

# Purple AI Positioning for SentinelOne MSSPs

Audience: SentinelOne Partner Sales Teams and MSSPs

Emphasizing Purple AI's strategic value to SentinelOne MSSPs effectively illustrates how Purple AI addresses our current and target MSSP partner's pain points.

## Purple AI MSSP Positioning Statement

Discover SentinelOne's Purple AI for Managed Security Service Providers. Accelerate your service delivery, drive significant cost savings, and grow your business with the innovative features including natural language query translation, intelligent AI-powered summaries, suggested next queries, threat hunting quick starts, shareable investigation notebooks, and more. With lightning fast queries, comprehensive data visibility, and AI-powered hunting and investigations, MSSPs can increase their ROI and generate new revenue streams with threat hunting services amplified by Purple AI.

### » Streamline and accelerate threat hunting

With Purple AI, threat hunting is as simple as asking your colleague, "Am I being targeted by FIN12?" and Purple AI already has the context and knowledge required to answer within seconds. You no longer need to know the underlying data schema and what properties to use, nor do you need to know how to construct the relevant PowerQuery. Our natural language query translations, hunting quick starts, AI-powered summarized results and suggested follow-up questions in natural language help guide your investigations every step of the way.

### 🎯 Radically accelerate threat hunting and investigations and stay ahead of case queues

Purple AI is built on our AI-powered Singularity Platform and our unified data lake (30-50x faster than legacy SIEMs), enabling lightning fast queries and reducing hunting and investigations from hours to seconds.

### 🔄 Harness the latest threat hunting innovations to stay ahead of attacks

Security is a data problem and Purple AI provides the full breadth and depth required to detect and mitigate hidden threats. As the only genAI security analyst that supports the Open CyberSecurity Schema Framework (OCSF), get the full breadth and depth of native and third party data - all instantly queryable in natural language.

### 🗣️ Eliminate reporting overhead and drive easy collaboration

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### 💰 Reduce support costs

MSSPs often have strict contractual SLAs to provide support, often incurring high case management expenses. Purple AI can answer support questions with context intact, summarizing information from multiple help documents in a cohesive response in natural language, providing step-by-step guidance, and answering follow-up questions, overall improving efficiencies for MSSPs and lowering operating costs.