Security as a Foundation for Innovation

The Rhode Island CEO Council

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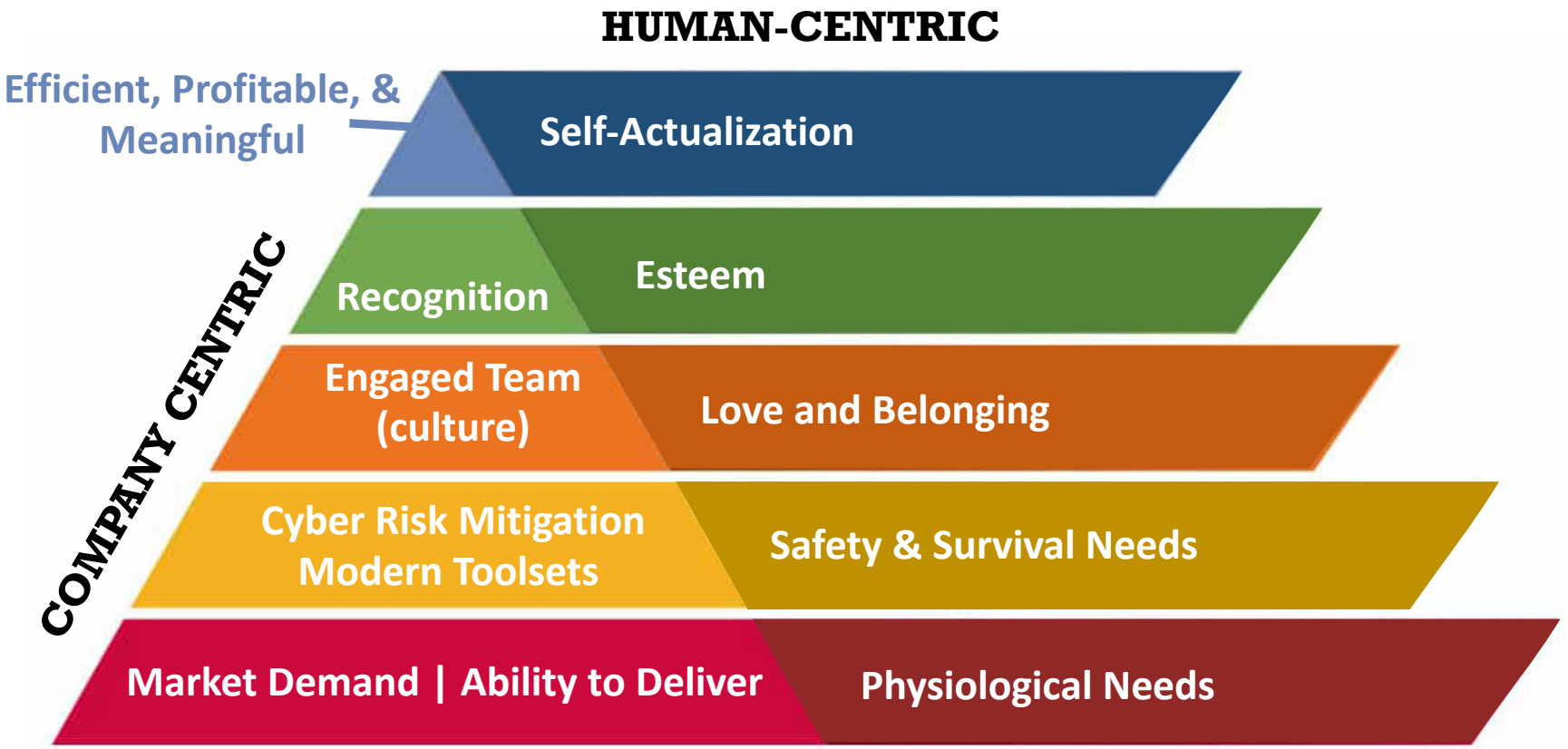
Hello.
I'm Todd.

Continue the conversation

“Perfection is the enemy of progress”

Maslow's Hierarchy Applied to Business

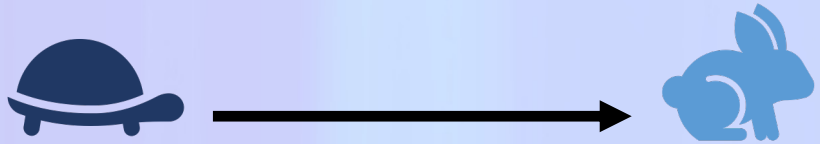


Security is Part of a Larger Picture

Geo-Independent
(Complete experience, from anywhere)

Digital Fluency
(User training & awareness)

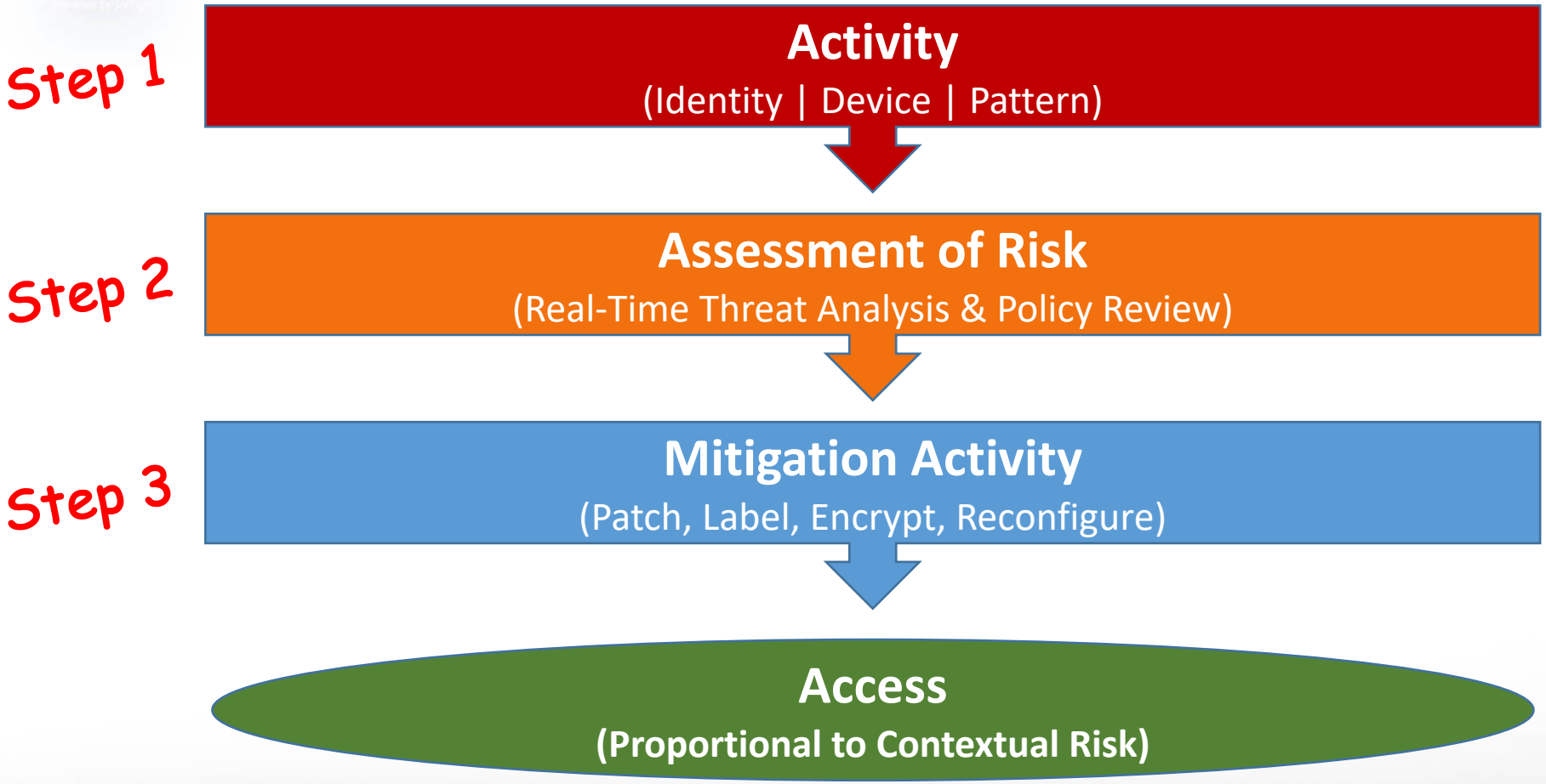
Secured, not Constrained
(Data liberation, built-in & portable security)



Efficient & Agile
(automation workflow apps, & universal access)

Strategic | Data-Powered
(Data analytics, anomaly detection, & automated response)

Zero Trust Simplified



Opportunities Are Everywhere

Personal Efficiency

Communication & Collaboration

Process and Policy

Customer Interface & Interaction

Productization and Marketing

Finance & Revenue Streams

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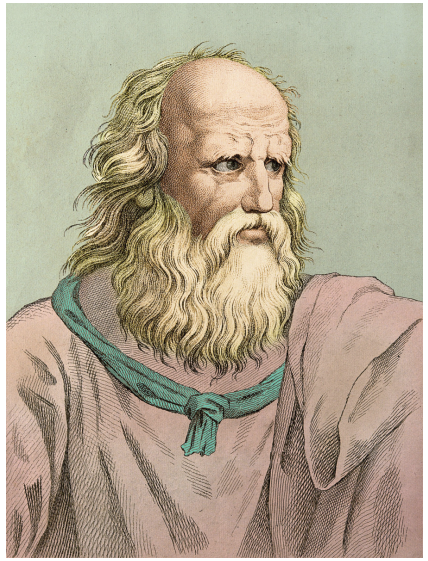
“So… What’s this have to do with security?”



Business Application Solution Ecosystem

Microsoft's Business Applications are built on **Azure**, using a **Common Data Model** that unifies data in **Dataverse. Power Platform** is the low code development platform for Microsoft's **Office 365, Teams, Dynamics 365** business applications (CRM & ERP) and integrates with **400+ services.**

64K+ Partners

Analyst Recognition:
1) Analytics & BI
2) API Management (Full Lifecycle)
3) Cloud DBMS
4) Cloud Infrastructure
5) Content Services Platforms
6) CRM Customer Engagement
7) CRM Customer Service Solutions
8) CRM Lead Management
9) CRM Sales Force Automation
10) Data Integration Tools
11) Data Science & ML
12) ERP (Cloud)
13) Iot (Industrial)
14) Low-Code App Platforms
15) Meeting Solutions
16) Robotic Process Automation (RPA)
17) Security: Access Management
18) Security: CASB
19) Security: Endpoint Protection
20) Security: Ent. Info Archiving
21) Security: Unified Endpoint Mgmt

Industry Solutions

1 AI Platform & MS Research (25+ years)

- 18,000+ AI Patents
- 2020 R&D: $19.2B
- Human Parity Cognitive Services
- Decision, Language, Speech, Vision, +

2 LinkedIn

- 720M+ Professionals
- Sales Navigator

3 Microsoft 365 — 135M+ Users

- Identity
- Outlook
- Teams — 150M+ Daily Active Users
- Office
- Sharepoint
- OneDrive
- Excel

4 Dynamics 365

- Marketing
- Sales
- Customer Service
- Virtual Agents
- Field Service
- Product Visualize
- Remote Assist
- Commerce
- Connected Store
- Fraud Protection
- Supply Chain
- Guides
- HR
- Finance
- Project Operations
- Business Central

5 Power Platform

- Power BI — 7M Users
- Power Apps
- Power Automate
- Power Virtual Agents
- Power Portals

Customer Data Platform (CDP)

- Customer Insights
- Customer Voice

6 Dataverse

- Dataverse for Teams
- Common Data Model
- Cloud Services APIs
- 400+ Connectors

SAP salesforce

7 Azure (600+ Services)

- AI & ML
- Analytics
- Blockchain
- Compute
- Containers
- Databases
- Dev Tools
- DevOps
- IoT
- Media
- Networking
- Security
- Storage

200+ Microsoft Services — **Microsoft Security Response Center** — 7 Trillion cyber events daily = Threat Intelligence

Security — Microsoft Trust Center — Compliance — Transparency

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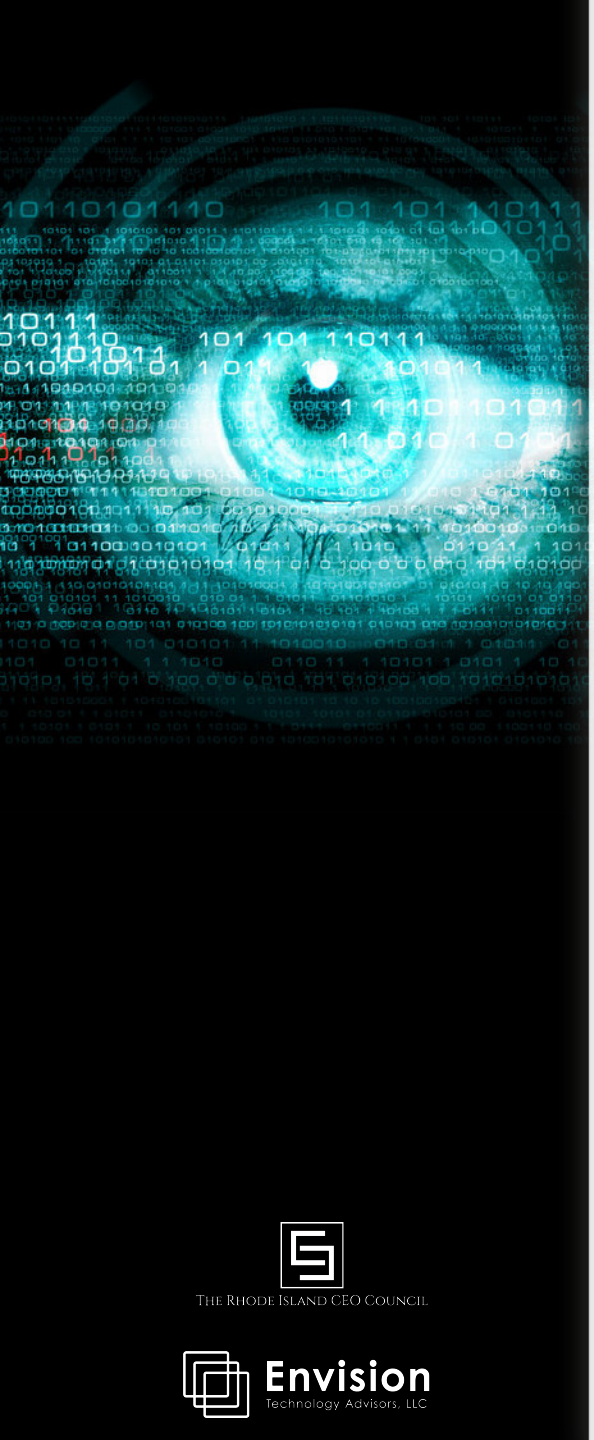

A Fresh look…

Risk as Opportunity?

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National Institute of Standards and Technology

NIST

IDENTIFY

Risk Identification & Asset Management

Security Risk Assessments

NIST Framework Adoption

WISP & IT Governance

PROTECT

Identity Management (MFA, Policy & Process)

IT Managed Services (Patching and Performance)

Edge Security w/ Active Managed Services

Cyber Awareness Training (Users, Leaders & Board)

Endpoint Protection

DETECT

EDR/XDR

Security Operation Center as a Service (Event Monitoring)

RECOVER

BCDR

Hardened Backup & Recovery

IT Managed Services Recovery

RESPOND

EDR/XDR (Threat Hunting)

Security Operation Center as a Service (Remediation Services)

Incident Response

Talent

Tools & Comms

Policy & Process

Systems

Data

Business Model

Clients

SECURITY & COMPLIANCE

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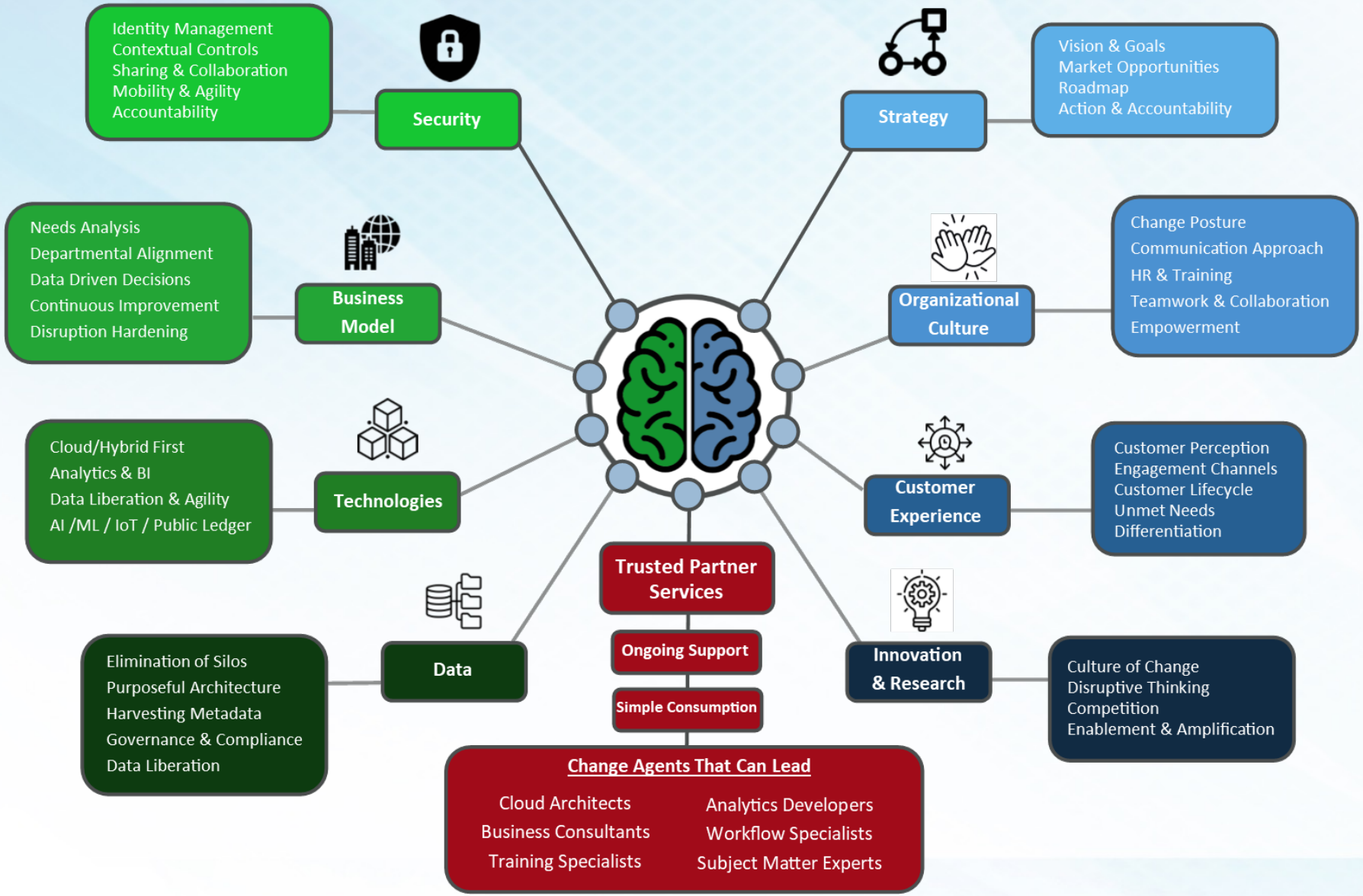
Security is the Launchpad for Change



Attributes of IT Leadership

- **Strategic**
- **Human-centric**
- **Engaged in the community**
- **Technically knowledgeable**
- **Hands-on / Moving the ball forward**
- **Outcomes focused**

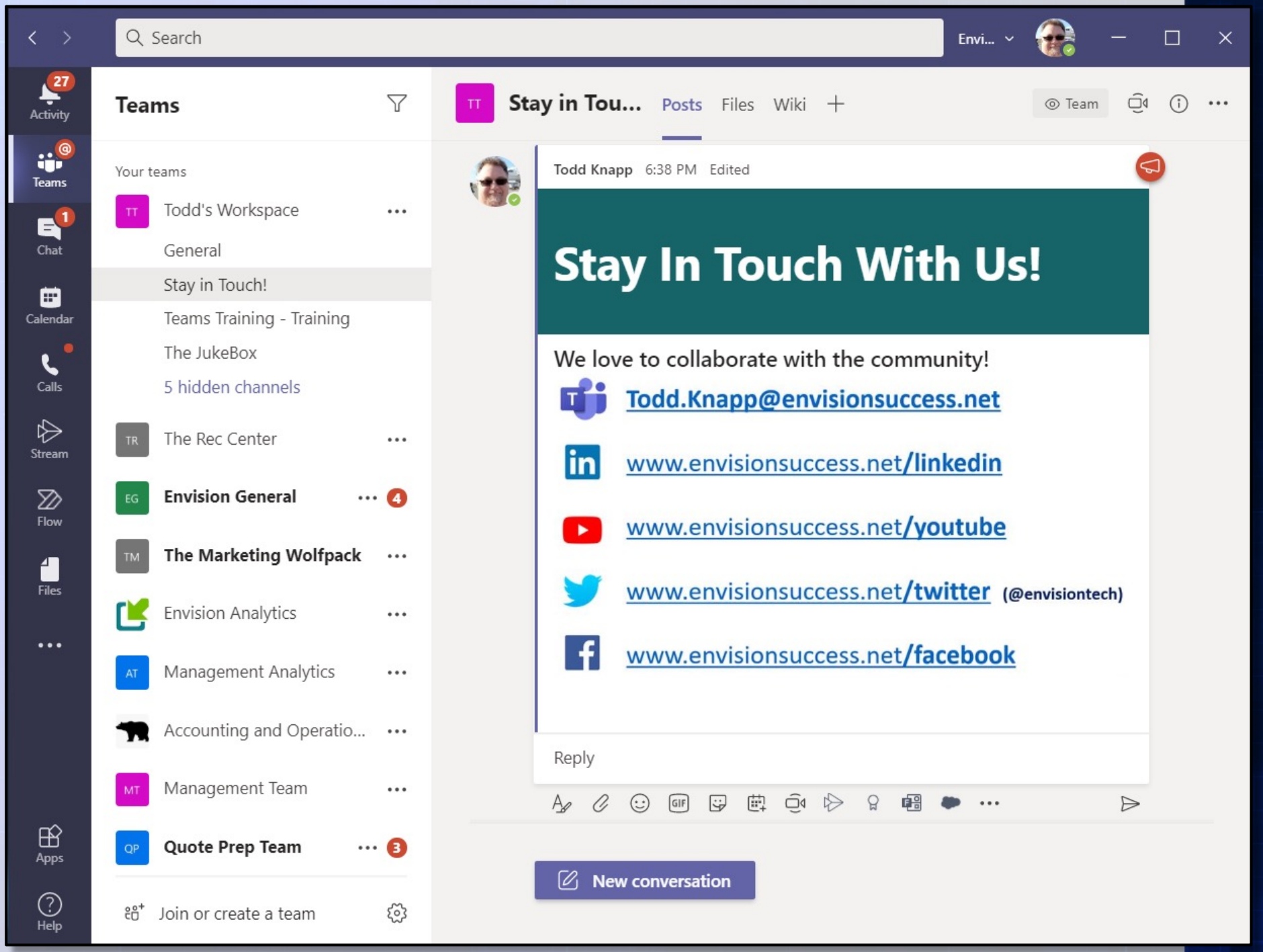
Success Factors

- **A Culture of Security & Innovation is a top-down proposition**

- **Change is a team sport. Everyone needs to be excited and willing to work together without trying to preserve the past.**

- **To innovate and evolve, people need to feel safe…. think Maslow.**

Thank You For Inviting Me!



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