

# Microsoft Intelligent Security Association

MISA Overview

→ <https://aka.ms/MISA>

Member of  
Microsoft Intelligent  
Security Association

# What is MISA?

The Microsoft Intelligent Security Association (MISA) is an ecosystem of leading security vendors comprised of software development companies and services partners that have integrated their solutions with Microsoft's security technology.

Our mission is to provide intelligent, best in class security solutions for our shared customers that work together to help them protect against cyber threats.

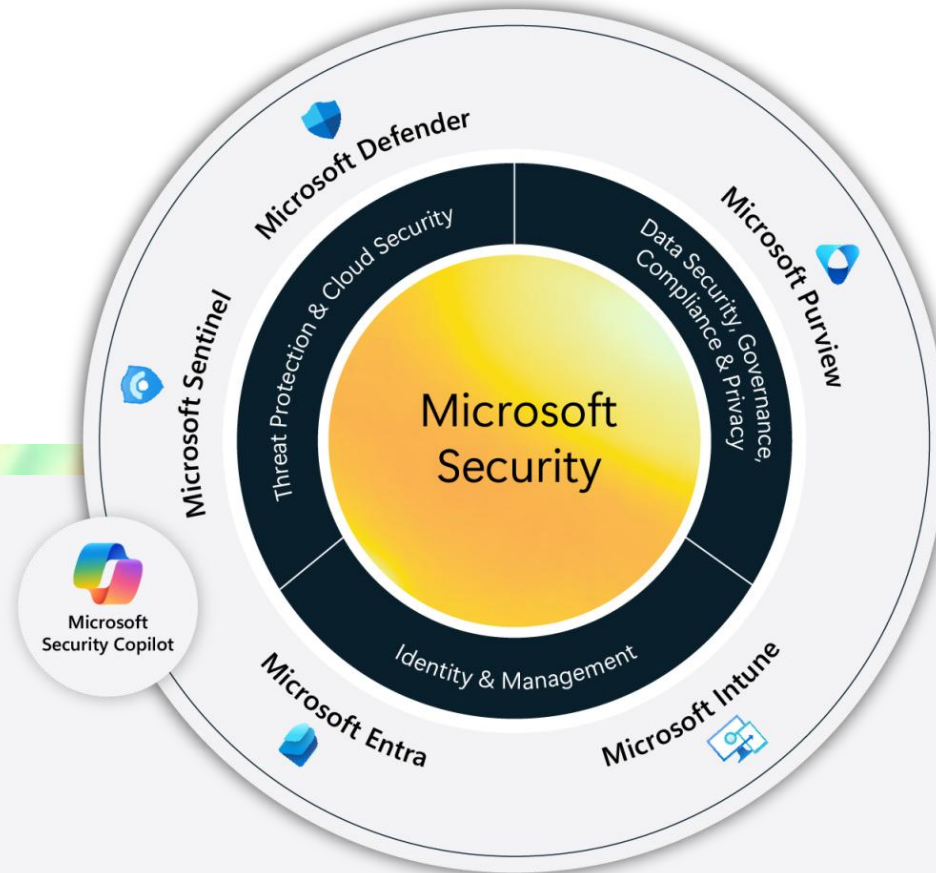
Member of  
**Microsoft Intelligent  
Security Association**



# Member definition



**Software development companies** build, develop and sell consumer or enterprise security software that is integrated with any of the MISA qualifying Microsoft security products across the full security product portfolio.



**Services partners** outsourced monitoring and management of security devices and systems in conjunction with MISA qualifying Microsoft Security products across the full security product portfolio.

**Microsoft Security  
product portfolio**

# MISA membership

As a security provider to 95% of the Fortune 500, Microsoft is in a unique position to act as a platform that connects the disparate tools deployed across the industry. Our customers are diverse and have different security needs and network configurations, so we partner with our peers in virtually every way imaginable. We created the Microsoft Intelligent Security Association to build an ecosystem of intelligent security solutions that work together to help protect our shared customers against cyber threats.

MISA launched in April 2018 with 26 software development companies. Since then, the organization has expanded to include services partners and has grown into a vibrant ecosystem of over 300 members.

**MISA membership is by nomination only.**

Founded in  
**2018**



**330+**  
Partner  
organizations



**260+**  
Software  
Integrations



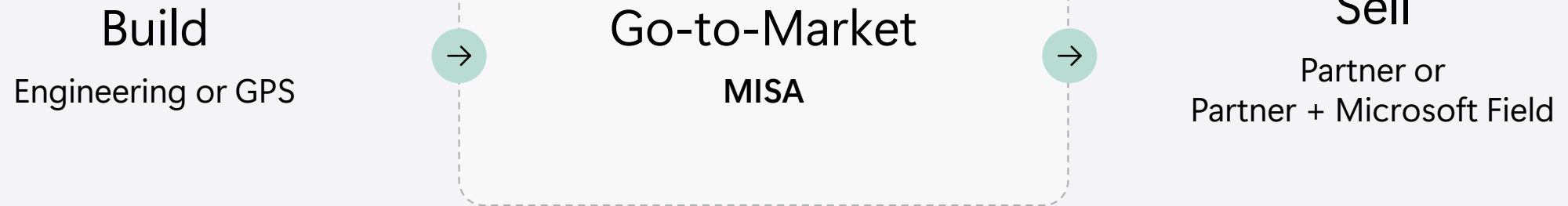
**1300+**  
Security services  
offers



**650+**  
Offers in Microsoft  
Commercial Marketplace

# Where does MISA fit in the solution lifecycle?

MISA is the marketing channel for strategic security partners



MISA facilitates conversations with Microsoft in the “build” and “sell” stages.

# MISA qualifying security products

## End-to-end security

### Security AI

[Microsoft Security Copilot](#)

### Identity & Management

[Microsoft Entra ID](#)

[Microsoft Entra Internet Access](#)

[Microsoft Defender for Business](#)

[Microsoft Defender for IoT](#)

[Microsoft Intune](#)

### Threat Protection

[Microsoft Security Copilot](#)

[Microsoft Sentinel](#)

[Microsoft Defender for Cloud Apps](#)

[Microsoft Defender for Identity](#)

[Microsoft Defender for Office 365](#)

[Microsoft Defender for Endpoint](#)

### Cloud Security

[Azure Web Application Firewall](#)

[Azure Firewall](#)

[Azure DDoS Protection](#)

[Microsoft Defender for Cloud](#)

### Data Security, Governance Compliance & Privacy

[Microsoft Purview Data Loss Prevention](#)

[Microsoft Purview Insider Risk Management](#)

[Microsoft Purview Information Protection](#)

[Microsoft Purview Compliance Manager](#)

[Microsoft Purview eDiscovery \(Premium\)](#)

[Microsoft Purview Audit \(Premium\)](#)

[Microsoft Purview Data Lifecycle Management](#)

[Priva Subject Rights Requests](#)

# Member benefits



## Technical benefits

- Eligibility to exclusive technical workshops led by Microsoft product teams.
- Invitation to annual product roadmap reviews.\*
- Ability to request solution support for building integrations and Microsoft technical expert to present at member events, workshops, and webinars.
- Ability to submit direct technical assistance requests.
- Access to MISA Technical Inquiry for direct technical assistance requests.
- Complimentary Microsoft Security Certification exam vouchers.



## Business benefits

- Membership in leading Microsoft global security association.
- Exclusive use of the MISA member badge.
- Dedicated MISA Partner Manager to optimize MISA membership.
- Direct access to a members-only Teams channel.
- Participation in monthly calls just for members, with updates, insights, and announcements.
- Member-to-member networking opportunities.\*
- Consideration for curated customer and partner networking events.\*
- Ability to nominate and vote in the annual Microsoft Security Excellence awards.
- Access to the [MISA LinkedIn Security Group](#).
- Targeted member communications.
- Visibility to Microsoft executive stakeholders via MISA spotlight communications.
- A dedicated page on (Microsoft internal) MISA Ecosystem site.



## Marketing benefits

- A co-branded press release template for new members, featuring a quote from Microsoft.
- Placement in the [MISA member catalog](#) with links to your solution/s in the Microsoft commercial marketplace.
- Your logo featured on the [MISA member webpage](#).
- Member access to marketing templates and Marketplace Rewards benefits.
- Ability to submit Win Wires for internal Microsoft promotion.
- Ability to submit partner-to-partner success stories highlighting joint customer wins.
- Consideration for inclusion at Microsoft first- and third-party events.\*
- Go-to-market (GTM) opportunities, for example sizzle video and potential social amplification.\*
- Negotiated discount with partner marketing agency for GTM campaigns.

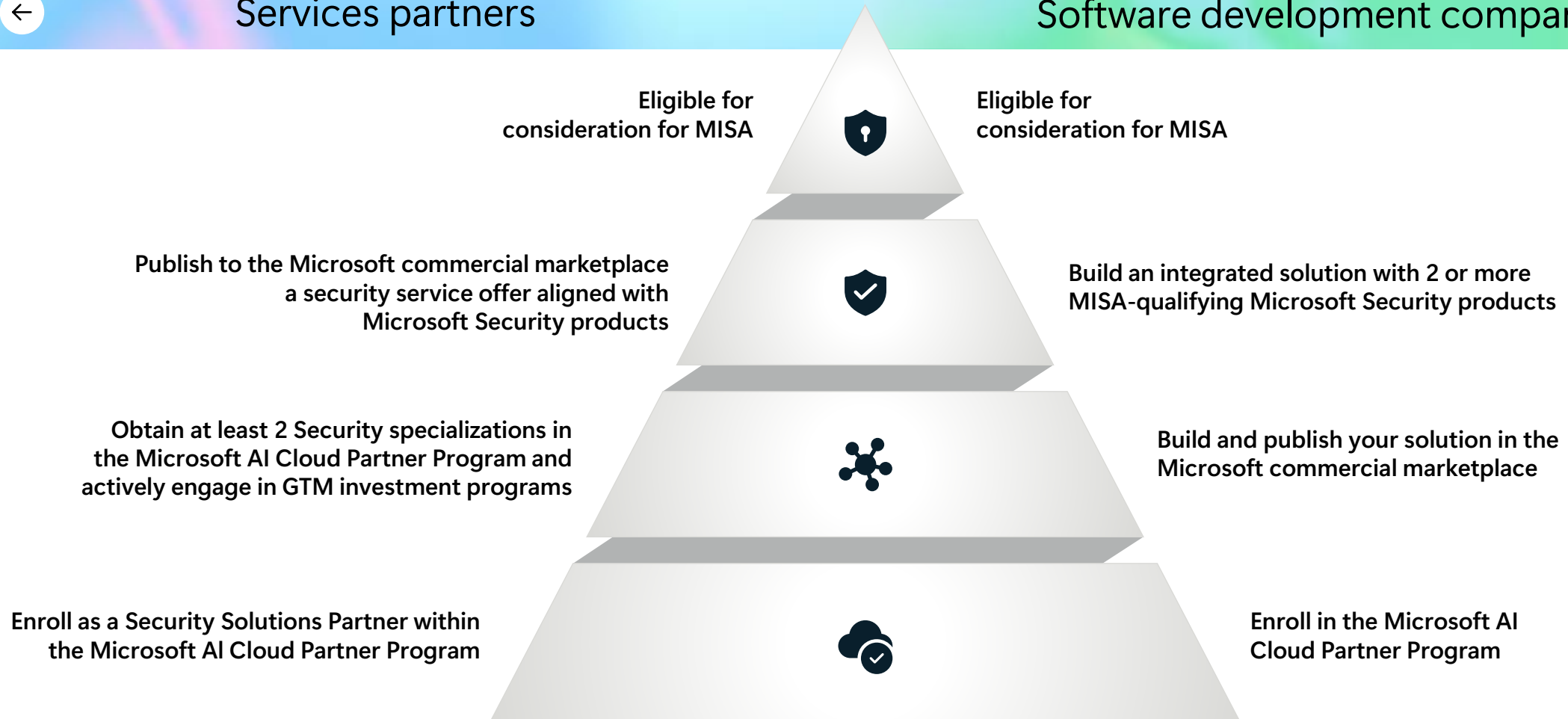
*Disclaimer: Benefits subject to change and availability  
\*Certain benefits may have additional eligibility requirements*

# Partner journey to MISA eligibility



Services partners

Software development company



# Software development companies eligibility criteria

- 1 Must be enrolled in the [Microsoft AI Cloud partner program](#).
- 2 Each solution must be in market, integrated with 2 or more [MISA qualifying security products](#) and must meet the technical criteria defined by product engineering.
- 3 Each qualifying solution must be published in the Microsoft Commercial Marketplace.
- 4 Nominated solution must drive usage of Microsoft Security Technology.
- 5 Software company must demonstrate commercial success of qualifying solution through 3 customer references utilizing the solution and Microsoft security products together.\*
- 6 Solution(s) must be verified and nominated by a relevant security product engineering group.
- 7 Software company should publicly showcase the value of the Microsoft relationship – Review slide 11 for more information on marketing expectations.
- 8 Software companies must be approved by the MISA Governance Council.

*\*Customer references to be submitted via provided form during nomination process*

# Services partners eligibility criteria

- 1 Must be enrolled in the [Microsoft AI Cloud Partner Program](#) (MAICPP) with a Solutions Partner designation for Security.
- 2 Must have 2 or more [Security Specializations](#) in the Microsoft AI Cloud Partner Program.
- 3 Actively engage in Microsoft AI Cloud Partner Program GTM investments e.g. MCI, CPOR Managed Services, etc.
- 4 Must have at least one security service offer aligned to [MISA qualifying products](#) published in the Microsoft Commercial Marketplace.
- 5 Services partners must demonstrate commercial success of qualifying solution through 3 customer references utilizing the solution and Microsoft security products together.\*
- 6 Services partners offer must be validated by Global Partner Solutions technical team and approved by regional security Partner Marketing Manager.
- 7 Services partners should publicly showcase the value of the Microsoft relationship – Review slide 11 for more information on marketing expectations.
- 8 Services partners must be approved by the MISA Governance Council.

*\*Customer references to be submitted via provided form during nomination process*

# Marketing expectations

## Security is a team sport

As we evaluate MISA eligible companies, we look for organizations that share a core belief that security is a team sport and we're better together. Each party acknowledges that the other party's reputation in the business community is a significant benefit.

To be considered for membership, in addition to meeting core eligibility requirements, we look to see if partners:

- Feature Microsoft Security solutions on their website. For example: call outs of their collaboration and/or integrations with Microsoft Security technologies with their services and solutions.
- Have solutions published in the Microsoft Commercial Marketplace that include Microsoft Security integrations in their descriptions.
- Use up-to-date naming conventions for Microsoft products on their website and in published materials.
- Are an active participant in reinforcing "better together" messaging. Both parties agree not to publicly make false, misleading or deceptive statements about the others technology or solutions.

After partners are onboarded to MISA, we monitor to see if partners:

- Showcase the MISA member badge on their website and in relevant marketing collateral.
- Highlight their MISA membership and security solutions at security events.
- Maintain up-to-date Microsoft product naming conventions on websites and in published materials.
- Include #MISA in relevant security social posts.

# MISA membership journey



## Build

- Partner builds solution
- Partner solution is validated by technical teams and approved by product marketing teams
- Partner meets all MISA qualifying criteria
- Microsoft Stakeholder nominates partner to MISA



## Onboard and Market

- MISA team reviews nomination
- MISA team submits to the MISA Governance Council for approval
- MISA team works with partner to complete all onboarding documentation
- Once fully onboarded, a MISA Partner Manager is assigned to partner who assists partner in taking advantage of MISA benefits



## Further Development

- Build, validate, nominate additional qualifying solutions as appropriate

# MISA Governance Council approval flow

All members must be approved by the MISA Governance Council before being onboarded

Nomination  
Received



Reviewed by  
MISA Team



Submitted & reviewed by  
MISA Governance Council monthly



Onboarded to  
MISA if approved

## Services partners

- + Must meet all requirements for nomination
- + Must submit 3 customer references via win wire form.
- + Nomination Form must be completed in full
- + Governance Council Approvals:
  - Security Marketing
  - Global Partner Solutions (GPS)
    - Partner Development Manager
    - Technical Specialist
    - Regional Partner Marketing Lead

## Software development companies

- + Must meet all requirements for nomination
- + Must submit 3 customer references via win wire form.
- + Nomination Form must be completed
- + Governance Council Approvals:
  - Security Marketing
  - Security Customer Experience Engineering
  - Feature Product engineering team
  - Security Business Development
  - Global Partner Solutions (GPS)

# To learn more



Explore our  
helpful resources  
for more  
information

- 1 [aka.ms/MISA](https://aka.ms/MISA)
- 2 [aka.ms/MISAOverviewVideo](https://aka.ms/MISAOverviewVideo)
- 3 [aka.ms/MISAProducts](https://aka.ms/MISAProducts)
- 4 [aka.ms/MISAPartnerCatalog](https://aka.ms/MISAPartnerCatalog)
- 5 [aka.ms/MISAYouTube](https://aka.ms/MISAYouTube)
- 6 [aka.ms/MISAMemberLogos](https://aka.ms/MISAMemberLogos)
- 7 [aka.ms/MXDRPartners](https://aka.ms/MXDRPartners)
- 8 [MISA\\_Ops@microsoft.com](mailto:MISA_Ops@microsoft.com)

# MISA partner member quotations



The MISA Team has been the catalyst to our growing Microsoft partnership. They are the definition of a true team player, helping us make the most successful impact with the growing set of integrations. A big shout out to the MISA leadership and team for their warm and welcoming energy

**Claire Oxley-Barnes**  
Director of Technology Partnerships



MISA membership benefits us greatly from go-to-market activities that raise our visibility, to help leveraging Microsoft security products and connections with qualified prospects. The support and encouragement MISA provides is outstanding.

**Ouafae Hannaoui**  
Director, Field and Alliances Marketing, Ontinue



MISA has been an incredible resource and provides valuable member benefits. It's not just an organization you join ... it gives you access to a group well-versed in the inner workings of Microsoft and the partner ecosystem.

**Cordell BaanHofman**  
GM, Red Canary



Being a member of MISA has truly benefited Silverfort. The guidance and benefits provided by MISA have allowed Silverfort to gain visibility in the market as well as align our GTM strategy to that of Microsoft's. We greatly appreciate the guidance and support that the MISA team provides us.

**Jonathan Nativ**  
Director of Strategic Alliances, Silverfort



Thank You!