

# LAY THE FOUNDATIONS

For your customer's secure AI adoption



AI innovation starts with a secure foundation. As your customers adopt new ways of working, expectations around data protection, compliance and cyber resilience have never been higher. AI might grab the attention, but security is what holds it all together.

Lead with security to strengthen customer environments, support future AI and Copilot adoption and grow security licensing through a scalable approach aligned to Microsoft's Secure Future Initiative.

## THE OPPORTUNITY

Security is a major opportunity to lead more strategic conversations and build recurring revenue, so you can help customers:

- **Address cyber risk** across users, devices, email, apps and data
- **Reduce exposure** caused by human error and insider risk
- **Simplify security** and compliance conversations
- **Deliver enterprise-grade protection** without large in-house teams

That is where Microsoft Defender and Microsoft Purview come in – giving you two practical ways to help customers strengthen security, reduce risk and prepare for what comes next.



## Microsoft Defender Suite: Protection without the patchwork

Microsoft Defender Suite delivers integrated protection to help prevent threats, detect risk early and reduce the impact of cyberattacks.

- **Defender for Endpoint** protects devices from malware and ransomware
- **Defender for Office 365** safeguards their teams from phishing and malicious content
- **Defender for Identity** detects suspicious sign-in behaviour and account compromise
- **Defender for Cloud Apps** provides visibility and control across Microsoft 365 and third-party SaaS apps
- **Microsoft Entra ID P2** ensures the right users have the right access at the right time

## Microsoft Purview Suite: Data governance made practical

Microsoft Purview helps organisations understand where their data lives, how it is used and how it should be protected, with key capabilities including:



Information Protection



Data Loss Prevention



Insider Risk Management



Audit Premium



eDiscovery Premium

## Give your customers the confidence to build for the future

Stronger security does more than reduce risk. It helps your customers grow, adapt and build with confidence through fewer cyber incidents, simpler compliance and clearer visibility into data and risk. For you, this means greater trust from your customers and stronger support for your hybrid working portfolio.

## THE WESTCOAST CLOUD ADVANTAGE

Our team at Westcoast Cloud will help you make security an easier conversation to have with every customer. With the right support, expertise and Microsoft focus behind you, you can protect customers today and prepare them for what comes next.

Start the security conversation and help your customers prepare for the AI era today.

TALK TO OUR TEAM