

# 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.



# 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<sup>®</sup>**  
BRANDS

 **hotelbeds**

 **NVIDIA.**

 **First Quality<sup>®</sup>**

**NICE<sup>®</sup>**

  
audiocodes

pitney bowes 

  
**tosca<sup>®</sup>**



**Hughes  
Hubbard  
& Reed**

**The New York Times**

 **healthfirst<sup>SM</sup>**

**VERINT**

**homecare**  **homebase<sup>SM</sup>**

SHEARMAN & STERLING LLP

Morgan Stanley

CREDIT SUISSE 

  
**BLUECREST**  
[www.abra-us.com](http://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

MICROSOFT COPILOT

# 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.

**Plan your AI journey with confidence.**

SEAMLESS INTEGRATION FOR ENHANCED SALES PERFORMANCE



# 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.**

[www.abra-us.com](http://www.abra-us.com)

UNLOCK MICROSOFT 365'S POTENTIAL



# 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

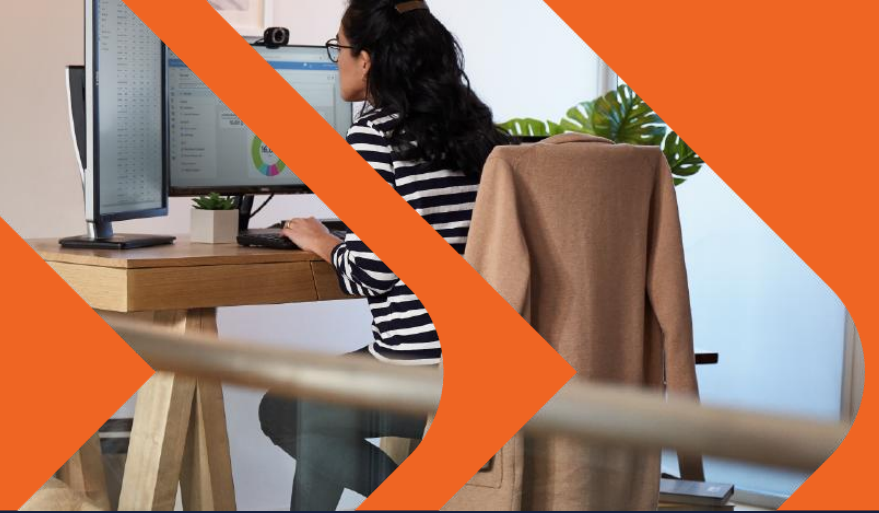
### Ongoing Monitoring & Optimization

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



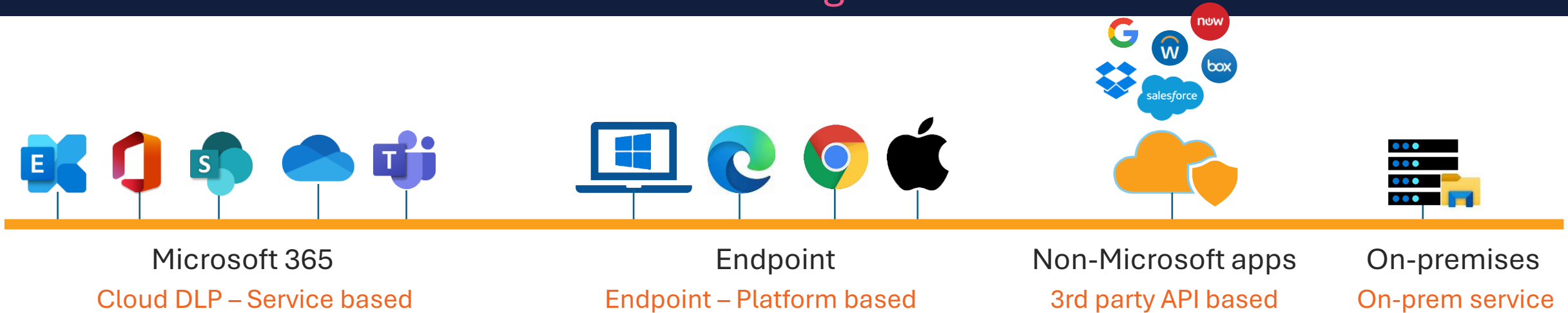
Prevent data loss

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

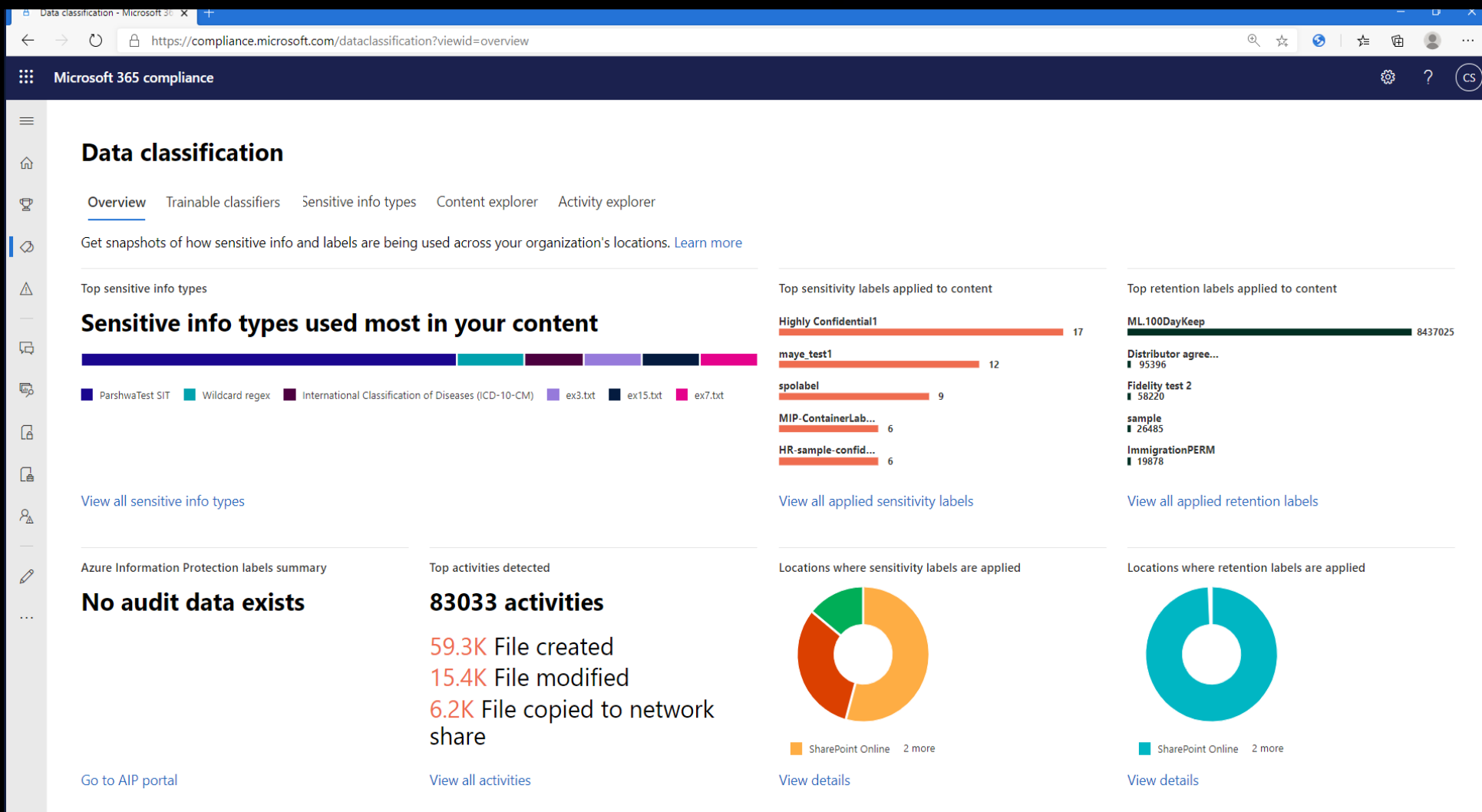
- Guided onboarding
- Unified & flexible policy management
- Integrated with Microsoft Purview Information Protection
- Unified alerting & remediation
- Agentless and integrated within end user experiences

## 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 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

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# Did you know?

**59**

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

**74%**

of organizations have had business data exposed in the past year.<sup>1</sup>

**51%**

of organizations are planning on increasing security investments specifically due to a breach.<sup>2</sup>

WHY ABRA US



# Unifying Purview Rollouts

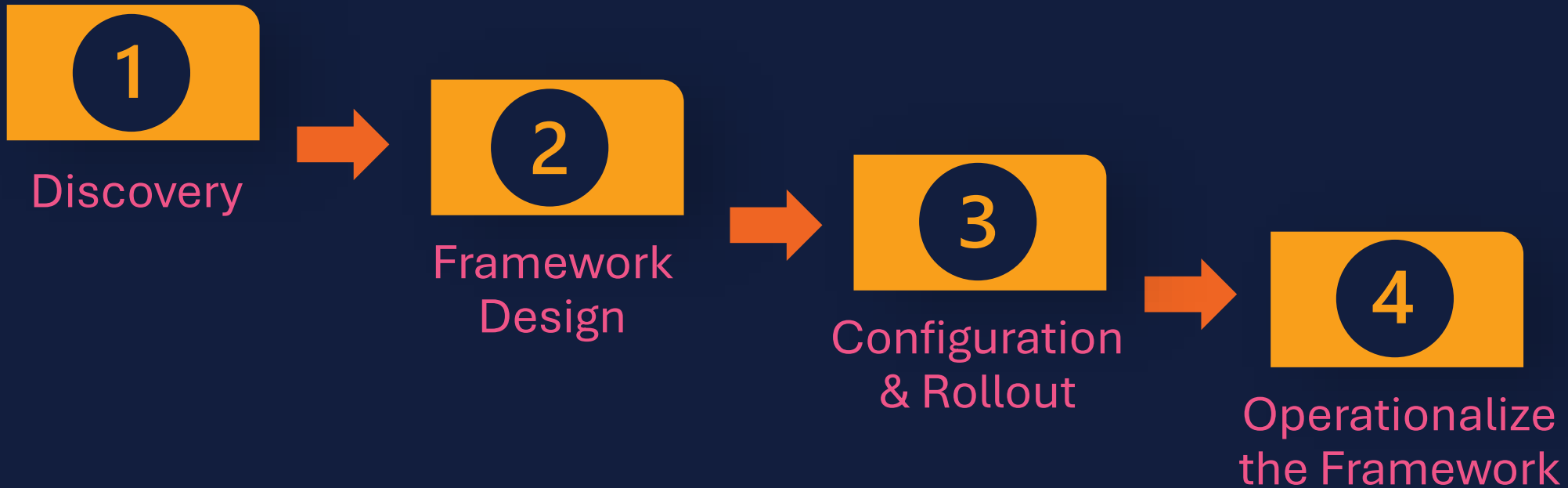


Abra US bridges the gap between  
users  
technical configurations  
compliance needs

This ensures a successful Purview implementation, minimizing roadblocks.

# Data Security & Governance

How abra works with customers



## The Process

# 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