SECURITY

Solutions Partner for Security Designation

GOVERNMENT

Creating Your GTM Message

Based on the solution information determined in Lesson 3, Microsoft 365 E5 provides the required feature set to meet the needs of this industry. Now that we understand our solution requirements, we can define our go-to-market message.

Microsoft
Solutions Partner

Security

What Is the Information Provided?

- Presenting Our Solution with a Strategic Go-To-Market message
- Do You Believe The GTM Statement Achieves Its Purpose?
- Replacing references to Microsoft 365 with your Solution name

Why Is This Information Important to Understand and Use?

In customer interactions, it's essential to address their concerns within the context of their specific industry, as these are typically the most crucial to meeting their needs. Successfully meeting this brief is crucial for boosting your chances of winning the customer's trust and business.

Presenting Our Solution with a Strategic Go-To-Market Message

Ask Copilot

Create a strategic, go-to-market message based, providing an overview, the top 5 security priorities and provide 4 key benefits of Microsoft 365 for Government agencies, specifically for the Australian market. Provide a compelling reason to act at the end. Present everything in clear speak, not using technical terms. Replace any references to Microsoft 365 or Microsoft 365 E5 with {Insert your solution name}.

{Insert Business Name}: Empowering Australian Government Agencies

{Insert your solution name} is designed to provide comprehensive support and innovation tailored for government agencies in Australia. Our solution ensures your agency meets its security and operational needs, helping you to serve the community effectively and securely.

Top 5 Security Priorities

- **Data Protection:** Safeguard sensitive information from breaches and unauthorised access.
- **Compliance:** Ensure adherence to local regulations and global standards.
- **Identity Management:** Secure and streamline user access to critical systems.
- **Threat Detection:** Identify and respond to potential threats in real-time.
- **Resilience:** Maintain operational integrity during and after cyber incidents.

Key Benefits For Australian Government Agencies

- **Enhanced Security:** Protect your agency's data and infrastructure with advanced security features.
- **Operational Efficiency:** Streamline processes and improve productivity with integrated solutions.
- **Cost-Effective:** Reduce costs by leveraging scalable and flexible solutions tailored to your needs.
- **Improved Collaboration:** Foster teamwork and communication within and across departments.

The Time To Act Is Now

In today's dynamic environment, securing your operations and data is paramount. By adopting {Insert your solution name}, your agency not only meets current security requirements but also positions itself at the forefront of technological innovation.

Act now to ensure your agency's resilience and efficiency, safeguarding the interests of the public you serve.

Do You Believe The GTM Statement Achieves Its Purpose?

While we are using Copilot to build the statement, vastly speeding up the creation process, we still need to ensure the statement is listing the relevant information, ensuring we simply need to tweak the message, rather than having to create it entirely from scratch. After reading it, ask yourself the following:

- Does the request provide a clear message at the start and the end of the statement?
- Are the top 5 priorities listed, similar / same as discovered in Lesson 2 for Government?
- Are the benefits listed highlight how the customer will see improvements in the day-to-day operations?
- Do you think the 'take action now' statement will resonate with these customers?

If you feel that the statement isn't quite right, go back and massage the request and re-present it until you are happier with it. If you feel the bulk of the statement is suitable, but what to rewrite specifics part, Copilot can do this for you very quickly.

While perfection isn't necessary, the content must highlight the key security priorities to effectively resonate with the intended reader.