

Your Trusted Microsoft Technology Advisor



PROFILE

About abra



Innovation-led Solution Provider

Delivering measurable business outcomes leveraging Microsoft technologies and infrastructure solutions, both on-premises and in the cloud, including Microsoft 365, Azure, Teams, & SharePoint.



Clients

Consist of best-in-class mid-market and enterprise organizations in a broad range of industries including manufacturing, technology, communications, financial, education, government, & defense.



Expert Guidance

- Integrity
- Hard Work
- Accountability



Established

Established in 2004 – acquired by abra in 2021



Focus

Microsoft-focused Systems Integrator & Value -Added Reseller



Subsidiaries

Subsidiaries in NY Metro and Israel



Global Presence

Operating globally serving customers with global presence

ABRA IS

Dedicated to the Microsoft Platform

- Microsoft Tier 1 Cloud Solution Provider (Direct)
- Azure Expert MSP
- Customized solutions through modular managed services
- Insight into the Microsoft roadmap to help you effectively plan for upgrades and enhancements
- Expertise in Microsoft licensing and subscriptions to help you optimize your entitlement and reduce your overall spend
- Comprehensive architecture, design, deployment, management, and adoption solutions



Microsoft Specializations:

- Modernization of Web Applications to Microsoft Azure
- Adoption and Change Management
- Information Protection & Governance
- Meetings and Meeting Rooms for Microsoft Teams
- Calling for Microsoft Teams
- Threat Protection
- Windows Virtual Desktop

PROFILE

Who is abra?

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Solution Offerings



Business Consulting

Mergers, Acquisitions, and Divestitures

Strategic advisory services and solutions to facilitate seamless corporate transactions, optimizing value for clients in a rapidly evolving business landscape.

Organization-Wide Changes

Assist in navigating the challenging process of change management, particularly as technology requirements and capabilities continue to evolve.

Technical Consultation

Provide expert guidance and solutions to address complex technical challenges and achieve your business objectives effectively.

Cost Optimization

Providing direction to optimize a company's investment in technology by utilizing tools they already have.

Infrastructure and Tenant Analysis

Ensure organizations aren't paying for services they don't use and are taking full advantage of the technology they have.



Modern Workplace

Collaboration Tools

Helping clients implement Microsoft solutions for project management, video conferencing, office chat, real-time document revision, and cloud storage with version control.

Endpoint Device Migration

Assisting with guiding clients through the migration paths to follow and enable modern endpoint management using the products and services that encompass Microsoft Endpoint Manager.

Remote Desktop Solutions

Creating solutions that users can use to connect to and control their PC from a remote device via Microsoft Remote Desktop client (available for Windows, iOS, macOS, and Android).

Teams Voice

Assist in setting up organizations with a cloud-based Microsoft Teams phone system with advanced features including call transfer, multilevel auto attendants, and call queues.



SOLUTION OFFERINGS

Multi-Cloud Solutions



Cloud Migration Services

Effortlessly shift from traditional on-site infrastructure to cloud-based systems, enabling greater scalability and cost-effectiveness.

Digital & App Innovation

Consistently show clients how to deliver differentiated and flexible customer experiences, improve teamwork, and scale to new business models.

DevOps

Streamline and expedite software development and delivery processes ensuring secure and efficient operations for educational institutions.

IoT

Simplify the implementation of Internet of Things (IoT) solutions tailored for educational purposes, reducing costs and creating opportunities for enhanced learning experiences.



Data Analytics & AI

Advanced Analytics and Machine Learning

Uncover and harness actionable insights from data, driving data-driven decision-making, efficiency, and competitive advantage.

Digital Transformation

Develop a strategic approach to leverage data as a strategic asset and improve overall business outcomes.

Modernized Infrastructure

Eliminate data silos, implement data governance, and create a modern data catalog for improved insights.



SOLUTION OFFERINGS

Security



Microsoft Best Security Practices & Identity Assessment

Helping clients integrate a collection of best practices that increase security posture and reduce risk whether the environment is cloud-only, or a hybrid enterprise spanning cloud(s) and on-premises data centers.

Multi-Cloud Security Platform with Azure

Guiding clients through the implementation of Azure Security Center, allowing multi-cloud resources for onboarding such as Google Cloud Platform (GCP) and Amazon Web Services (AWS). Also protects your servers with Azure Defender for Servers.

Journey to Zero Trust and Securing Identities

Assisting clients in establishing explicit verification via authentication and authorization - implementing least privileged access that limits user access to a just-in-time and just-enough-access (JIT/JEA). This assumed breach approach helps minimize blast radius and segment access.

Microsoft Purview Implementation

Offering this unified data governance solution - helps support and manage governance for on-premises, multi-cloud, and software-as-a-service (SaaS) data.

Azure Sentinel Configuration

Helping clients deploy this 100% cloud-based Security Information Event Management (SIEM) solution that provides organizations the tools to collect logs from anywhere.

Managed Services



Managed Services

Multi-Cloud Managed Services

Enable organizations to unleash the power and value of your cloud investment by offering support, monitoring, management, and proactive advisory services for cloud-based platforms.

Teams Calling-as-a-Service

A managed services offering that includes monitoring and reporting solutions to efficiently manage Teams Calling, ensuring reliable uptime and optimum performance - includes handsets, DIDs, and more on a per-user/per-month basis.

Security Operations Center-as-a-Service

An efficient and cost-effective way to protect your business with the latest in Microsoft technology. We evaluate a client's current security profile and identify areas of risk and offer an advanced, unified, fully cloud-based SOC to ensure the most effective cyber protection in place.

Microsoft Licensing-as-a-Service

Provides clients with a comprehensive license evaluation, cost-saving optimization, and quarterly reviews to ensure compliance, value, and strategic planning for your organization.



CURRENT



Workshops, Engagements, & Assessments

Enabling Clients to Explore the Possibilities for Their Business

AI Readiness Assessment

Designed to equip organizations with the insights and strategies needed to navigate the AI landscape with precision and foresight.

Comprehensive Security Assessment

Evaluate security profile, identify vulnerabilities, and recommend risk mitigation strategies

Threat Protection Engagement

Strengthen your security by addressing phishing, data exposure, and legacy vulnerabilities with tailored strategic solutions.

Licensing Optimization Review

Comprehensive license evaluation and optimization with quarterly reviews to ensure cost savings, compliance, and strategic planning.

Customers

dun & bradstreet

VIACOM

 AUTHORITY BRANDS

hotelbeds

 NVIDIA

 First Quality

NICE®


audiocodes

pitney bowes 


tosca®



Hughes
Hubbard
& Reed

The New York Times

 healthfirst™

VERINT

homecare  homebase™

SHEARMAN & STERLING LLP

Morgan Stanley

CREDIT SUISSE 


BLUECREST
www.abra-us.com

CUSTOMER

Case Studies



Viacom – Telefe

- Tenant to tenant Office 365 migration



Nvidia – Mellanox

- Tenant to tenant full Microsoft 365 migration
- Intune and Security
- Teams (Phone system)



Nice – 5 separate companies

- 5 separate Microsoft 365 tenants to one corporate tenant migration
- Multi AD forest to single Office 365 system
- Preserved compliance and regulation for each of the companies



Viacom – CBS

- Tenant to tenant Microsoft 365 migration
- AD forest merge

WE APPRECIATE YOUR TIME

Thank You

Services Offered

AI Readiness Assessment

Equip your clients to seamlessly integrate AI into their Microsoft environments with our comprehensive readiness assessment, enhancing their capabilities and potential.

Copilot for Microsoft 365 Accelerator

Offer your customers an AI-powered assistant that boosts productivity and collaboration across their Microsoft 365 applications, making their workflow more efficient and effective.

Copilot for Sales Accelerator

Enhance your clients' sales operations by providing them with AI-driven insights and automation tools that refine customer interactions and sales strategies.

Copilot for Security Accelerator

Help your customers fortify their security measures by integrating our AI-enabled monitoring and threat detection solution, designed specifically for Microsoft ecosystems.



Workshop Sessions

- **Introduction to AI:** Explore AI's impact across industries and Microsoft integrations.
- **The Data Estate:** Evaluate data readiness and identify gaps.
- **Understanding Business Processes:** Identify processes that can benefit from AI.
- **Data Governance:** Review data access policies and governance.
- **Security and Identity Governance:** Assess and strengthen security controls and identity policies.

EMPOWER YOUR BUSINESS WITH AI & ACCELERATE YOUR JOURNEY TO DATA GOVERNANCE & COPILOT

AI Readiness Workshop

Unveiling AI Relevance

Workshop Overview

- Assess AI preparedness
- Define AI strategy
- Equip teams for AI projects

Score Ranges

At the end of the AI Readiness Workshop, you receive a score on the results of each session; this score helps define the next steps.

Low (1-25):

Address licenses, cybersecurity, and roadmap.

Medium (26-70):

Tailored steps for security and governance.

High (71-100):

Advanced AI opportunities and POCs.

Copilot for Sales Accelerator

Offer AI-enhanced Copilot for Sales integrated into your CRM (Dynamics, Salesforce)

1

Discovery

- Conduct interviews and workshops.
- Analyze current CRM systems, sales processes, data sources, and objectives.
- Define success metrics and desired outcomes.



Configuration

- Conduct interviews and workshops.
- Analyze current CRM systems, sales processes, data sources, and objectives.
- Define success metrics and desired outcomes.

2



4

Deployment

- Roll out Copilot for Sales across the sales team.
- Monitor adoption and effectiveness.
- Offer ongoing support and maintenance.



Training & Documentation

- Provide comprehensive training for end-users and administrators.
- Collect feedback and address questions during training.

3

Transform your sales operations.

Copilot for Microsoft 365 Accelerator

Key Features

- 1 Value Discovery**
Align Copilot's benefits with departmental goals.
- 2 Current State Analysis**
Review your Microsoft 365 environment and assess security, privacy, and configuration.
- 3 Readiness Assessment**
Identify gaps and prepare for Copilot deployment.
- 4 Actionable Recommendations**
Optimize productivity and collaboration with tailored strategies.
- 5 Implementation Support**
Ensure a smooth Copilot deployment aligned with business goals.
- 6 Ongoing Monitoring & Optimization**
Maintain an optimized environment and adapt to evolving needs.

**Prepare your organization to harness the full power of Microsoft 365.
Achieve business goals with Neway's expert guidance and support.**

TRANSFORM YOUR SECURITY OPERATIONS

Copilot for Security Accelerator



Key Features

- 1 Value Discovery**

Align Copilot with your goals across sales, customer service, and finance.
- 2 Current State Analysis**

Review and assess your Microsoft 365 security setup.
- 3 Readiness Assessment**

Identify and address gaps in your security framework.
- 4 Microsoft Security Integration**

Seamlessly integrate with Microsoft 365 Defender, Sentinel, and Intune.
- 5 Customization & Extensibility**

Tailor and extend Copilot's capabilities with APIs and third-party integrations.
- 6 Actionable Recommendations**

Optimize your security posture with tailored strategies.
- 7 Implementation Support**

Ensure smooth deployment and expert alignment with Microsoft's tools.
- 8 Ongoing Monitoring & Optimization**

Maintain a robust posture and adapt to evolving threats.

Data Security & Compliance



Data access is evolving, outside of the traditional borders of business



Multiple clouds

Multiple apps

Multiple platforms

With Copilot, you need to take proactive steps to ensure sensitive data is not inadvertently exposed.

The Journey to AI with Purview

- **Data Classification & Labeling:** Automatically identifies and tags sensitive data.
- **Automated Data Discovery:** Uses AI to discover and catalog data across environments.
- **Risk Insights:** Detects unusual patterns and potential compliance risks.
- **Natural Language Processing (NLP):** Understands data in different languages and formats.
- **Advanced Search:** AI-enhanced search for relevant, accurate results.

Microsoft Purview: Comprehensive Data Security



Discover and protect sensitive data

Discover and protect sensitive data wherever it lives throughout its lifecycle



Manage insider risks

Understand user activity and context around the data and identify risks



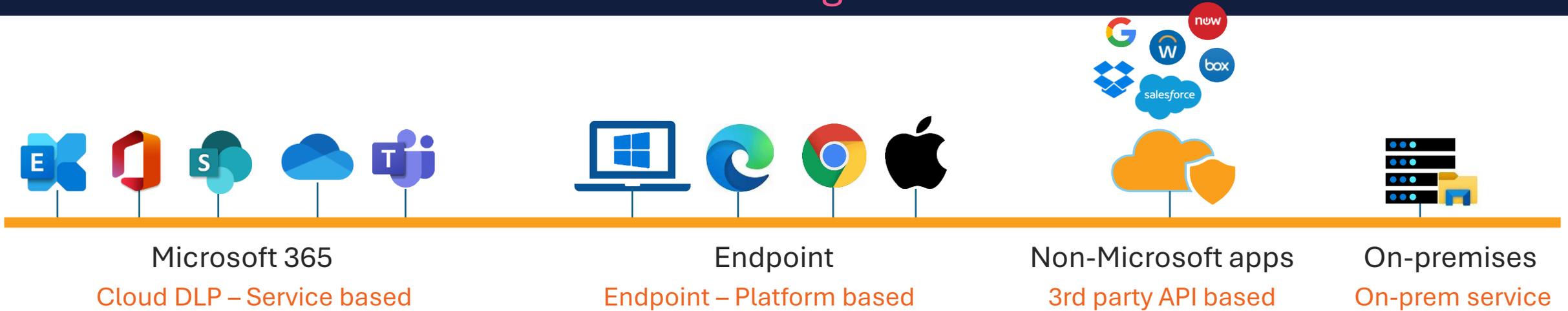
Prevent data loss

Prevent data from unauthorized use across apps, services, and devices

Microsoft Purview Data Loss Prevention



Prevent accidental or unauthorized sharing of sensitive data



Data in use

Data in motion

Data at rest

- Guided onboarding
- Unified & flexible policy management
- Integrated with Microsoft Purview Information Protection
- Unified alerting & remediation
- Agentless and integrated within end user experiences

PURVIEW CAPABILITIES

Labeling and Data Classification

Purview enables automatic labeling based on sensitive information, embedding data access controls and preventing data loss.

Integrated with Copilot for advanced data governance.

Data classification - Microsoft 365 compliance

https://compliance.microsoft.com/dataclassification?viewid=overview

Data classification

Overview Trainable classifiers Sensitive info types Content explorer Activity explorer

Get snapshots of how sensitive info and labels are being used across your organization's locations. [Learn more](#)

Top sensitive info types

Sensitive info types used most in your content

Sensitive Info Type	Count
ParshwaTest SIT	17
Wildcard regex	12
International Classification of Diseases (ICD-10-CM)	9
ex3.txt	6
ex15.txt	6
ex7.txt	6

[View all sensitive info types](#)

Azure Information Protection labels summary

No audit data exists

[Go to AIP portal](#)

Top activities detected

83033 activities

- 59.3K File created
- 15.4K File modified
- 6.2K File copied to network share

[View all activities](#)

Top sensitivity labels applied to content

Sensitivity Label	Count
Highly Confidential1	17
maye_test1	12
spolabel	9
MIP-ContainerLab...	6
HR-sample-confid...	6

[View all applied sensitivity labels](#)

Locations where sensitivity labels are applied

Location	Count
SharePoint Online	2 more

[View details](#)

Top retention labels applied to content

Retention Label	Count
ML.100DayKeep	8437025
Distributor agree...	95396
Fidelity test 2	58220
sample	26485
ImmigrationPERM	19878

[View all applied retention labels](#)

Locations where retention labels are applied

Location	Count
SharePoint Online	2 more

[View details](#)

Data loss prevention - Microsoft

https://compliance.microsoft.com/datalossprevention?viewid=policies

Microsoft 365 compliance

Data loss prevention > Create policy

- Choose the information to protect
- Name your policy
- Locations to apply the policy
- Policy settings**
 - Info to protect**
 - Protection actions
 - Customize access and override settings
 - Test or turn on the policy
 - Review your settings

Choose the types of content to protect

This policy will protect content that matches these requirements. You can choose sensitive info types

Default

Sensitive info types

- Credit Card Number
- EU Debit Card Number
- Add ▼
 - Sensitive info types
 - Sensitivity labels

Save Cancel

Sensitivity labels

Project Obsidian

Select all

Project Obsidian Project Obsidian

Add Cancel

Did you know?

59

data security incidents experienced by the average organization in the past year—with 20% being severe.¹

74%

of organizations have had business data exposed in the past year.¹

51%

of organizations are planning on increasing security investments specifically due to a breach.²

WHY ABRA US



Unifying Purview Rollouts

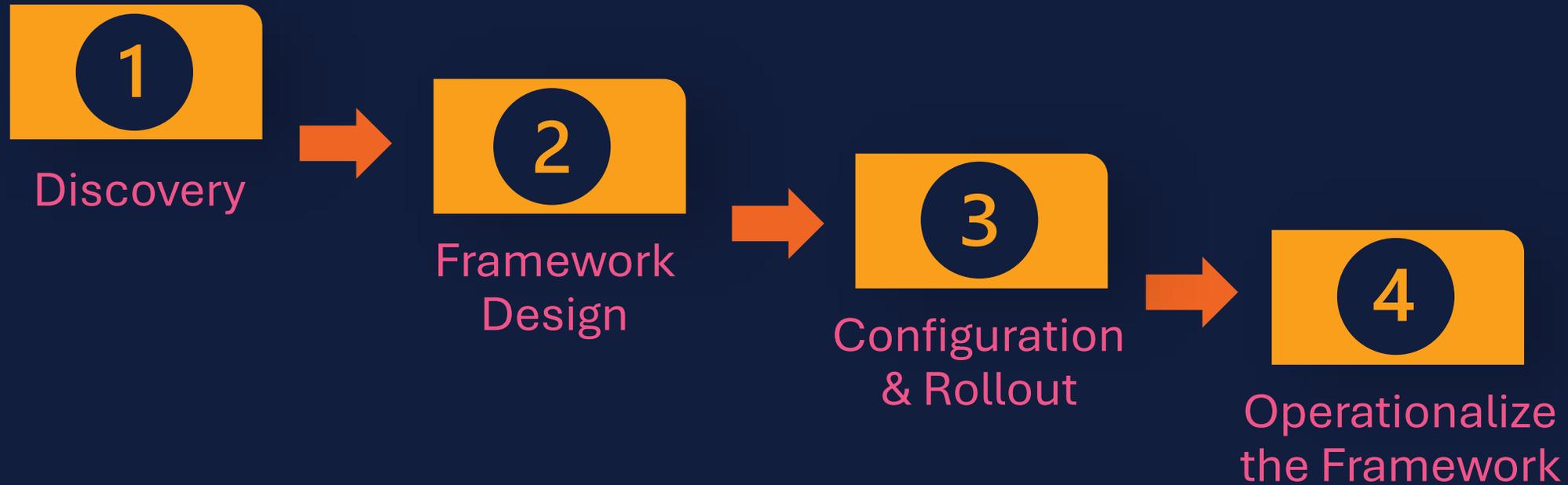


Abra US bridges the gap between
users
technical configurations
compliance needs

This ensures a successful Purview implementation, minimizing roadblocks.

Data Security & Governance

How abra works with customers



Threat Protection Engagement



Overview

- **Enhance Security Stance:** Elevate your organization's security.
- **Challenges Addressed:** Combat phishing attacks, password protocol adherence, and data exposure.
- **Security Landscape:** Navigate increasing data volumes, alerts, and vulnerable legacy systems.
- **Engagement Overview:** Tailored assistance in devising, implementing, and refining strategic security solutions.

What to Expect

- **Mitigation Strategy:** Prioritize and mitigate potential attacks with abra's expertise.
- **Analysis & Recommendations:** Thoroughly analyze threats and offer actionable recommendations.
- **Solution Deployment :** Implement Microsoft solutions tailored to identified vulnerabilities..
- **Scope:** Identify threats across cloud and on-premises infrastructures.

Key Benefits

- Customized solutions
- Data-driven analysis
- Actionable next steps for enhanced security defenses



Assessment
Identify security objectives and goals.

Detection
Uncover real threats and vulnerabilities.

Alignment
Recommend solutions tailored to threats.

Collaboration
Develop actionable plans and future steps.

Licensing Optimization Review



Overview

- **Immediate Savings for Clients:**
 - Up to 20% year-over-year
- **Commitment Beyond Cost Savings:**
 - Ongoing cost assessments
 - Exploration of best options
 - Adherence to industry best practices
- **Approach:**
 - Proactive and consultative partnership
 - Strategic alignment with client's needs and goals

Review Process

1

Comprehensive license evaluation and analysis

2

Optimization recommendations for cost savings, terms, agreements, bundles, compliance, etc.

3

Complimentary quarterly reviews & strategic planning, ensure you get what you are paying for