

## SECURITY

# Solutions Partner for Security Designation

## FINANCE

## Creating Your GTM Message

Based on the solution information determined in Lesson 3, Microsoft 365 E5 provides the required feature set to meet the needs of this industry. Now that we understand our solution requirements, we can define our go-to-market message.



### What Is the Information Provided?

- Presenting Our Solution with a Strategic Go-To-Market message
- Do You Believe The GTM Statement Achieves Its Purpose?
- Replacing references to Microsoft 365 with your Solution name

### Why Is This Information Important to Understand and Use?

In customer interactions, it is essential to address their concerns within the context of their specific industry, as these are typically the most crucial to meeting their needs. Successfully meeting this brief is crucial for boosting your chances of winning the customer's trust and business.

# Presenting Our Solution with a Strategic Go-To-Market Message



## Ask Copilot

Create a strategic, go-to-market message based, providing an overview, the top 5 security priorities and provide 4 key benefits of Microsoft 365 for the Finance industry, specifically for the Australian market. Provide a compelling reason to act at the end. Present everything in clear speak, not using technical terms. Replace any references to Microsoft 365 or Microsoft 365 E5 with {Insert your solution name}.

## {Insert Business Name}: Empowering the Australian and New Zealand Finance Industries

Based on our extensive research and the solution information determined in Lesson 3, {Insert your solution name} offers the comprehensive feature set required to address the unique needs of the finance industries in Australia and New Zealand. Our solution is designed to enhance security, streamline operations, and ensure compliance, making it the ideal choice for financial institutions.

### Top 5 Security Priorities

- **Data Protection:** Safeguard sensitive financial data with robust encryption and access controls.
- **Threat Detection:** Proactively identify and mitigate emerging security threats.
- **Regulatory Compliance:** Ensure adherence to Australian and New Zealand financial regulations and standards.
- **Identity Management:** Implement secure authentication and authorisation protocols.
- **Incident Response:** Develop and maintain efficient processes for identifying and responding to security incidents.

### Key Benefits For The Finance Industry

- **Enhanced Security:** Protect your institution's data with advanced security features tailored to the finance sector.
- **Improved Efficiency:** Streamline operations and reduce administrative burden, allowing your team to focus on core business activities.
- **Compliance Assurance:** Stay compliant with local and international financial regulations with our built-in compliance tools.
- **Scalability:** Easily scale your IT infrastructure as your business grows, ensuring you are always equipped to manage increasing demands.

### The Time To Act Is Now

Now is the perfect time to transition to {Insert your solution name}. By adopting our solution, you will not only enhance your security posture but also drive operational efficiency and compliance. Do not miss this opportunity to position your institution for success in an increasingly competitive market. Act now to safeguard your future.

## Do You Believe The GTM Statement Achieves Its Purpose?

While we are using Copilot to build the statement, vastly speeding up the creation process, we still need to ensure the statement is listing the relevant information, ensuring we simply need to tweak the message, rather than having to create it entirely from scratch. After reading it, ask yourself the following:

- Does the request provide a clear message at the start and the end of the statement?
- Are the top 5 priorities listed, similar / same as discovered in Lesson 2 for Finance?
- Are the benefits listed highlight how the customer will see improvements in the day-to-day operations?
- Do you think the 'take action now' statement will resonate with these customers?

If you feel that the statement is not right, go back and massage the request and re-present it until you are happier with it. If you feel the bulk of the statement is suitable, but what to rewrite specifics part, Copilot can do this for you very quickly.

While perfection is not necessary, the content must highlight the key security priorities to effectively resonate with the intended reader.

**Continue on your path to achieving a Microsoft Partner for Security designation.**

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09 270 3000

[Microsoft.Sales@dickerdata.co.nz](mailto:Microsoft.Sales@dickerdata.co.nz)

