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Profile Summary

- 14 Years at AvePoint
- Lead AvePoint's global distribution business unit
- 20 Years in the Technology and Channel ecosystem working on both the vendor and channel side.

AGENDA

01	Why Secure Collaboration	05	Selling Motions
02	Platform Overview	06	Resources
03	Solutions in Action & Case Studies	07	Q&A
04	Empowering Partner Profitability		

Why Secure Collaboration?

We're not as protected as we think.

Budgets, Plans, Target Lists

Product Design, and Architecture

The things we collaborate on are **sensitive.**

Results and Analysis

Business Reviews and Strategy

Exposure

Loss

Are You
Exposed?

Can you pull a report to show everyone that currently has access to your sensitive business information?
Can you see who has accessed that information, and when?

Are You At
Risk of Data Loss?

Do you know what your cloud provider's SLAs are and what they offer in terms of backup coverage and data protection?
Do you have your own backup— in case your cloud provider goes down, or your data is held hostage in a ransomware attack?

AvePoint®
Collaboration Security Platform

Elements Portal | Centralized management layer for MSPs that need to manage multiple customer environments.

Access Monitoring & Control

Secure and monitor sensitive business information, so data and business plans are not vulnerable and exposed.

AvePoint® Policies & Insights

Backup & Disaster Recovery

Comprehensive coverage of content, permissions and settings, to ensure protection against data loss or ransomware attacks.

AvePoint® Cloud Backup

Provisioning & Management

Efficiently provision and manage environments. Automate tasks and keep collaboration environments tidy, well-managed and secure.

AvePoint® Cloud Management

Secure Migration

Fast, secure migration of content from legacy dark and unsecure collaboration systems to a secured collaboration cloud.

AvePoint® FLY

SECURITY ⬡ + ☁ = **GOOD** | ⬡ + ☁ + ⚙ = **BETTER** | ⬡ + ☁ + ⚙ + ↗ = **BEST**

AvePoint®

We help you better use the data Microsoft already provides

—

AvePoint® Policies & Insights
For Microsoft 365

Access Monitoring & Control

Microsoft Data

Individual Service Centers (e.g. Teams) show users & members. No ability to display at-risk or shadow users!

De-centralized Audit logs in E3. Actionable insights requires E5 Insider Threats!

Sensitivity is indexed in E3, but Labels requires MIP (E5!)

Aggregate & add context so your data tells a story

Better Stories
Stronger Policies

From

An external user (Roy) has access to this Team.

A document has been accessed 10 times in the past month.

This Team contains sensitive information

To

Roy, an external user, has access to confidential info and has accessed it 10 times this past month.

Now let's restrict his access with a policy that blocks external users Roy from "sensitive" Teams!

To

Sarah granted Roy access to this file, but we reverted it and sent Sarah a notification as to why.

AvePoint®
Cloud Backup

AvePoint®
Cloud Backup
For Microsoft 365

AvePoint®
Cloud Backup
For Salesforce

AvePoint®
Cloud Backup
For Dynamics 365

Shared responsibilities for data protection

FORRESTER®

Microsoft Protection

- Loss of <u>service</u> due to hardware or infrastructure failure

- Loss of <u>service</u> due to natural disaster or data center outage

- <u>Short-term</u> user-error with recycle bin / version history (including new OneDrive "**Files Restore**")

- <u>Short-term</u> administrative error with soft-delete for Groups, Mailboxes or services-lead rollback

Partner/Customer Responsibility

- Loss of data due to departing employees and deactivated accounts

- Loss of data due to malicious insiders / hacktivists deleting content

- Loss of data due to malware / ransomware

- Recovery from prolonged outages

- Long-term accidental deletion coverage with selective rollback

*Forrester: "Backup Your SaaS Data – Because Most SaaS Providers Don't", Naveen Chhabra, December 2017

Microsoft helps,
but can't cover everything...

User-Driven Errors

" I've misplaced a document... the URL I have doesn't work anymore!

" The document version I have is corrupted, all my changes are missing!

" I accidentally deleted a planner task, I can't find the history anymore!

Admin-Driven Errors

" I've updated the apps on my site, but I need to roll back ALL changes.

" I've broken the inheritance on my site, people can't see my files anymore!

" A user left the company 6 months ago, but we forgot their retention policy!

485% increased ransomware attacks in 2020 compared to 2019

55%

hit businesses with fewer than **100 employees**, while an entire

75%

of attacks were on companies making **less than $50M** in revenue

How good is your **backup**?

Minimally Good
- Testing Environment
- Some protection from user error and accidental deletion
- **No external backup for Ransomware Recovery**

Very Good
- Backup copy outside of your main Cloud Provider
- **Recovery from Ransomware** or Cloud Provider Loss

The Best
- Your own copy of last resort within your Corporate Network or Offline

Sandbox

Production

Backup

Cloud Provider
(M365, Google, Dynamics, Salesforce)

Fast, Secure
Cloud-to-Cloud Backup

Corporate Network

Other Cloud Provider
(Azure, AWS, Google)

Backup

Backup

Backup

AvePoint® Cloud Management

Giving you time back in the day...

Event

Peter is a military officer who is ending his tour of duty.

John is the new officer who will be taking over for Peter.

Bob, the IT Administrator, needs to quickly ensure that **John has the same security access as Peter**.

Problem

Native functionality requires Bob to **manually copy** Peter's permissions to each and every object individually.

This is **very time consuming**, as Peter's permissions vary across the many sites, lists, and libraries he has access to.

Resolution

Cloud Management: **Clone User Permissions** feature.

The **Clone User Permissions** feature allows you to copy a user's or group's permissions to one or more specified users/groups.

How do you manage administrative tasks?

Azure Active Directory admin center

Contoso Electronics | SharePoint admin center

Contoso Electronics | SharePoint

Home

Contoso Electronics | OneDrive

Contoso Electronics | Micro...

With **Cloud Management**, *AvePoint client reduced time spent on permission management by* **70%**

Analytics & reports

Org-wide settings

External access

Guest access

Teams settings

Teams upgrade

Meeting

Turn on or turn off settings for guests in meetings.

Allow IP video   On

Screen sharing mode   Entire screen

See the world from a

LEARN MORE →
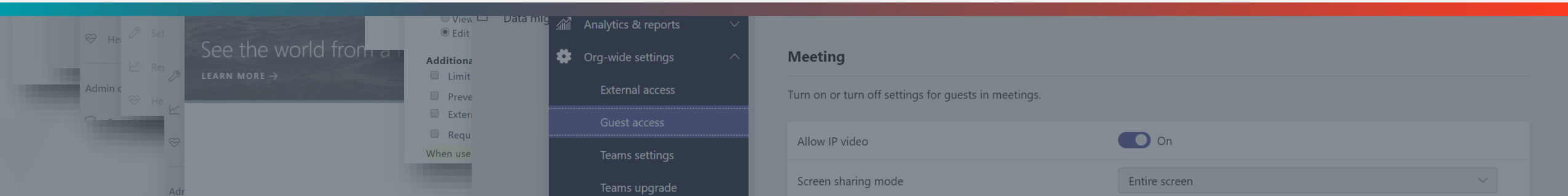
Admin c

Administration Made Easy with
Cloud Management

Centralized Administration
bulk configurations
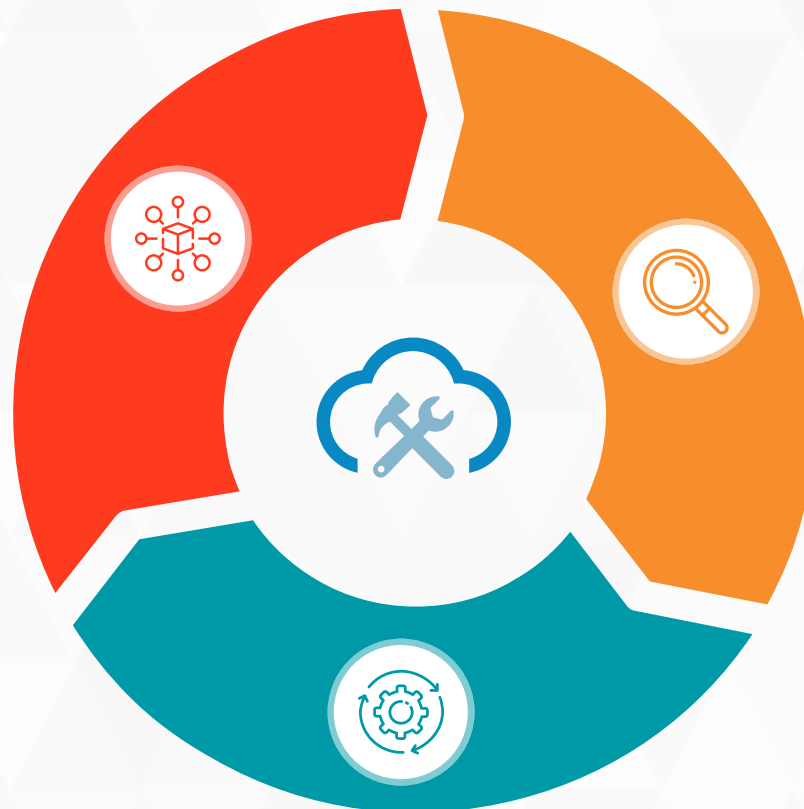
Search Capabilities
Quickly identify, edit, manage

Automated tasks
Clone permissions, granular delegation

FLY

Secure Migration Methodology
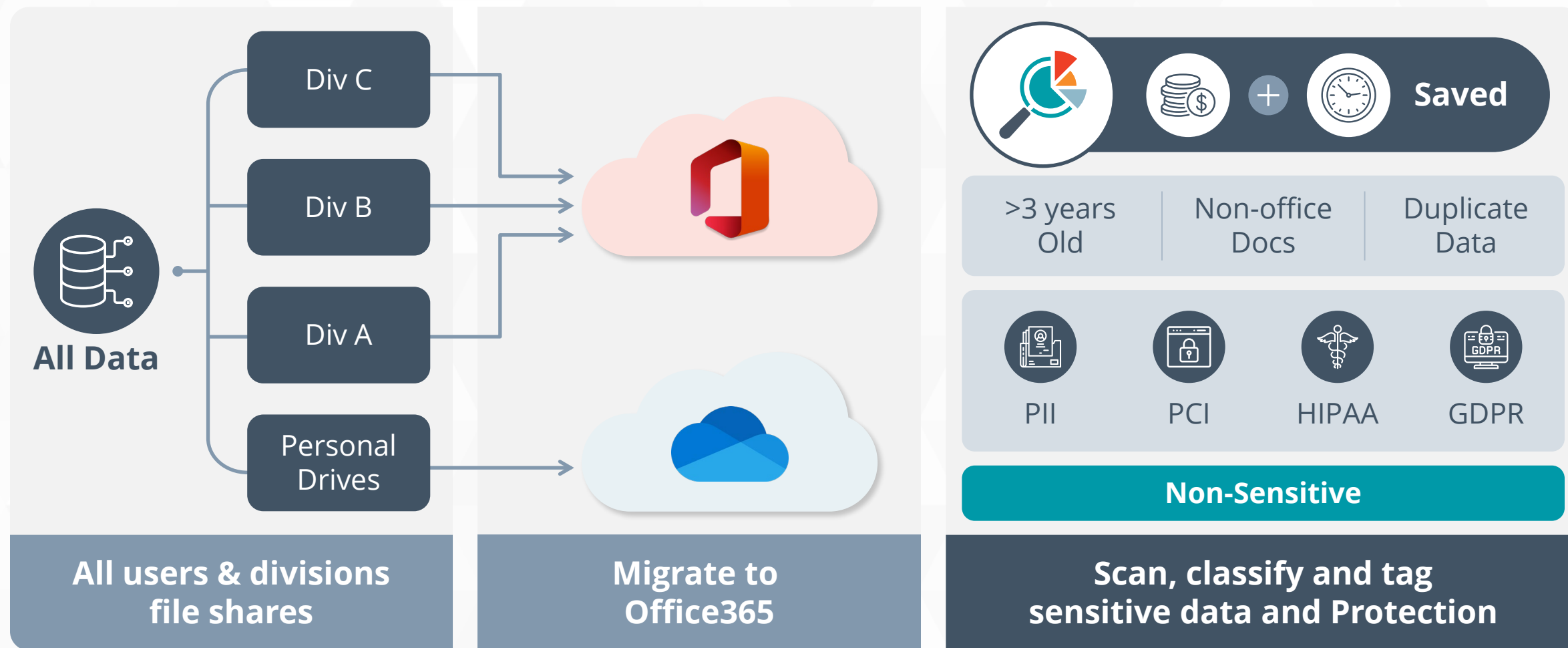
All Data

Div C

Div B

Div A

Personal Drives

All users & divisions file shares

Migrate to Office365

Saved

>3 years Old	Non-office Docs	Duplicate Data

PII	PCI	HIPAA	GDPR

Non-Sensitive

Scan, classify and tag sensitive data and Protection
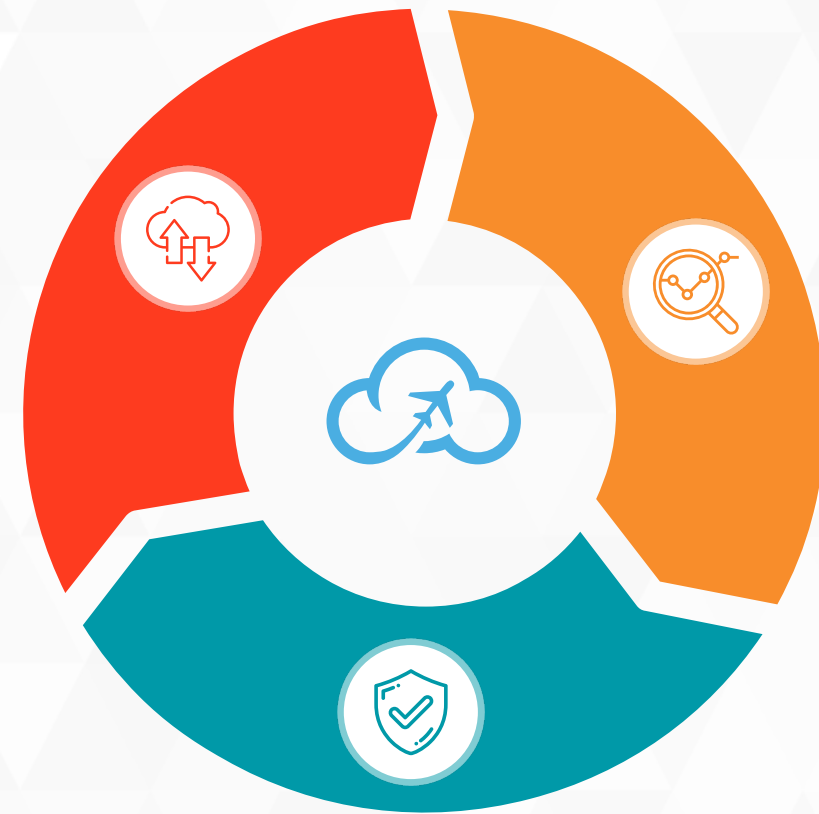
Solutions in Action

Future-Proof Collaboration in the Cloud
Security Simplified

1 ────── **2** ────── **3**

| **PROBLEM** | **SOLUTION** | **HOW CAN WE HELP?** |

DATA PROTECTION

Sensitive files were shared in Teams with members that were not authorized to access the information.
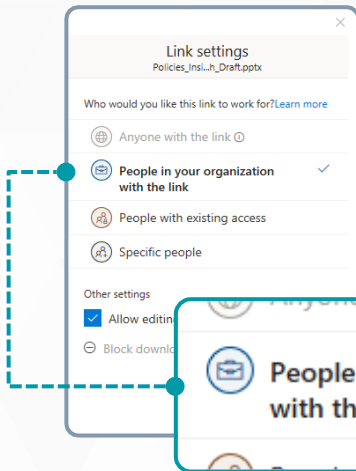
Remove access to sensitive files

Reduce risk

Minimize fire drills

Minimize IT burden
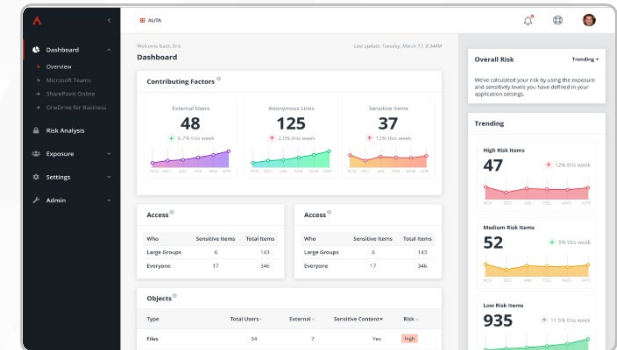
✓ Remove sensitive content from the Team

✓ Restore your Teams with Cloud Backup

✓ Tailor permissions to protect enforce, monitor, and track overtime.

Securing Collaboration during Cloud Migration

when transitioning to a new M365 tenant

1 ——— **2** ——— **3**

PROBLEM	SOLUTION	HOW CAN WE HELP?

TENANT TO TENANT MIGRATION

You've rolled out Teams. Now what?

1. Volume of data is overwhelming unorganized
2. Difficult to understand who has access
3. Corrections are manual and take time

Proactively manage access

Shorten transition period and productivity down times

Automate security
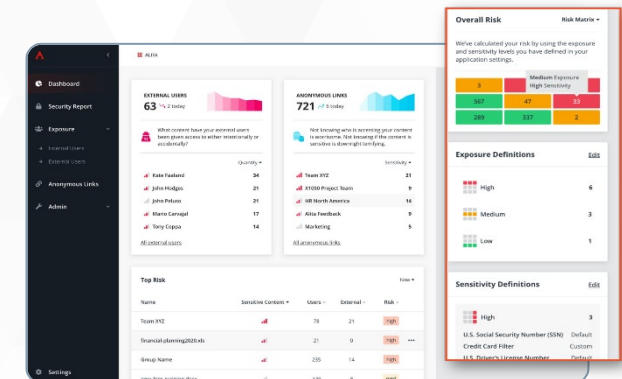
✓ Easily perform security and activity audits

✓ Insights via dynamic dashboards

✓ Automate corrections before migration

Empowering Partner Profitability

Elements: Purpose built for MSPs

Value to MSP
Value to customer

Solution	Elements Portal for MSPs				
Value	**FLY**	**Multi-cloud Backup**	**Management**	**PI (Policies & Insights)**	**Future Dev**
New revenue (expanded services)	✓	✓	✓	✓	✓
Recurring revenue		✓	✓	✓	✓
Service Differentiation		✓	✓	✓	✓
Reduced IT Overhead	✓	✓	✓	✓	
End user adoption / productivity	✓			✓	✓

Journey to
Recurring Revenue

Transactional

Managed Services

Migration

Migration + Backup

Migration + Backup + Management + PI

Start with Migration

Project Profitability

Microsoft 365
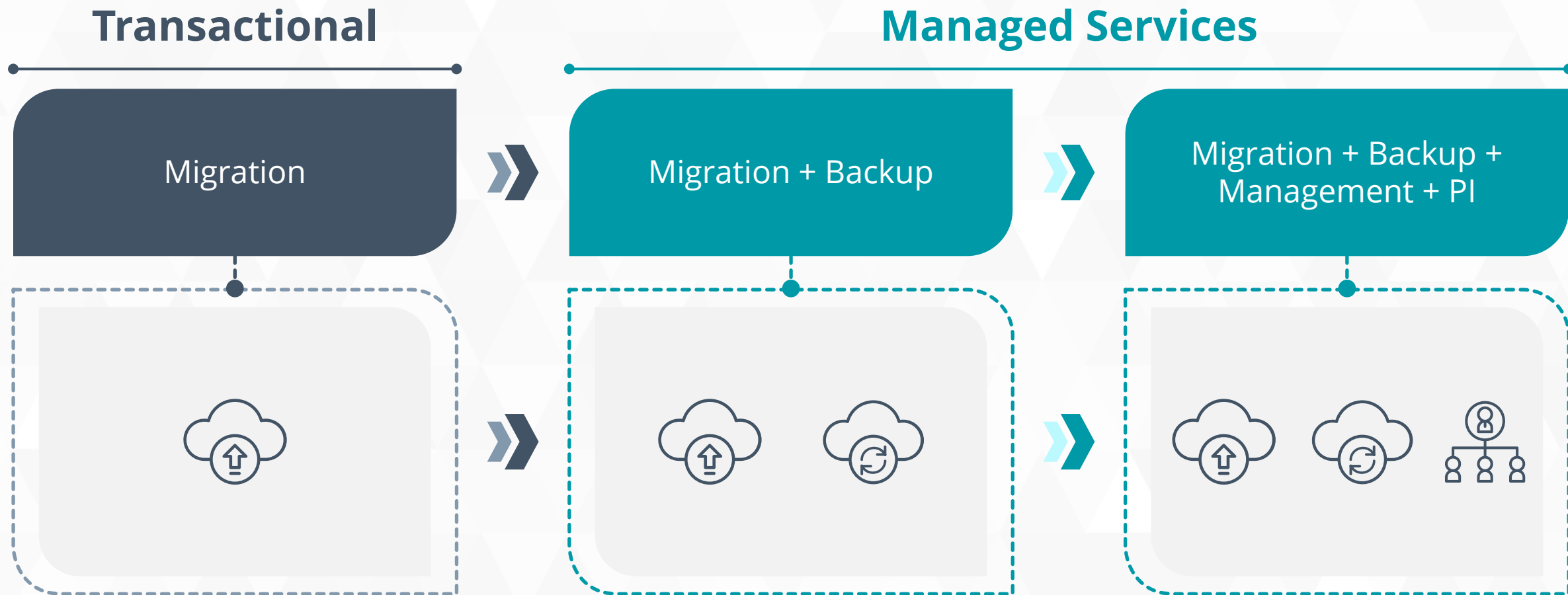
AvePoint's Fly Migration
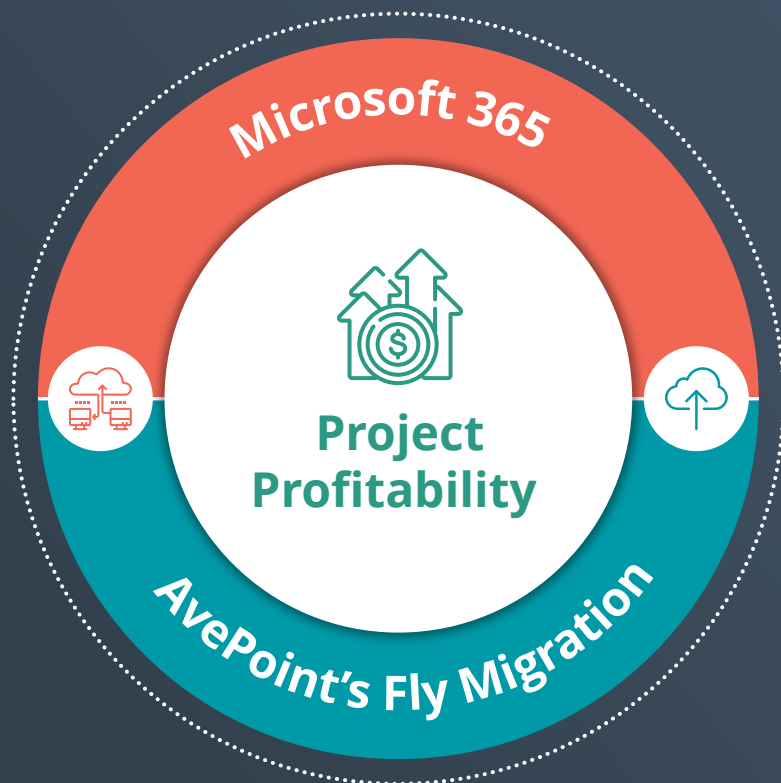
Migration Tool: MANUAL

Migration sources: Exchange, SharePoint, Gsuite etc.

Project Size (Users)	Fee/User	Total Project Revenue	Total Hours of Manual Labor	Total Cost of Labor ($100/hr)	Total Mig License Cost	Total Cost	Total Profit	Prof. %
50	$ 150.00	$ 7,500.00	60	$ 6,000.00	$0	$ 6,000	**$ 1,500**	20%
100	$ 150.00	$ 15,000.00	100	$ 10,000.00	$0	$10,000	**$ 5,000**	33%
200	$ 125.00	$ 25,000.00	150	$ 15,000.00	$0	$15,000	**$10,000**	40%
500	$ 100.00	$ 50,000.00	300	$ 30,000.00	$0	$30,000	**$20,000**	40%

Migration Tool: AVEPOINT

Migration sources: Exchange, SharePoint, ODfB, Slack, Dropbox, Box, Gsuite, Gdrive & More

Project Size (Users)	Fee/User	Total Project Revenue	Total Hours of Manual Labor	Total Cost of Labor ($100/hr)	Total Mig License Cost	Total Cost	Total Profit	Prof. %
50	$ 150.00	$ 7,500.00	5	$ 500.00	$ 150.00	$ 650.00	**$ 6,850.00**	**91%**
100	$ 150.00	$ 15,000.00	5	$ 500.00	$ 300.00	$ 800.00	**$ 14,200.00**	**95%**
200	$ 125.00	$ 25,000.00	5	$ 500.00	$ 600.00	$ 1,100.00	**$ 23,900.00**	**96%**
500	$ 100.00	$ 50,000.00	5	$ 500.00	$ 1,500.00	$ 2,000.00	**$ 48,000.00**	**96%**
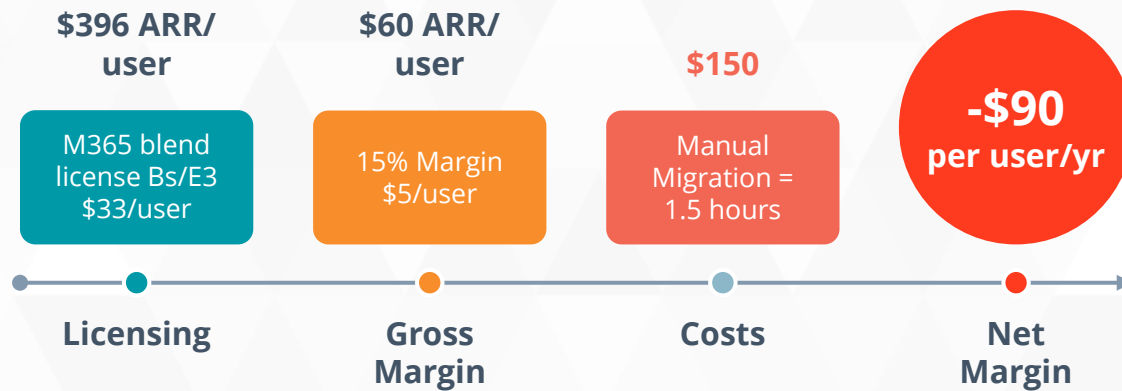
Collaboration, Secured.

Teams vs. S.W.A.T. Teams

Customers Need Secure Collaboration Systems

Security, Backup, Management and Migration services are lucrative monthly revenue opportunities

S.W.A.T.*

Microsoft Teams

Backup   Security
Ops   Data Migration

*-Secured With AvePoint Technology

S.W.A.T. Teams is Microsoft Teams secured with AvePoint Elements for Secure Collaboration including Security, Backup, Operations Management, and Data Migration

Selling Motion 1

New Collaboration System

Offer a Secured Collaboration solution that includes M365 and Teams, AvePoint software, and your Management Services

Provide customers with monthly security and management reports, and with self-service restore tools

Migrate legacy content to the secure collaboration cloud

Selling Motion 2

—

Existing Collaboration System

Provide a Security/Risk Assessment to determine exposure and risk of data loss in current collaboration system

Analyze gaps in security and data protection, and recommend solutions and ongoing services to rectify issues found

Once secured, migrate legacy content to the secure collaboration cloud

Join the **Partner Program**

Purpose-built for MSPs, VARs, Cloud Consultants, & IP Co-Creators to support your business and produce real revenue opportunities with seamless adoption of our technology.

Ways You Can
Make Money
with AvePoint

IP
Co-Creation

Partner Service
Opportunities

Managed Service
Opportunities

Success
Plan Rebates

Quarterly
Sales Rebates

Product
Discounts

LAUNCHING
JULY 13

JOIN THE WEBINAR

July 13, 11amEST

NEXT STEPS

Resources to dig in deeper

Plan your collaboration security journey with us
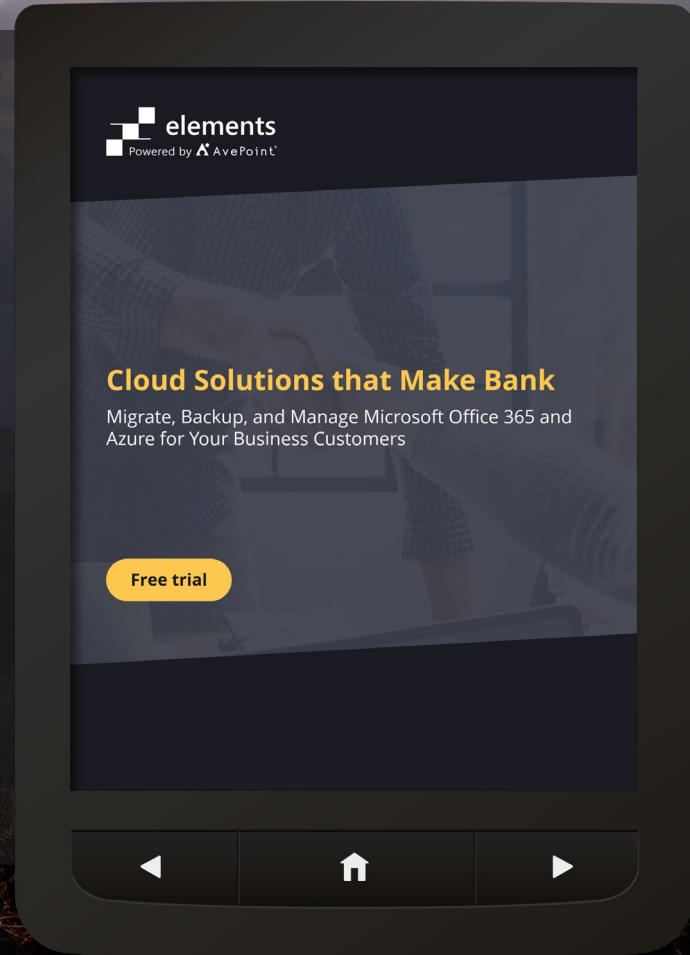https://elements.avepoint.com/about

How MSPs Can Survive & Thrive
https://cdn.avepoint.com/pdfs/en/ebooks/Optimizing-O365-MSPs.pdf

Articles
https://www.avepoint.com/blog/msp-and-channel/

How to Buy

Global Network of Distributors

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elements
Powered by AvePoint

Cloud Solutions that Make Bank
Migrate, Backup, and Manage Microsoft Office 365 and Azure for Your Business Customers

Free trial

thank you

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Gracias	ευχαριστώ	Danke	Grazie	благодаря
Hvala	Obrigado	Kiitos	شكراً	Tak
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