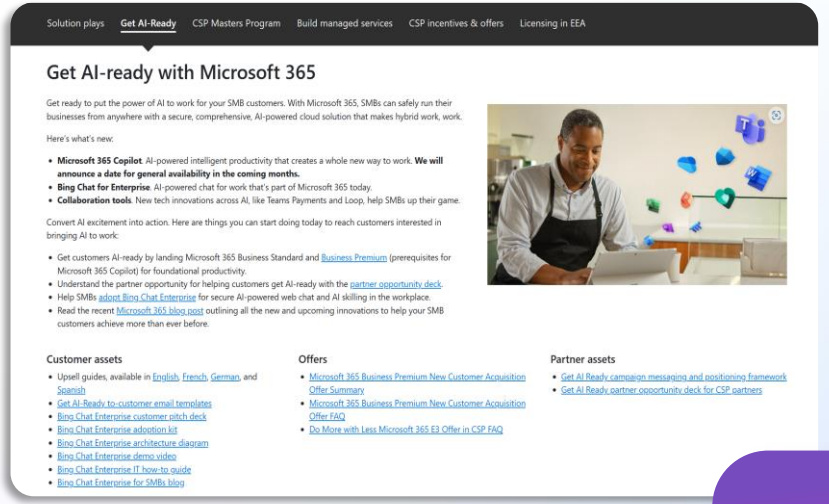
Start using secure AI-powered web chat for the workplace with Bing Chat Enterprise.

Understanding the AI options



	Microsoft Copilot Personal	Bing Chat Enterprise Work	Microsoft 365 Copilot Work
Availability	Available now	Available now in Business Standard/Premium, E3/E5	GA in 2024 Business Standard/ Premium and E3/E5 are prerequisites
GPT Large Language Model	✓	✓	✓
AI-powered web search, answers, and content generation	✓	✓	✓
Commercial data protection		✓	✓
Microsoft 365 enterprise security, compliance, and privacy			✓
Microsoft 365 Graph (content and context)			✓
Microsoft 365 apps			✓

Have a look at these assets, Partners !

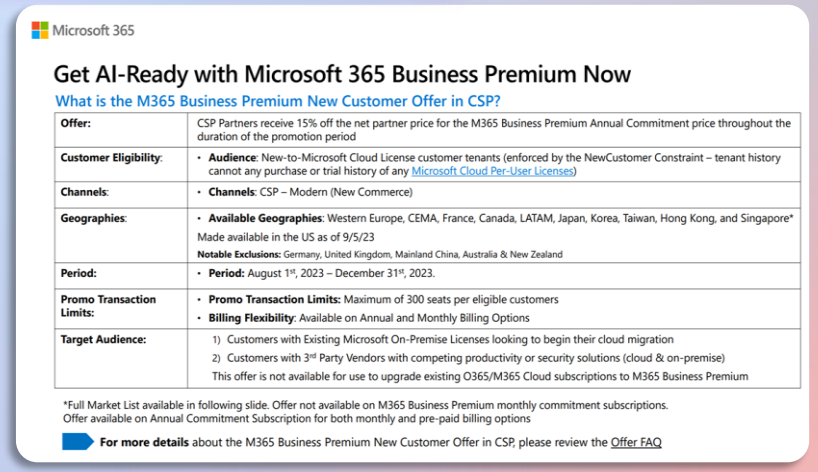






SMB Get Ready for AI





Microsoft

Vertriebsunterstützung für Microsoft Partner im Bereich Microsoft 365

Voraussetzungen

- aktive Sales Opportunity des Microsoft Accounters
- Opportunity size matters (ROI 1:20)
- Partner eligibility: vorausgesetzte Designation pro Pilot-Typ

Microsoft 365 Piloten

Build on the success of Build Intent Workshops &
Close deals with the help of Pilots

Microsoft

Available Pilots

Enable Frontline Worker

Frontline Worker

Employee Experience

Microsoft Viva

Converged Communications

Teams Phone

Cloud Endpoints

Windows 365 Pilot

Description

Pilots are **Microsoft Initiated – Partner Delivered** engagements:

- Extend Build Intent workshop outcomes
- Focus on strategic Modern Work experiences
- Leverage product trials to showcase a full product experience, and drive sales opportunities.
- Enable customers to experience priority use cases within their own production environment
- Advance sales with actionable deployment plans

Incentive Rate Card

Type	Engagement Name	Market A
FY24 Pilot	Frontline Worker Pilot (Large)	$30,000
FY24 Pilot	Frontline Worker Pilot (Medium)	$20,000
FY24 Pilot	Microsoft Teams Phone Pilot	$20,000
FY24 Pilot	Microsoft Viva Goals Pilot	$20,000
FY24 Pilot	Microsoft Viva Insights Pilot	$20,000
FY24 Pilot	Windows 365 Pilot	$20,000

Mehr Details:
Recording FY24 MW Partner Incentive 13.9.2023 HIER;
Incentive Guide HIER

Microsoft

MCI Pilots Stages

Stages	Stage 01 Customer Identification	Stage 02 Claim Customer	Stage 03 Customer Consent	Stage 04 Execution & POE Submission	Stage 05 POE Validation	Stage 06 Payment
Activity	**Microsoft** initiates Pilot opportunity, secures customer and partner commitment, shares Partner Center referral with partner. **Partner** receives Partner Center referral, and separate email from Microsoft with details necessary to claim customer.	**Microsoft** updates MCI to reflect partner and customer eligibility. **Partner** claims customer **within 60 days** of Pilot confirmation email.	**Partner** requests customer consent for engagement. **Customer** consents to Pilot engagement. Claims without customer consent automatically expire.	**Partner** completes engagement per Pilot requirements, submits POE for approval. Claims without POE approval automatically expire.	**Microsoft** approves or declines submitted POE. **Partner** may append or update POE based on MCI Operations Team guidance. Claims without approved POE automatically expire.	**Microsoft** processes payment for claims with approved POE.
Timeline			30 days max from MCI claim date	90 days max from consent date	30 days max from claim submission date	45 days max from claim approval month end

Notes:

- Eligible customers must have active sales opportunity in Microsoft Sales CRM(MSX).
- Eligible partners must be attached to a Microsoft opportunity and meet partner eligibility requirements
- After an opportunity has been shared and communicated by Microsoft, partners will then reflect as eligible in MCI for a pilot and may claim the specified customer.

Microsoft owned Security Solution Assessments (Enterprise + SMC Corporate)

Programs | Solution Assessments

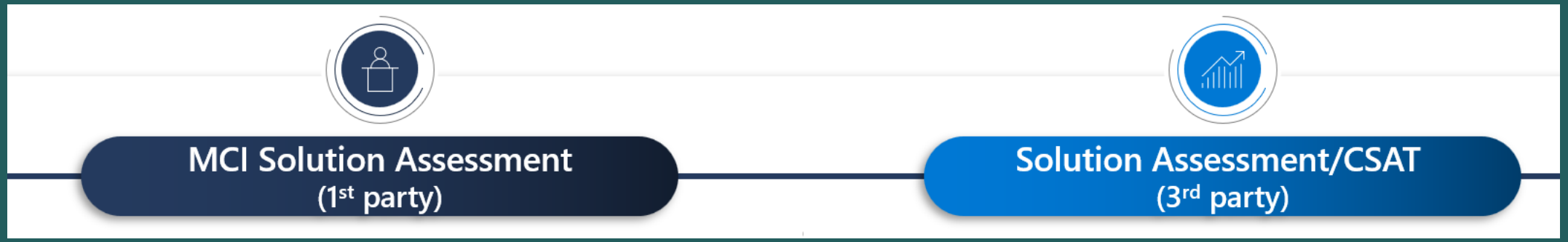
Solution Area				
Infrastructure + Digital App innovation + Data & AI			Security	Business Applications
Rapid Migration Assessment Migration for Infra and Database primarily Windows and SQL servers	Advanced Migration Assessment Application migration	Application Modernization Assessment Modernizing Applications and databases including PowerApps scenarios	**Cloud Security Assessment** Multi-cloud analysis of an organization's security posture, evaluating vulnerabilities, and risks with actionable remediation - **Data Security & Compliance.** Targeting mature customers lacking full E5 Compliance & governance features - **Zero Trust Foundations** Fast discovery & analysis of Zero Trust and Endpoint management controls in preparation for M365 Co-Pilot	Biz Apps Assessment Fast, data-driven analysis and business case recommendation to move legacy versions of AX and CRM to Dynamics 365

Kontakt

SMC Corporate:
Katja Bauer-Dietrichstein
katjabd@microsoft.com

Enterprise:
Account Executive

Partner-led Cyber Security Assessments



Voraussetzungen

- Partner: Solutions Partner Designation for Security
- Zielsegment Endkunden SMC Corporate

Voraussetzungen

- Partner: Wissen über Microsoft Security Solutions
- Zielsegment Endkunden KMU > 50 Mitarbeiter

Program Comparison: MCI Cybersecurity Assessment vs CSAT



MCI Solution Assessment
(1st party)

Evaluates customers cybersecurity posture and reduce their risk exposure by **using Microsoft Security products**: Microsoft Defender Vulnerability Management, Secure Score, Microsoft Purview for IP, Content Explorer and Insider Risk.
Runs via E5 Trial License.



Solution Assessment/CSAT
(3rd party)

An independent assessment of customer's Security & Compliance posture based on facts. It offers prioritized risk mitigation recommendations with appropriate MSFT security solution (M365/ Azure). **Recommendations aligned to CIS 8.0, Zero Trust Framework and NIS2.**
Runs via 3rd party scan/license (self-destruct after scan)

When to Use

When you have a customer interested in a deeper understanding of Microsoft security products and how they solve an identified or foreseen security risk

When a customer's security position is unknown and looking for detailed analysis on their real time threats and vulnerabilities across their data estate

Security – Cybersecurity Assessment (MCI)

Engagement Summary

The Cybersecurity Assessment is designed to evaluate a customers cybersecurity posture and reduce their risk exposure by using advanced Microsoft Security products: Microsoft Defender Vulnerability Management, Secure Score, Microsoft Purview for Information Protection Content Explorer and Insider Risk. The engagement is expected to require about a 1.5-day partner effort. The Cybersecurity Assessment is delivered in the customer's production environment by evaluating their current cybersecurity maturity level, discovering and addressing vulnerabilities on clients and servers, and understanding risk related to data security and insider threats. The Cybersecurity Assessment will provide recommendations and guidance on the next steps to improve their cybersecurity posture and reduce risk exposure based on the assessment findings.

Engagement Term

Oct. 1, 2023, through June 30, 2024

Partner Eligibility

Partner Agreement
Microsoft Cloud AI Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
Solutions Partner for Security Designation

Customer Qualification

- 500-5000 users with active Windows devices*, and
- 500 -5000 Paid Available Units (PAU) for Exchange Online, SharePoint Online or Teams and
- 50+ Monthly Active Users (MAU) for Exchange Online, SharePoint Online or Teams

* Eligible number of active Windows devices should be confirmed with customers pre-engagements to ensure all activity requirements can be met.

Measure and Reward

MCI Activity Payment: Market A = $2.5K, Market B = $1.5K, and Market C = $750. Also available to run in CSI for $5K.

Activity Requirements

For the Cybersecurity Assessment Engagement to be considered complete, a partner is required to deliver the following activities:

- Analyze the customers' production environment and their current cybersecurity maturity level based on v8 of the CIS Critical Security Controls.
- For the assessment tools to work properly and for POE approval, customer must have 500-5000 active windows devices.
- A vulnerability assessment using:
  - Microsoft Defender Vulnerability Management
  - Microsoft Secure Score
- A data security assessment using:
  - Microsoft Purview Information Protection Content Explorer
  - Microsoft Purview Insider Risk Management Analytics
- An optional Cloud Application discovery using Microsoft Defender for Cloud
- Provide recommendations and next steps:
  - Map the engagement findings to common threat scenarios, allowing the customer to see their cybersecurity maturity in relation to common cybersecurity threats.

Purchasing motion
Breadth, Enterprise and self-service purchasing motions

Earning Type
Fee

Free Security Assessment for SMB customers powered by CSAT Quickscan (QS Solutions)

Rapid Security Assessment | What You Get

Objective: Provide Microsoft partners and customers with Rapid Security Assessments that can help **drive data-driven implementations** of security policies, procedures, and tools using built-in reports to support **migration plans** to improve security based on CIS Controls and the Zero Trust framework.

1

CSAT Scan and Analysis

- Scans an organization's endpoints via CSAT QuickScan, as well various additional data sources in a customer's on-premise and cloud environments.
- Collects and analyzes data from the hybrid IT environment with a 4-6 hour scan to provide data-driven recommendations.
- Classification of security threats identified during the scan based on Microsoft's Zero Trust framework.

2

CSAT Questionnaire

- Collection of additional information about the customer security-related policies and procedures that cannot be gathered from the CSAT scan.
- Asks questions to evaluate customer's security-related policies, process, procedures, identity and data management, among others.

3

CSAT Report

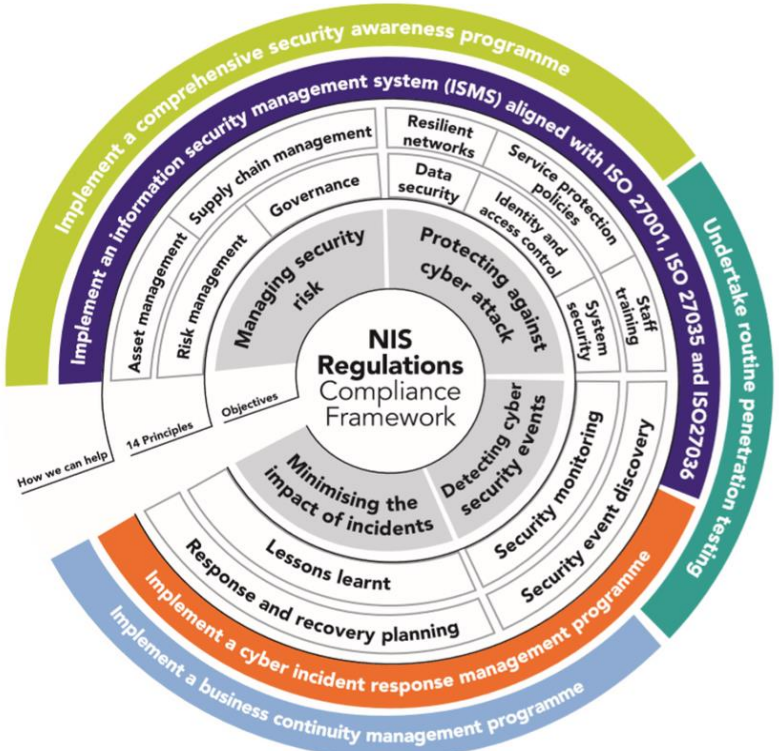
The SMB Desk will provide a report outlining key findings and high-level recommendations in support of improving the organization's cybersecurity posture, including:

- An organizational security maturity score **based on CIS Controls v8 –NIS 2.0 ready**
- Data-based recommendations ranked by level of urgency and probability of a security issue – i.e. quick wins and longer term actions.
- Identification of MS security products associated with recommendations to upsell and/or deploy additional licenses, products, and services.

NIS 2.0 Objectives & Principles fully aligned Microsoft Technology

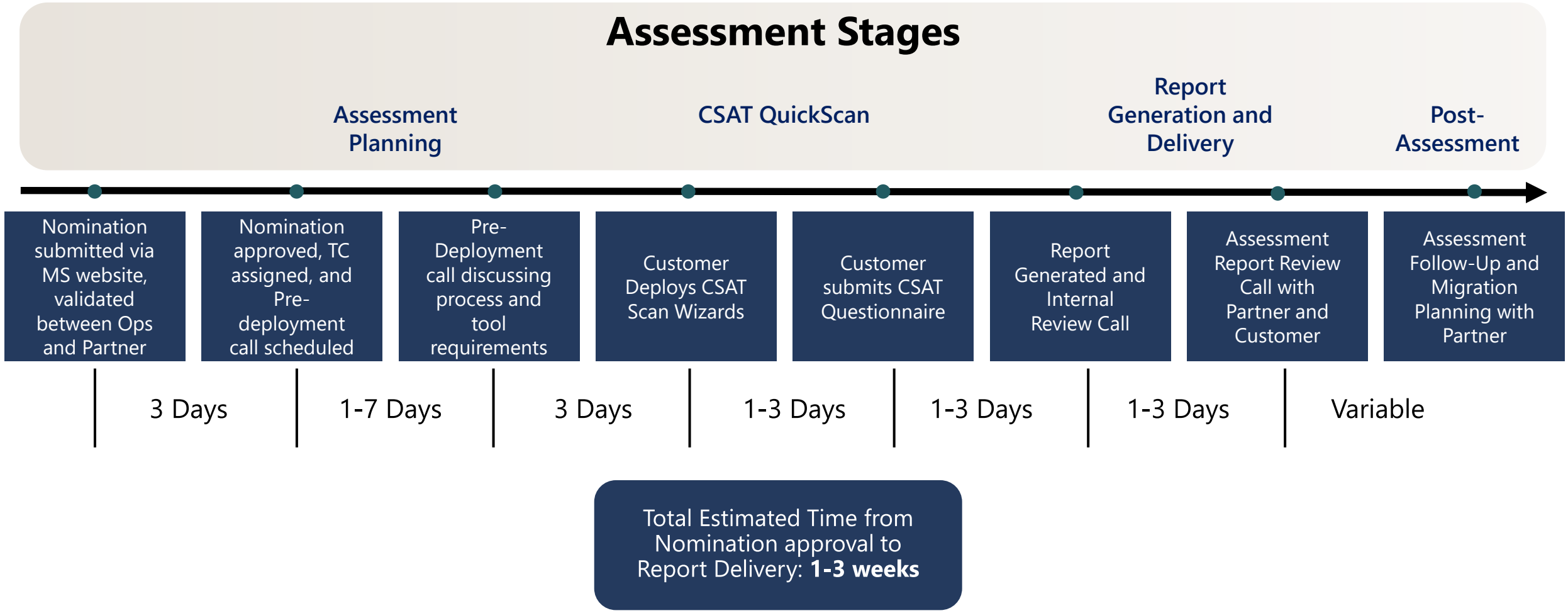
NIS Principles	Microsoft Solution	Comments
Governance	Defender CSPM, Entra	
Risk Management	Defender XDR and Purview Compl. Mgr. & Insider Risk	
Asset Management	Defender CSPM, Defender for Endpoint	
Supply Chain	Defender XDR, Entra and DevOps	
Service Protection	Defender for API	In Preview
Identity & Access	Entra	
Data Security	Purview	
System Security	Defender for Endpoint, Defender for IoT and Intune	
Resilient Networks	Azure Network Security	3rd party integration with the major NDR vendors
Staff Awareness	O365 Phishing Simulation and Learning Paths	
Security Monitoring	Microsoft Sentinel	
Proactive Security	Defender XDR	
Response and Recovery	Defender XDR, Azure Backup and Recovery	3rd party integration with major DR vendors
Lessons Learned	N/A	

*Defender XDR = Defender for Cloud + M365 Defender



NIS Objectives							
A: Managing security risk		B: Protecting against cyber attack		C: Detecting cyber security incidents		D: Minimising the impact of cyber security incidents	
NIS Principles							
A1: Governance	A2: Risk management	B1: Service protection policies and processes	B2: Identity and access control	C1: Security monitoring	C2: Proactive security event discovery	D1: Response and recovery planning	D2: Lessons learned
A3: Asset management	A4: Supply chain	B3: Data security	B4: System security				
		B5: Resilient networks and systems	B6: Staff awareness and training				

Rapid Security Assessment | Estimated Timeline



Microsoft 365

Microsoft 365 Sales Advisor in Microsoft 365 Lighthouse

The evolution of Project Orland for Cloud Solution Providers

The challenges partners face today



Too many customers and too few employees to engage customers proactively



Not enough insights to profile and target their customers efficiently



Too many disparate customer deployments to ensure consistency and security needs are all met

The opportunity beyond acquisition and renewal

Onboarding



Of customers could benefit from deployment assistance.

Premium offerings



Of your install base could benefit from a more secure and productive solution, like Business Premium.

Management



SMBs consider partner managed services to be very valuable.

Maximize customer lifetime value.

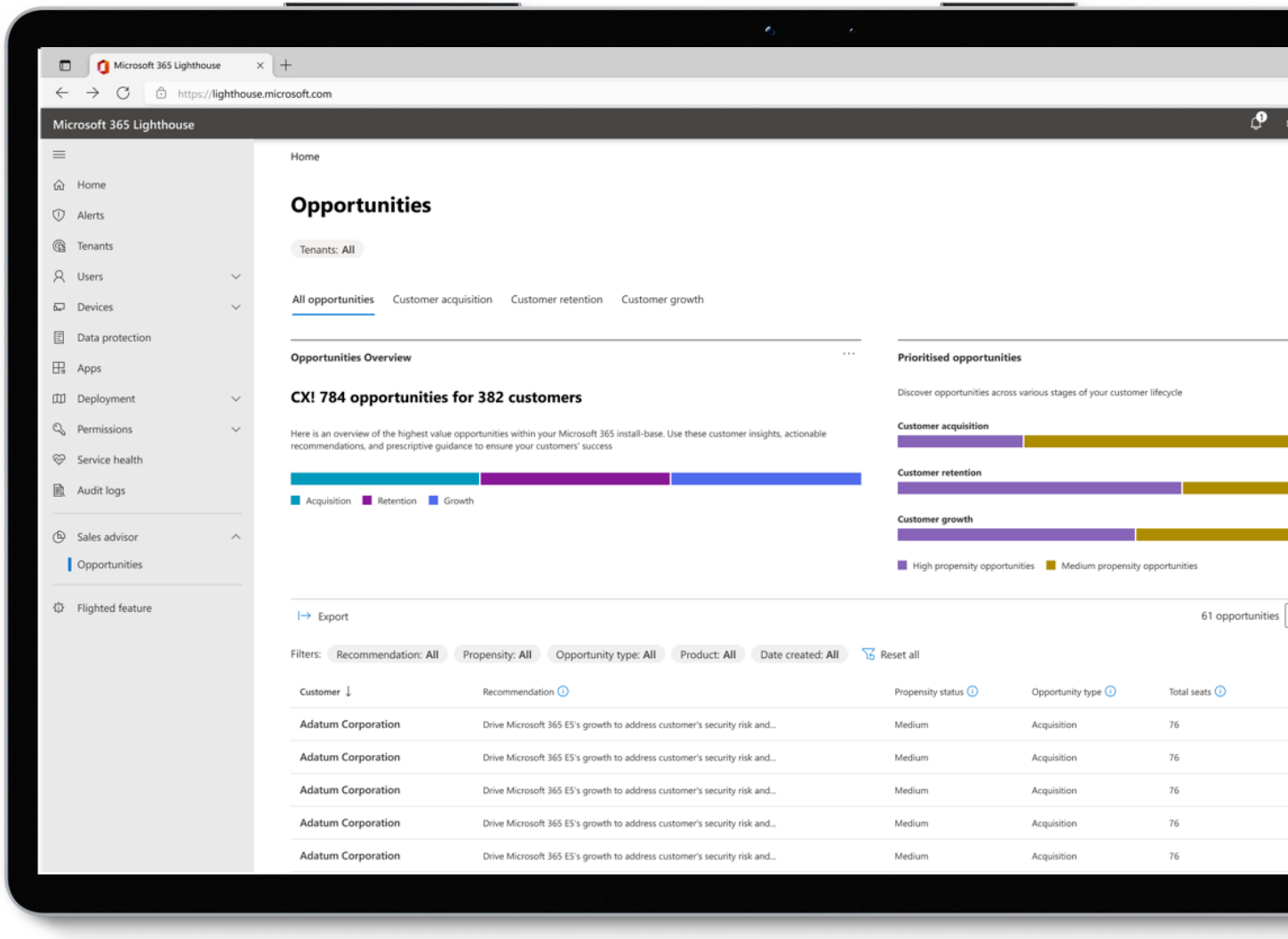
Proactive upselling, cross-selling, and attaching professional and managed services unlocks potential...
creating customers for life.

01 Understand your customers better

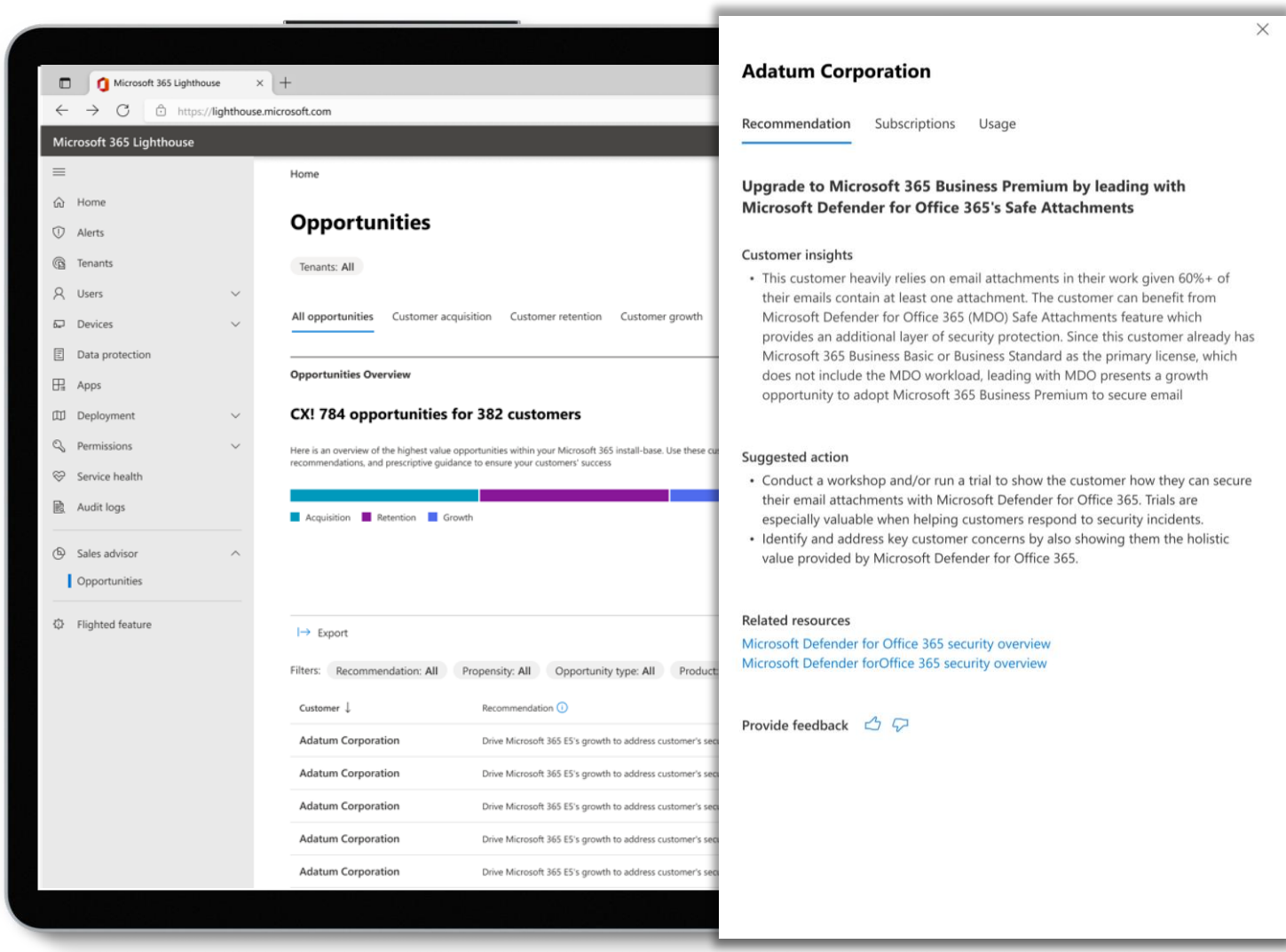


- Customer insights
- Product usage
- License position

Gain a holistic view of your customer's health and interests



Identify the best opportunities for engaging with your customers



Microsoft 365

Microsoft CSP Modern Work + Security Promotions

Partner Promotions für Modern Work Cloud

-15% Microsoft 365 Business Premium Promotion

bis 31.12.2023

Bei Bestellung der Annual SKU
-15% aufs erste Jahr

- Nur gültig für Microsoft 365 Neukunden

Bitte informieren Sie sich beim CSP Technologiepartner über Abwicklungsdetails für Ihren Kunden

-15% Microsoft 365 E3 Promotion

bis 30.06.2024

Bei Bestellung der Annual SKU
-15% aufs erste Jahr

- Gültig für Office 365 E1 & E3 Bestandskunden (vor 1.10.2023 erworben)

Bitte informieren Sie sich beim CSP Technologiepartner über Abwicklungsdetails für Ihren Kunden

Microsoft 365 E3 EEA (without Teams) Promotion

bis 30.06.2024

Bei Bestellung der Annual SKU
-15% aufs erste Jahr

- Gültig für M365 Neukunden
- Office 365E1 & E3EEA Bestandskunden ohne Teams (nach dem 1.10.2023 erworben)

Bitte informieren Sie sich beim CSP Technologiepartner über Abwicklungsdetails für Ihren Kunden

-20% Windows 365 Enterprise Promotion

bis 31.12.2023

Bei Bestellung der Annual SKU
-20% aufs erste Jahr

Gültig für: Microsoft 365 Business Premium Bestandskunden

Max 300 User pro Tenant

Bitte informieren Sie sich beim CSP Technologiepartner über Abwicklungsdetails

Wegen Nachfrage: 5 Windows 365 Enterprise IUR Lizenzen in MW Designation enthalten!

Microsoft 365

Finally..... ☺

Meine nächsten Schritte als Partner:

FY24 Prioritäten in Modern Work + Security verstehen

- **ALSO, TD Synnex, Ingram + Arrow bieten Microsoft 365 Security** Partner Readiness **Support an**
- Partnermarketing **AI Landingpage**
- AI Features aus **Bing Chat Enterprise** und **Teams Premium** selbst verwenden
- Im Selbststudium: **MS-012 Prepare your customers' organization for Microsoft 365 Copilot**

Vertriebsunterstützungs-möglichkeiten für Partner studieren

- Microsoft 365 Lighthouse inkl **Microsoft 365 Sales Advisor Onboarding** durchführen
- Landingpage zum Einwerfen des **gratis Cyber Security Assessments für KMUs oder MCIs** für **Großkunden** über **Partner Center** einwerfen
- **Zusammenarbeit mit Distis** betreffend Promotions und Support für GTM Aktivitäten

PARTNER DAY
21.November 2023

BizApps

Lisa Tschögl, Microsoft
Channel Sales Manager





Karin Maschl, Microsoft
Territory Channel Manager

Birgit Hesselmeyer, Companial
Partner Success Manager



Was kann ich seit dem 01.10.2023 beantragen?

Variable Payout - Select one or more engagements vs MSX Opportunity ID:

Envisioning
$12,000

Identify opportunities for digital transformation and expand deal size

Business Value Assessment
$12,000

Establish **business case** by connecting desired business outcomes to product capabilities

Solution Assessment
$7,000

Tailor **solution roadmap** for how organization will achieve digital transformation goals

Power Center of Excellence (PCOE)
$12,000

Drive best practices, ensure **governance and administration** of technology and processes

AIM Assessment
(Migrations)
$5,000

Help on-premises Dynamics customers **start their cloud migration journey** by articulating the value of AI and Dynamics 365, including: Functional, Technical, and Customization elements

Tailored Demo
(Available for SMB, SMC)
$12,000

Showcase solution value with **customer's own scenario** and data

Payout = Lower of 2 calculations:
- # of engagement delivery hours * Market Rate by Partner Location
- 7.5% of MSX Opportunity Size

Definitions
- **MSX Opportunity** Size - Annual revenue opportunity across Dynamics 365 and Power Platform products. Based on actual 12-month billing expected. Minimum ACV = $**20,000** USD.
- Annual Contract Value – **EA licensing** – Average annual value across the 3/5-year deal; **CSP licensing** – 12 – month billing period.
- Min **Inspire stage**

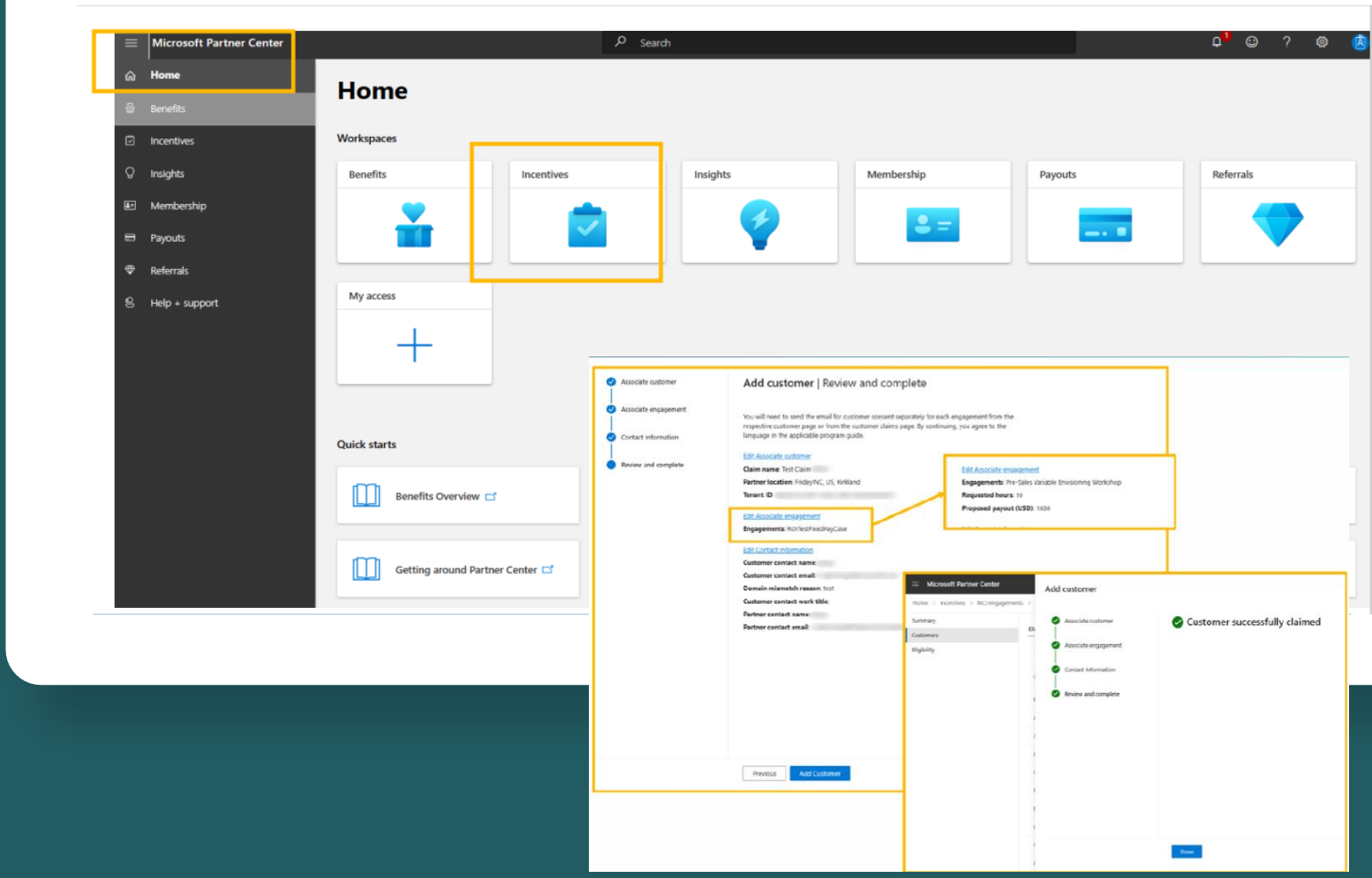
New Fixed Fee Needs Assessments + AIM
(Needs Assessments= SMB)

Demonstrate solution value *for:*
- D365 Sales - **$1,500**
- D365 Business Central - **$1,500**
- Power Platform - **$1,500**
- AIM (Migrations - **$3,500**

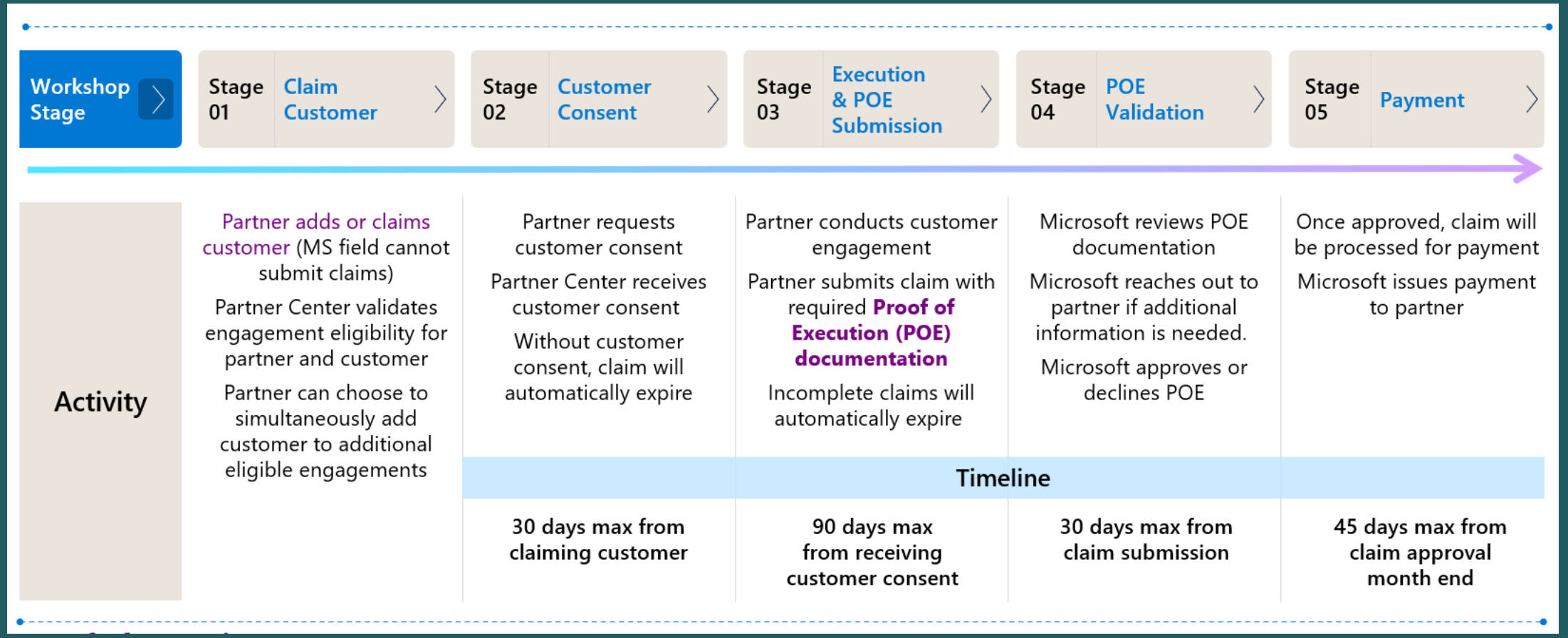
Definitions
- Fixed AIM Fee expands the universe of customers eligible for Activities by including those with no MSX opportunity ID including many SMB customers.
- Nominate customers using a **TPID or Tenant ID or Domain.**

Wie kann ich das Funding beantragen?

https://aka.ms/MCI/Claim



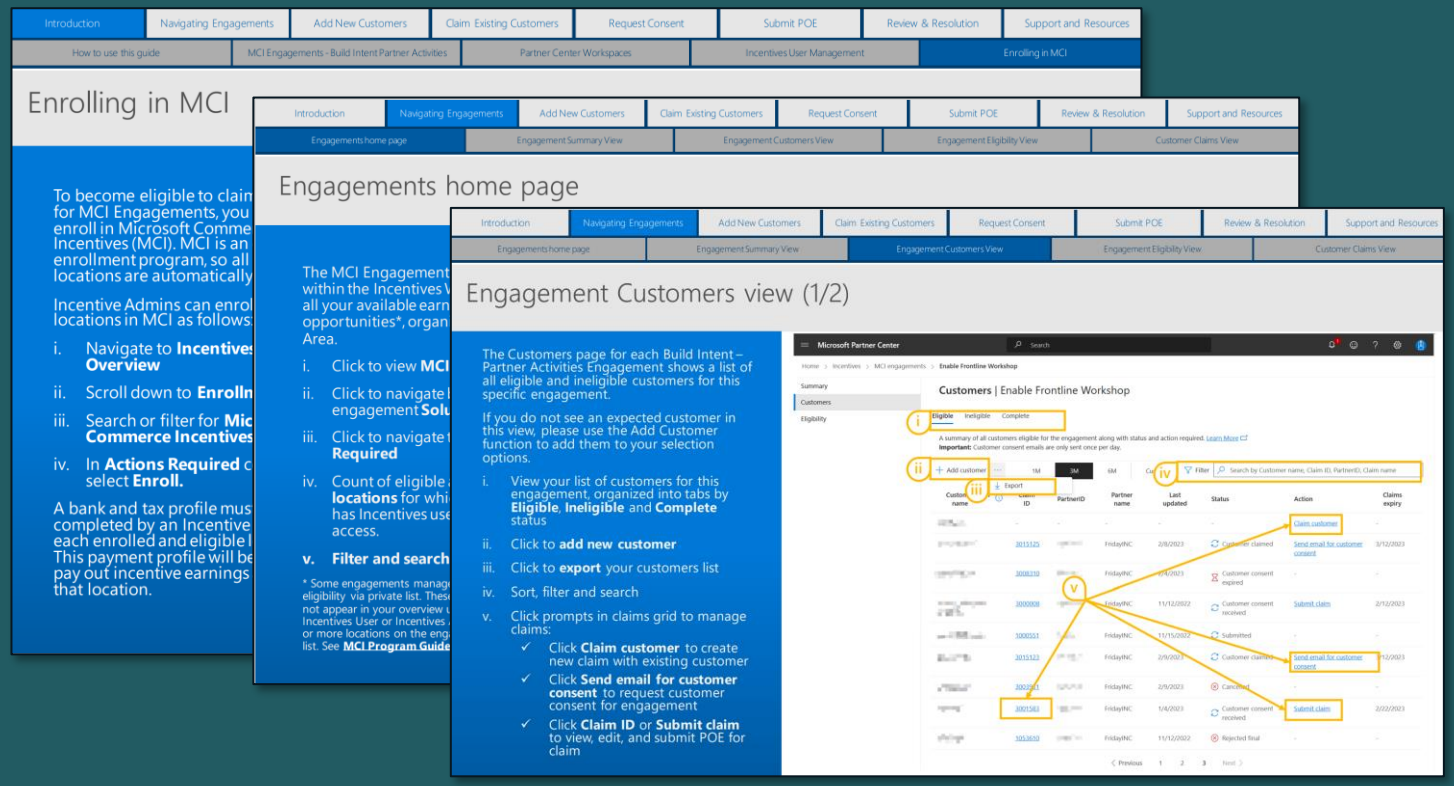
Wie sieht der Prozess aus?



Gibt es eine Anleitung?

Step-by-Step Guide
https://aka.ms/MCIPartnerActivitiesClaimsGuide

Demo Video



MSX Opportunity ID?

Brauche ich weiterhin eine MSX Opportunity ID?

Ja
für alle Aktivitäten mit variabler Bezahlung

Wie komme ich zu einer MSX Opportunity ID?

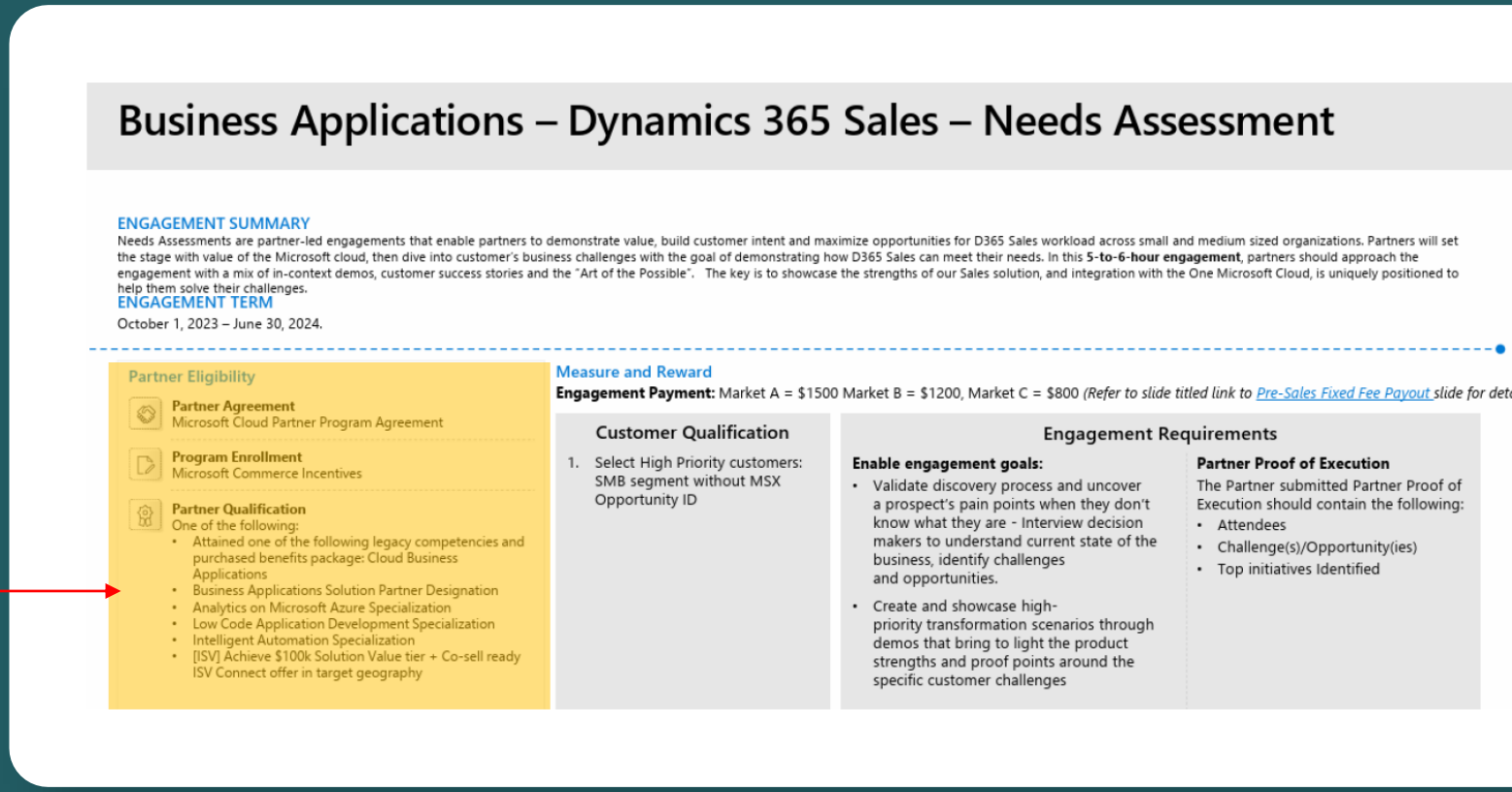
- Microsoft Seller
  Kundenname
  Entscheider beim Kunden (+Mail)
  Anzahl x SKUs + Listpreis
  geplantes Datum Lizenzbestellung
  Vertragsform (CSP/ SCE)
  Seller beim Partner
- Co-Sell Request via Partner Center

Funktioniert es auch, ohne vorher mit einem Microsoft Seller zu sprechen?

Ja
für alle Aktivitäten mit fixer Bezahlung

Welche Voraussetzungen muss ich als Partner erfüllen?

https://aka.ms/incentivesguide



Business Applications – Dynamics 365 Sales – Needs Assessment

ENGAGEMENT SUMMARY

Needs Assessments are partner-led engagements that enable partners to demonstrate value, build customer intent and maximize opportunities for D365 Sales workload across small and medium sized organizations. Partners will set the stage with value of the Microsoft cloud, then dive into customer's business challenges with the goal of demonstrating how D365 Sales can meet their needs. In this **5-to-6-hour engagement**, partners should approach the engagement with a mix of in-context demos, customer success stories and the "Art of the Possible". The key is to showcase the strengths of our Sales solution, and integration with the One Microsoft Cloud, is uniquely positioned to help them solve their challenges.

ENGAGEMENT TERM

October 1, 2023 – June 30, 2024.

Partner Eligibility

Partner Agreement
Microsoft Cloud Partner Program Agreement

Program Enrollment
Microsoft Commerce Incentives

Partner Qualification
One of the following:

- Attained one of the following legacy competencies and purchased benefits package: Cloud Business Applications
- Business Applications Solution Partner Designation
- Analytics on Microsoft Azure Specialization
- Low Code Application Development Specialization
- Intelligent Automation Specialization
- [ISV] Achieve $100k Solution Value tier + Co-sell ready ISV Connect offer in target geography

Measure and Reward

Engagement Payment: Market A = $1500 Market B = $1200, Market C = $800 *(Refer to slide titled link to Pre-Sales Fixed Fee Payout slide for det*

Customer Qualification

1. Select High Priority customers: SMB segment without MSX Opportunity ID

Engagement Requirements

Enable engagement goals:

- Validate discovery process and uncover a prospect's pain points when they don't know what they are - Interview decision makers to understand current state of the business, identify challenges and opportunities.
- Create and showcase high-priority transformation scenarios through demos that bring to light the product strengths and proof points around the specific customer challenges

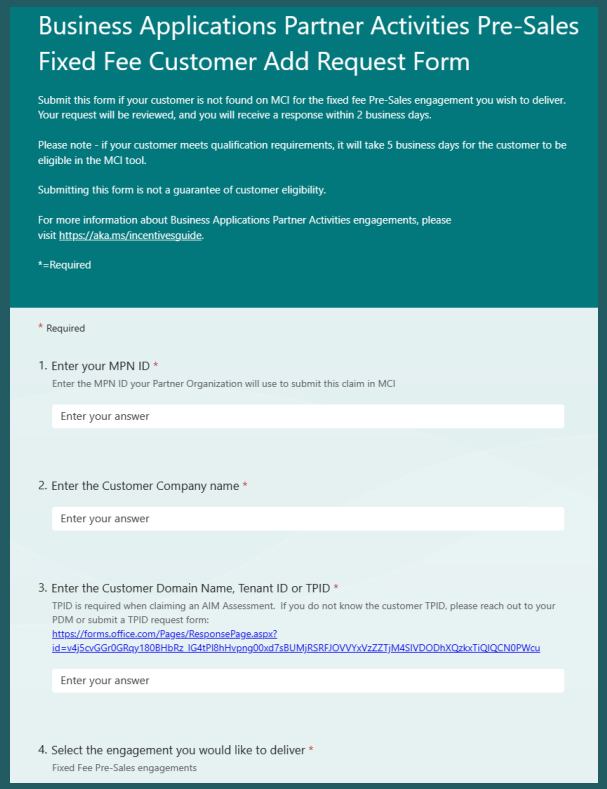
Partner Proof of Execution

The Partner submitted Partner Proof of Execution should contain the following:

- Attendees
- Challenge(s)/Opportunity(ies)
- Top initiatives Identified

Ich kann meinen Kunden in Partner Center nicht finden…
… und wie komme ich zur TPID eines Kunden?

https://aka.ms/BAPartnerActivitiesCustomerAdd



Business Applications Partner Activities Pre-Sales Fixed Fee Customer Add Request Form

Submit this form if your customer is not found on MCI for the fixed fee Pre-Sales engagement you wish to deliver. Your request will be reviewed, and you will receive a response within 2 business days.

Please note - if your customer meets qualification requirements, it will take 5 business days for the customer to be eligible in the MCI tool.

Submitting this form is not a guarantee of customer eligibility.

For more information about Business Applications Partner Activities engagements, please visit https://aka.ms/incentivesguide.

*=Required

* Required

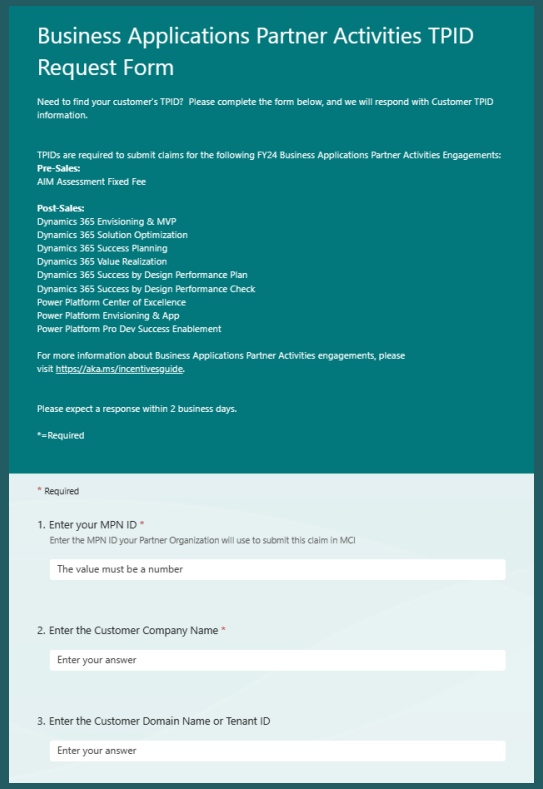
1. Enter your MPN ID *
Enter the MPN ID your Partner Organization will use to submit this claim in MCI
Enter your answer

2. Enter the Customer Company name *
Enter your answer

3. Enter the Customer Domain Name, Tenant ID or TPID *
TPID is required when claiming an AIM Assessment. If you do not know the customer TPID, please reach out to your PDM or submit a TPID request form:
https://forms.office.com/Pages/ResponsePage.aspx?id=v4j5cvGGr0GRqy180BHbRz_lG4tPl8hHvpng00xd7sBUMjRSRFJOVVYxVzZZTjM4SlVDODhXQzkxTiQlQCN0PWcu
Enter your answer

4. Select the engagement you would like to deliver *
Fixed Fee Pre-Sales engagements

https://aka.ms/BAPartnerActivitiesTPIDRequest



Business Applications Partner Activities TPID Request Form

Need to find your customer's TPID? Please complete the form below, and we will respond with Customer TPID information.

TPIDs are required to submit claims for the following FY24 Business Applications Partner Activities Engagements:
Pre-Sales:
AIM Assessment Fixed Fee

Post-Sales:
Dynamics 365 Envisioning & MVP
Dynamics 365 Solution Optimization
Dynamics 365 Success Planning
Dynamics 365 Value Realization
Dynamics 365 Success by Design Performance Plan
Dynamics 365 Success by Design Performance Check
Power Platform Center of Excellence
Power Platform Envisioning & App
Power Platform Pro Dev Success Enablement

For more information about Business Applications Partner Activities engagements, please visit https://aka.ms/incentivesguide.

Please expect a response within 2 business days.

*=Required

* Required

1. Enter your MPN ID *
Enter the MPN ID your Partner Organization will use to submit this claim in MCI
The value must be a number

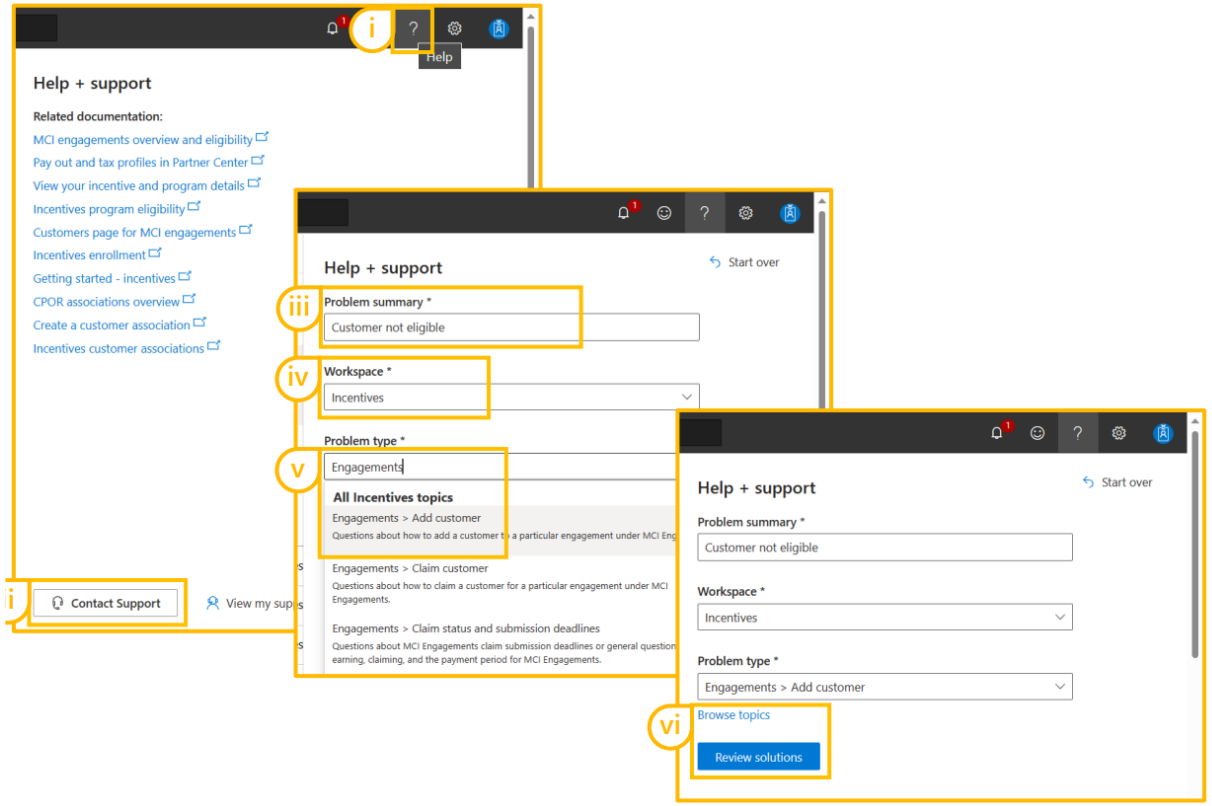
2. Enter the Customer Company Name *
Enter your answer

3. Enter the Customer Domain Name or Tenant ID
Enter your answer

Wo bekomme ich Unterstützung?

Partner Activities Support in Partner Center

Request support through MCI Platform
Step 1: Create New Ticket Step 2: Select Workspace = Incentives



Wo kann ich das alles nachlesen?

Business Applications Partner Activities Resources

- Incentives Guide – engagement and funding details for FY24 Partner Activities
- Partner Activities Site – updates, information, activity delivery resources, Proof of Execution templates
  - Pre-Sales Information
  - Post-Sales Information
  - Resources
- Business Applications MCI Partner Sessions – register for upcoming and view past Business Applications MCI Partner Sessions.
- TPID Request Form – Partners must enter customer TPID to claim AIM Assessment Fixed Fee and Post-Sales engagements. Use this form to request your customer's TPID.
- Customer Addition Form – For Pre-Sales Fixed Fee engagements only. If your customer is not eligible in MCI, please request to have the customer added to the eligible list.

MCI Resources

- MCI Claims Guide – information on enrolling in MCI, navigating the platform, claiming a customer and invoicing
- Partner Center – MCI Engagements Workspace
- MCI Resources
- Steps to Enroll in the MCI program
- Submit a claim HERE

MCI & Engagement Support

For questions regarding FY24 Business Applications Partner Activities, the MCI claims process, engagement delivery, invoicing please reach out to the **Partner Center Support Team.** To request support, submit a query to https://aka.ms/partnercentersupport.

Please include the following information:
- Problem Summary: Type brief explanation of issue
- Workspace: Incentives
- Problem Type: Type "Engagements" to filter and select the most relevant subtopic.

Proof of Execution Templates

Proof of Execution Templates must be used when creating the engagement's Proof of Execution Documents (required in FY24).

Pre-Sales:

- Envisioning
- Business Value Assessment
- Solution Assessment
- Power Center of Excellence
- Tailored Demo
- AIM Assessment
- D365 Business Central Needs Assessment
- D365 Sales Needs Assessment
- Power Platform Needs Assessment

Post-Sales:

- Dynamics 365 – Envisioning & MVP
- Dynamics 365 – Solution Optimization
- Dynamics 365 – Success by Design Performance Plan
- Dynamics 365 – Success by Design Performance Check
- Dynamics 365 – Success Planning
- Dynamics 365 – Value Realization
- Power Platform – Center of Excellence
- Power Platform – Envisioning & App
- Power Platform – Pro Dev Success Enablement

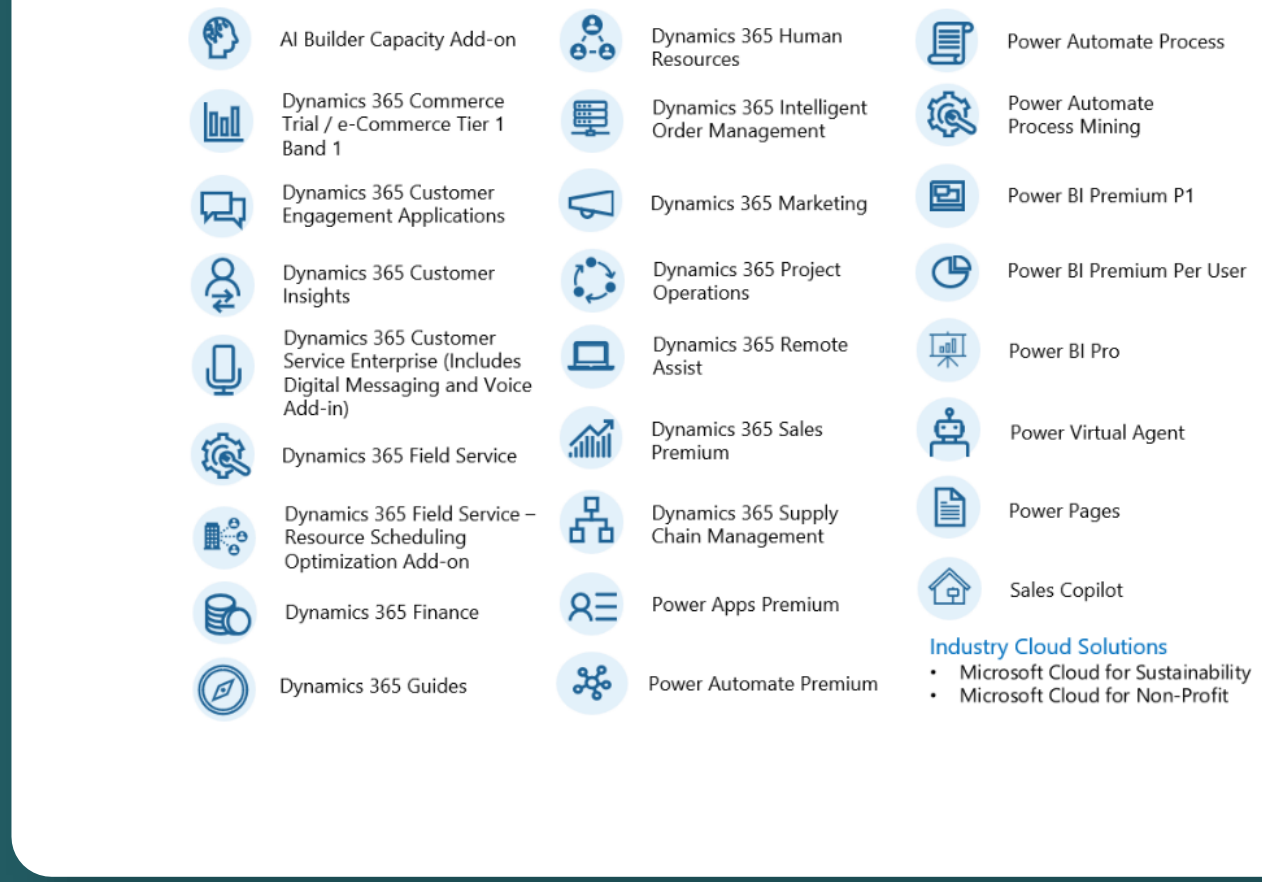
Wie werde ich über Updates informiert?

[Dynamics 365 Partner Portal (microsoft.com)]



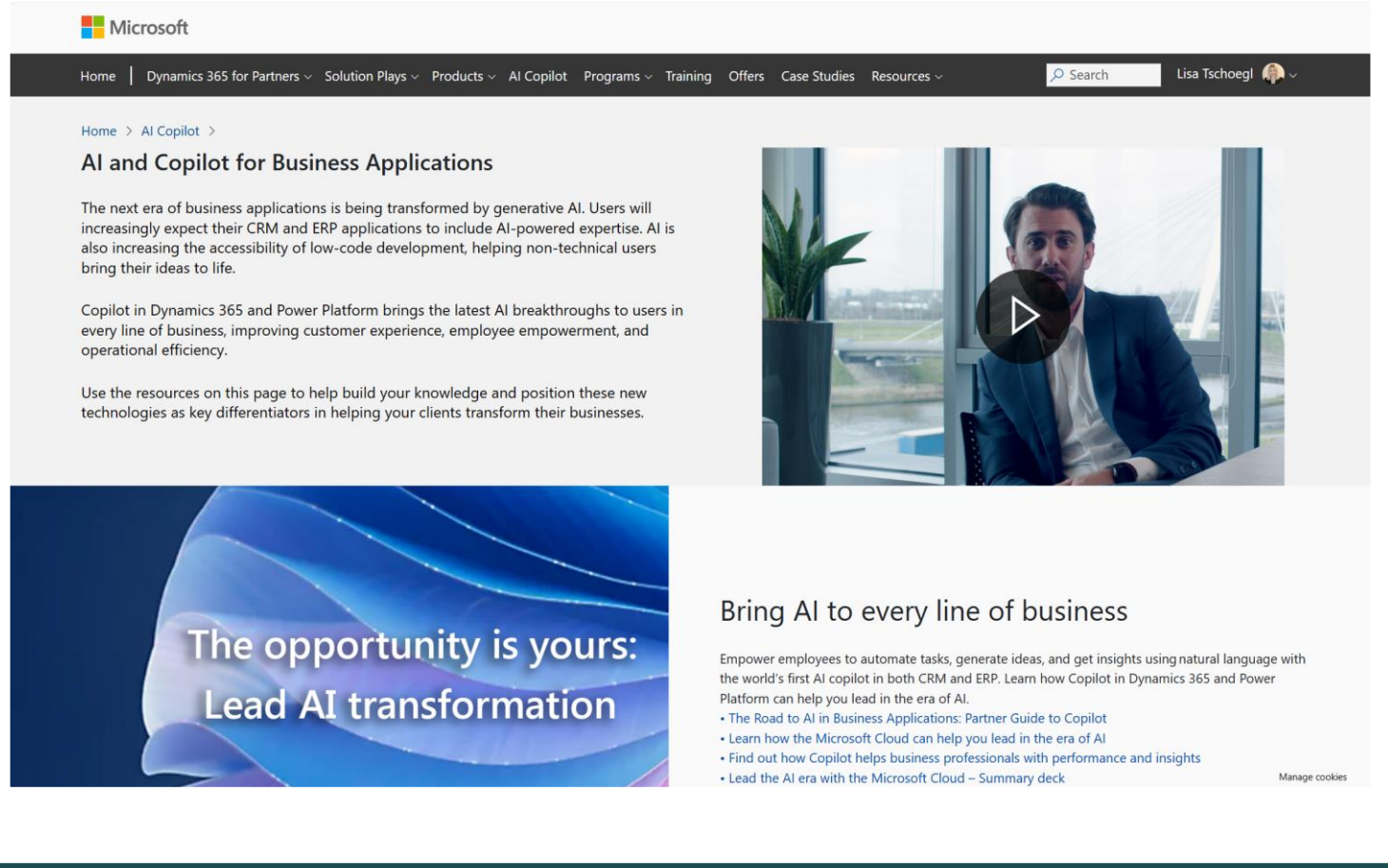
Was ist mit den Pilot/Test-Lizenzen passiert?

- Einreichen über Microsoft Seller
- mind. 35k Annual Contract Value
- 60 Tage



Wo finde ich Copilot Präsentationsmaterial etc.?

[Dynamics 365 Partner Portal (microsoft.com)]



Welche Copilot Trainings gibt es?

- **Sales Bootcamps**
- Facilitated by Microsoft Sales Specialists and aim to help partners drive sales conversations in the Era of AI transformation:
- [On Demand] Low Code Sales Bootcamp: Leading with Copilot and demystifying AI
- [Dec 5-7] SMB Sales Bootcamp: Selling Copilot in SMB | AI in SMB

- Link: https://aka.ms/partner/sales

- **Microsoft Dynamics 365 Customer Service Copilot Workshop**
- Learn how you can empower agents with tools powered by next-generation AI that fuel collaboration and productivity across teams. And transform operations with automation that drives efficiency and generates outcome-based value for customers. Register here (On-demand)

·Biz Apps Copilot Related Workshops (L300)

·These workshops are focused on helping partners gain deployment/implementation capability to accelerate time to value:

- [On-demand] Innovate with AI & Power Platform
- [On-demand] Reimagine Processes Automation with AI & Power Automate
- [Oct 30-Nov 2] Innovate with AI & Power Platform Low Code Tools
- [Nov 7-9] Build Next-generation AI-powered Customer Experiences with Dynamics 365 Customer Insights
- [Nov 20-22] Reimagine Processes Automation with AI & Power Automate
- [Dec 12-13] Transform Field Operations with AI and Connected Field Service
- Extensibility of Copilot in Business Applications: Feb, Mar
-

·More details: BA Depth Enablement Portal

Weitere Fragen?





PARTNER DAY
21.November 2023

AI4Good: Gebärdenspracherkennung in Teams

http://slrproject.ai



Peter Hödl
Enterprise Architect
atwork GmbH

atwork
we get you in the cloud

Always start with the why ..

PARTNER DAY
21.November 2023

Gebärdensprachen sind natürliche Sprachen, die von vielen Menschen auf der ganzen Welt gesprochen wird

Erleichtern der Kommunikation und Zusammenarbeit zwischen Menschen mit und ohne Hörbehinderung

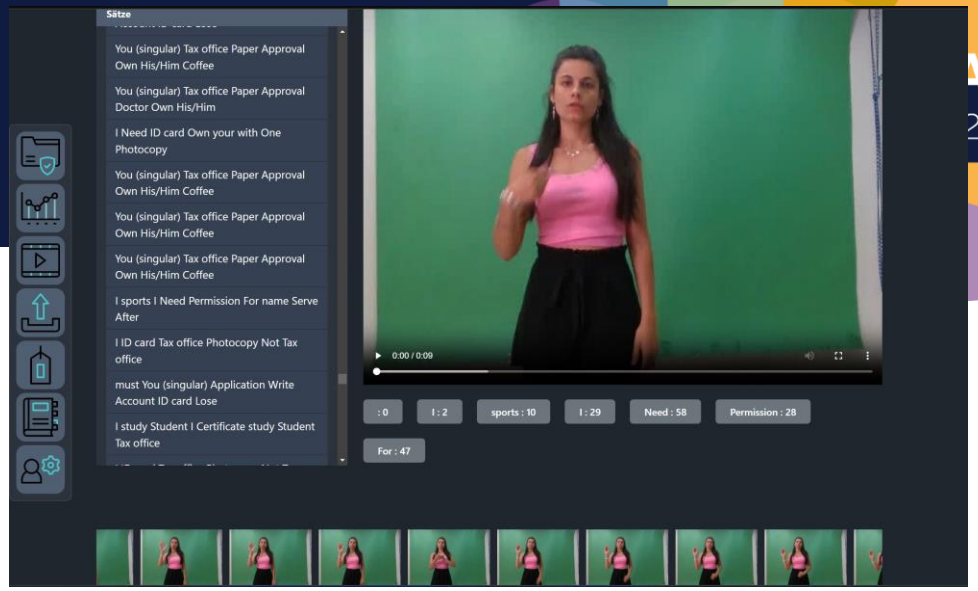
Menschen mit Hörbehinderung ermöglichen, an Online-Meetings, Präsentationen und Diskussionen teilzunehmen, ohne auf einen Dolmetscher angewiesen zu sein

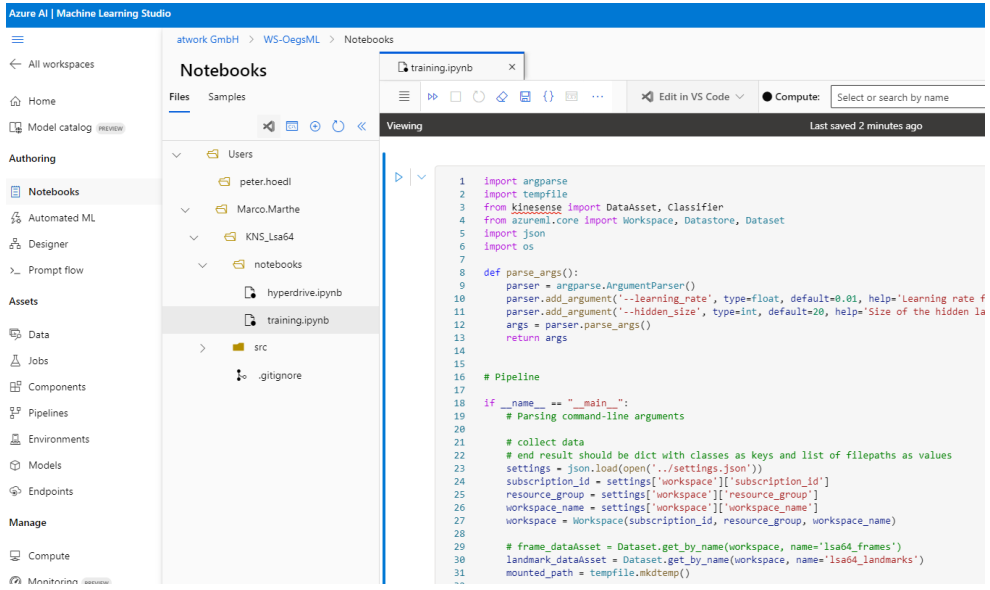
Menschen ohne Hörbehinderung können die Gebärdensprache lernen und ihre interkulturelle Kompetenz erweitern

Inklusion und Diversität in der Arbeitswelt **fördern**

Projektbestandteile

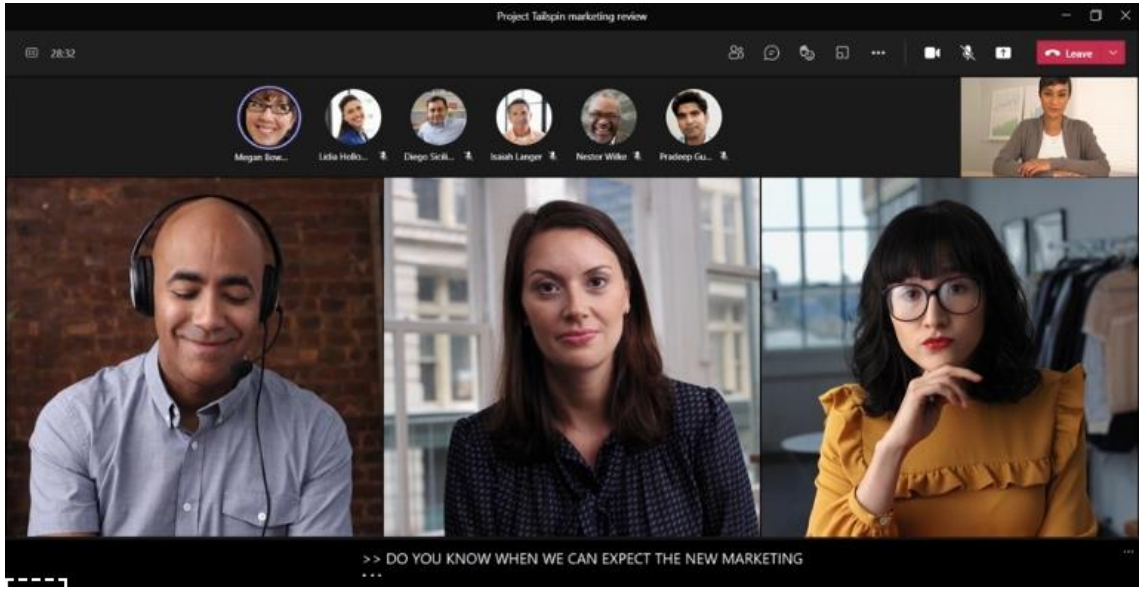
Extrahieren und Labeling der Trainingsvideos



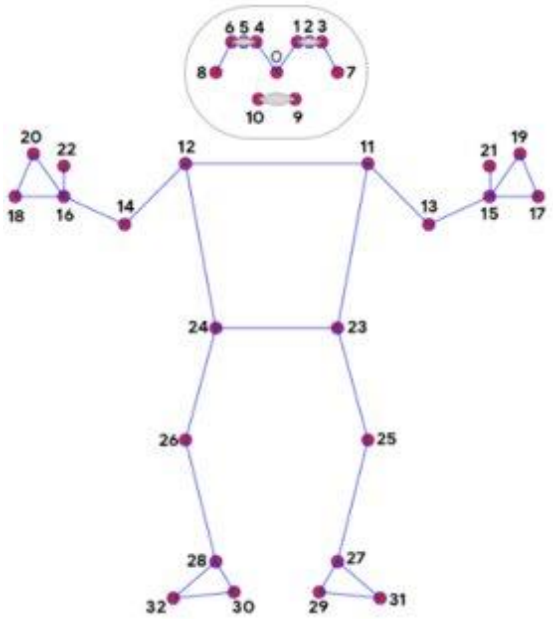


Trainieren des KI Models

Gebärdensprach Untertitel generieren

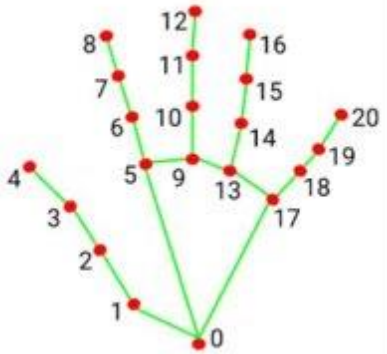


Feature Extraction



0. nose
1. left_eye_inner
2. left_eye
3. left_eye_outer
4. right_eye_inner
5. right_eye
6. right_eye_outer
7. left_ear
8. right_ear
9. mouth_left
10. mouth_right
11. left_shoulder
12. right_shoulder
13. left_elbow
14. right_elbow
15. left_wrist
16. right_wrist
17. left_pinky
18. right_pinky
19. left_index
20. right_index
21. left_thumb
22. right_thumb
23. left_hip
24. right_hip
25. left_knee
26. right_knee
27. left_ankle
28. right_ankle
29. left_heel
30. right_heel
31. left_foot_index
32. right_foot_index

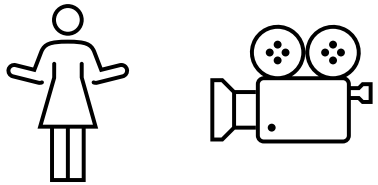
Hand Land Marks



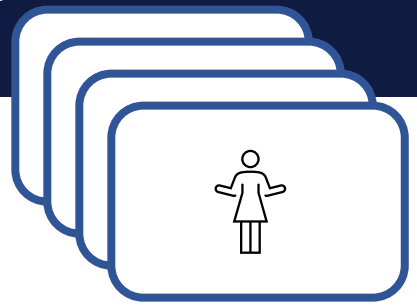
0. WRIST
1. THUMB_CMC
2. THUMB_MCP
3. THUMB_IP
4. THUMB_TIP
5. INDEX_FINGER_MCP
6. INDEX_FINGER_PIP
7. INDEX_FINGER_DIP
8. INDEX_FINGER_TIP
9. MIDDLE_FINGER_MCP
10. MIDDLE_FINGER_PIP
11. MIDDLE_FINGER_DIP
12. MIDDLE_FINGER_TIP
13. RING_FINGER_MCP
14. RING_FINGER_PIP
15. RING_FINGER_DIP
16. RING_FINGER_TIP
17. PINKY_MCP
18. PINKY_PIP
19. PINKY_DIP
20. PINKY_TIP

Jeder Video Frame wird mittels MediaPipe in 67 3D-Raum-Punkte zerlegt, 60 Frames pro Gebärde ergibt 12060 Input Parameter pro Gebärde

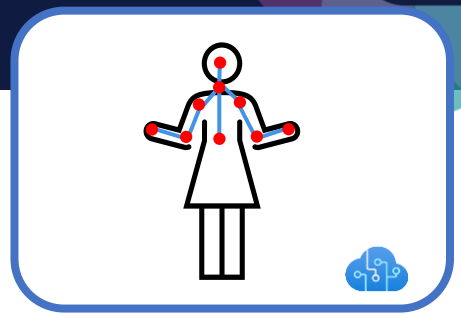
Erkennungsprozess



Eine Person kommuniziert in Gebärdensprache vor einer Webcam



Kamera nimmt Frames auf



Mediapipe AI Modell extrahiert Pose-Landmarks aus Videobildern



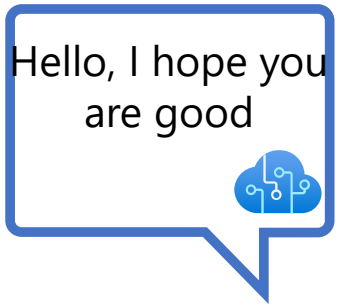
AI4Good
Sign Language Translation AI Model

Hello

you

good

AI4Good
extrahiert einzelne Wörter



Erstellen eines Untertitelsatzes
Verwendung von Azure OpenAI

Verwendete Azure Technologien



Azure ML Studio – Feature Extraktion und Modell Training & Optimierung

Azure Open AI – Umwandlung der **Gebärdenspracheglossen** in geschriebene Sätze

Azure Storage + Azure Web App – App zum Aufnehmen und Labeln der Trainingsvideos

Teams CART API – Einblenden der erkannten Sätze als Untertitel in Teams

Ausblick

- Erweiterung auf “Continuous Signlanguage Recognition” (CSLR)
- Optimierung der Azure Open AI Integration
- Erweiterung auf weitere Gebärdensprachen
- Neue Anwendung des Models – z.b. Gebärdensprachen Lern App

#PartnerDay2023 #Möglichmachen

PARTNER DAY
21.November 2023

AI Customer Case



Martina Grom, atwork
CEO

Doris Lippert, Microsoft
Director Global Partner Solutions






WE TALK AI


PARTNER DAY
21.November 2023


MICROSOFT PARTNER OF THE YEAR
2023
2023
2023
ACP


Microsoft Austria
PARTNER DAY
21.November 2023
#MSPartnerDay2023 #Möglichmachen




MICROSOFT PARTNER OF THE YEAR
ACP
NEWCOMER AWARD 2023
INNOVATION AWARD 2023
SUSTAINABILITY AWARD 2023

