

Technology Record



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2023 Publishing Partnerships

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The best of enterprise solutions from the Microsoft partner ecosystem

Securing the enterprise

Amid a constantly changing cybersecurity landscape, Microsoft and partners are helping organisations combat evolving risks

PLUS:

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Francesco Venturini of Microsoft discusses change and competition in media

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A publishing partnership offers the broadest spectrum of promotional opportunity alongside the *Technology Record* brand, with advertisement packages combined with an array of valuable content marketing to extend the business reach of Microsoft partners.

Covering both the digital and print editions of the magazine, plus our website and social media channels, a publishing partnership provides outstanding visibility, promoting both your own brand and demonstrating your thought leadership to our audience of business and technology professionals.

There are two options available, which are covered in detail over the following pages.



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Our premier offering provides visibility throughout the magazine – topic-focused initial section to the six dedicated industry deep-dives that cover partner innovation in the fields of Communications & Media, Financial Services, Manufacturing & Resources, Retail & Consumer Goods and Public Sector (comprising Defence, Education, Government and Healthcare).

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COVER STORY

Securing the enterprise

Global shifts, from war to hybrid working, have changed the cybersecurity landscape. Microsoft and its partners are working together to combat evolving risks

BY ELLY YATES-ROBERTS

The war in Ukraine began on 24 February 2022. "In that day before missiles were launched and tanks rolled across borders, Russian actors launched a massive destructive cyberattack against Ukrainian government, technology and financial sector targets," says Sam Hart, corporate vice president of customer security and trust at Microsoft, in the *Microsoft Digital Defense Report 2022*.

During the first four months of the war, Microsoft observed multiple destructive cyberattacks against nearly 50 Ukrainian agencies and enterprises. Methods included spear phishing with malware attachments or links, exploitation of the IT services supply chain to impact government customers, exploitation of public-facing applications to gain initial access to networks, and the use of administrative accounts for network discovery and lateral movement.

"The ferocity of these attacks is a stark reminder to all in Ukraine and beyond of the need for enterprises and public sector organisations to protect themselves with basic cyber hygiene and the employment of independent detection and response tools," believe Microsoft has a responsibility to protect the digital systems that underpin the social fabric of our society," says Hart.

A threat to democracy

"Democracy needs trustworthy information to flourish," says Teresa Hagan, vice president of technology and corporate responsibility at Microsoft. She highlights the influence operations being developed and perpetuated by nation states as a key area of focus for Microsoft. "These campaigns erode trust, increase polarisation, and threaten democratic processes.

Microsoft has been developing tools and threat detection capabilities to combat the evolving and expanding risk of nation-state-driven influence operations. "To enable this work, we recently acquired Mitlab Solutions, we partner with third-party validators such as the Global Disinformation Index and Newswatch, and we participate – and at times lead – multistakeholder partnerships, including the Coalition for Content Provenance and Authenticity," says Hagan. "Only by working together can we succeed in taking on those who seek to undermine democratic processes and institutions."

Simple but effective

Businesses must be aware of the 'cat and mouse' nature of modern cyber threats. When criminals make their attacks, their victims respond accordingly, perhaps putting extra measures in place to prevent similar situations in future, that the attackers come back bigger and better, with new ways to get around their victim's defences.

"Attackers are adapting and finding new ways to implement their techniques, increasing the complexity of how and where they hunt.

of all uses, and state and local governments are lagging by criminals leveraging a growing cybercriminal ecosystem.

"Stakeholders will increase – our response in the defender community needs to be thoughtful and strategic," says Alex Weinstock, vice president of identity security at Microsoft, in a recent blog post. "That we don't need to panic. We can take as an example ransomware attacks. There are scare and grab headlines because of crippling work stoppages or huge ransoms. But... if you read all the attention-grabbing headlines, you'll find that most novel techniques rely on compromising identity first. This shows the

campaign operation infrastructure," says Hart. "In the same time, cybercriminals are becoming more digital."

The *Microsoft Digital Defense Report 2022* highlights that, to lower their overheads and boost the appearance of legitimacy, attackers are compromising business networks and devices to host phishing campaigns, malware, and other espionage.

Some of the most common and aggressive attacks come in the form of ransomware and extortion. The report warns that ransomware attacks pose an increased danger to all individuals as critical infrastructure, business

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EXECUTIVE INTERVIEW

Media's massive opportunity

Microsoft can help media and communications businesses improve their digital capabilities and better engage with audiences. We spoke with its corporate vice president for the industry, Francesco Venturini, to find out more

BY ANDY CLAYTON-SMITH

According to market research firm eMarketer, US consumers will spend over 100 minutes a day consuming digital media in 2023. That's over eight hours, and increasing. This extraordinary level of engagement is clearly a massive opportunity, and challenge, for media and communications firms. We talk with Francesco Venturini about his role as corporate vice president of communications and media at Microsoft, the changes in the industry and what the future holds.

Tell us about your professional background and why you chose to join Microsoft.

I began my career in the automotive industry and drove rapidly before discovering my passion for media at Accorion, where I gained 20 years of media and communications strategy consulting experience. Spearheading and selling innovation has always been a key focus of my career. I built a TV station in Kuwait in the early 2000s, launched one of the first over-the-top platforms in the early 2010s, and consider myself lucky to have been involved in some of the most disruptive and transformative programs across the world. "To practice what I preach," endorsed change and looked for a new chapter in my professional

life. I was captivated by the amazing power, trust and equity that the Microsoft brand carries, in addition to the culture. Gary Nickolls has built, emphasizing "learn it all" over "know it all." I'm inspired by Microsoft's mission "to empower every person and every organisation on the planet to achieve more" as well as the immense engineering and research and development talent that leads the whole industry and continues to push boundaries. Consider for a moment the amazing things we are doing with OpenAI. I am excited and have a true passion for constructively challenging the status quo to position for long-term sustainability and success. My approach to business is to build an environment where people feel empowered to experiment and innovate, where learning is encouraged, failures are respected, and success celebrated, and there is a sense that one must always be always suboptimal to effective team playing.

The future is bright for media companies and Microsoft has a fantastic opportunity to help them as we support their ability to leverage the new technologies, operating models, and ecosystem essential to serving demanding customers in an all-digital sector, covering telecom, media and entertainment.

You took up the role at a pivotal time, when the industry has been particularly dramatic. What are the most significant changes and how is Microsoft positioned to deal with them?

There have been several factors that have impacted the media industry in recent years, including the rise of digital platforms, change in consumer behaviour, and the Covid-19 pandemic. These have created both challenges and opportunities for the industry.

The rise of digital platforms, such as social media and streaming services, has disrupted traditional media outlets such as newspapers and TV networks. Consumers are increasingly turning to these platforms for news, entertainment and other forms of content. This shift has forced traditional media companies to adapt by developing their own digital strategies or partnering with existing digital platforms.

The Covid-19 pandemic has accelerated the shift towards digital. Platforms as people spent more time at home and relied on the internet for work, school and entertainment. This has led to a surge in demand for digital content and further highlighted the importance of digital platforms for the media industry.

The ecosystem impact has shaped mindsets across the industry from

"Through our partners, customers get more value from Microsoft's products and services"



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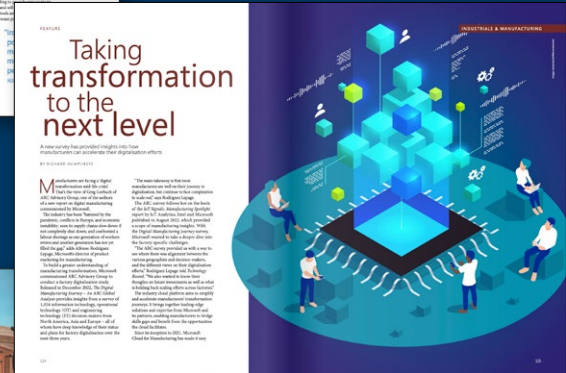
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