



Microsoft Switzerland Partner Townhall

29th of April 2021

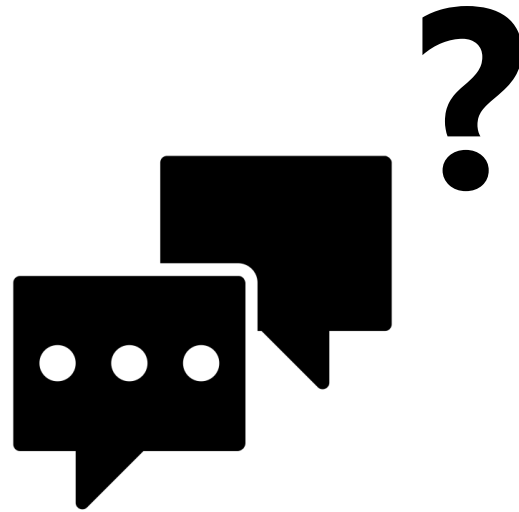


Agenda

Microsoft Switzerland Partner Townhall

09:30 – 09:35 Opening	Natasa Vuruna
09:35 – 09:55 Compliance	Marion Legel
09:55 – 10:15 How to include security in your offering	Uwe Lüthy
10:15 – 10:25 Who are we and what we do for you?	Marco Iten from Alltron
10:25 – 10:30 Closing	Natasa Vuruna

Teams Live Event Logistics



Chat and Q&A

IAMCP After-Townhall event



Topic	Speaker(s)
10:30 How to include security in your offering (in German)	Uwe Lüthy (Microsoft) & Marco Rast (IAMCP)

We invite you to deepen current aspects of How to include security in your offering with Uwe Lüthy from Microsoft.

- Interactive format, in German, to deepen the topic dealt with in the Microsoft Switzerland Partner Townhall
- Possibility to ask your questions directly to Microsoft and receive first-hand answers
- Exclusive for IAMCP members, but the **first two** After-Townhalls are open to **everyone**

Participation via Teams Link sent in the chat

Compliance

Control and Compliance Manager at Microsoft Schweiz, Marion Legel



Partner Compliance - Ethics & Integrity

April 2021



When our customers trust us, we all succeed and can achieve more

- Ethical deal making is everyone's responsibility
- Unethical selling erodes trust and hurts our business, our partners and our customers
- Our mutual commitment to building and maintaining this trust means doing business the right way - ethically and honestly



Learn more at:
[Trustworthy Representatives & Partner Business Conduct](#)



Our commitment to anti-corruption

- We prohibit offering or paying bribes, kickbacks, or other improper benefits to anyone
- We expect our representatives to share our commitment to integrity
- If we see signs that a representative is unethical or could be engaging in corrupt conduct, we end our business relationship with them
- Our anti-corruption compliance program is designed to prevent, detect, and fix compliance issues



Learn more at: [Microsoft anti-corruption commitment](#)
[Anti-corruption policy for partners](#)



Our asks of you



External report

ETHISPHERE
A SPECIAL REPORT ON:
THIRD PARTY RISK

In Partnership with
Nardello & Co.

A SPECIAL REPORT ON: **THIRD PARTY RISK**

Written by Michael Ramos



A few years ago, during a private meeting on risk mitigation, the CEO of a leading global package delivery company was asked if any specific risk was keeping him up at night. Storms? Earthquakes? Civil unrest? Economic meltdowns?

"Here's the one that keeps me up," he answered, without hesitation. "I worry that somewhere around the world, in one of the companies we've just acquired, some manager is still doing business the way he used to – not the way we do – and he unintentionally creates a legal mess that damages the entire company. I lie there wondering, 'Where is he? What's he up to?'"

Over the years, concern over third party risk – including the special case of merger and acquisition partners – has continued to escalate, and with good reason. The unprecedented convergence of some powerful dynamics has heightened both the dangers and potential damage from third party risk. Consider these trends:

- **Outsourcing:** Companies everywhere are seeking ways to simplify their businesses, concentrating on the core technologies, services and activities they do best, and outsourcing the rest to vast networks of both upstream and downstream partners.
- **Globalism:** Businesses of every size find they need to have a presence outside their home country, requiring partners and business channels in places with unfamiliar legal and cultural environments.
- **Mergers and Acquisitions:** Much of the global expansion occurs through M&A activity, which continues at close to the record pace set in 2016. Both the potential targets, as well as their third party partners, provide a minefield of possible legal and compliance risks for acquirers.

- **Regulatory Focus:** Enforcement of the Foreign Corrupt Practices Act (FCPA), the UK Bribery Act and other similar anti-corruption measures continues, and many jurisdictions are stepping up their efforts.
- **Reputational exposure:** Thanks to social media and networking, even a hint of scandal reverberates globally and almost instantaneously.

Put those trends together, and the results are clear: More companies are deeply engaged with a bigger, broader, geographically diverse network of partners than ever before. It's happening in an increasingly tough regulatory environment and in a hyper-connected world of social networking where consumers have nearly immediate access to reports of wrongdoing.

It is in that context that Ethisphere presents this Special Report on Third Party Risk, a comprehensive look at best practices and emerging issues.

Inside the Special Report

In this report, you'll find ideas on how business leaders, as well as Legal, Ethics & Compliance professionals, at some of the best-known global companies are finding creative ways to identify, mitigate and monitor third party risk.

Ethisphere Managing Editor Tyler Lawrence opens the report with "Making Trust Easier: Lessons on Third Party Risk," which explores the tricky balance between maintaining ethical standards without losing sight of business demands. And the article highlights a growing area of critical concern in third party relationships: data and information security.

How to include security in your offering

Cloud Solution Architect for Security Microsoft Switzerland, Uwe Luethy

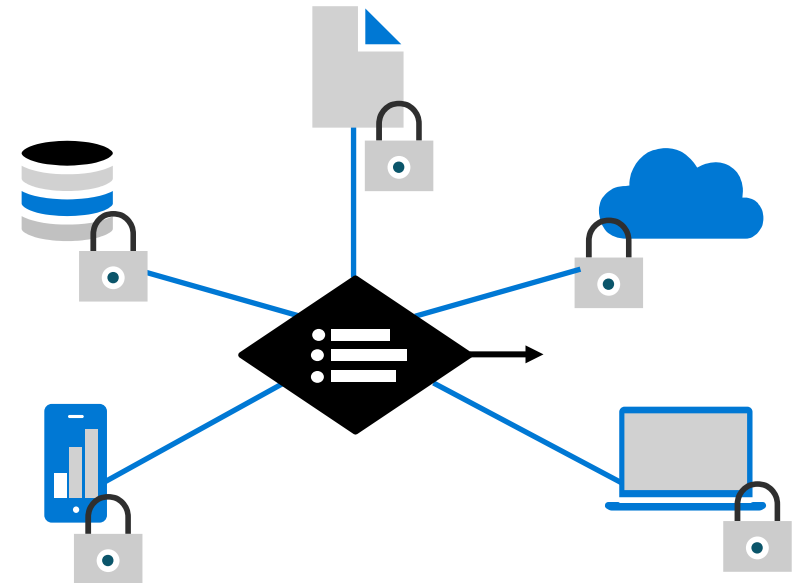
Secure assets where they are with Zero Trust

Simplify security and make it more effective



Classic Approach

Restrict everything to a 'secure' network



Zero Trust

Protect assets anywhere with central policy

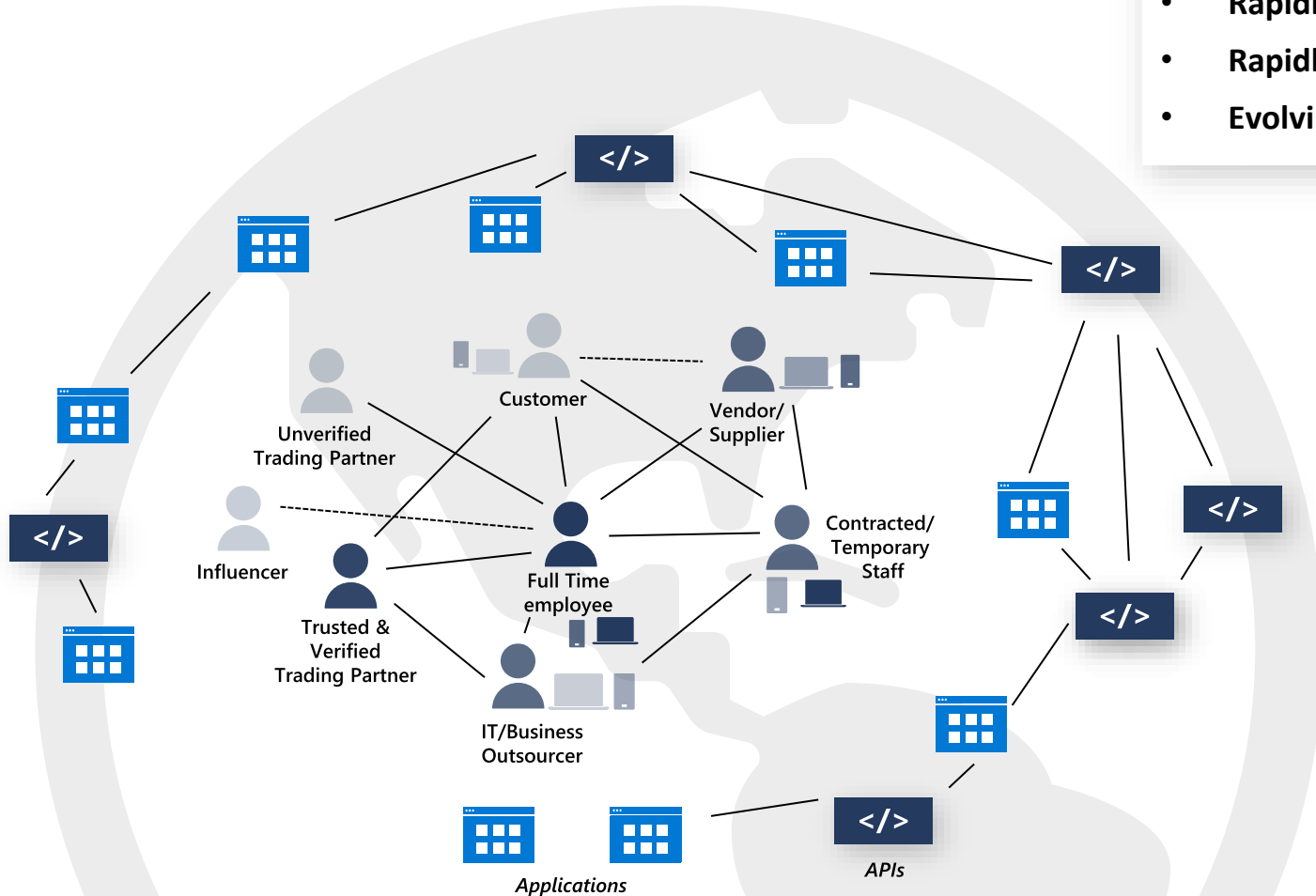
The digitized world is interconnected and dynamic

Modern Work Use Cases

- Normalization of remote work
- Rapidly evolving partnerships and competitors
- Rapidly changing communication patterns
- Evolving national interests and regulations

Security Modernization Imperatives

- **Automated Policy Enforcement** - to address changing processes and models in an agile manner at minimum cost
- **Adaptive identity management** - to respond to rapidly changing roles, responsibilities and relationships
- **Data-centric and asset-centric approaches** – to
 - **Better focus security resources** by limiting the scope of what to protect (via trusted zones, tokenization, or similar approaches)
 - **Better monitor assets and respond to threats** regardless of network location.



Microsoft Zero Trust Principles

Guidance for technical architecture



Verify explicitly

Always validate all available data points including

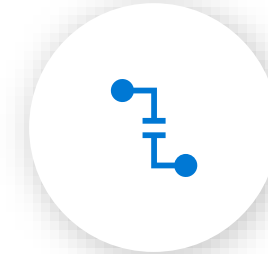
- User identity and location
- Device health
- Service or workload context
- Data classification
- Anomalies



Use least privilege access

To help secure both data and productivity, limit user access using

- Just-in-**time** (JIT)
- Just-**enough**-access (JEA)
- Risk-based **adaptive** policies
- Data protection against **out of band** vectors



Assume breach

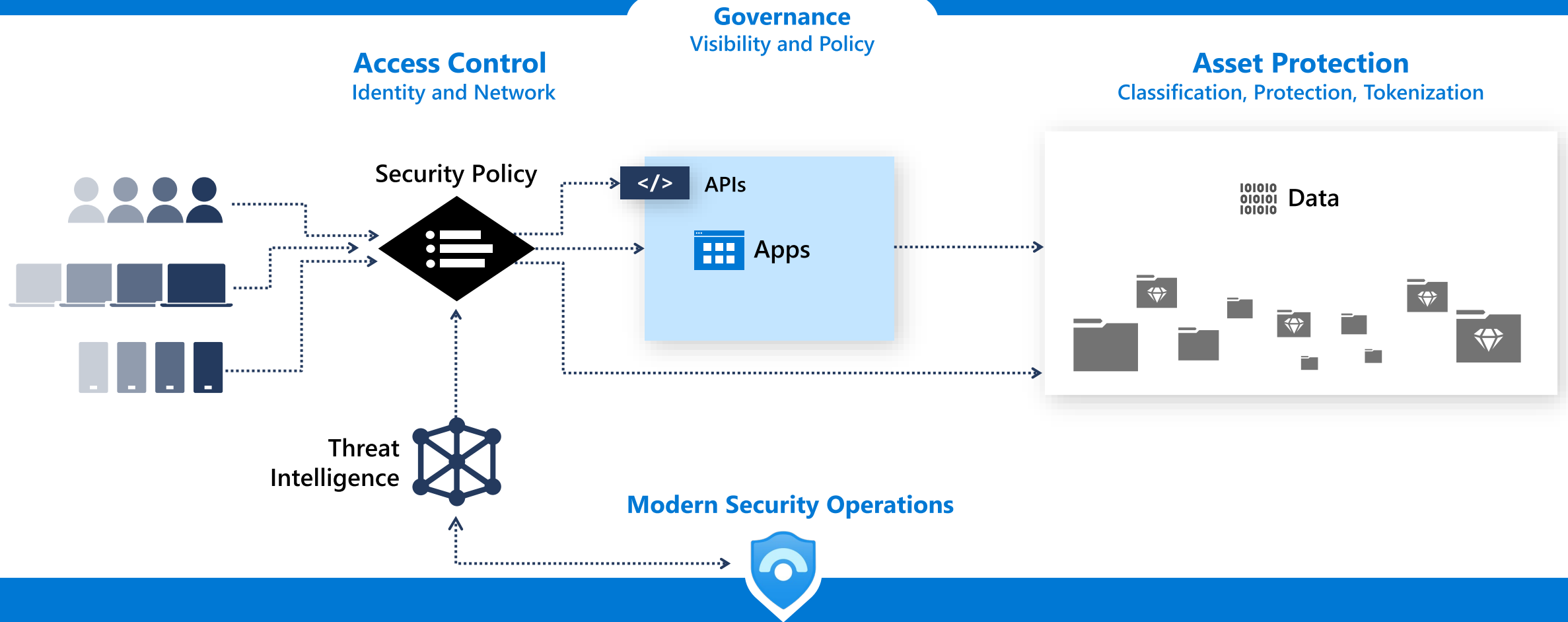
Minimize blast radius for breaches and prevent lateral movement by

- **Segmenting access** by network, user, devices, and app awareness.
- **Encrypting** all sessions end to end.
- **Use analytics** for threat detection, posture visibility and improving defenses

Zero Trust Components

Enables and secures digital transformation

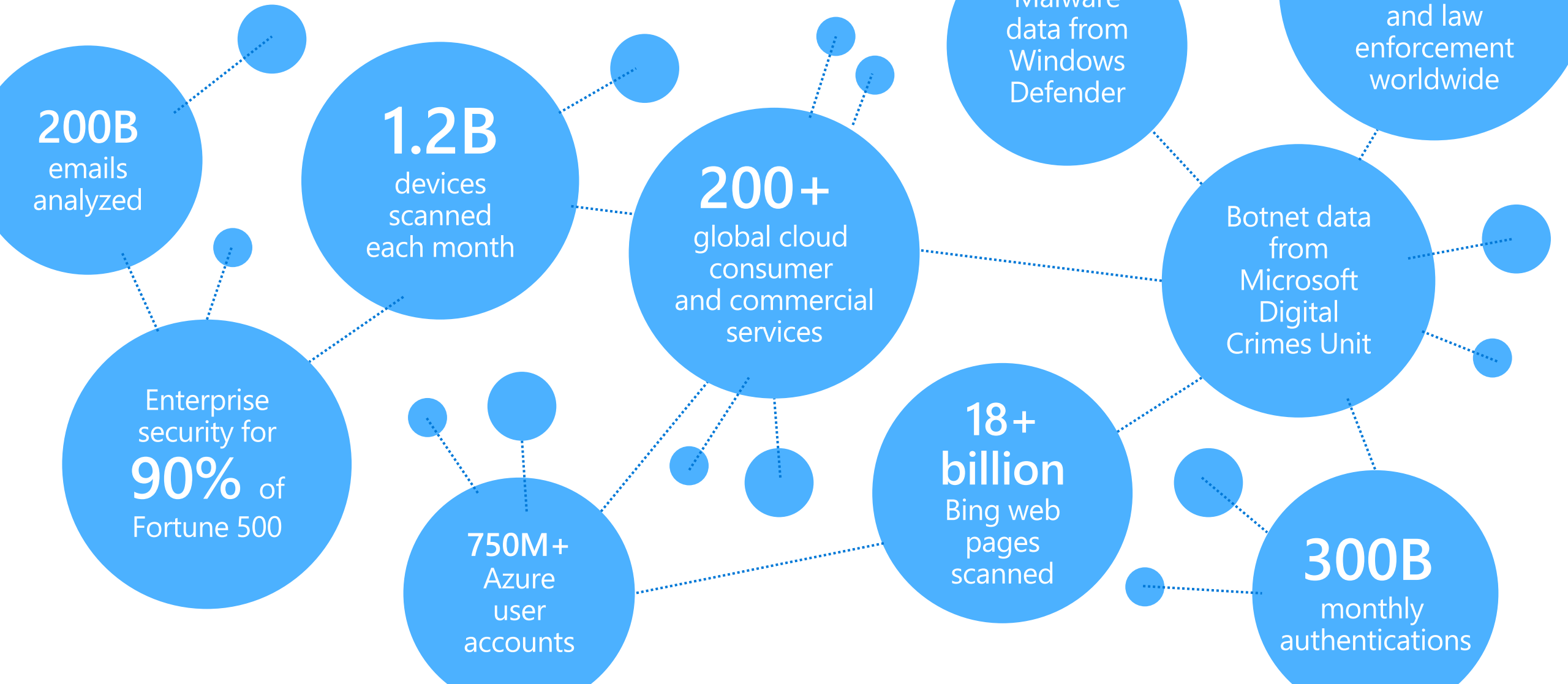
Clarity, Automation, and Metrics-Driven Approach



Rapid Threat Detection, Response, and Recovery

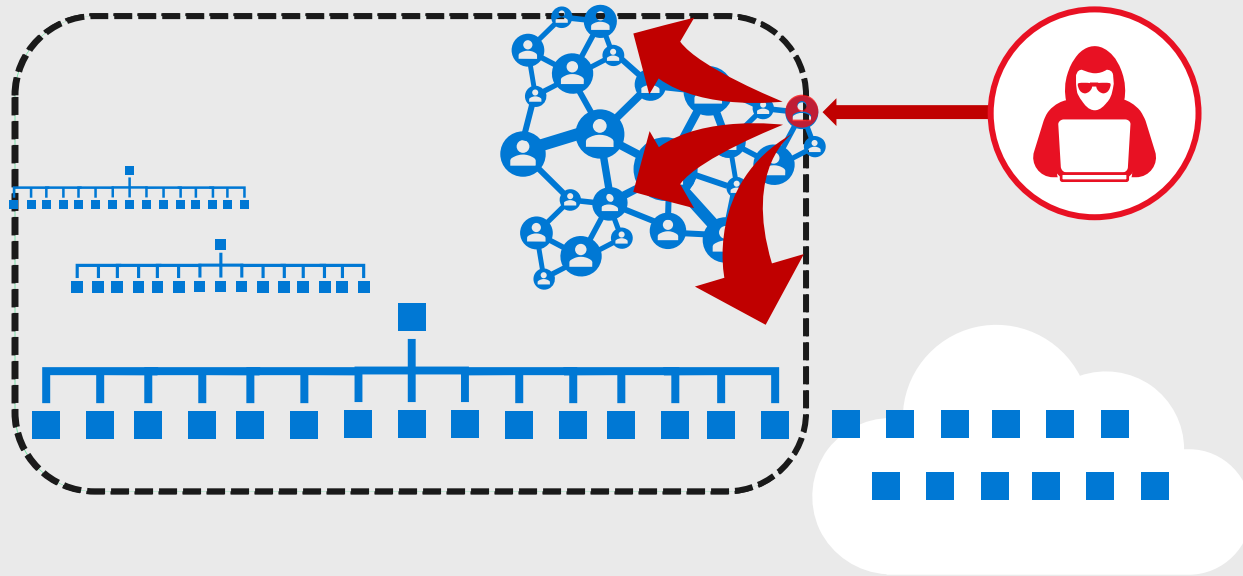
Microsoft Intelligent Security Graph

Unique insights, informed by trillions of signals



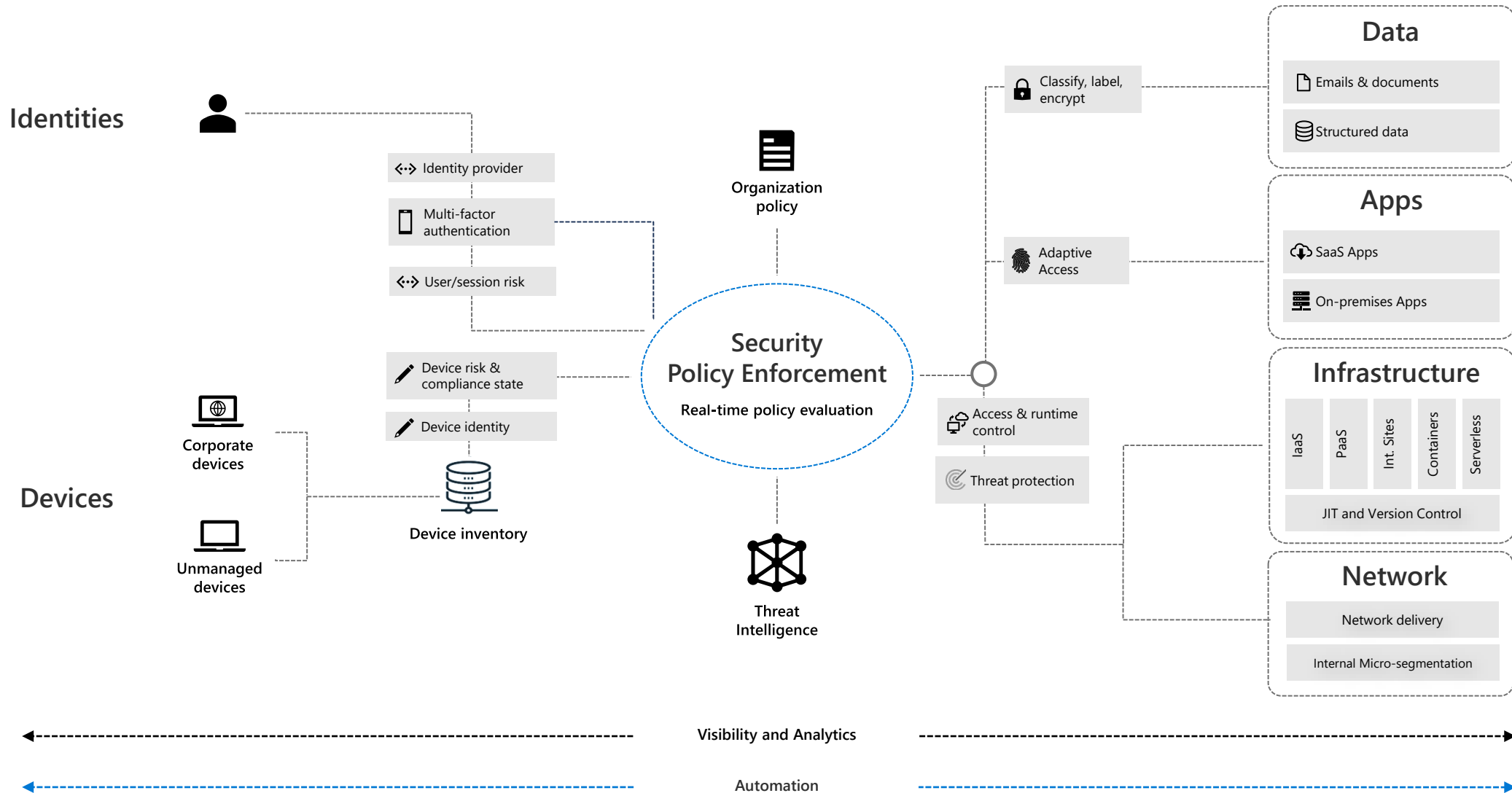
Why are we having a Zero Trust conversation?

Access Control: Keep **Assets** away from **Attackers**

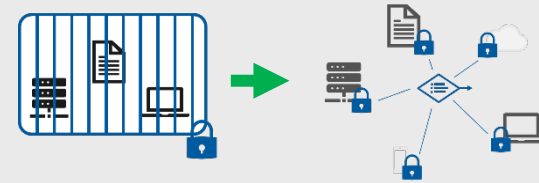


- 1. IT Security is Complex**
 - Many Devices, Users, & Connections
- 2. “Trusted network” security strategy**
 - Initial attacks were network based
 - *Seemingly* simple and economical
 - Accepted lower security within the network
- 3. Assets increasingly leave the network**
 - BYOD, WFH, Mobile, and SaaS
- 4. Attackers shift to identity attacks**
 - Phishing and credential theft
 - Security teams often overwhelmed

Zero Trust architecture



Business Benefits of Zero Trust



Line of Business

- **Business Agility** – for continuous business environment changes:
 - Business Models and Partnerships
 - Technology Trends
 - Regulatory, Geopolitical, Cultural Forces
 - Disruptive Events
 - Paradigm Shift to Remote Work
- **Accelerate digital transformation** initiatives and lower risk

Business Support

(Finance, HR, etc.)

- **Accelerate process modernization** using cloud technologies
- **Rapidly apply policy** as people change roles
Employee ↔ supplier ↔ partners
- **Better business risk visibility & mitigation** for acquisitions and new ventures

IT & Security

- **Simpler architectures** are more cost effective, easier to support, and reduce the threat surface
- **Less policy exceptions** and escalations to manage
- **Better visibility** into technical risks
- **Better prevention** of common security risks

Better security and user experience with Passwordless + working anywhere you want



Expand your cloud business

Crafted from the insights and best practices of over 1,000 Microsoft partners.

Your guides to cloud business transformation: the Cloud Practice Development Playbooks provide the essential blueprints and tools to develop, analyze, manage, and secure an effective cloud practice that's built to last.



App Innovation

Understand the opportunity to build or expand a cloud application development and modernization practice.



Business Applications

Enabling companies to explore and grow a Microsoft Business Applications practice.



Cloud Infrastructure

Learn about hybrid cloud implementation, modernization, management, and security.



Cloud Migration and Modernization

Embrace digital transformation by connecting people, data, and processes in the cloud.



Cloud Operations and Management

Accelerate and optimize your cloud operations, security, and management practice.



IoT

Resources to help you start, accelerate, and optimize your Internet of Things practice.



Recruit, Hire, Onboard, and Retain Talent

Learn best practices to find the right people, grow their skills, and keep them.



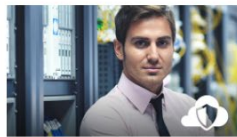
SaaS

Fundamentally transform business to deliver greater value by selling software as a service.



Secure Remote Work

Be ready to deliver remote access and collaboration from anywhere.



Security

Optimize with a security focused practice across a comprehensive development framework.



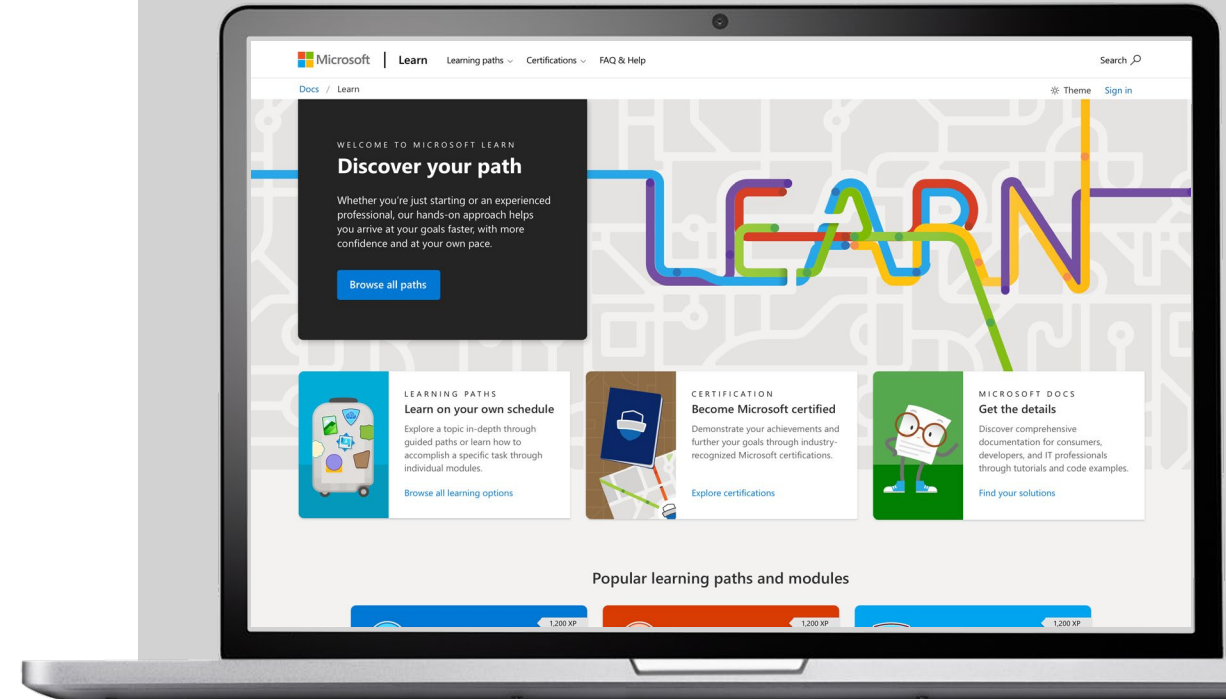
Teams

Guide customers to connect and collaborate and build a winning teamwork practice.

<https://partner.microsoft.com/en-US/campaigns/cloud-practice-playbooks>

Microsoft.com/Learn

Modern Work and Security enablement for Partners



Start Zero Trust Today

1. Start with quick wins
2. Plan for incremental progress

Zero Trust Deployment Guidance - <https://aka.ms/ZTGuide>

Productivity Security

- User - Require Passwordless or MFA to access modern applications + apply threat intelligence and UEBA
- Device - Require Device Integrity for Access (critically important step)

Modernize Security Operations

- Streamline response to common attacks (Endpoint/Email/Identity)

OT and IoT Environments

Datacenter Security

Key Zero Trust Resources

to help you on your Zero Trust journey

Zero Trust Resources
aka.ms/zerotrust

Maturity Model
aka.ms/zerotrust

Business Plan
aka.ms/ZTbizplan

Deployment Guidance
aka.ms/ztguide



- Zero Trust: Security Through a Clearer Lens session ([Recording](#) | [Slides](#))
- [CISO Workshop Slides/Videos](#)
- [Microsoft's IT Learnings](#) from (ongoing) Zero Trust journey

Who are we and what do we do for you?

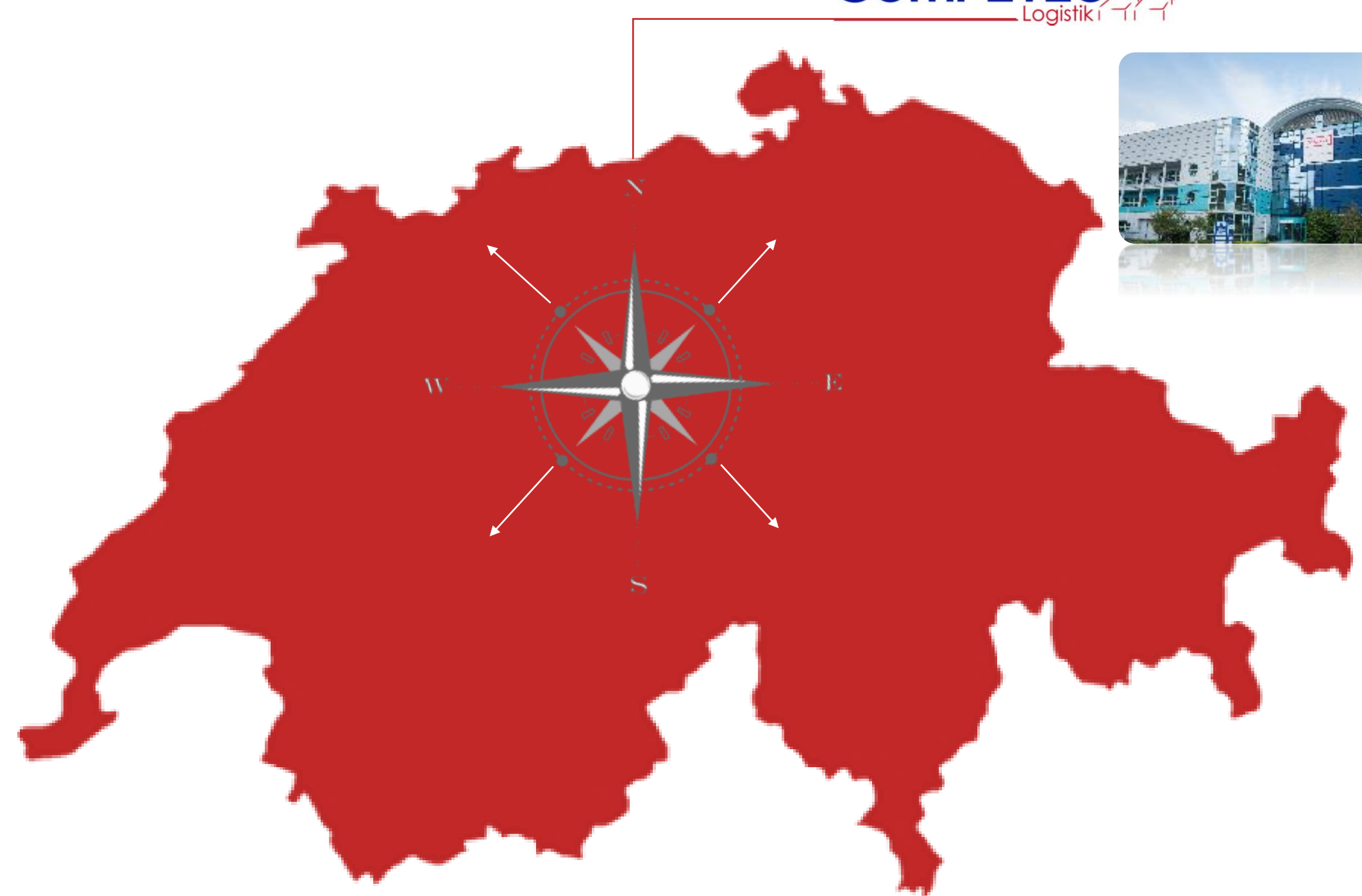
Lead Cloud Services – Alltron, Marco Iten

Alltron Service Marketplace

DISTRIBUTION CHANNELS

Competec Group

COMPETEC
Logistik



ALLTRON
SOLUTIONS

B2C

Direct sales to households

DAYDEAL

BRACK.CH



B2B

Direct sales for companies and institutions

BRACK.CH



B2B2X

Trade / distribution and project business for specialist dealers

ALLTRON



B2B2X

Fulfillment for retailers and etailers

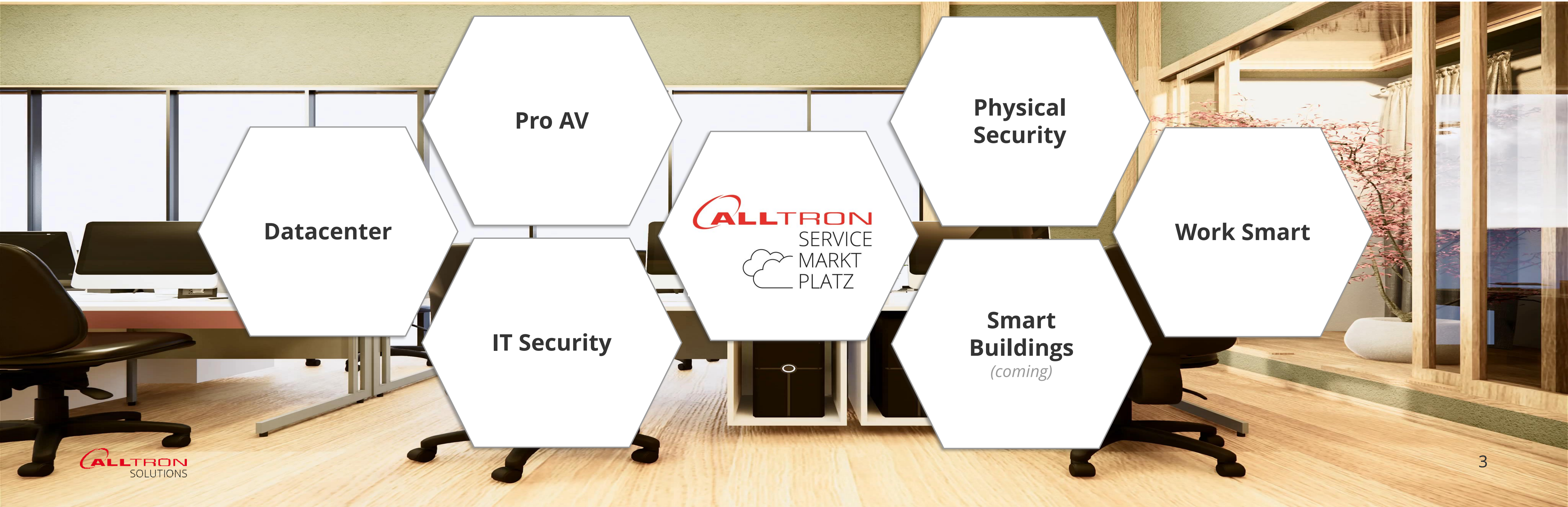
ALLTRON



Alltron Solutions

6 competence centers

Customer-oriented organization and collaboration to act quickly and competently



Service Portfolio



SaaS

Individual Cloud Solutions for Dedicated Use

- Centrally administrable on marketplace
- License management on marketplace
- Subscription Model > recurring revenue

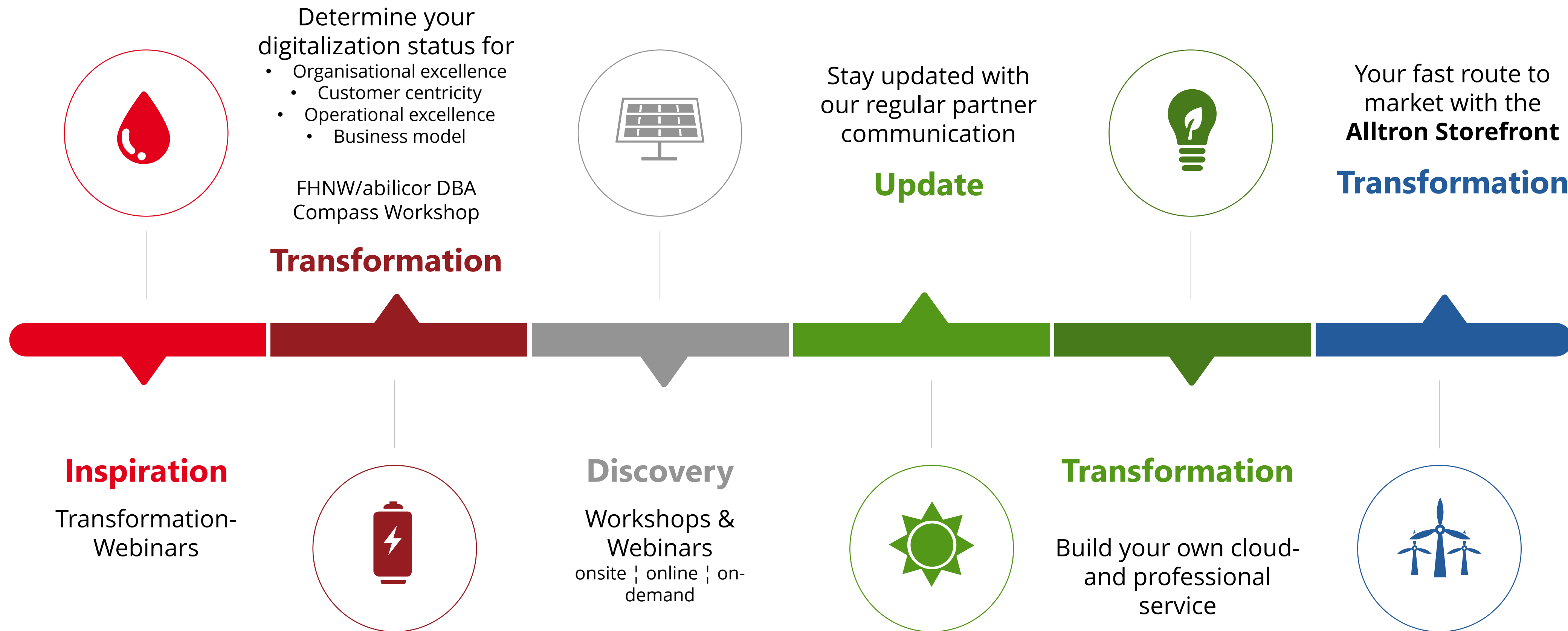
Solution Bundles

Ready-made solution bundles for bordered areas of application

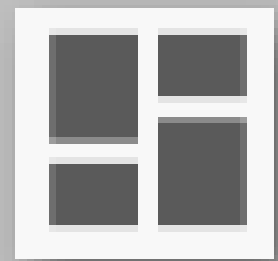
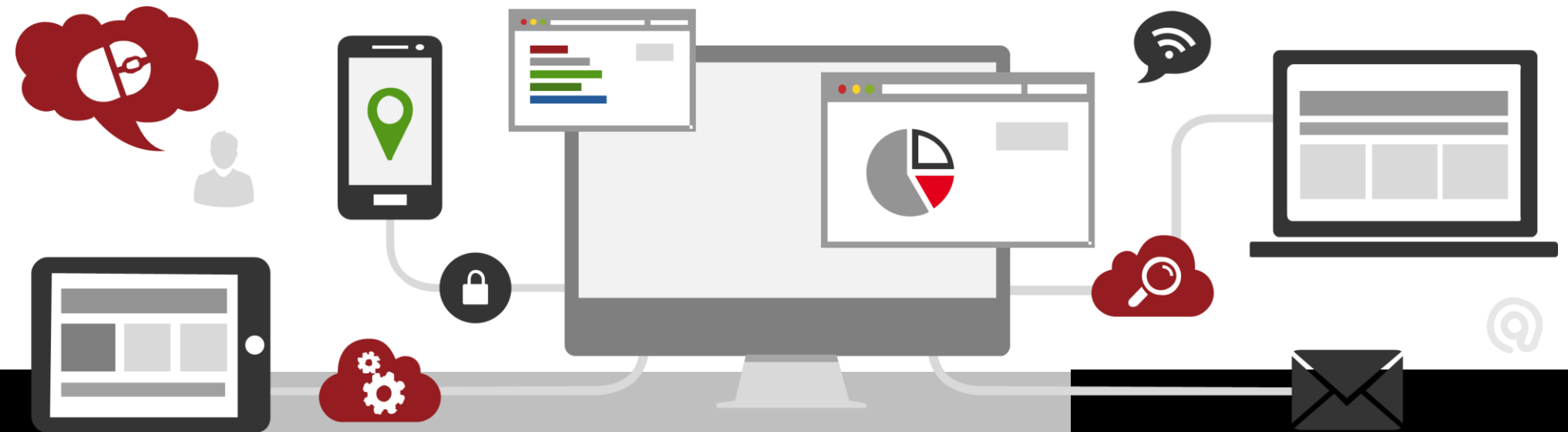
- Curated solution packages for the modern workplace
- "1-SKU" can be ordered on the marketplace
- Additional certified hardware components available on the marketplace

MARKET NEEDS

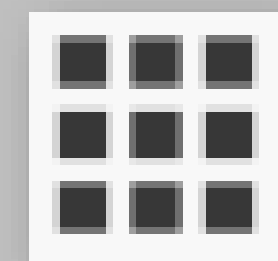
Development Journey Cloud Partner



Key functions



Apps & Services



Dashboards & My Workspace

Apps & Services contains the complete cloud services catalog of Alltron. After customer registration, the cloud products can be ordered in 4 easy steps and are automatically provisioned.

Dashboards & My Workspace is the central overview of all running and provisioned cloud services - listed and administrable by service or by end customer. In addition, access to the manufacturer management consoles is integrated, which enables the detailed management of the licenses.

The dashboards contains general statistics, costs, orders, subscription churn, expiring subscriptions, drilldown on Azure consumption etc.



Billing

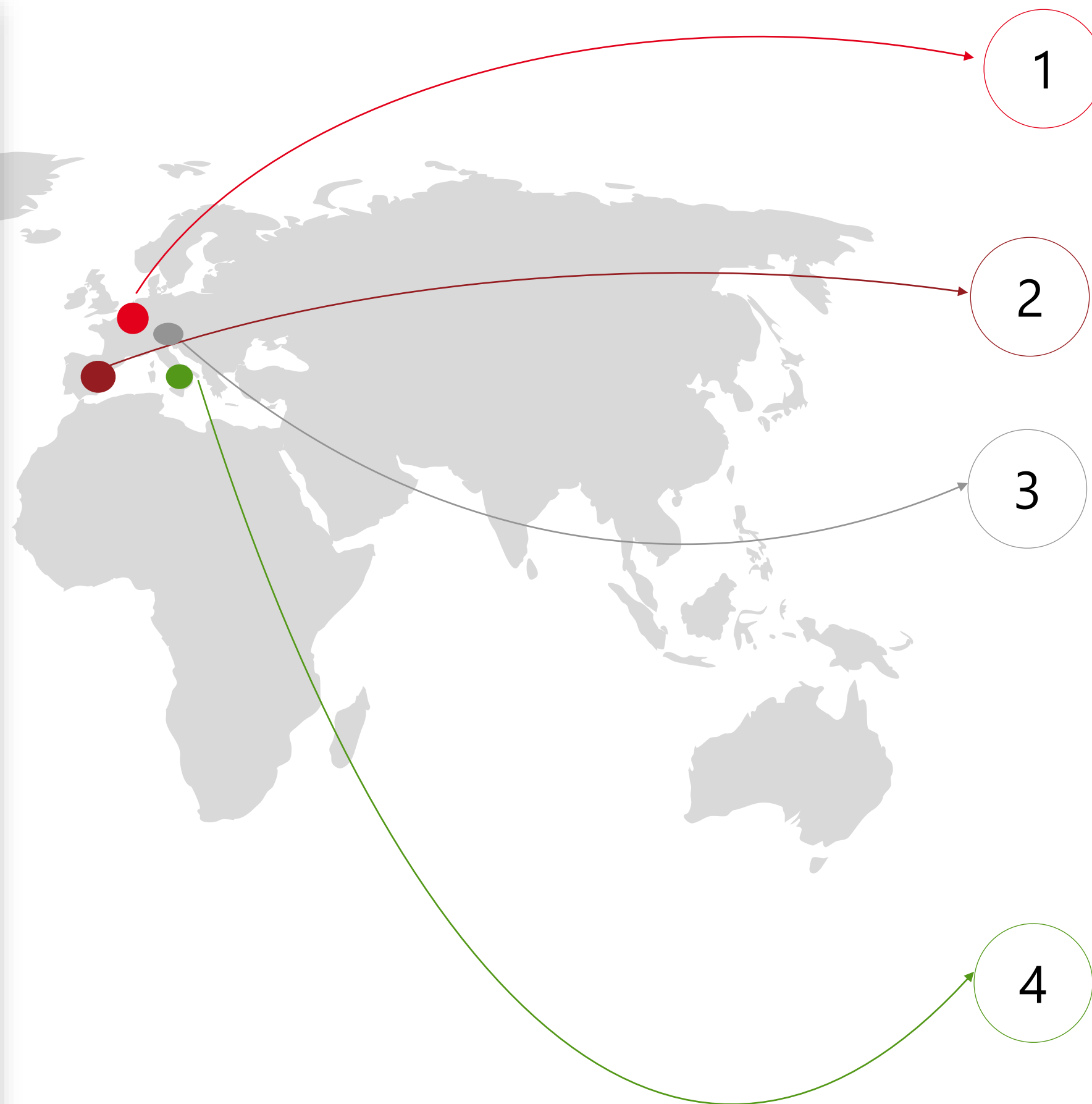
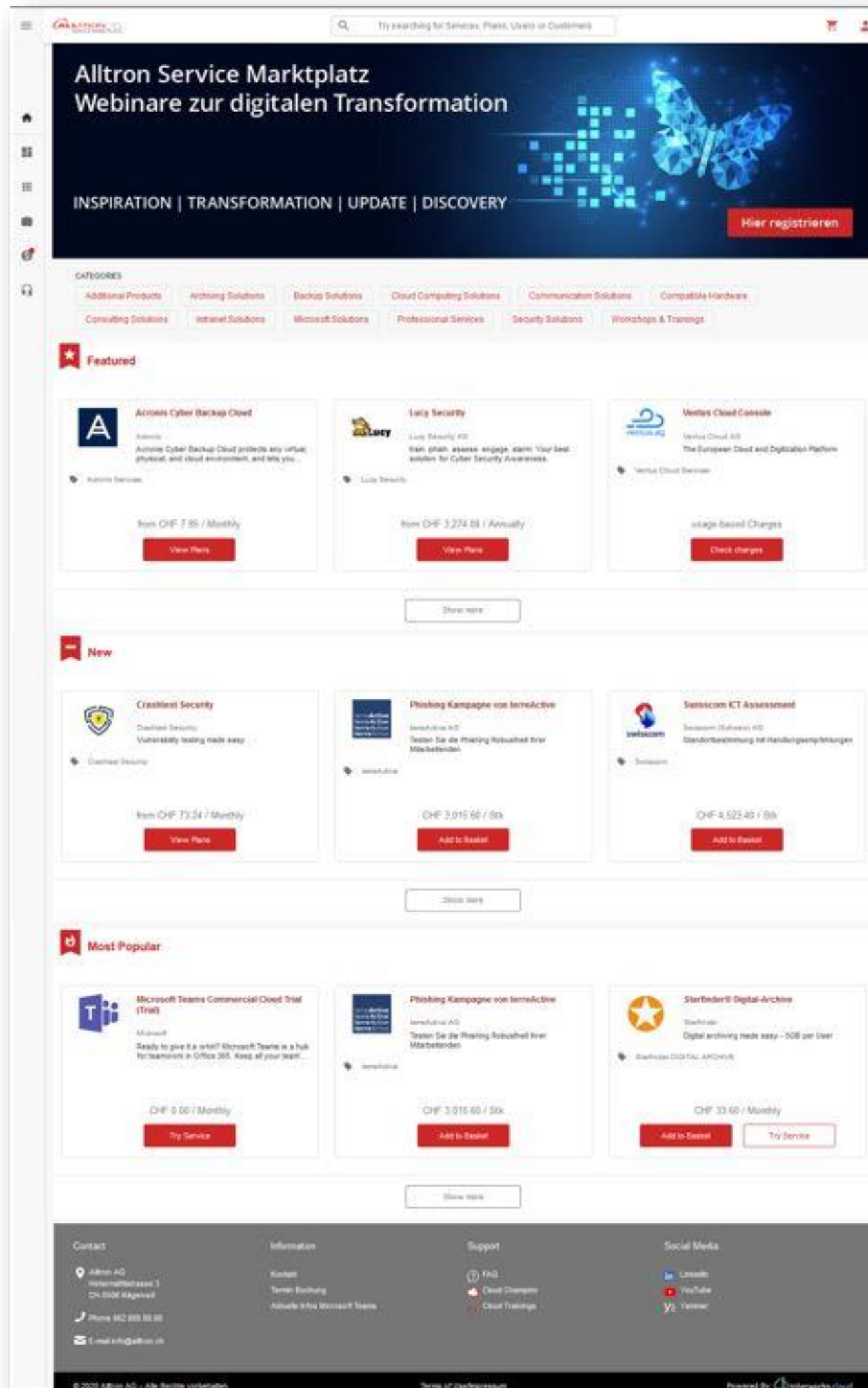


Support

Billing is for product and price management, the ordering and billing process.

Support is an easy-to-use ticketing system that ensures contact with Alltron's 1st level support.

Your route to market: reseller storefront



Direct access to your customer

1

Resellers gets their own cloud marketplace with a specially curated range of cloud services

Your branding as SaaS-reseller

2

Storefront gets reseller branding (logo, banners)

Automation

3

Resellers can automate their customers' new and follow-up orders to Alltron

Resellers can view / edit their customers' subscriptions

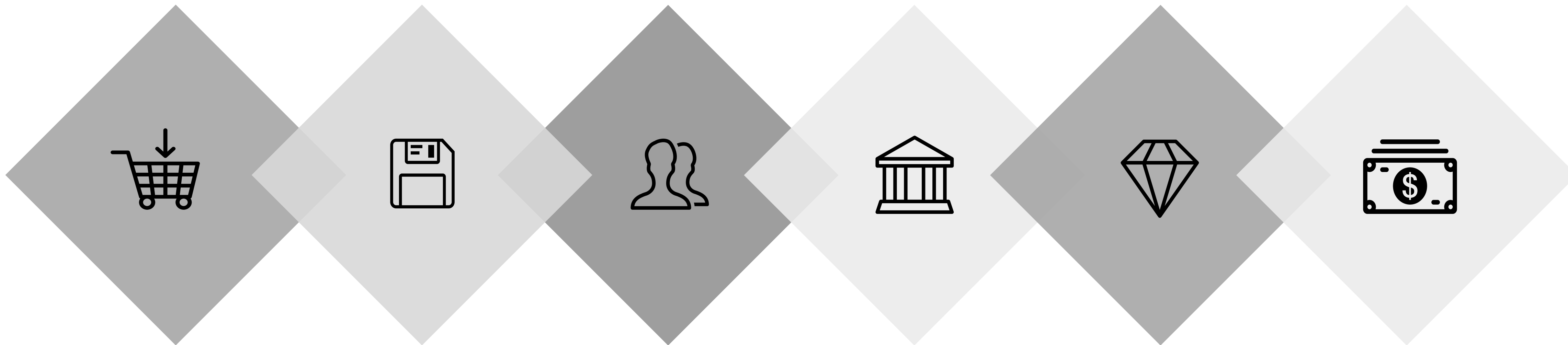
Reseller can automate pricing to his customer

Administration

4

Resellers can significantly simplify and automate the billing process

Summary



1 Plattform

Central management platform for all services

Services

Curated and tested international & local services

Professional services in cooperation with service providers

Plattform onboarding and migration support

Route-to-market

Storefront for reseller

No investment / no initial costs for plattform usage

Scaling engine for ISVs

Transformations services & trainings

Automation

Automated deployment

Easy activation & automatic billing

Dashboards

Numerous platform functionalities and dashboard to simplify the cloud business

Billing

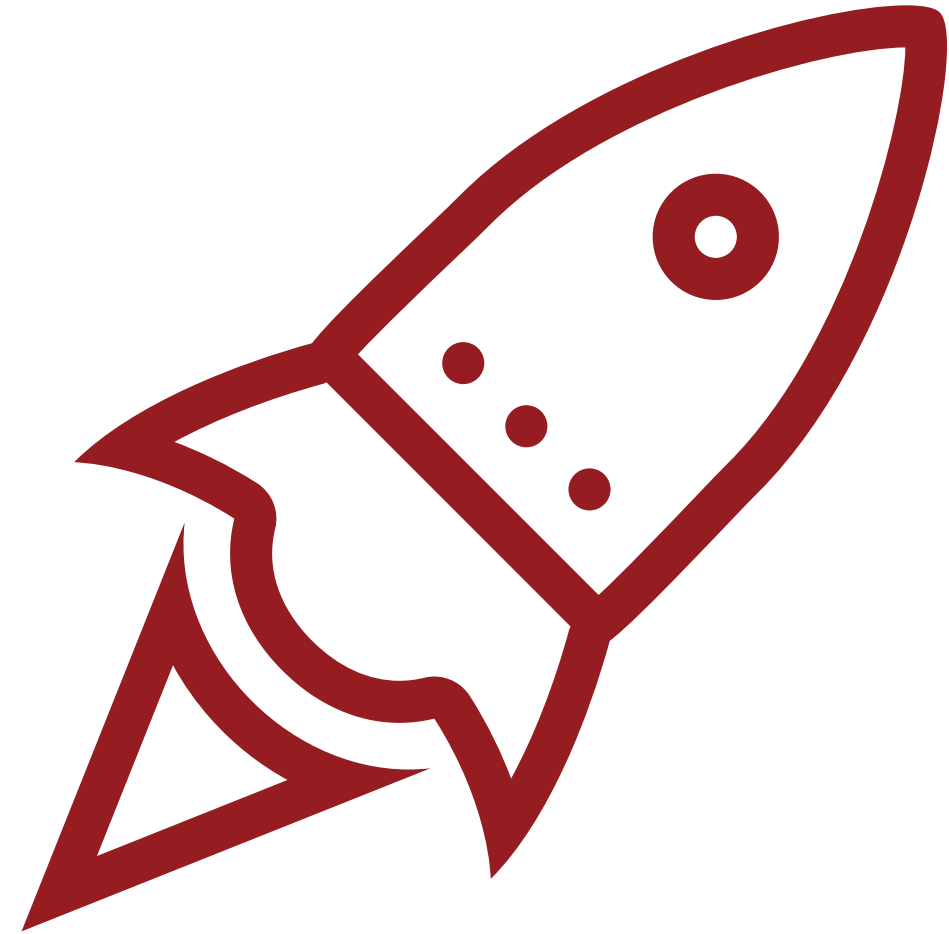
Office 365 billing based on days

Azure billing by minutes

No credit card required

API interface to your ERP

Billing drilldown per customer



THANK YOU FOR YOUR

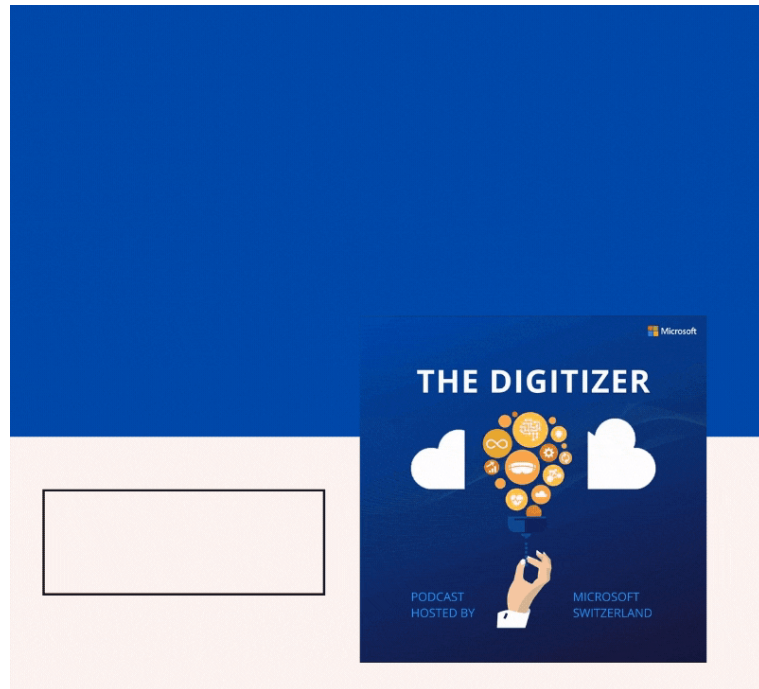
INTEREST 

UND UFWEDERLUEGE

Closing

Manager Partner Development Microsoft Switzerland, Natasa Vuruna

The Digitizer



The Digitizer

Thomas Winter, Philippe Maurrasse

Thomas Winter, Microsoft Switzerland Partner Lead, and Philippe Maurrasse, Microsoft Switzerland Channel Sales Lead, invite one Microsoft Partner in every episode to deep dive into their offering and how the joint value proposition benefits the customers.



More

The Hosts



Thomas Winter,
Microsoft Switzerland
OCP Lead



Philippe Maurrasse
Microsoft Switzerland
Sell-With Lead

Want to be part of The Digitizer?
Reach out to our producer Dilan (a-dikara@microsoft.com)

Partner Townhalls

Next dates

All info here: aka.ms/chpartnertownhall

May

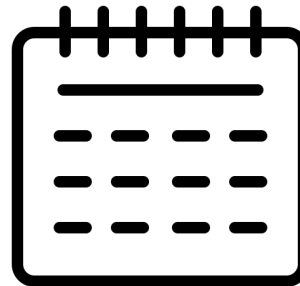


27th of May

09h30-10h30

Topic: Capacity gap

June

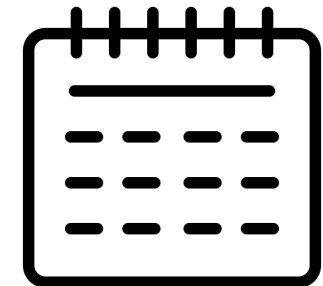


24th of June

09h30-10h30

Topic: Swiss Data Centers & New GM of Switzerland

July



July

Topic: [Inspire](#)

July 14-15 (PST)