Air France-KLM | Sales Battlecard

Microsoft Security Opportunity | Pre-Call Reference

⚠️ POST-BREACH URGENCY

7.5/10	$20M+	80,730	14 yrs	Aug '25	85%
OPP SCORE	SECURITY SPEND	EMPLOYEES	M365 CUSTOMER	BREACH DATE	WIN PROBABILITY

🚨 **Critical Context: August 2025 Data Breach**

ShinyHunters attack via Salesforce CRM. Customer PII, loyalty data, transaction histories compromised. French/Dutch regulators investigating. NIS2 24-hour reporting requirement triggered. **Do NOT lead with breach — position as "NIS2 compliance" and "security modernization" instead.**

OPENING TALK TRACKS

NIS2 COMPLIANCE LEAD

"We've been working with European airlines on NIS2's 24-hour incident reporting requirements. Given your critical infrastructure designation, I wanted to share how Microsoft Security automates the detection-to-notification workflow that Article 23 requires."

M365 VALUE EXPANSION

"Air France-KLM has been a Microsoft 365 customer since 2011 — that's a 14-year relationship. What I'm seeing is that your existing licensing may already include security capabilities that aren't deployed. I'd love to show you what you're entitled to."

MULTI-CLOUD SECURITY

"Congratulations on the Google Cloud transformation partnership. As you execute that multi-cloud strategy, Microsoft Security is uniquely positioned as the unified security layer across Azure, AWS, and GCP — giving you single-pane visibility regardless of where workloads run."

OBJECTION HANDLING

"We just announced a Google Cloud partnership — why would we use Microsoft Security?"

Reframe: "That's exactly why this makes sense. Microsoft Defender for Cloud has native connectors for GCP and AWS. You get unified security posture management across all three clouds from one console — something Google Security alone can't offer for your existing Azure and AWS workloads."

"We're already using Okta for identity."

Reframe: "Our data shows Okta intensity at just 1 — very early stage. With your deep M365 investment, Entra ID Premium delivers **native integration** with your existing environment. No connectors, no middleware. Plus, Conditional Access policies work seamlessly with Defender for Endpoint."

"Microsoft is a productivity company, not a security company."

Reframe: "Microsoft invests **$4B annually** in security R&D and processes **65 trillion signals daily**. Our Defender for Endpoint has an **8.9/10 TrustRadius score** — higher than CrowdStrike. We're a Leader in Gartner's Endpoint Protection and SIEM Magic Quadrants."

MICROSOFT SECURITY PORTFOLIO — TRUSTRADIUS VALIDATED

Microsoft Sentinel ⭐ 8.7/10

Cloud-native SIEM + SOAR for unified SOC operations

- ✓ AI-powered threat detection
- ✓ Automated incident response
- ✓ Multi-cloud & hybrid support
- ✓ Native M365 integration

"Microsoft Sentinel helps us wrangle all their logs into one place... We get clean unified views across multiple clients."

— SOC Analyst, Enterprise (TrustRadius)

Microsoft Entra ID ⭐ 8.9/10

Identity & access management with Zero Trust

- ✓ Multi-factor authentication
- ✓ Conditional Access policies
- ✓ Single Sign-On (SSO)
- ✓ Privileged Identity Management

"Microsoft Entra ID is the backbone of our infrastructure. It has largely replaced on-premise AD and allows for identity management across both local and cloud."

— IT Director, Education (TrustRadius)

Defender for Endpoint ⭐ 8.9/10

EDR/XDR with automated investigation

- ✓ Behavioral threat detection
- ✓ Automated remediation
- ✓ Vulnerability management
- ✓ Attack surface reduction

"Defender alerted us when users clicked on phishing links and we were able to prevent any harm. It saved several thousand dollars a year in 3rd party AV costs."

— IT Director, Manufacturing (TrustRadius)

COMPETITIVE DISPLACEMENT ANALYSIS

COMPETITOR	MICROSOFT WINS ON	WATCH OUT FOR
Okta (Intensity: 1)	Native M365 integration, no middleware needed. Bundled with E5 licensing. Conditional Access + Defender integration.	If deeply integrated with non-MS apps. Okta Workflows automation.
No SIEM (Greenfield)	First-mover advantage. Cloud-native, no infrastructure. Pre-built M365 connectors. KQL query language.	Splunk brand recognition. Google Chronicle if they expand GCP.
Cloudflare (Intensity: 30)	Azure Front Door + WAF consolidation. Integrated DDoS protection. Single vendor for security + cloud.	Cloudflare edge performance. Workers serverless platform.
Google Security (New)	Multi-cloud coverage (AWS, GCP, Azure). 14-year M365 relationship. Defender for Cloud supports GCP natively.	CIO announced GCP partnership. May prefer single-cloud security.

DISCOVERY QUESTIONS

1. "How are you currently managing security visibility across your Air France, KLM, and Transavia subsidiaries?"
2. "What's your current approach to NIS2's 24-hour incident reporting requirement?"
3. "With the Google Cloud partnership, how are you thinking about security across your multi-cloud environment?"
4. "What's driving your identity strategy today? I noticed Okta is relatively new in your environment."
5. "How are your security and compliance teams currently collaborating on GDPR and NIS2 evidence collection?"
6. "What's your M365 licensing situation? Are you on E3 or E5 today?"

KEY STAKEHOLDERS

CT — Chucky Tam
Director, Security Operations • Netherlands
🎯 PRIMARY

Lead with: NIS2 compliance, unified SOC, incident response automation. Post-breach urgency but don't mention breach directly.

PB — Pierre-Olivier Bandet
Group EVP & CIO • Paris
EXEC SPONSOR

Lead with: Multi-cloud security strategy, M365 value expansion, TCO consolidation. Acknowledge GCP partnership positively.

BD — Barbara Duinker
VP CIO Office • Netherlands
INFLUENCER

Lead with: Vendor consolidation, licensing optimization, strategic roadmap alignment.

ML — Muriel Lavodrama
Chief of Staff to CIO • Paris
GATEKEEPER

Lead with: Executive briefing request, respect the gatekeeper role, ask for guidance on engagement path.

KEY VALUE PROPOSITIONS & PROOF POINTS

💰 Cost Consolidation

25-35% TCO reduction by consolidating **$20M+** security spend. E5 Security includes Defender, Sentinel credits, and Entra ID Premium.

"Saved several thousand dollars a year in 3rd party antivirus costs... already licensed if you're using Office Premium or higher."

— IT Director, TrustRadius

🔗 Native Integration

14-year M365 relationship means zero integration friction. Defender + Entra + Sentinel share signals natively — no connectors needed.

"Integrates very well in Microsoft ecosystem... offers good automation features... single pane view to monitor and respond."

— Security Engineer, TrustRadius

⚖️ Compliance Automation

Purview Compliance Manager for **NIS2** (24-hour reporting), **GDPR**, EASA Part-IS, PCI DSS. Automated evidence collection.

"The aim is to keep all relevant logs in one place to fulfill different regulatory and standards requirements."

— Security Lead, TrustRadius

CALL OUTCOME GOALS

🎯 **Minimum Viable**
Schedule technical discovery with security team

📊 **Good Outcome**
Agreement to Secure Score assessment

🏆 **Great Outcome**
Executive briefing with CIO office scheduled

🚀 **Home Run**
POC commitment for Sentinel or Defender