



Microsoft with HBS

HBS Introduction & Services Overview with Security 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



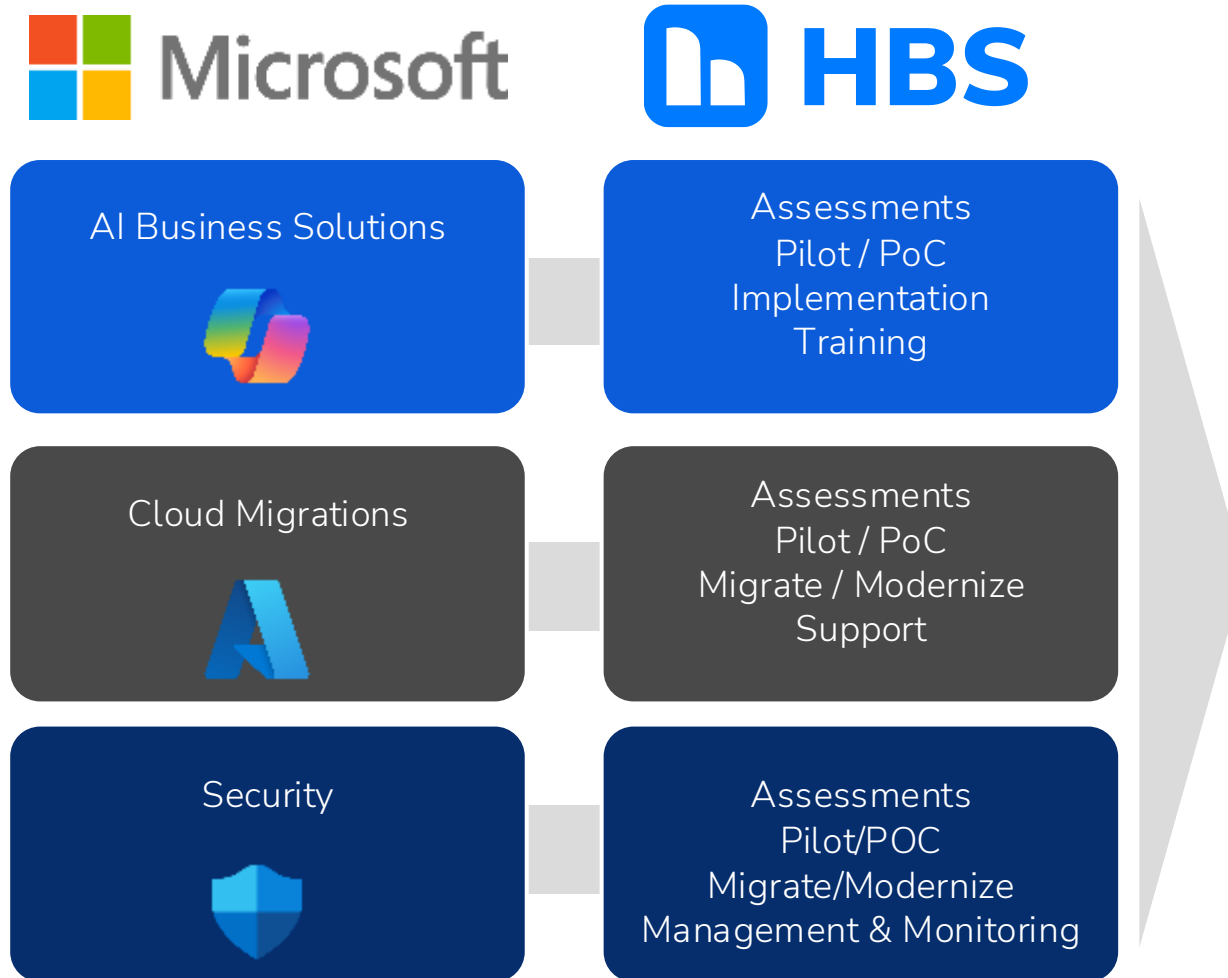
Business Applications

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.

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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