



# Microsoft with HBS

HBS Introduction & Services Overview



# HBS At-a-Glance

## Business Snapshot

The HBS is a leading Microsoft focused Solution Integrator (SI) that works in partnership with our Microsoft Licensing and Alliance team that provides direct cloud and on-premises licensing through Microsoft's strategic Cloud Solution Provider (CSP) licensing model.

As an elite managed Microsoft partner, our Microsoft team specializes in Azure, Security, AI Business Applications, Power Platform, Data / AI and Modern Work / Collaboration engaging with customers to secure, modernize and digitize their business processes and systems and maximize their technology investments.

## Comprehensive Services Aligned with HBS Customer Needs

Hybrid Cloud Services

Application Modernization

M365 Productivity / Security

Data Platform Services

Low-Code / No-Code

Business Applications

AI &amp; Automation



SLED

Healthcare

Manufacturing

Professional Services

Banking / Finance

Distribution

Logistics



## HBS Leadership Team



**Crystal Herald**  
General Manager



**Amy Aschenbrenner**  
Licensing & Alliance Manager



**Drew Poggemann**  
VP. Microsoft Services

## Microsoft Leadership Team



**Chris Danelz**  
Microsoft General Manager



**Heather Ehlenbach**  
PDM

# Extensive Microsoft Partnership

## Highlights



### Microsoft Capabilities

- 9 of Specializations
- 7 Solution Designations
- Licensing, Deployment, Adoption



### Microsoft Capacity with HBS

- 70 Outside Sellers
- 10 Marketing
- 155 Services



### Partner Authorizations

- CSP Direct Bill
- FastTrack Ready
- Copilot Jumpstart Ready
- ECIF Ready



### Key Investments

- SPF Plan
- MCI Engagements
- Lead-sharing / Fostering Co-Sell relationships



### Top Executive Mapping

- Managed Partner
- Exec Sponsor, Chris Danelz, GM



### Global Coverage

- United States
- 1000+ Customers



### Security

Specialist  
Cloud Security  
Identity and Access  
Management  
Threat Protection



### Infrastructure Azure

Specialist  
Infra and Database Migration



### Data & AI Azure

Specialist  
Infra and Database Migration  
Migrate Enterprise Applications  
to Microsoft Azure



### Digital & App Innovation Azure

Specialist  
Migrate Enterprise Applications  
to Microsoft Azure



### Modern Work

Specialist  
Adoption and Change  
Management  
Network Deployment  
Modernize Endpoints



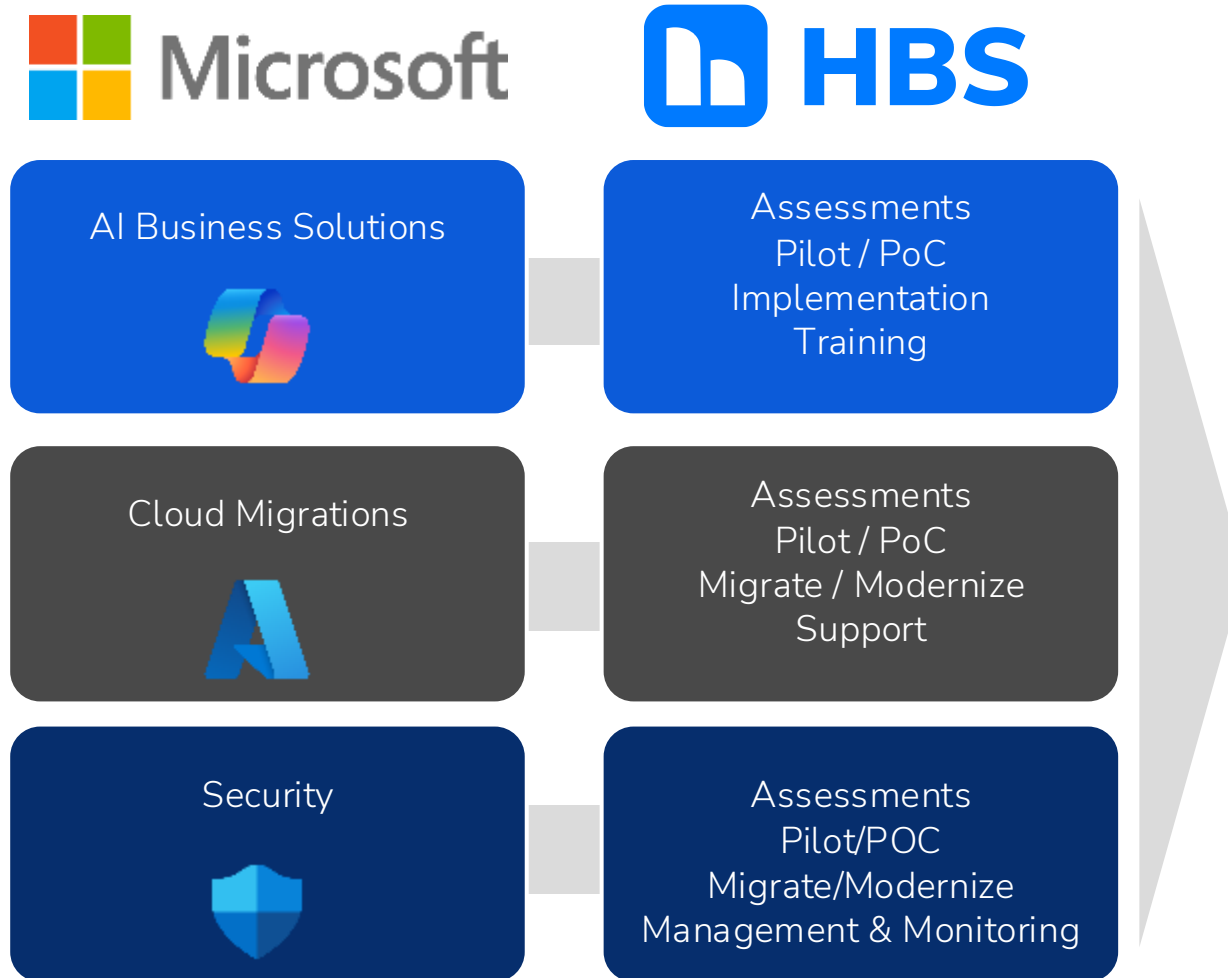
### Business Applications

Specialist  
Intelligent Automation



### Private Cloud

# MCEM Win Formulas and Co-Sell



## Partner with aligned priorities for growth

- Targeted and focused partnering with Microsoft sellers to be one of their go to partners.
- Provide solutions within the three key MCAPS pillars to develop interest, see the value and vision, show proof of value with pilots, implement and support and optimize.
- Ensure appropriate specializations and programs are attained that will align to Microsoft Commerce Incentive (MCI) funding for customers.
- Work closely with PDM to organize events / workshops, publish win wires, and create offerings to drive growth.
- Create appropriate Microsoft Marketplace solutions visible and valuable to Microsoft.
- Grow and develop into providing industry specific solutions crossing the Microsoft ecosystem.

# Security

## Overview



# Security Superpowers



# Breadth of Security Solution Services

## Identity and Security

- M365 Security Configuration
- Microsoft Endpoint Management
- Hybrid Identity Management
- Microsoft Defender(s)
- Managed XDR
- Azure Sentinel
- Microsoft Purview
- Microsoft Secure Score

# Security Superpower:

## Managed EDR / XDR



### What:

- Managed service with native integration of SIEM and EDR
- Security Operations Center with 24x7 critical response available



### Who:

Department leaders



### Why:

- Drive ACR through Sentinel and Microsoft Defender
- Microsoft 365 E5 upsell



### How:

- Managed XDR Discovery
- Managed EDR Services

# Security Superpower Quickstart

## Managed XDR Discovery

**What:** Remote, interactive discovery session to review common cybersecurity vulnerabilities found in the customer's specific industry. Discuss current protections in place and integrated XDR solutions by HBS to intercept threats.

**Who:** Department leaders

**Why:** Drives ACR through Sentinel. Licensing upsell to Microsoft 365 E5.

### HBS MANAGED XDR OVERVIEW

#### World-Class Tools Tuned and Managed by Our Experienced SOC Team

HBS Managed XDR service combines the security expertise of our U.S.-based SOC team with the leading technology of Microsoft Sentinel (SIEM) and Microsoft Defender for Endpoint (EDR). The result is an integrated system that intercepts threats at the earliest stages and constantly adapts to an ever-changing threat landscape.

#### Customized Experience

Our U.S.-based SOC team onboards each client with a collection of custom workbooks, then continues to tune the system for your unique environment. These proprietary rulesets let our team strengthen your security posture and meet compliance and organizational requirements.

#### Threat Hunting

Advanced threat hunting analytic rules and built-in algorithms make it possible to automate threat response through security orchestration, automation, and response (SOAR). Additionally, our analysts and forensic investigators can leverage sophisticated run books and machine learning notebooks to perform advanced threat hunting in seconds.



#### 24 x 7 Confidence

Around-the-clock service means that whenever a critical incident occurs, HBS analysts review the situation and notify clients only if they need to respond. You won't have to deal with non-critical alerts during your time off.

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