

MICROSOFT SECURITY

Download the Microsoft Security Sales Playbook

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Hi [First Name],

Security remains one of the most urgent priorities for SMB customers. Rising cyber risk, vendor sprawl, compliance pressure, and the need to protect data in an AI-enabled workplace are forcing many organizations to rethink how they secure their business. To support those conversations, we're pleased to share the Microsoft Security Sales Playbook. The playbook is built around two key outcomes:

1. Help SMB customers simplify and strengthen security by moving from fragmented point tools to a modern, unified security approach.
2. Help partners grow profitable security opportunities through Microsoft's integrated threat protection, data security, and compliance solutions.

Below is a snapshot of what the playbook covers.

Our immediate focus areas

1. Driving adoption of the Security Sales Playbook across SMB resellers through Indirect Providers
2. Expanding security enablement assets, including Threat Protection and Data Security GTM kits
3. Building more SMB customer proof points, funded workshop motions, and deployment support resources

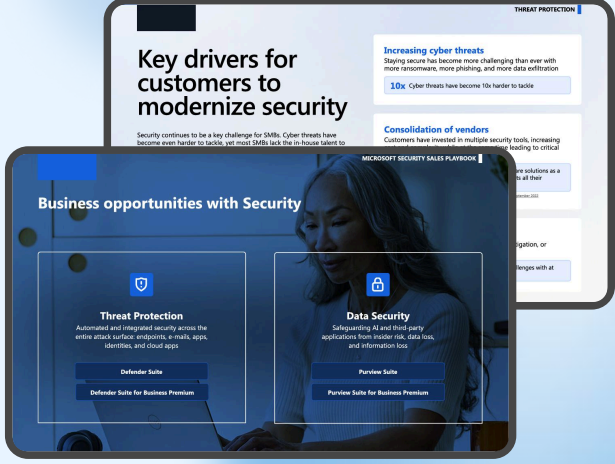
Thank you for your continued partnership as we help SMB customers strengthen their security posture throughout FY'26.

What it covers



Security business opportunities

- Rising cyber threats and increasing SMB exposure
- Shift from point tools to consolidated security platforms
- Opportunities across threat protection and data security



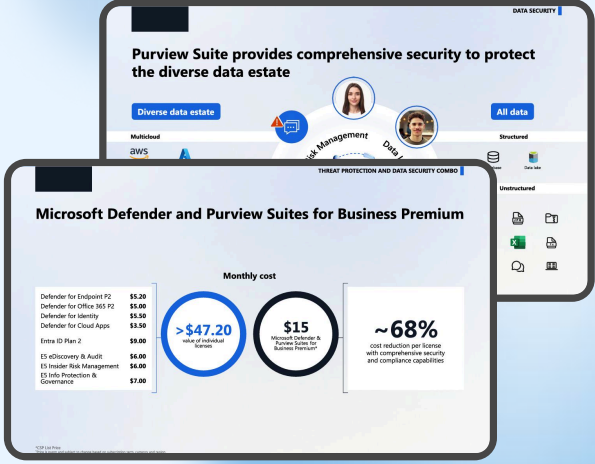
Customer scenarios & triggers

- Security breaches, near misses, and ransomware events
- Tool renewals, vendor sprawl, and cost pressure
- Compliance, cyber insurance, and AI adoption triggers



Solutions & Value Drivers

- Microsoft Defender Suites for unified threat protection
- Microsoft Purview Suites for data security and compliance
- End to end visibility across identity, endpoint, email, apps, and data



Sales Execution & Programs

- Conversation starters
- CSP margins
- Funded workshops
- Deployment enablement and partner delivery guidance
- Displacement guidance

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