

Start selling Microsoft Defender for Cloud



Tools to help you get started selling Microsoft Defender for Cloud

Content in this workbook



Conversation Guide: Your sales team can use this guide to have meaningful conversations with your customers. Includes conversation starters, objection handling, and more!



Solution-in-a-Box: Find pricing tools and example components for Microsoft Defender for Cloud

Microsoft Defender for Cloud Conversation Guide

Conversation Starters

- How are you protecting servers running in the cloud?
- What security tools are you using to protect all your workloads, including cloud-based? What are the drawbacks?
- How are you storing your business data and customer information today?
- Are you able to connect all your servers, files, and data sources for security, visibility, and management?
- How much time do you estimate you spend identifying and responding to threats? How long does it take you to respond, on average?
- In what way has security management become more complex?
- Do you need to adhere to any corporate security policies or best practices? How do you ensure compliance?

Overview and benefits of Microsoft Defender for Cloud security

Microsoft Defender for Cloud is a cloud security posture management and cloud workload protection that helps find weak spots across cloud configurations, strengthen overall security, and protect workloads across multicloud and hybrid environments from evolving threats.



Protect across diverse workloads whether on Azure, other clouds, or on-premises and meet regulatory compliance goals.



Simplify security management with a single portal that has built-in artificial intelligence and automation tools.



Improve security best practices through ongoing assessment, visualization, and recommendations.

Objections and Responses

Tip: If customers are concerned about implementation complexity, this is an opportunity for you to offer managed services.

“Why do I need Microsoft Defender for Servers?”

Microsoft Defender for Servers provides the tools you need to secure your servers across cloud and on-premise resources. It combines protection against external threats using a single solution for assessing your company’s security state. First, you can visualize how secure your servers with Secure score. Then you can strengthen your security with centrally managed policies and ongoing assessment and actionable insights.

“It sounds expensive.”

Microsoft Defender for Cloud is a lot less expensive than you might think—and the costs of a breach can be extremely high. With two plans, you can choose the right protection for each server. And you may not need additional protection for some of them. I can work with you to determine how to right-size a solution specifically for you.

“My servers are already protected.”

While many businesses think their servers are protected, sometimes these solutions are bolted on after the fact. I’d welcome the opportunity to work with you to ensure that you’re protected. One of the benefits of using Azure for security is that Microsoft uses a Zero-Trust model, which means “never trust, always verify.” That means that security is built in across all Azure services—and there’s not guessing on your part.

“This sounds too technically challenging.”

Microsoft makes it easy to find the training you need to get started! You can get documentation, training, and resources on azure.microsoft.com. **I can also work with you to get started.**

“What is the difference between Microsoft Defender for Endpoint and Microsoft Defender for Cloud?”

We understand it can be confusing, because there is some overlap. Think about it this way: Microsoft Defender for Endpoint is dedicated to protecting devices like end-user PCs and phones, while Defender for Cloud protects all your infrastructure resources including servers running on-premises and in the cloud, as well as other cloud services—and that includes Azure and multiple other cloud platforms. Depending on plan, Microsoft Defender for Endpoint may be included in Microsoft Defender for Business, an endpoint security solution that helps businesses with up to 300 employees protect against cybersecurity threats.

Microsoft Defender for Cloud

[Microsoft Defender for Cloud](#)



1. All costs are assumptions based on estimates from the Azure Pricing calculator and are not a guarantee of pricing for purchase. Prices may change based on region, working hours, and other variables. Because prices are subject to change, please use the Azure pricing calculator for your own estimate.

Protect hybrid workloads with Azure security

Microsoft Defender for Cloud is an integrated solution designed to protect servers and other resources located anywhere. Start with Microsoft Defender for Servers to strengthen overall security, find configuration weak spots, and protect across on-premises, hybrid, and multicloud environments. Organizations can:

- Protect servers, data, and files, regardless of location
- Continuously assess security across on-premises, Azure, and other cloud scenarios.
- Protect against cyberattacks with Microsoft threat intelligence.
- Simplify security management with built-in controls and automation, plus AI for intelligent recommendations on next steps.
- Strengthen both security and regulatory compliance.

Pricing estimate for SMB customer infrastructure.¹
For latest pricing information [click here](#).

Defender for Servers can be added to a multicloud environment or existing Azure networking solution.

Service type	Region	Description	Month	Estimated upfront cost
Defender for Servers plan 1		Gain advanced threat protection and management for cloud and on-premises servers.	\$4.90/Server/month	\$0.00
Defender for Servers plan 2		Includes all the features of plan 1 plus log analytics, security policy and regulatory compliance support, file integrity monitoring, and more.	\$14.60/Server/month Included data - 500 MB/day	\$0.00

For more details on plan features [click here](#).

Deliver great value

Significantly improve your customer experience for less than \$20 per month. Microsoft Defender for Cloud is available at no cost for the first 30 days. After 30 days, purchase Defender for Servers with pay-as-you-go pricing.

See the table below for estimated costs.

1. Check out pricing details for Defender for Cloud.
2. Register for the Pricing and Packaging webinar to help build an offering for your customers.

[Pricing details for Defender for Cloud](#)

[Azure Pricing and Packaging Webinar](#)