Microsoft Security

Microsoft Intelligent Security Association

MISA Overview

aka.ms/MISA

What is MISA?

The Microsoft Intelligent Security Association (MISA) is Microsoft's premiere Security Partner association comprised of independent software vendors (ISV) and managed security service providers (MSSP) that have integrated their solutions with Microsoft's security products.

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.

https://aka.ms/MISA

ISV and MSSP Definition

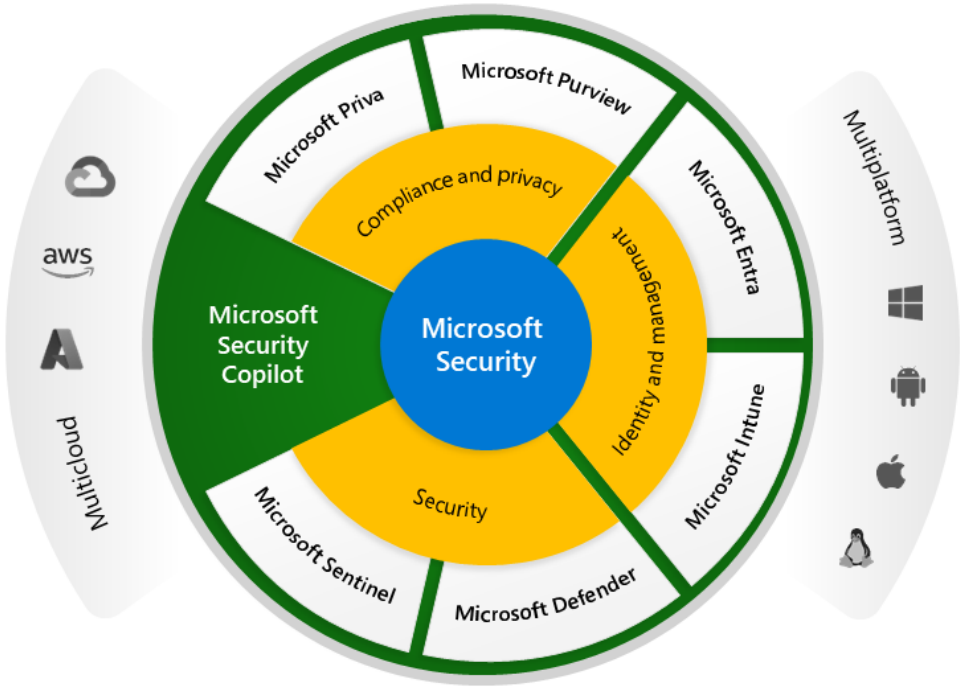
ISV

Security Independent Software Vendors (ISV) 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. Although ISV-provided software is consumed by end users, it remains the property of the vendor.

MSSP

Managed Security Service Providers (MSSP) provide 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



Integrates 50+ categories into 6 product lines

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 work together to help protect our shared customers against cyber threats.

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

MISA membership is by nomination only.

Founded in
2018

300+
Partner organizations

250+
Software Integrations

670+
Managed Security Service offers

500+
Offers in Microsoft Commercial Marketplace

Where does MISA fit in the solution lifecycle?

MISA is the co-marketing channel for strategic security partners

Build

Engineering or GPS

Go-to-Market

MISA

Sell

Partner or
Partner + Microsoft Field

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

MISA Qualifying Security Products

Identity

Management

Compliance

Privacy

Security

Microsoft Entra	Microsoft Endpoint Manager	Microsoft Purview	Microsoft Priva	Microsoft Defender & Microsoft Sentinel
Microsoft Entra ID (formerly Azure AD)	Microsoft Intune	Microsoft Purview Data Loss Prevention	Priva Subject Rights Requests	Microsoft Defender for Endpoint
		Microsoft Purview Information Protection		Microsoft Defender for Identity
		Microsoft Purview Data Lifecycle Management		Azure Web Application Firewall
		Microsoft Purview Insider Risk Management		Azure Firewall
		Microsoft Purview eDiscovery (Premium)		Microsoft Defender for Office 365
		Microsoft Purview Audit (Premium)		Microsoft Defender for Cloud
		Microsoft Purview Compliance Manager		Microsoft Defender for IoT
				Microsoft Defender for Cloud Apps
				Azure DDoS Protection
				DMARC reporting for Microsoft 365
				Microsoft Sentinel

Member benefits

Business benefits

- Teams channel for members only
- Monthly office hours for updates, insights & Q&A
- Opportunity to participate in member-to-member networking
- Opportunity to nominate and vote for the winners of the annual Microsoft Security Excellence awards
- Access to the MISA LinkedIn Security Group

Technical benefits

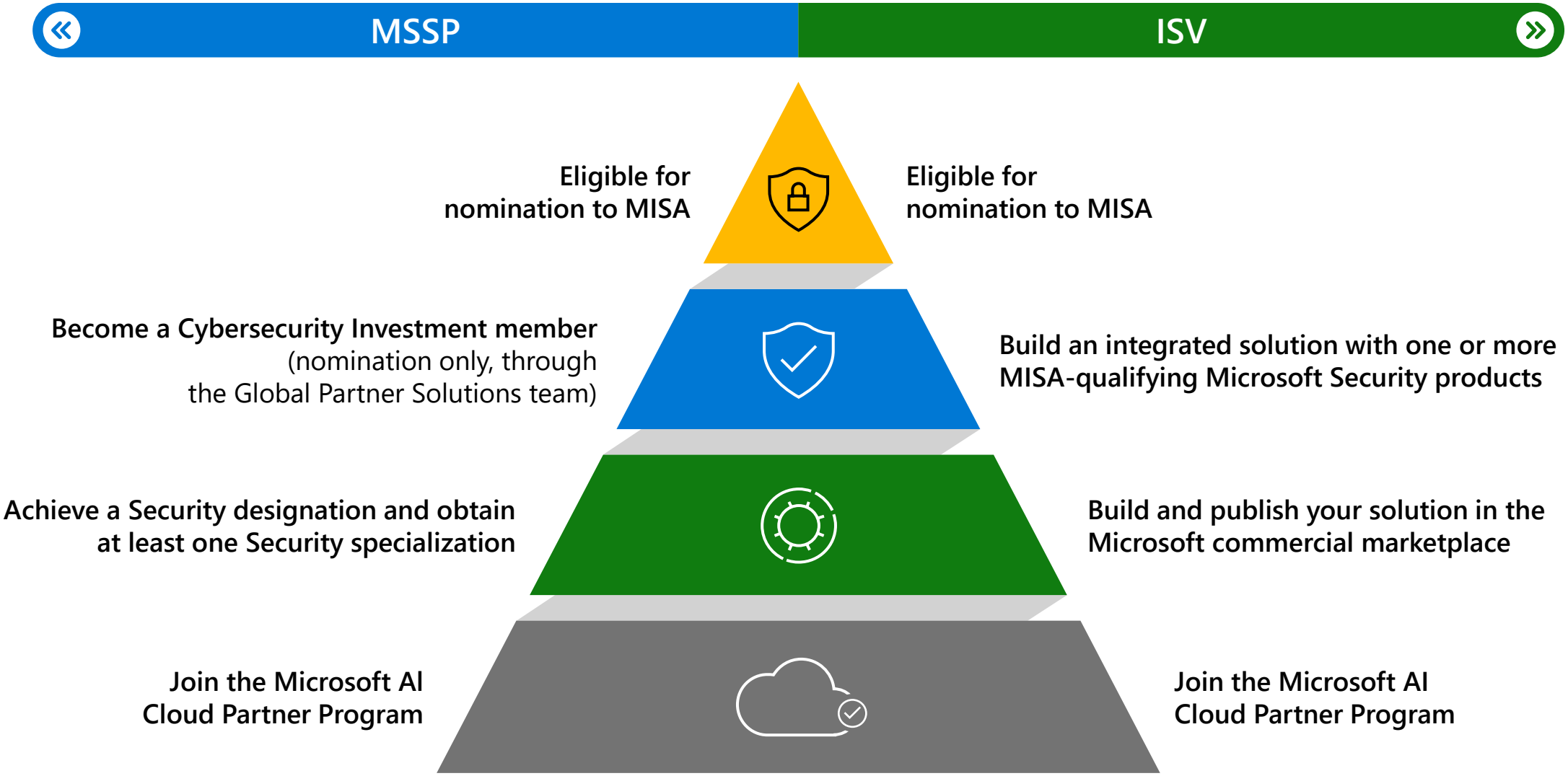
- Invitation to technical workshops led by product team(s)
- Consideration for invitation to product roadmap reviews (NDA required)
- Ability to request solution support for building integrations
- Ability to request a Microsoft technical expert to present at member events, workshops, and webinars
- Microsoft Security Certification exam vouchers
- Consideration for a Microsoft-produced solution overview video

Marketing benefits

- Designated MISA badge for member marketing material and event signage
- Co-branded press release for new members with Microsoft quote (release written by member, with Microsoft approval)
- Placement in the MISA member catalog linked to solution(s) in Microsoft Commercial Marketplace
- Co-branded marketing templates
- Access to Marketplace Rewards benefits
- Win wires to help us promote your solution and consideration for further MISA opportunities
- Consideration for inclusion on MISA YouTube playlist for relevant product and customer evidence videos
- Consideration for the MISA guest blog
- Inclusion in field educational materials to Microsoft sales teams & reseller partners
- Consideration for speaking/demo opportunities at events
- Consideration for dedicated co-marketing investments

**Benefits subject to change and availability; certain benefits may require additional eligibility requirements*

Partner Journey to MISA



ISV Membership Requirements

1. Member of the Microsoft AI Cloud partner program **(Security Designation coming FY24)**
2. Each solution must be in market, integrated with one of the MISA qualifying security products and must meet the technical criteria defined by product engineering
3. Each qualifying solution must be architected on Azure and published in the Microsoft Commercial Marketplace – preferably transact
4. Partners must be able to influence at scale Azure Security Consumed Revenue and/or drive M365 security upsell or usage at scale
5. Partners must provide 3 or more customer references to show impact from nominated solution
6. ISVs must be vetted and nominated by a relevant security product engineering group.
7. All ISVs will need to be approved by the MISA Governance Council before being onboarded

MSSP Membership Requirements

1. Must have a Security Designation in the Microsoft AI Cloud Partner Program
2. Must have at least 1 Security Specialization
3. Must part of Cybersecurity Investment (CSI) (formerly MSSP program)
4. Must provide 3 or more customer references to show impact for the managed service they are nominated for
5. Must have qualifying managed security solution with one of the MISA qualifying products published in the Microsoft Commercial Marketplace
6. Must be nominated by Global Partner Solutions team with regional security Field Partner Manager approval.
7. All MSSPs will need to be approved by the MISA Governance Council before being onboarded

MISA membership journey

Build

- Partner builds solution
- Partner meets all MISA qualifying criteria
- Microsoft Stakeholder nominates partner to MISA

Onboard and Market

- MISA team reviews nomination
- MISA team collect customer reference templates from partner
- MISA team submits to the MISA Governance Council for approval
- 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

The MISA team

Maria Thomson
MISA Program Owner

Alexia Caesar
Business and Operations Manager

Sadie Carrell
Onboarding Manager

Sarah Bromling
Technical Manager

Lisa Herzinger
MSSP Partner Manager

Megan Compton
MSSP Partner Manager

Kacy Johnson
ISV Partner Manager

Tina Hinojos
ISV Partner Manager

Hang Cu
Business Development

Eric Burkholder
MISA engineering Advisor

Jeff Cornwell
MISA Marketplace Advisor

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

Chris Izsak
Strategic partnerships GTM manager
Relativity

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, Open Systems

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

MISA has done a wonderful job for us on multiple projects. We were also fortunate to be selected to run a joint campaign with Microsoft and the MISA team project managed the entire thing providing timely updates and reporting. The campaign was a huge success and the e-Book they delivered as part of the project was first class. In addition, they have consistently helped us navigate organizational complexity allowing us to focus resources to drive our business forward.

Garrett Hess
Director of Marketing, HYAS

To Learn More

Explore our helpful resources for more information

1. aka.ms/MISA
2. aka.ms/MISAOverviewVideo
3. aka.ms/MISAProducts
4. aka.ms/MISAPartnerCatalog
5. https://aka.ms/MISASolutionOverviewVideos
6. https://aka.ms/MISAMemberVideos
7. MISA_Ops@microsoft.com

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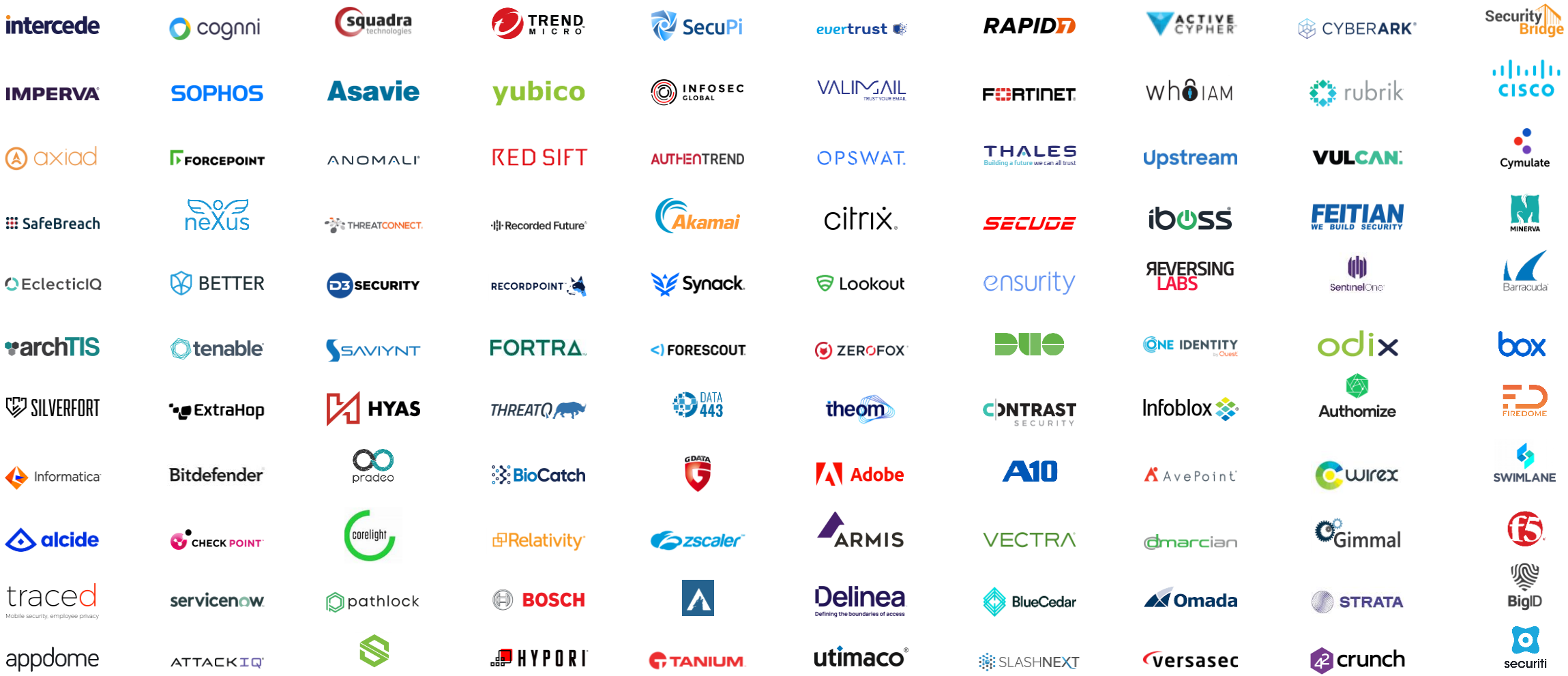
Independent Software Vendors



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Independent Software Vendors

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Managed Security Service Providers

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Managed Security Service Providers

[abtis]
DIGITALE ZUKUNFT
ASCENT
SOLUTIONS
avanade
baseVISION
SECURE & MODERN ENDPOINT MANAGEMENT
BDO
BlueVoyant
Bridewell
BUI
INNOVATION
DELIVERY
RESULTS
BULLETPROOF
a GLI company
chorus
CONQUEST
CRITICALSTART
DEFEND
DELL
DIFENDA
dinext
Microsoft Intelligent Security Association
Microsoft Security
Microsoft Verified Managed XDR Solution
ESENTIRE
forsyte
GUARDIAN 365
glueckkanja gab
INSPARK
ITC SECURE
Nedscaper
Netrix
NETSURIT
onevinn
Ontinue
Orange Cyberdefense
PARA FLARE
pwc
quorum
Quorum Cyber
red canary
skaylink
SYNERGY
ADVISORS
transparity cyber
VENZO_
wortell
wipro

Microsoft Security

Thank You!

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