



Help Your Customers Maximize their Microsoft Investment with a Layered Security Approach From Trustwave

LEVERAGING MICROSOFT WORKSHOPS



Microsoft Engagements Powered by Trustwave

The Value to Your Customer and You

What Is It: Microsoft offers our prospects and customers a pre-sales engagement, (formerly known as workshops), run by our Trustwave Solution Architects. These engagements help customers to identify security threats across their entire infrastructure, learn how to mitigate threats, maximize their Microsoft spend, and accelerate their security journey through the development of a product and services roadmap layering Microsoft products with Trustwave services.

These engagements help position Trustwave and you as a trusted security advisor to help us jointly acquire new customers or grow wallet share with your current customers by enabling Trustwave to grow our deployment and managed services business with Microsoft, which means more back-end commission for you. 80% of the clients that participate in engagements result in new opportunities, according to Microsoft.

Why Should You Consider a Microsoft Engagement as a First Step for your Customers and Prospects? The good news is that once an engagement is complete, **we will pay you \$2,000** from nominating your customer or prospect. In addition, we estimate that 80% of these engagements lead to a broader Trustwave and Microsoft sale which lead to more commissions. These also help to:

- Gain visibility into the client's SecOps team, their ecosystem and their environment.
- Facilitate client relationship building during the workshop process.

What's the Value to the Customer?

- They learn how to get the most out of their Microsoft investment and help accelerate their security journey.
- Prove to your client/prospect the need for Microsoft security tooling and how it is much better with Trustwave services for layered protection.
- Client ends up with a more mature SecOps posture than they had before the engagement and are left with Go/No-Go decisions.
 - (No-Go, means we disable all the "cool stuff" we set up for them in trial/Sandbox and they lose the ability to continue to leverage these resources...this rarely happens)



Workshop Engagement Scenarios

Engagements tailored to meet the WANTS and NEEDS of your client's current environment



Threat Protection Engagement powered by Trustwave
Learn how to put next-generation Microsoft Security tools to work for you.



Threat Protection: Scenario 1 – Threats and Vulnerabilities Exploration

- Discover threats
- Understand how to mitigate threats
- Discover and understand how to address vulnerabilities
- Accelerate the security journey
- Define next steps

Threat Protection Scenario 2 – Attack Simulation

- Understand impact of threats
- Understand how to mitigate threats
- Accelerate the security journey
- Define next steps



Microsoft Sentinel Workshop offered by Trustwave
Gain a bird's eye view across your enterprise with SIEM for a modern world



Microsoft Sentinel Scenario 1 – Remote monitoring of threats

Designed for organizations that can't justify building and staffing their own SOC or when customer needs to offload certain monitoring tasks so that their SecOps team can focus on key risk areas.

- Incident monitoring
- Proactive threat hunting

Microsoft Sentinel Scenario 2 – Joint threat exploration

No remote monitoring. Instead, Trustwave will complete the threat exploration step together, allowing your security analysts and engineers additional hands-on experience with Microsoft Sentinel to enable them to manage Microsoft Sentinel as part of your existing SOC

- Experience Microsoft
- Analyze threats



Bring Us Your Customers, and We'll Do All the Heavy Lifting

Help Us Help You!

How To Find A Customer

- Review the [FAQ document](#) that includes all information on ideal clients and more information on the overall workshops
- Leverage the Battlecards in the partner portal
- Work with your channel manager and ask to have your client / prospect list ran for intent data (a no charge benefit for a Trustwave Partner)

Leverage Our [Sales and Marketing Material](#) in our Partner Portal to gain interest

- Co-branded Flyers
- Email Copy
- Videos (we can even do a semi-custom intro with you)
- Social content
- Assistance with landing page copy – ask your channel manager to put you in touch with the Trustwave channel marketing team

Have A Customer That's Ready, Now What?

- We will do the workshop / engagement pitch to your customer! These engagements take an average of 3-4 weeks.
- Step one, is we need to make sure you customer can be nominated and have Trustwave be listed as the partner of record within the Microsoft partner portal.
- Email your channel manager with the customer's name, and if possible, ask them for their Microsoft TPID. Please copy scott.gilgallon@trustwave.com



Become a Trustwave Advocate for Microsoft Engagements

Case Studies: Help us with a named customer case study after an engagement and sale and earn an extra \$500

Win Wire: These internal win wires will help you to position engagements with future customers and prospects

Video: We can create joint videos with you to showcase the success of some of your customer engagements

Social Media: Be seen as a Microsoft / Cybersecurity Subject Matter expert by actively posting about Microsoft Engagements offered by Trustwave on your social channels. Leverage the social graphics and links in our partner portal.

MDF for additional marketing planning: Talk to channel marketing about leveraging MDF for your Trustwave / Microsoft marketing activities

Need more information: [Leverage our FAQ document to get started today](#)



