SECURE THE FUTURE

3 CRITICAL PILLARS OF PROACTIVE CYBER PROTECTION

Businesses are a hacker's playground. New tech brings new vulnerabilities. Plus, AI-powered attackers, using valid credentials, are avoiding detection for months before striking right where it hurts the most.

That's why cybersecurity can no longer just be an IT checkbox. It's the backbone of business operations and a survival skill.

Protect your customers

Businesses need a unified approach across:

- **Security Operations (SecOps)**
- **Data Security**
- **Ai Guardrails**

WESTCOAST CLOUD
Powered by ALSO

SECOPS: FROM FIREFIGHTING TO FORESIGHT

Siloed tools and manual monitoring force businesses to firefight attacks, while attackers grow more sophisticated. Ransomware payouts only restore data 60% of the time, identity attacks are on the rise, and there are 7000 password attacks per second.

Microsoft for unified SecOps:

365 Business Premium or E3: for SME's

With easy add-on upgrades like the Defender Suite and Microsoft Entra, these are solid foundations perfect for SMEs.

- Defender will automate responses against cyberthreats across all apps and devices.
- Microsoft Entra's multi-cloud tools will protect identities and safeguard data.
- The Defender suite is a single solution to run your business securely, from anywhere.

Microsoft 365 E5: Automate Your Security

Microsoft E5 is the full package of cybersecurity protection with inbuilt automated threat detection.

- The full power of Defender from day one, with unified endpoint, identity, and access management
- Built in cloud app security, Shadow IT discovery and data protection.
- Continuous monitoring and updates to stay ahead of adversaries, while you get on with running your organisation.

Sentinel: The Complete Package for Large Enterprises

This advanced, detail-orientated system is for organisations with SecOps centres.

- Agentic-AI ready and compatible with many third-party tools.
- Industry-leading security information and event management.
- It's Defender, Security Information and Event Management all rolled into one for the ultimate AI-driven experience.

DEFEND YOUR DATA FOR ALL IT'S WORTH: SECURITY AND COMPLIANCE

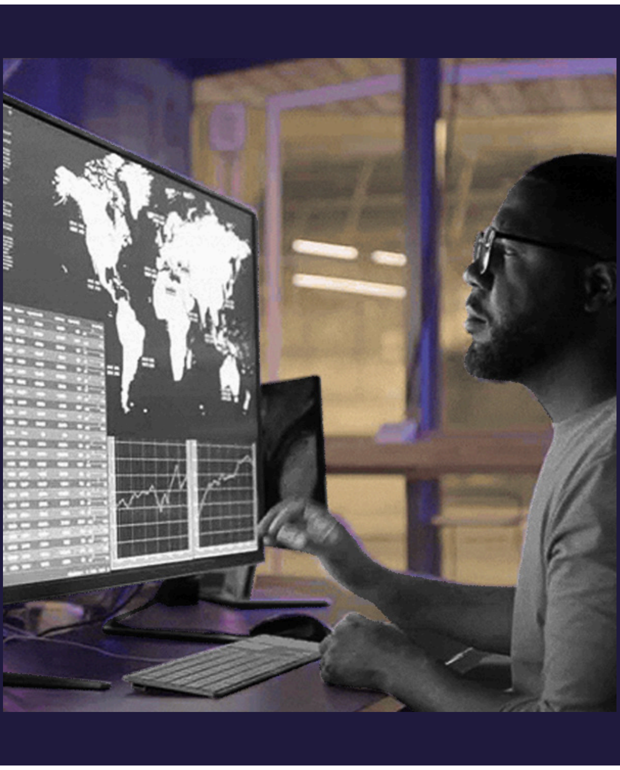
From payroll to product IP, data is a goldmine for hackers. And human error is still the biggest vulnerability. Identity-based attacks jumped by 32% in early 2025, often going undetected thanks to sophisticated AI use.

Microsoft Data Defence:

Microsoft unifies data security and compliance in E5:

- **Defender for Identity** – Detects any compromised credentials and snuffs out identity attacks.
- **Purview eDiscovery** – Helps organisations discover and review sensitive data
- **Insider Risk management** – Purview also detects security breaches from inside an estate.
- **Information Protection** – Govern data across your organisation by introducing a Person of Least Privilege model.
- **Automated data classification** – Make the suite work for you by utilising AI automation.

Top Tip! Businesses on E3 or Premium can upgrade their protection with Defender or Purview add-ons, so organisations can make a security estate that works for them.



GUARD THE AI GALAXY

AI has unlocked speed and risk. Data leaks in prompts, shadow AI tools, and manipulated outputs are becoming common. Customers are using AI, but is it secure?

Microsoft AI Guardrails: Microsoft Copilot is commercial-grade AI.

Copilot respects existing Microsoft permissions

Ensuring it can only access data the user is already authorised to view or edit.

Purview enforces data classification

By automatically discovering, labelling, and protecting sensitive information across Microsoft 365 and cloud services

Defender for Cloud Apps blocks unapproved AI tools

By discovering them, assessing their risk, and allowing administrators to set policies to allow or block usage.

Automated threat detection prevents manipulated AI outputs

Intentionally altered for malicious purposes (e.g., disinformation, fraud), or where skewed due to systemic biases.

E5 Security or Compliance add-ons available

Such as threat protection, identity management and advanced Purview tools.

9 KEY POINTS TO SECURE YOUR FUTURE:

- Always map the attack surface with unified SecOps approach, to pinpoint any potential threats.
- Identify the gaps in an estate and secure it with the Microsoft Defender Suite.
- Prioritise identity- and endpoint-led protection by utilising Microsoft Entra's suite of multi-cloud tools.
- Take a holistic approach to Data Protection with programs like Microsoft Purview.
- Label and classify data and run basic data loss prevention (DLP) to keep all your vital data secure.
- Strengthen identity controls with Defender's detection modules.
- Review AI use across the firm, to eliminate the threat of Shadow AI.
- Set data classification policies before enabling AI tools that monitors AI usage.
- Make sure employees know safe use of AI, so your organisation can thrive.

TALK TO THE WESTCOAST CLOUD TEAM TODAY

About how to move your clients seamlessly to the next level up in Microsoft security and compliance.

Let's work together to convince your customers of their need for security before they suffer an attack.

BOOK A CALL