

Lead the conversation Specialize Data Security Consultation with Microsoft Purview in the era of AI

Course Overview

This course aims to equip partner presales professionals to confidently lead data security conversations across Microsoft 365, multi-cloud, and AI workloads. This program provides a deep dive into Microsoft Purview's capabilities for Information Protection, DLP, Insider Risk management, Compliance, and GenAI governance. We will discuss how you can engage customers using discovery questions, address objections, showcase business value, and differentiate with Microsoft's integrated approach.



Level - Intermediate



Duration - 6 Hours

Course Modules

Day 1

Data Security landscape, ?Solution capabilities and Value prop

Customer Conversation Flow Guidance for Partners

Why Data Security?

Microsoft Purview – Business capabilities and Outcomes

Solutions and Technical capabilities

Microsoft Purview Information Protection

Data Loss Prevention

Insider Risk management

Data Security Posture Management

Data Security Value Map

Customer Evidence

Getting Started

Building a sample Partner Offering

Call to Action

Day 2

Data Security in the era of AI

Why Data Compliance

Data Compliance Solutions and technical capabilities

Compliance Manager

eDiscovery and Audit Premium

Communication Compliance

Data Lifecycle Management and Records Management

Security Data in the era of AI

Gen AI Data Security challenges

Secure and Govern Microsoft 365 Copilot and Agents with Microsoft Purview

Agent Security and Governance with Microsoft Purview

Copilot Control System and Agent Security

Why Microsoft for Data Security

Pricing and Cost Saving

Day 3



Build and Accelerate your business pipeline

Showcase Business Value with Security BCB

Identify your customers to build pipeline

Target Audience and Insights

Discovery Questions

Demo Guidance

Accelerate Pipeline with Key use case differentiators

Grow with MCEM methodology

Build Customer Response for Sample customer Use Case (90 mins)

Review Customer Case Study

Build Response

Handle Objections

Pitch to customer