

Microsoft 365 Security

Partner Case Study – Makronet

Secure Score as an automated service

Makronet has developed a software-as-a-service (SaaS) portal, based on Partner Center and other native APIs, that integrates with their customer relationship management (CRM) system. Makronet initially created the portal to manage licensing and drive consumption, and then expanded their security practice by **adding Secure Score as an automated service**. Automating the Secure Score assessment enables Makronet to scale and run the assessment in thousands of tenants or as a regularly scheduled service—**expanding their business and increasing revenue**.

Expanding business with automation

Expanding business and reaching more customers with a small sales team are challenges for many Microsoft partners. Limited resources can put a damper on growth and customer interaction, and that's why many partners want to increase efficiency by automating some of their cloud service offerings.

The Secure Score assessment from Microsoft was a natural addition to Makronet's existing SaaS portal, because it makes monitoring and calculating customers' Secure Score simpler, while increasing visibility to customer requests or changes regarding their security posture. By automating Secure Score with their SaaS portal Makronet has enabled their small sales teams to effectively engage with hundreds of customers.

Secure Score automation with CRM integration solution

Makronet believes customer engagements truly begin after assessments are complete. The Microsoft 365 Secure Score assessment provides a **structured process to gather the information you need** to create a plan for improving security. But doing the assessment and tracking a customer's current Secure Score can be time-consuming and can impede the overall engagement. Makronet's leadership team reasoned that by **developing an automated approach**, they could quickly move past the security assessments and on to future service requirements, increasing their overall revenue.

Makronet's Secure Score Automation with CRM Integration and Gamification gives customers an easy-to-use dashboard with:

- A **real-time view of their current Secure Score** and recommended actions to improve their overall cloud security.
- The ability to easily complete low-impact features through **self-service actions**, such as enabling multifactor authentication for all admin users with a single click.
- A simple **process to request proposals** for additional capabilities or licenses listed in the Secure Score results, such as Microsoft 365 Advanced Threat Protection.



Company profile

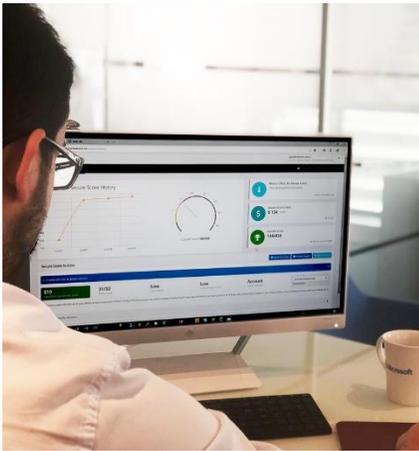
Founded in 2000, Makronet is a Microsoft Gold partner focused on Microsoft Cloud Technologies and on delivering high-quality solutions and consulting to its clients. Makronet provides a single point of contact for their customers' IT needs, such as consulting, implementation, deployment, and ongoing management of cloud products, including Microsoft 365, Windows Azure, and CRM Online.

Istanbul, Turkey

makronet.com

"The Office 365 Secure Score assessment is a structured approach to helping our customers begin visualizing what steps they should take to improve their security posture."

– Guclu Tugay, CEO



"Our customers can easily create a roadmap for the GDPR, and view their progress in meeting their security and compliance objectives."

– Zafer Bayir, CFO

"Our sales team has increased visibility into each account, helping them identify potential opportunities and proactively help customers improve their overall security."

– Buket Serefli, Sales Director

- A one-click method to **request sales or pre-sales meetings**.
- A way to earn points toward discounts by improving their security scores.

All customer requests appear as opportunities in Makronet's CRM system, alerting the team so they can respond rapidly to complete each request.

Streamlining the engagement process

Makronet's Secure Score Automation with CRM Integration and Gamification can assess multiple tenants simultaneously through an API, so Makronet and its customers can automatically run regularly scheduled assessments, helping to **streamline the overall engagement process**. The assessment can be run manually, as a regularly scheduled autorun (for example, monthly), or as a triggered autorun based on predefined actions, such as creating multiple administrator accounts.

Every time the Secure Score assessment is run, the results are automatically sent to the predetermined customer contacts, who can then make security decisions based on the organization's IT goals.

Achieving IT security goals

One of Makronet's Microsoft 365 customers, a large Turkish construction company, wanted to improve their overall security posture across all their locations. Each of their 30 regional administrators has different requirements, including stricter security, based on their location and regional security concerns.

Although the customer wanted visibility into each region's IT, they didn't want to micromanage each location. Working with Makronet, the regional administrators can use the dashboard to add licenses, manage users, and manage their budgets. With the Secure Score assessment automation integrated into the dashboard, they can view their Secure Score and the steps they can take to improve their security posture. Each location can also schedule appointments with their local sales team, and make necessary purchases (within their allocated budget)—without getting approval from their corporate office.

Next steps? The construction company wants to make sure their entire IT infrastructure complies with their corporate security objectives. To this end, they're considering setting an IT key performance indicator based on their Secure Score.

Customer and partner benefits

The construction company has Microsoft 365 E3 licenses today and can clearly see what E3 features they should implement to improve their Secure Score and where they may require additional security capabilities provided by Microsoft 365 E5.

Because customer requests are automatically connected to Makronet's CRM, their sales team's visibility into potential opportunities increases. If there aren't many customer requests, the sales team can review each customer's Secure Score, then proactively reach out to that customer to discuss the results and approaches to improve their security posture.

In the future, Makronet plans to sell their Secure Score Automation with CRM Integration and Gamification solution to other Microsoft Cloud Solution Providers, enabling other CPS's to maximize their resources within customer accounts and **improve their overall profitability**.