



Microsoft with HBS

HBS Introduction & Services Overview for Account Executive Focus



HBS At-a-Glance

Business Snapshot

The HBS is a leading Microsoft focused Systems 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 & Automation



SLED

Healthcare

Manufacturing

Professional Services

Banking / Finance

Distribution

Logistics



HBS Leadership Team



Crystal Herald
General Manager



Amy Aschenbrenner
Alliance Manager



Drew Poggemann
VP of Microsoft Services

Microsoft Leadership Team



Chris Danelz
Microsoft General
Manager



Heather Ehlenbach
PDM

Extensive Microsoft Partnership

Highlights



Microsoft Capabilities

- 16 Specializations
- 7 Solution Designations
- Licensing, Deployment, Adoption
- Fostering Co-Selling



Microsoft Capacity with HBS

- 70 Outside Sellers
- 10 Marketing
- 155 Services



Partner Authorizations

- CSP Direct Bill
- QTM Voucher Ready
- ECIF Ready



Key Investments

- SPF Plan
- Frontier Accelerate Engagements
- DCO Program
- MISA



Top Executive Mapping

- Managed Partner
- Premier Support for Partners
- 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
Azure Virtual Desktop



Data & AI Azure

Specialist
AI Platform on Microsoft Azure
Infra and Database Migration
Migrate Enterprise Applications
to Microsoft Azure



Digital & App Innovation Azure

Specialist
Migrate Enterprise Applications
to Microsoft Azure



Modern Work

Specialist
Custom Solutions for Microsoft
Teams
Adoption and Change
Management
Teamwork Deployment
Modernize Endpoints



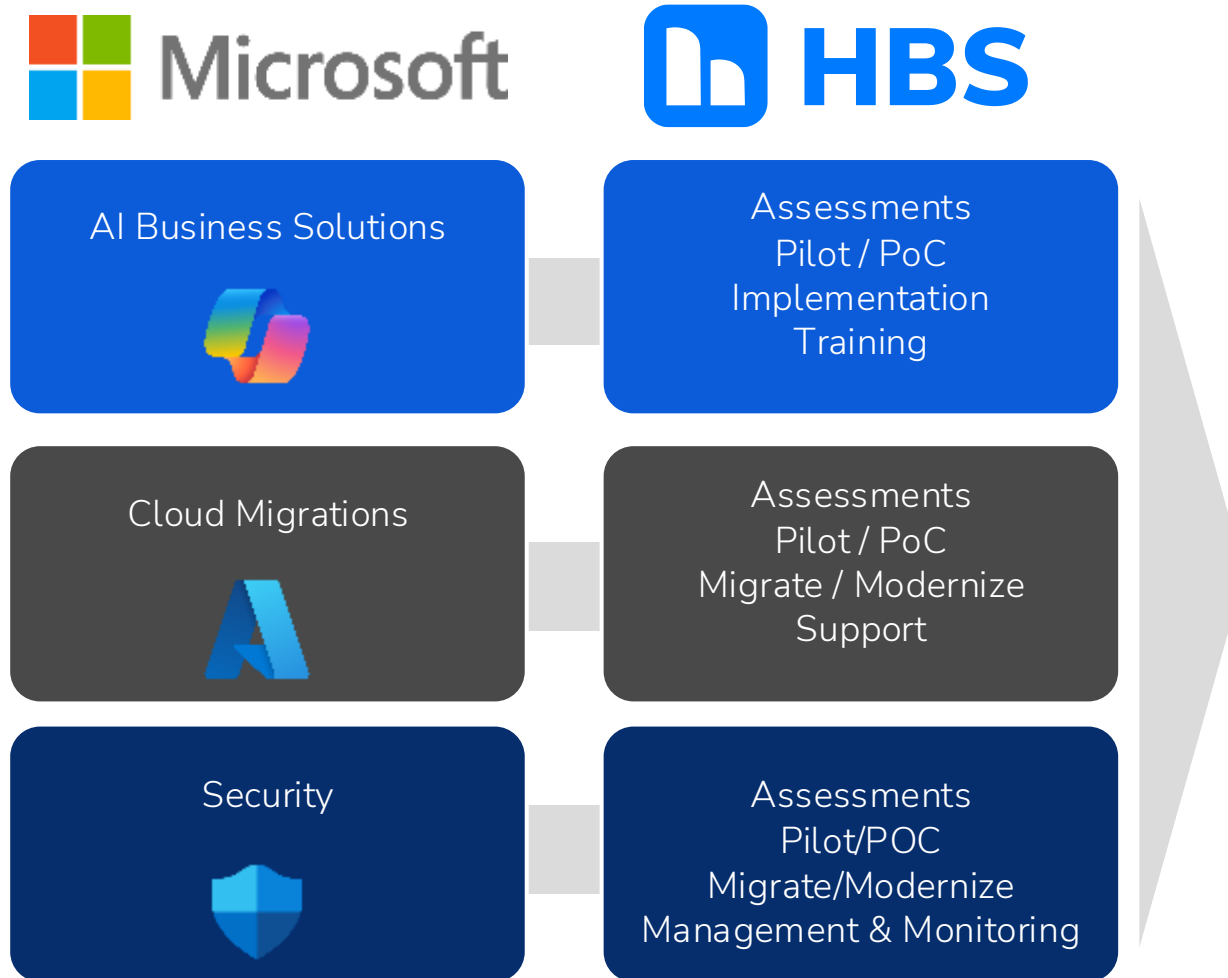
Business Applications

Specialist
Low Code Application
Development
Small and Midsize Business
Management
Sales
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.

Our Superpowers

Azure	Modern Work	Business Applications	Data and AI
Secure and Migrate Enterprise Apps, Windows Server and SQL Server	Copilot for Microsoft 365 Assessment	Automate Business Processes	Insights from Your Customer Data
What: Optimize customer hybrid cloud footprint to secure, scale and modernize capabilities.	What: Operational and data readiness review in preparation for deploying Copilot.	What: Leverage Power Platform and Dynamics to streamline processes and innovate faster.	What: Utilize Microsoft OpenAI to build generative AI custom assistant against your organization's data.
Why: Drive ACR through Defender for Cloud and migration of apps, infrastructure, servers and databases to Azure.	Why: Ensure successful deployment and long-term utilization.	Why: Sell Dynamics and Power Platform to transform business processes.	Why: Integrate several Azure services, including OpenAI, with customer data to drive consumption.
How: - Hybrid solutions (IaaS, PaaS, SaaS, Azure Stack HCI) - Managed XDR built on Microsoft Sentinel / Defender	How: Copilot for Microsoft 365 Readiness Assessment	How: Power Platform for Dynamics 365 Needs Assessment	How: Custom AI Assistant

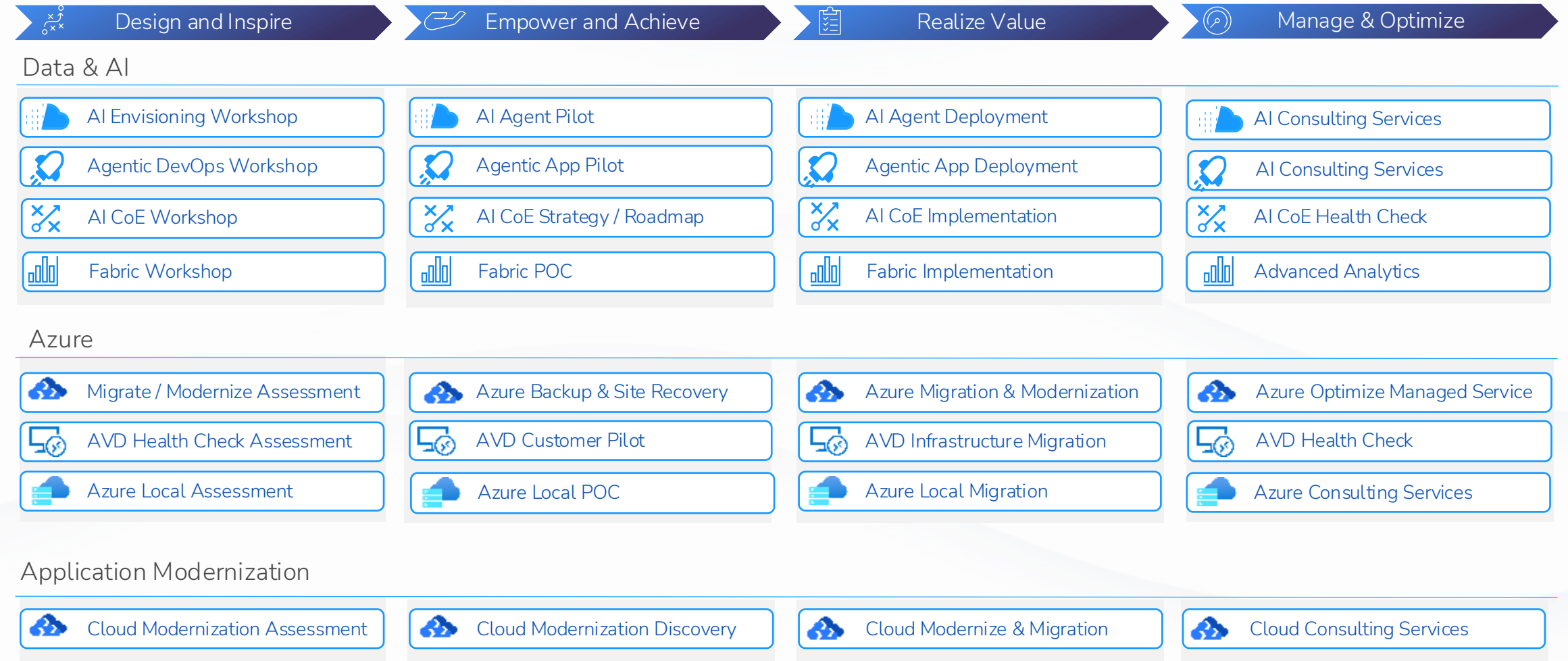
Security
Managed EDR / XDR
What: Integrated managed service that intercepts threats at the earliest stages.
Why: Drives ACR through Sentinel. Licensing upsell to Microsoft 365 E5.
How: Managed XDR Discovery

Cloud & AI Solutions

Overview



Cloud & AI Platform Superpowers



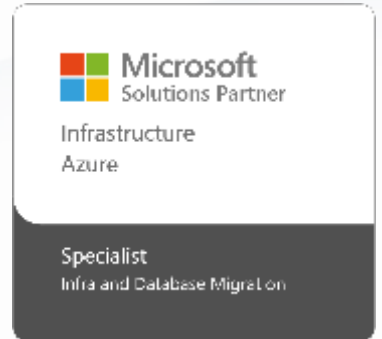
Breadth of Azure Services

Azure Consumption Solutions

- Azure Stack HCI
- Hybrid Environments
- Azure Stack Edge
- Azure Arc
- Microsoft Fabric
- Defender for Server
- Microsoft Sentinel
- IaaS, PaaS, SaaS
- Migrations from On-Premises
- Cloud Readiness Assessments
- High Availability / Disaster Recovery
- Azure Virtual Desktop

Application Development

- .NET, .NET Core
- Mobile Applications
- IoT Development
- Web Applications, Portals
- Kentico CMS
- Azure Cloud First Applications
- Cloud Application Migrations
- Azure DevOps, GIT, CI / CD
- Azure API Management, Functions, ESB, App Service, Azure SQL, CDN



Azure Superpower:

Secure and Migrate Enterprise Apps, Windows Server and SQL Server



What:

Optimize hybrid cloud footprint to secure, scale, and modernize capabilities



Why:

Drive ACR through Defender for Cloud and migration of apps, infrastructure, servers, and databases to Azure



Who:

IT / Infrastructure as application owners



How:

- Hybrid solutions (IaaS, PaaS, SaaS, Azure Stack HCI)
- Managed XDR built on Microsoft Sentinel / Defender

Azure Superpower Quickstart

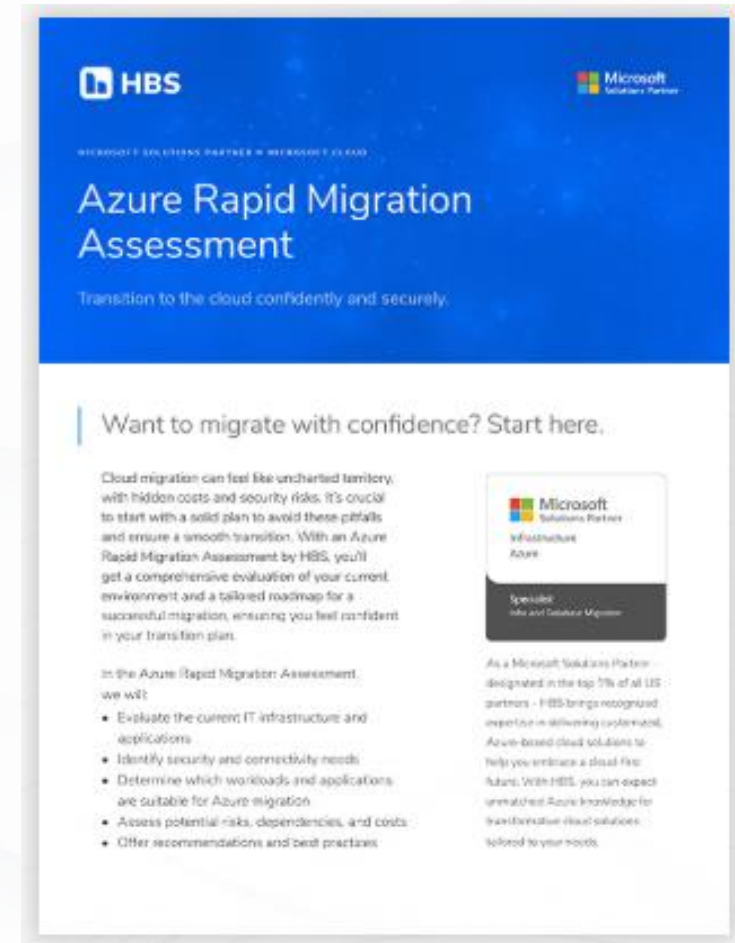
Azure Rapid Migration Assessment

What: Comprehensive evaluation of your current environment and tailored roadmap for migration

\$5,000 Fixed Fee | 4-week effort

Who: IT Leaders

Why: Drive ACR through Defender for Cloud and migration of apps, infrastructure, servers and databases to Azure



[Download Sell Sheet](#)

Breadth of Data & AI Services

Reporting & AI

- Azure AI Services
- Azure OpenAI
- Machine Learning
- Microsoft Fabric
- Data Strategy Modernization
- Data Warehousing
- Power BI Reporting & Training
- Azure Data Factory
- Reporting Environment Review
- Reporting Review

Data Platform

- Monitoring, Health Check, Remediation & Performance
- Data Platform Modernization
- SQL Administration
- Data Architecture Design
- Database Infrastructure Development
- Structured SQL Training
- Backup & Storage Deployment
- Disaster Recovery Deployment
- Azure SQL Environments



Specialist
Infra and Database Migration
Migrate Enterprise Applications
to Microsoft Azure

Data and AI Superpower:

Insights from Your Customer Data



What:

Utilize Microsoft OpenAI to build generative AI custom assistant against your organization's data



Why:

Integrate several Azure, including OpenAI, with customer data to drive Azure consumption



Who:

Leaders of lines of business



How:

Custom AI Assistant

Data and AI Superpower Quickstart

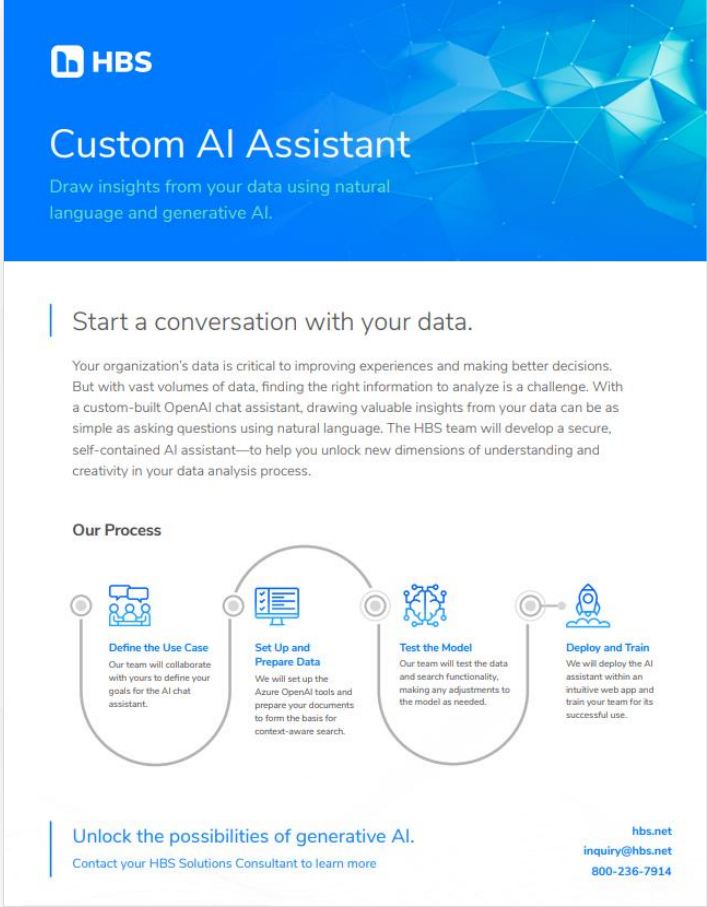
Custom AI Assistant

What: Help customers to start utilizing OpenAI against custom data sources in their environment.

\$7,500 fixed fee | 2-3 weeks effort

Who: Leaders of lines of business

Why: Integrate Azure service, including OpenAI with customer data to drive consumption



The image shows a brochure for the 'Custom AI Assistant' service. It features a blue header with the HBS logo and the title 'Custom AI Assistant'. Below the title, it states 'Draw insights from your data using natural language and generative AI.' The main body of the brochure is white with a blue border. It starts with the heading 'Start a conversation with your data.' followed by a paragraph explaining the value of the service. Below this is a section titled 'Our Process' which contains four steps, each with an icon and a brief description: 1. Define the Use Case (icon of two people), 2. Set Up and Prepare Data (icon of a document), 3. Test the Model (icon of a brain), and 4. Deploy and Train (icon of a rocket). At the bottom, there is a call to action 'Unlock the possibilities of generative AI.' and contact information for HBS.

HBS

Custom AI Assistant

Draw insights from your data using natural language and generative AI.

Start a conversation with your data.

Your organization's data is critical to improving experiences and making better decisions. But with vast volumes of data, finding the right information to analyze is a challenge. With a custom-built OpenAI chat assistant, drawing valuable insights from your data can be as simple as asking questions using natural language. The HBS team will develop a secure, self-contained AI assistant—to help you unlock new dimensions of understanding and creativity in your data analysis process.

Our Process

- Define the Use Case**
Our team will collaborate with yours to define your goals for the AI chat assistant.
- Set Up and Prepare Data**
We will set up the Azure OpenAI tools and prepare your documents to form the basis for context-aware search.
- Test the Model**
Our team will test the data and search functionality, making any adjustments to the model as needed.
- Deploy and Train**
We will deploy the AI assistant within an intuitive web app and train your team for its successful use.

Unlock the possibilities of generative AI.
Contact your HBS Solutions Consultant to learn more

hbs.net
inquiry@hbs.net
800-236-7914

[Download Sell Sheet](#)

AI Business Solutions

Overview



AI Business Solutions Superpowers



Modern Work

M365 Copilot Readiness Assessment	Copilot Training Level 100-200	Copilot Training Level 300-400	M365 Manage Services
M365 Migration Assessment	M365 Migration POC	M365 Migration	M365 Consulting Services

Dynamics 365 Business Central

BC Migration Assessment	BC Detailed Discovery	BC Implementation	BC Support Contract
ERP Envisioning Workshop			

Dynamics 365 CRM and Low-Code Platform

Power Platform Needs Assessment	Power Platform Solution Assessment	Power Platform Solution Deployment	Power Platform Consulting Services
CRM Envisioning Workshop	CRM Readiness Assessment	CRM Implementation	CRM Consulting Services

Breadth of AI Business Solution Services



Microsoft 365

- M365 Copilot POC, Roadmap & Adoption
- M365 Governance
- M365 Adoption & Change Management
- M365 Assessments & Migrations
- Windows 365/Azure Virtual Desktop
- Teams Voice

Dynamics

- Dynamics 365 Sales
- Dynamics 365 Customer Insights
- Dynamics 365 Customer Service
- Dynamics 365 Field Service
- Dynamics Business Central
- Customizations, Integrations, Migrations
- Application Lifecycle Management
- Training

Microsoft Power Platform

- No-Code / Low-Code Power Apps
- Power Automate (Cloud/RPA)
- Power Virtual Agents (Copilot Studio)
- Power Pages Portals
- Dataverse

M365 Copilot Readiness Assessment

What: Ensures customer operational and data readiness for deploying Copilot for Microsoft 365.

\$12,000 fixed fee | 2-4 weeks effort

Who: Department leaders

Why: Ensure long-term utilization of Microsoft 365 Copilot as the foundation for additional AI services.

The graphic features a blue header with the HBS logo and the title 'Copilot for Microsoft 365 READINESS ASSESSMENT'. Below the header, a quote states: 'AI can revolutionize your productivity. We'll get you ready for it.' A paragraph follows, explaining that Copilot for Microsoft 365 offers opportunities for better business intelligence and streamlined processes, but requires a well-prepared foundation. The 'Our Process' section is a circular flow diagram with three steps: 1. 'Identify Your Business Goals' (icon: people with a bar chart), 2. 'Assess Your Current Readiness' (icon: clipboard with a checklist), and 3. 'Define Your Implementation Roadmap' (icon: people with a bar chart). Each step includes a brief description of the work involved.

HBS

Copilot for Microsoft 365

READINESS ASSESSMENT

AI can revolutionize your productivity.
We'll get you ready for it.

Copilot for Microsoft 365 brings incredible opportunities to your organization. Better business intelligence. Streamlined processes. Improved data retrieval and analysis. But maximizing the benefits requires a well-prepared foundation. With a Copilot for Microsoft 365 Readiness Assessment, we'll help you develop the most effective path forward to unlock the possibilities of AI for your organization.

Our Process

Identify Your Business Goals

We'll work with you to define your business case for AI, mapping your goals to the benefits Copilot can provide.

Assess Your Current Readiness

We'll review your Microsoft 365 licensing, configuration, security and infrastructure; assess your ability to implement Copilot today; and identify any gaps to address.

Define Your Implementation Roadmap

We'll provide a detailed set of recommendations and the steps to implement Copilot in alignment with your business goals.

[Download Sell Sheet](#)

Business Applications Superpower

Automate Manual or Outdated Processes



What:

Leverage Microsoft Power Platform and Dynamics 365 to streamline operations, improve customer service, and innovate faster



Why:

Drive Power Platform and Dynamics 365 licensing



Who:

IT and Line of Business Owners



How:

Power Platform or Dynamics 365
Envisioning Workshop

Business Applications Superpower Quickstart

Envisioning Workshop

What: Engage your IT and Business teams together in a hands-on ½ day Power Platform Envisioning Workshop that will provide a comprehensive overview of the art-of-the-possible with Power Platform and work as a team to assess current and future state aligning priorities.

Who: IT and Line of Business Teams (Leadership and Front-Line)

Why: Develop deeper business relationships across organization and driving consumption of Dynamics 365 and Power Platform licensing.

The graphic features a blue header with the HBS and Microsoft logos. Below the logos, the text 'Microsoft Power Platform' is displayed, followed by the tagline 'Supercharge your ability to drive innovation at scale.' The main body of the graphic is white and contains the text 'Supercharge your team. Accelerate efficiency and time-to-delivery.' Below this, a paragraph explains the benefits of low-code tools. Two statistics are highlighted: 'Application Development Cost Reduction 45%' and 'Automation Possibilities 50%'. The footer includes two sources: '1. Forrester TEI of Microsoft Power Platform Premium Capabilities August 2022' and '2. Forrester: The Total Economic Impact™ Of Power Apps, March, 2020.'

HBS **Microsoft**

Microsoft Power Platform

Supercharge your ability to drive innovation at scale.

Supercharge your team. Accelerate efficiency and time-to-delivery.

What if you could leverage low-code tools to help your organization boost efficiency and reduce costs? With HBS and Microsoft's Power Platform, you'll have the tools, technology and expert support to automate processes, streamline operations, and simplify security and administration.

Application Development Cost Reduction	Automation Possibilities
45%	50%
Power Platform reduces application development costs increasing efficiency through low-code capabilities. ¹	of digital work activities can be automated with current technology. ²

Sources: 1. Forrester TEI of Microsoft Power Platform Premium Capabilities August 2022
2. Forrester: The Total Economic Impact™ Of Power Apps, March, 2020.

[Download Sell Sheet](#)

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.

[Download Sell Sheet](#)