

AI-Powered Behavior Coaching for Microsoft PIM

Turn privileged access data into measurable security improvement

WatchTower Permissions Insights

Complete audit of all Azure RBAC and Entra ID role assignments, stored in your own database.

WatchTower PIM Coach

Uses permissions context plus activation data to score behavior and drive improvement.

The Problem: PIM Becomes a Checkbox

"PIM is not a checkbox. Moving permanent over-privilege to eligible over-privilege isn't security - it's the same problem with extra steps. Real PIM requires mindset change: understanding WHY, not just clicking through. Without monitoring, feedback, and accountability, you'll have the same people over-activating with garbage justifications."

— Kaido Järvemets, Microsoft MVP

1

Analyze
Activations



2

Identify
Patterns



3

Score
Behavior



4

Recommend
Improvements

What You Get

- ✓ Weekly behavior scores (0-100) per user
- ✓ Specific recommendations for improvement
- ✓ Leaderboards for peer accountability
- ✓ Historical trends proving progress
- ✓ Full permissions context for accurate scoring

Business Outcomes

- ✓ Audit-ready evidence of PIM governance
- ✓ Reduced activation duration (8h → 30min)
- ✓ Meaningful justifications for audit trail
- ✓ Self-correcting user behavior
- ✓ Clear metrics for leadership reporting

Privacy First — Your Data Never Leaves Your Environment

Everything runs in your tenant - database, AI scoring, reports. No external SaaS, no data sharing, full control.

Behavioral Scoring System (100 Points)

25

Duration Efficiency

25

Justification Quality

25

Business Hours

25

Role Behavior



GREEN 80-100: On track



YELLOW 60-79: Needs attention



RED 0-59: Intervention required

How WatchTower Compares

| Capability | Native PIM | Enterprise PAM | WatchTower |
|------------------------------------|------------|----------------|------------|
| Shows PIM activation data | Yes | Yes | Yes |
| AI-powered behavior scoring | No | No | Yes |
| Weekly coaching reports | No | No | Yes |
| Gamification & leaderboards | No | No | Yes |
| Permissions + activations combined | No | Partial | Yes |
| Mid-market pricing | Included | €100K+ | €10K |

Implementation Includes

Permissions Audit Full Azure & Entra ID permissions scan

Database All data stored in your tenant

AI Scoring Engine Configured in your environment

Weekly Reports Automated coaching reports

Leaderboards Team rankings and trends

Training Admin and end-user sessions

PIM Review Configuration optimization

30-Day Support Post-implementation assistance

Full Implementation Package

Deploy WatchTower into your Azure environment with everything you need to start improving PIM behavior immediately.

€10,000

One-time setup, runs forever

Prerequisites

Microsoft Entra ID P2

Required for PIM functionality. Most M365 E5 licenses include this.

Azure Subscription

For hosting the database and AI services in your tenant.

Log Analytics

PIM audit logs must be routed to Log Analytics workspace.

[Book a Free Consultation](#)

Let's discuss your PIM challenges and see if WatchTower is the right fit.

Kaido Järvemets | Microsoft MVP Security since 2010