Microsoft

UK Partner Go-To-Market Resource Guide for Security

Contents

About this guide

This guide is designed to mobilise UK Partner Marketing teams to build a Go-to-Market strategy, messaging and campaigns centred around Microsoft Security Solutions.

Microsoft has invested in a variety of channels, assets, teams and tools for Partners. Designed to help optimise their Go-To-Market activities. Descriptions and links for each are detailed within this guide.

Microsoft

Resource areas

Resource areas

Resource areas, signposting you to top digital sites and Microsoft teams, offering resources and structured guidance to support and accelerate your Go-To-Market campaigns.

Microsoft Security website

Learn how Microsoft Security helps protect people and data against cyberthreats to give you peace of mind.

Microsoft 365 & Security for Partners

Help your customers meet the challenges of modern work and security. Log on to the website to find M365 compete information, tools and sales play information and much more.

Partner Center Incentives website

From advisory services to market expansion tools, find additional purchase offers designed with every step of your Go-To-Market journey in mind - Partner Incentives website.

Marketing Resource Hub

Marketing resources to enable a more consistent, integrated go to market plan. Assets and co-marketing campaign content and the guidance you need to amplify your solution and unlock more opportunities as your business grows and your needs evolve.
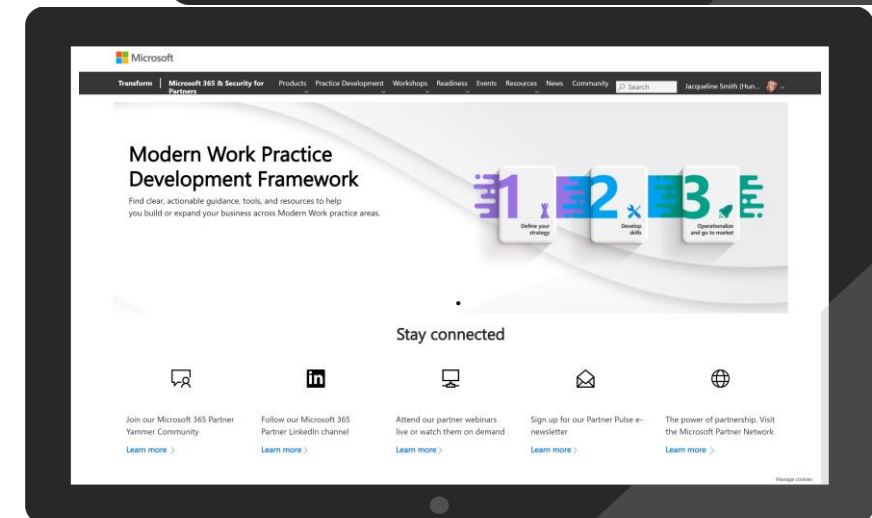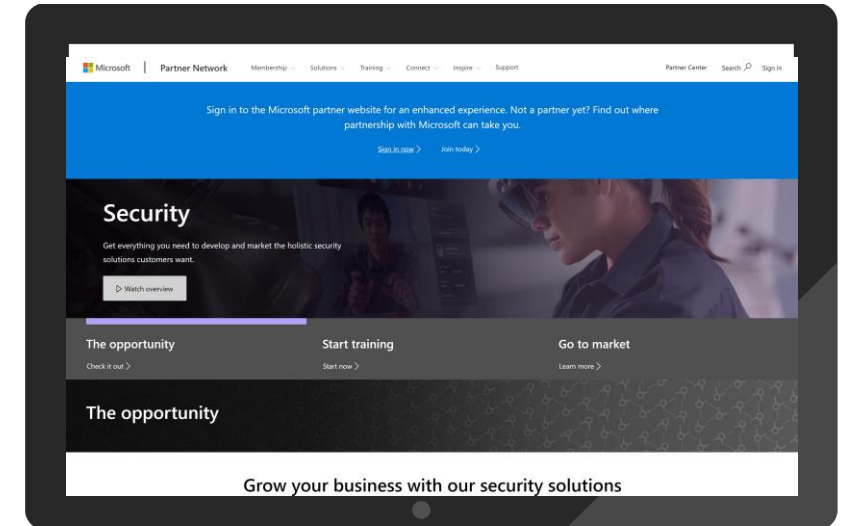
Tools and assets

Tools and assets

Microsoft campaign tools and assets that can be used for sales and marketing activities throughout the various points of the sales funnel.

Digital Marketing Content (DMC) campaign platform
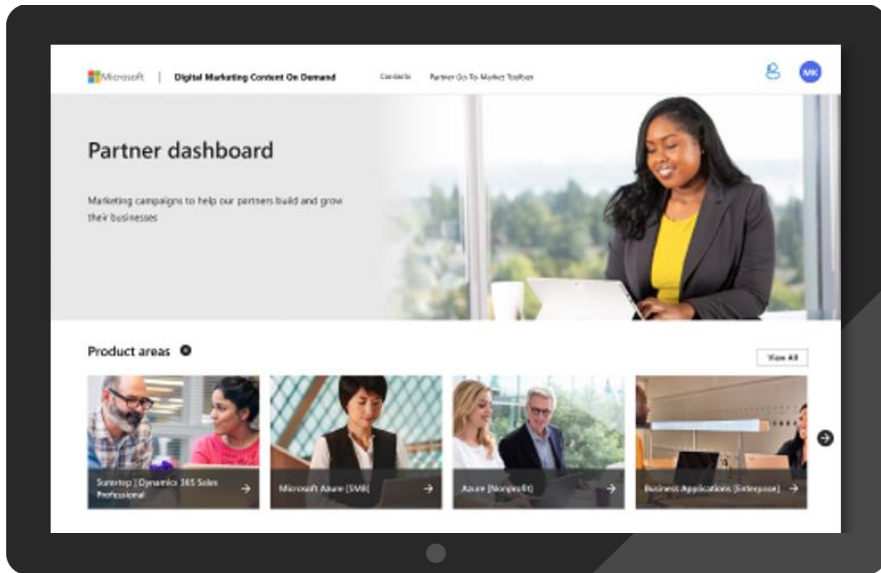

Access DMC now

Digital Marketing Content (DMC) campaign platform

A free platform with fresh weekly campaigns of Microsoft Go-To-Market content. Automated, pre-packaged campaigns to help you drive customer engagement and elevate your business.

Microsoft Defender for Business playbook

Download the Microsoft 365 Business Premium Partner Playbook that provides practical guidance for partners about how to build a profitable managed services practice.

Solutions Workspace

Build, optimise and promote your Microsoft solutions and IP that leverages Microsoft technology through Solutions Workspace.

Smart Partner Marketing

Get pointers on creating social media and blog content that strikes a chord with your customers. And learn how to build and maintain an effective company LinkedIn page

GTM sales play campaigns

Train resellers on Security for SMB, powered by Microsoft 365 for business and Azure. Show them how to protect their SMB customers against the cybersecurity attack chain. As trusted security providers, resellers need to have the right tools to help SMB customers support an increasingly remote and dispersed workforce.

Customer stories

Companies of all sizes and across all industries are working with Microsoft to drive transformation, build pivotal relationships, and scale their businesses.
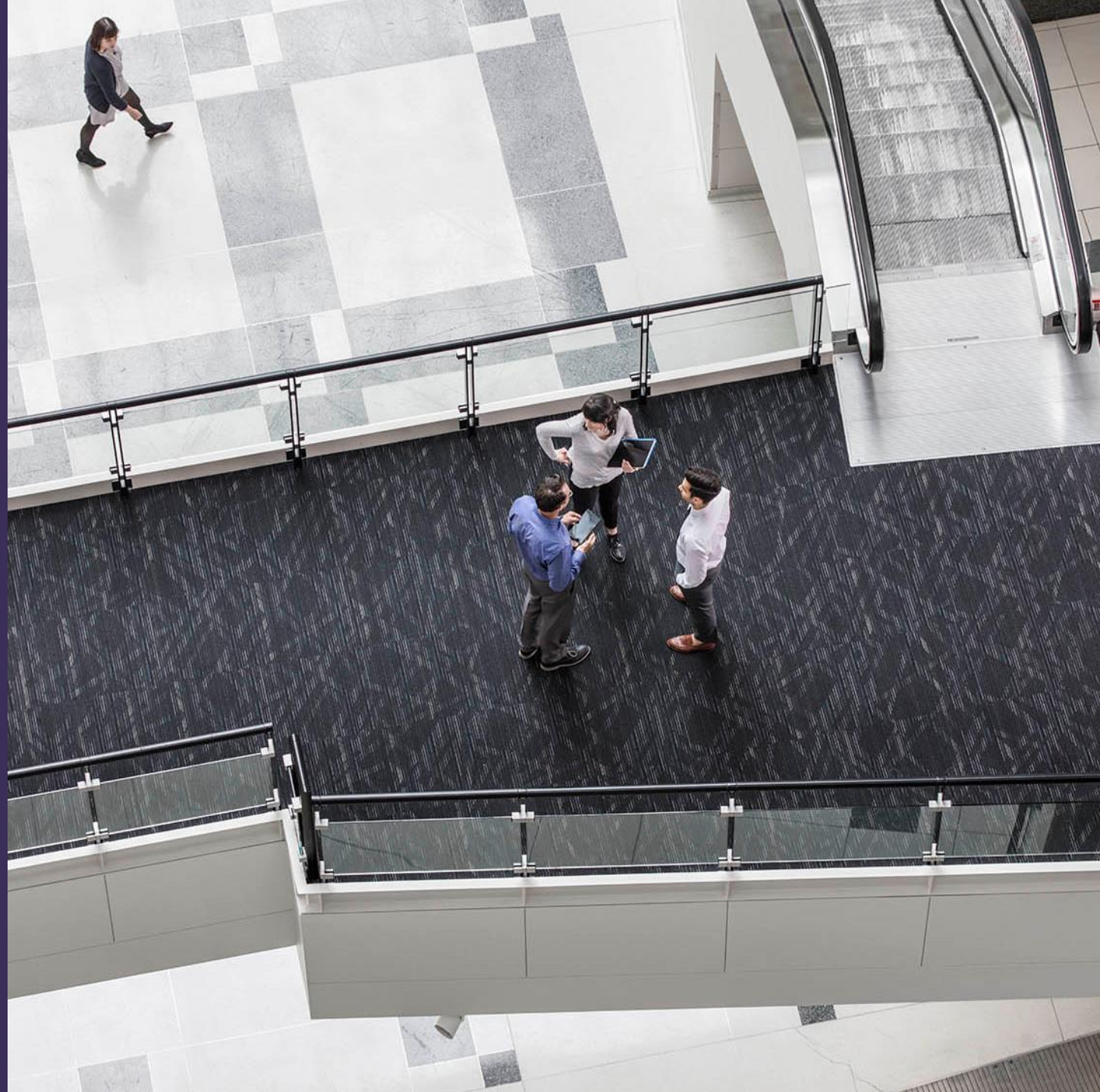
On-demand webinars

Download a selection of on-demand webinars to help keep you informed and up-to-date on all the latest releases and program updates.

Microsoft

Sales readiness and sales plays

Sales readiness

Enhance your ability to connect, sell, and add value with enablement assets designed specifically for Microsoft Security partners.

Readiness events

Find upcoming events like technical bootcamps, Certification Week, webinars, sales training, and key regional events, along with Microsoft and industry-specific flagship events.

Microsoft Learn

Achieve more with innovative Office apps, intelligent cloud services, and world-class security. Browse all security learning paths.

Key Microsoft Programs

Learn how these programs support you to accelerate your technical expertise and drive revenue of Microsoft security solutions:
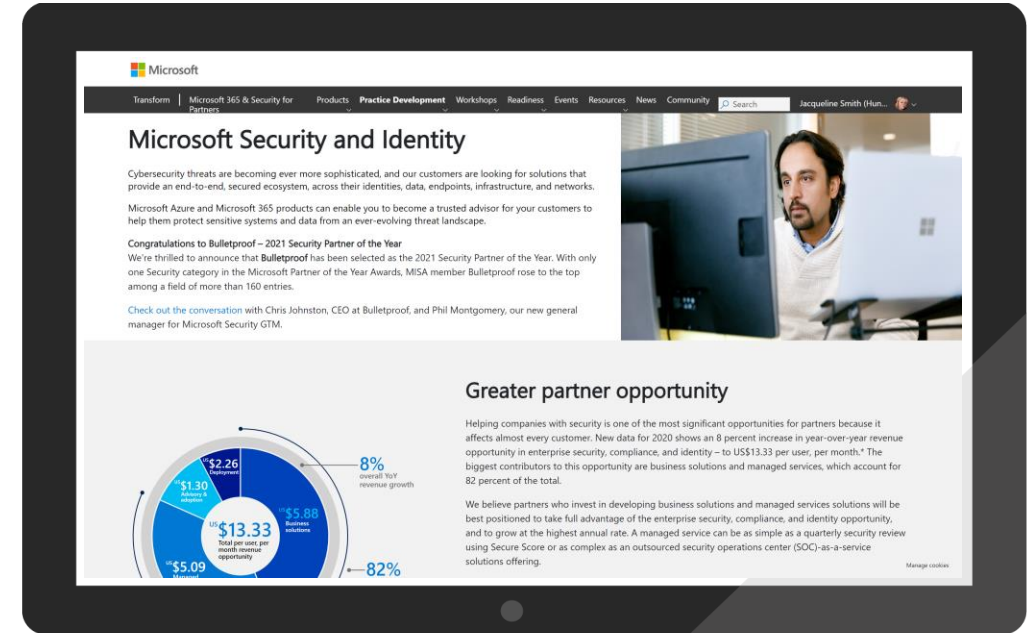
Security Workshops

The Security Workshops are designed to assist you in conducting effective discussions with your customers about their baseline and advanced security and compliance strategy priorities, initiatives, and key influences.

Competencies

Aligned to the needs of customers, Microsoft competencies let you demonstrate your areas of technical capability.

Advanced Specialisation

Microsoft advanced specialisations build on related gold competencies to validate and differentiate your organization's capability to deliver tailored customer solutions and technical support in specific solution areas with high customer demand.
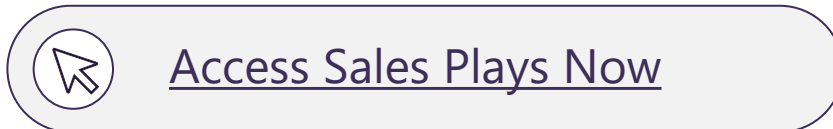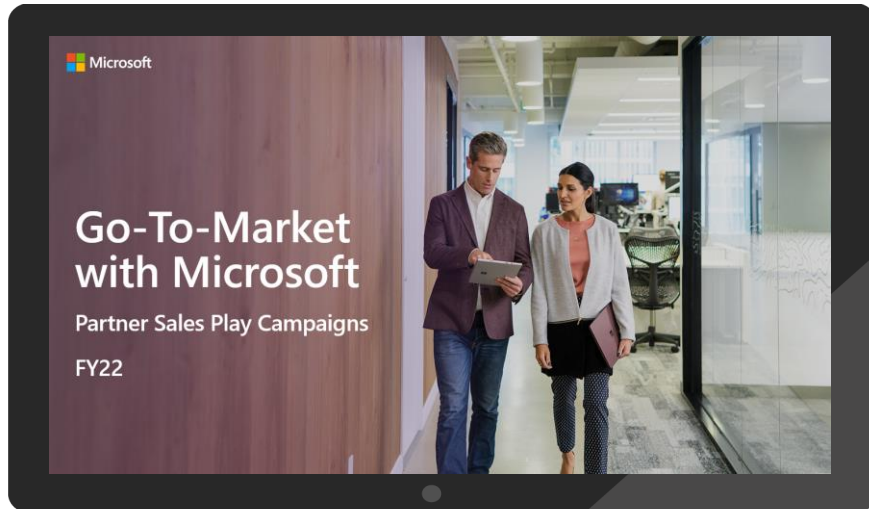

Microsoft Security and Identity

Cybersecurity threats are becoming ever more sophisticated, and our customers are looking for solutions that provide an end-to-end, secured ecosystem, across their identities, data, endpoints, infrastructure, and networks.

Microsoft Azure and Microsoft 365 products can enable you to become a trusted advisor for your customers to help them protect sensitive systems and data from an ever-evolving threat landscape.

Congratulations to Bulletproof – 2021 Security Partner of the Year
We're thrilled to announce that Bulletproof has been selected as the 2021 Security Partner of the Year. With only one Security category in the Microsoft Partner of the Year Awards, MISA member Bulletproof rose to the top among a field of more than 160 entries.

Check out the conversation with Chris Johnston, CEO at Bulletproof, and Phil Montgomery, our new general manager for Microsoft Security GTM.

Greater partner opportunity

Helping companies with security is one of the most significant opportunities for partners because it affects almost every customer. New data for 2020 shows an 8 percent increase in year-over-year revenue opportunity in enterprise security, compliance, and identity – to US$13.33 per user, per month.* The biggest contributors to this opportunity are business solutions and managed services, which account for 82 percent of the total.

We believe partners who invest in developing business solutions and managed services solutions will be best positioned to take full advantage of the enterprise security, compliance, and identity opportunity, and to grow at the highest annual rate. A managed service can be as simple as a quarterly security review using Secure Score or as complex as an outsourced security operations center (SOC)-as-a-service solutions offering.

[ ] **Access Microsoft Security Hub**

Sales plays

Customers buy solutions, not products. By grouping Microsoft Security into customer-centric Sales Plays, you can focus conversations on key personas and business outcomes.

Go-To-Market with Microsoft
Partner Sales Play Campaigns
FY22

Access Sales Plays Now

Build zero trust foundation

Zero Trust is the security framework that responds to the needs of individuals and organisations in this context. A Zero Trust framework spans six fundamental pillars - Identity, Endpoints, Apps, Data, Infrastructure, Network.

Modernise security and defend against threats

The volume of security signals is overwhelming. and the combination of legacy and siloed tools makes it even harder for defenders to protect against today's sophisticated and evolving attacks. Many businesses are not yet protecting their cloud assets to the same extent that their on-premises assets are protected and hiring security talent is a challenge.

Protect and govern against sensitive data

Managing the full lifecycle of data – including protection, retention, and deletion - with ML-based information protection and governance solutions

Manage and investigate risks

Ensuring that customers understand the legal and regulatory requirements they are subject to, while enabling them to efficiently respond to data subject requests.

More sales plays coming soon.....stay tuned!

Microsoft

Community, news and events

Community, news and events

Stay up to date with Microsoft and Partner led events and browse the communities and news to learn more about the partner ecosystem.

Partner newsletter

Subscribe to receive regular news from the UK Commercial Partner team and notifications of partner focused events, community calls and training sessions.

Partner blog

Stay ahead of what's going on in the Partner Network.

Microsoft events

Tune in for training sessions, the latest news, updates and technical workshops available for our partners.

Promoted partner events

Available to Microsoft gold competency Partners, advertise your Microsoft focused event on our events calendar. To submit your request to promote your event <<click here>>

Community hub

Learn more about the partner ecosystem, discover new tools and resources and build relationships with like minded partners.

Community calls

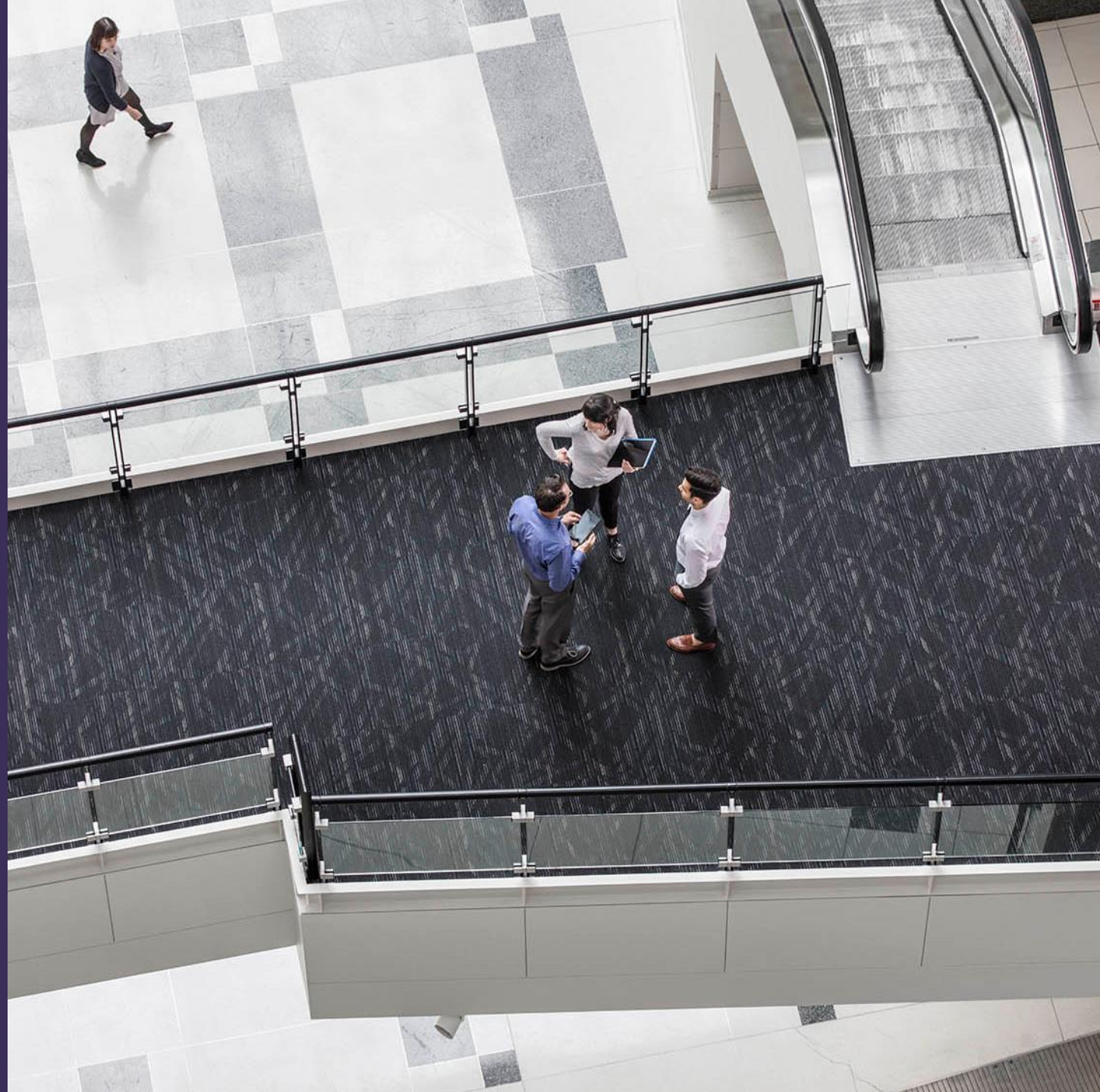Get the latest partner news, releases, opportunities and updates on our regular Community Teams Calls.
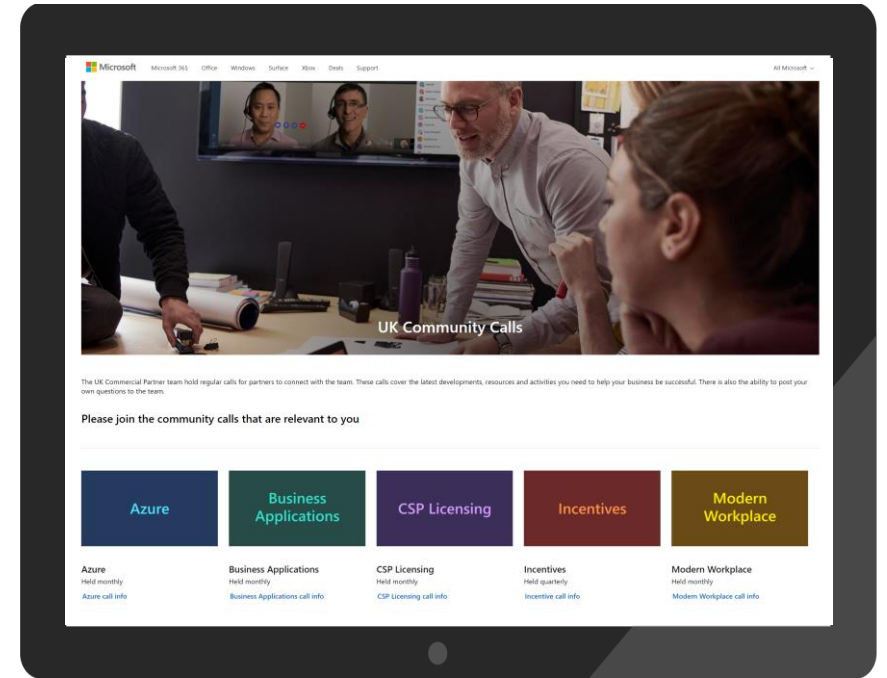
Register for Modern Work and Security Community Calls

Microsoft

Support teams

Support teams

Contact the various teams below if you need support on marketing related queries, branding support, co-op and incentives or general assistance.

UK Partner Marketing Concierge
FY22 H2 Agency Services Guide
A UK service to help your business grow

The Agency Services Guide, offers you access to a handful of UK marketing agencies that can support you to accelerate your Go-To-Market at any stage of the process.

✉ **Contact the UKPMC now**

UK Partner Marketing Concierge (UKPMC)

Wherever you are in your partner journey, as a member of the UK Microsoft Partner Network, you have access to the UKPMC, a free and bespoke marketing consultancy.

Modern Marketing Consultancy

The UKPMC connects partners to a full, joined-up marketing consultancy service. This includes expert Go-To-Market planning, access proposition development, branding support and tactical advice.

Working alongside the UK Global Partner Solutions (GPS) teams, we help all partners operating in the UK.

Strategy that delivers

We offer free, ongoing support to help you build and launch a powerful marketing strategy.

At every step, you'll benefit from our UK team's long experience of working with vendors, partners, marketing agencies, and more.

Services personalised to you

We can help you use co-op funds effectively by explaining the most suitable options in the Partner Incentives Co-op Guidebook. At an additional cost, we can also help you to build your proposition and run packaged ready-to-go campaigns with UK-based agencies that specialise in working with Microsoft Partners.

Modern Marketing - branding

Maximise your marketing impact with a range of Microsoft resources to help build awareness.

Marketing co-op pre-approvals

For support with asset approvals and proof of execution regarding anything being funded through co-op.

Incentives team

For support with co-op claims and validation.