

# Course TOC: Specialize Data Security Consultation with Microsoft Purview in the Era of AI

---

Duration: 1 Day (6 Hours)

## **Module 1: Data Security Landscape, Solution Capabilities, and Value Proposition (120 mins)**

Customer Conversation Flow Guidance for Partners

Why Data Security?

Microsoft Purview – Business Capabilities and Outcomes

Solutions and Technical Capabilities:

- Microsoft Purview Information Protection
- Data Loss Prevention (DLP)
- Insider Risk Management

Data Security Posture Management

Data Security Value Map

Customer Evidence

Getting Started

Building a Sample Partner Offering

Call to Action

## **Module 2: Data Security in the Era of AI (120 mins)**

Why Data Compliance

Data Compliance Solutions and Technical Capabilities

Microsoft Purview Compliance Manager:

- eDiscovery and Audit Premium
- Communication Compliance
- Data Lifecycle Management and Records Management

Security Data in the Era of AI

Gen AI Data Security Challenges

Securing and Governing Microsoft 365 Copilot and Agents with Microsoft Purview

Agent Security and Governance with Microsoft Purview

Copilot Control System and Agent Security

Why Microsoft for Data Security

Pricing and Cost Saving

### **Module 3: Build and Accelerate Your Business Pipeline (120 mins)**

Showcase Business Value with Security BCB

Identify Customers to Build Pipeline:

- Target Audience and Insights
- Discovery Questions
- Demo Guidance

Accelerate Pipeline with Key Use Case Differentiators

Grow with MCEM Methodology

Build Customer Response for Sample Use Case:

- Review Customer Case Study
- Build Response
- Handle Objections
- Pitch to Customer