



Run your business  
with peace of mind  
in a hybrid work world



## What we'll cover:

1

Key challenges for Small and Medium Businesses in a hybrid work world

2

Enabling collaboration and IT security with M365 Business Premium

3

Microsoft Defender for Business, enterprise-grade device security

4

The Business Benefits of M365 Business Premium - reducing cost and complexity

# The way we worked: A snapshot of the Past

Northwind Traders Company

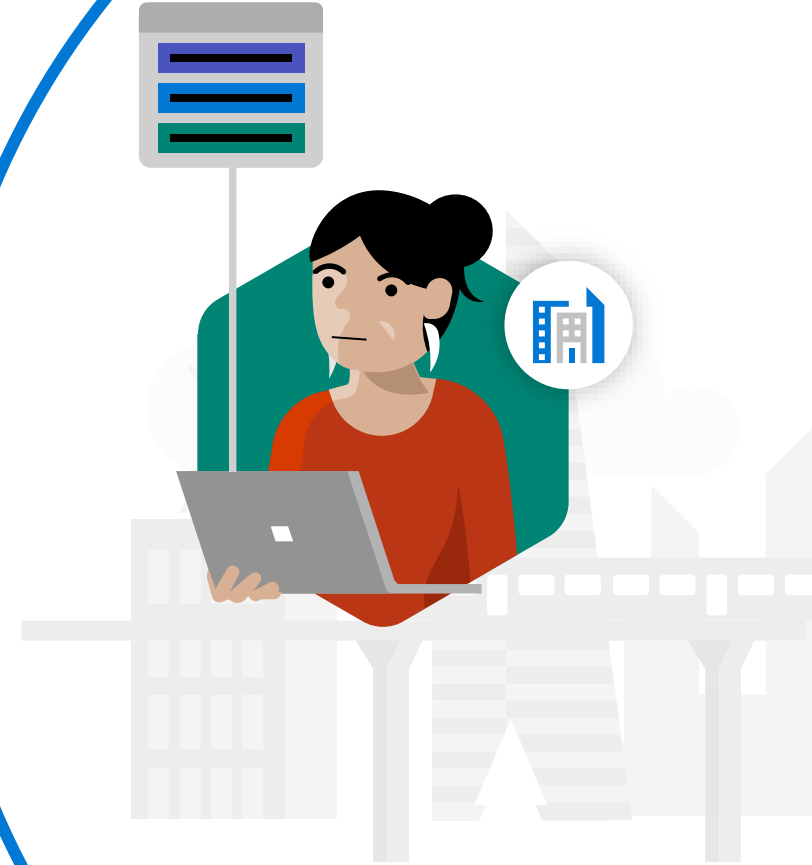
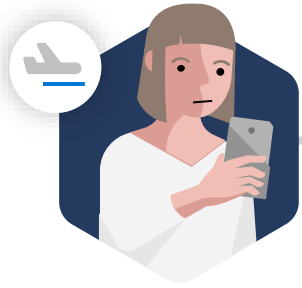


# The new normal | hybrid work

Employees working from home and remotely  
Multitude of personal and mobile devices  
Increased security risks

74%

Companies intend to shift  
some employees to remote  
work permanently



# Top challenges for small and medium businesses...

How can we do  
distributed work better?



Employees working  
from multiple locations

How can we  
maintain security?



Multitude of personal  
and mobile devices

How can we  
reduce our costs?



Increased phishing  
and ransomware

# Security is top of mind for SMB customers

**+300%**

Ransomware attacks in the past year, with more than 50% targeted at small businesses <sup>1</sup>



**1 in 4**

Nearly one in four SMBs state that they had a security breach in the last year<sup>2</sup>

**70%**

Over 70% of SMBs think cyber threats are becoming more of a business risk<sup>2</sup>

**90%**

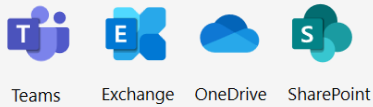
SMBs would consider hiring a new MSP if they offered the right cybersecurity solution<sup>2</sup>

1. [Homeland Security Secretary Alejandro Mayorkas, 06 May 2021 ABC report](#)  
2. [Microsoft commissioned research, April 2019, US SMBs 1-300 employees](#)

# Microsoft 365 offerings for small & medium businesses

## Microsoft 365 Business Basic

### Cloud Services

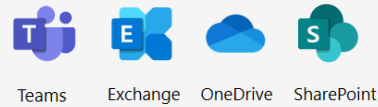


**\$6** per user/month

Formerly Office 365 Business Essentials

## Microsoft 365 Business Standard

### Cloud Services



### Desktop Apps

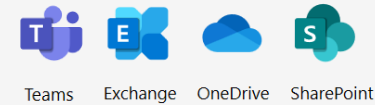


**\$12.50** per user/month

Formerly Office 365 Business Premium

## Microsoft 365 Business Premium

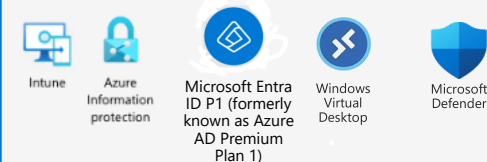
### Cloud Services



### Desktop Apps



### Comprehensive Security



**\$22** per user/month

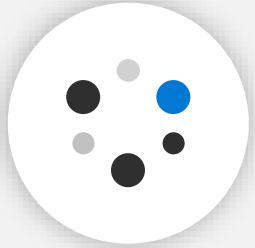
Formerly Microsoft 365 Business

<sup>1</sup>price is subject to change based on subscription term, currency and region..

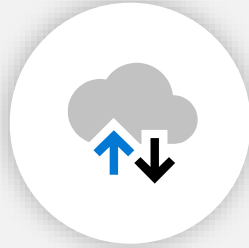
Note: Not all features/product logos shown.

# Microsoft 365 Business Premium

One solution to run your business securely, from anywhere



Collaborate in  
real time



Enable secure access to  
work apps



Protect against  
cyberthreats and  
safeguard data



Secure company  
owned and personal  
devices

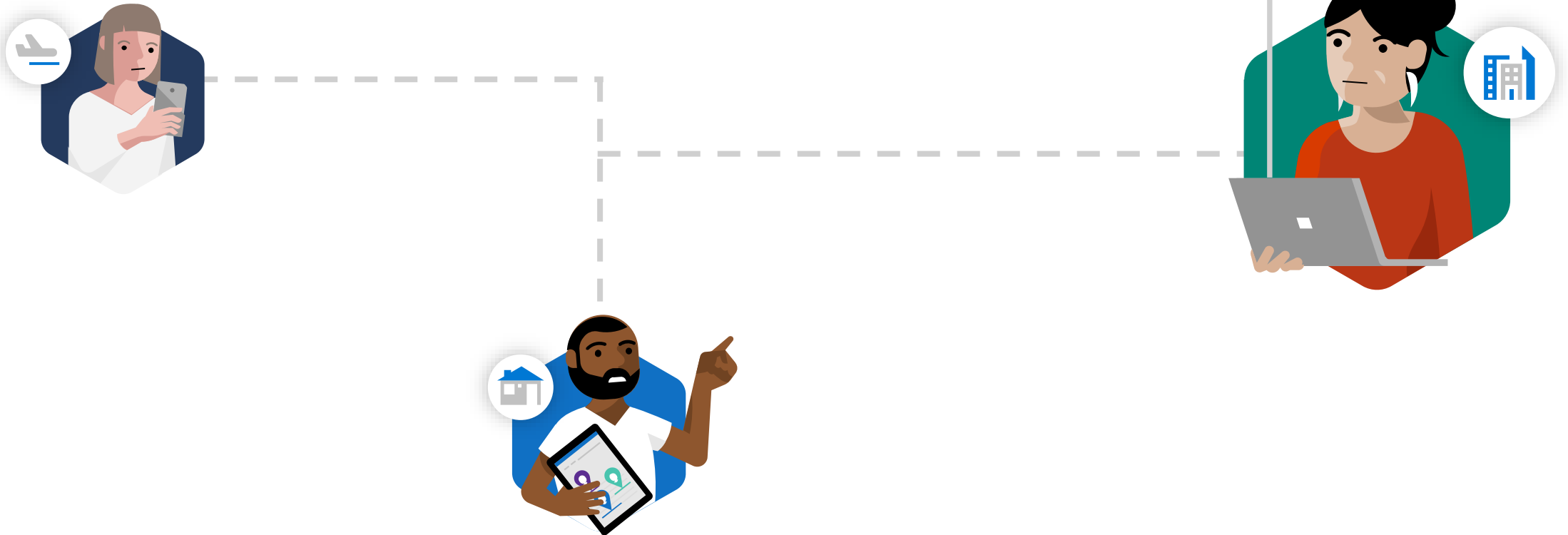




# A tour of Microsoft 365 Business Premium: One solution to run your business securely, from anywhere

# Legacy communication tools

Employees on the sales team at Northwind Traders are working remotely. They need to communicate with management on pricing options for customers and vendors to close a big deal but have **legacy communication tools and sending attachments is makes it hard to collaborate in real time and creates versioning issues. Plus they end up using different tools and apps for document creation, communication and storage which creates a lot of back and forth, slowing down work and productivity.**



# Collaborate in real-time

With Microsoft 365 Business Premium the sales team can now use Microsoft Teams to collaborate in real-time. They can talk, chat, share files and all see the same screen at the same time AND, they can coauthor documents in real-time, giving them time back to focus on addressing new business opportunities and closing more deals.



# 76%

of US companies have adopted remote work because of Covid-19<sup>1</sup>

<sup>1</sup>Sources: Microsoft commissioned Forrester Research, 2020

# Unauthorized access to work data



Northwind Traders' employees need access to work data as they work from home or on the go. However, bad actors outside the circle of trust may try to **gain access to work information, for example by stealing passwords and trying to gain access to the work data from another country.**



# Enable secure access to work data



With Microsoft 365 Business Premium, you can apply advanced **Multi-Factor Authentication (MFA)** and **Conditional Access policies**, to help ensure that only the right people have the right access to work data, whenever and wherever they need. For example, with Conditional Access and MFA, you can set policies to block access or require additional authentication when you see an attempt to login from a country you don't do business in.

**Microsoft Entra ID P1 (formerly known as Azure AD Premium Plan 1)**

**Identity and access governance**

**Multi-factor authentication**

**Conditional access policies**

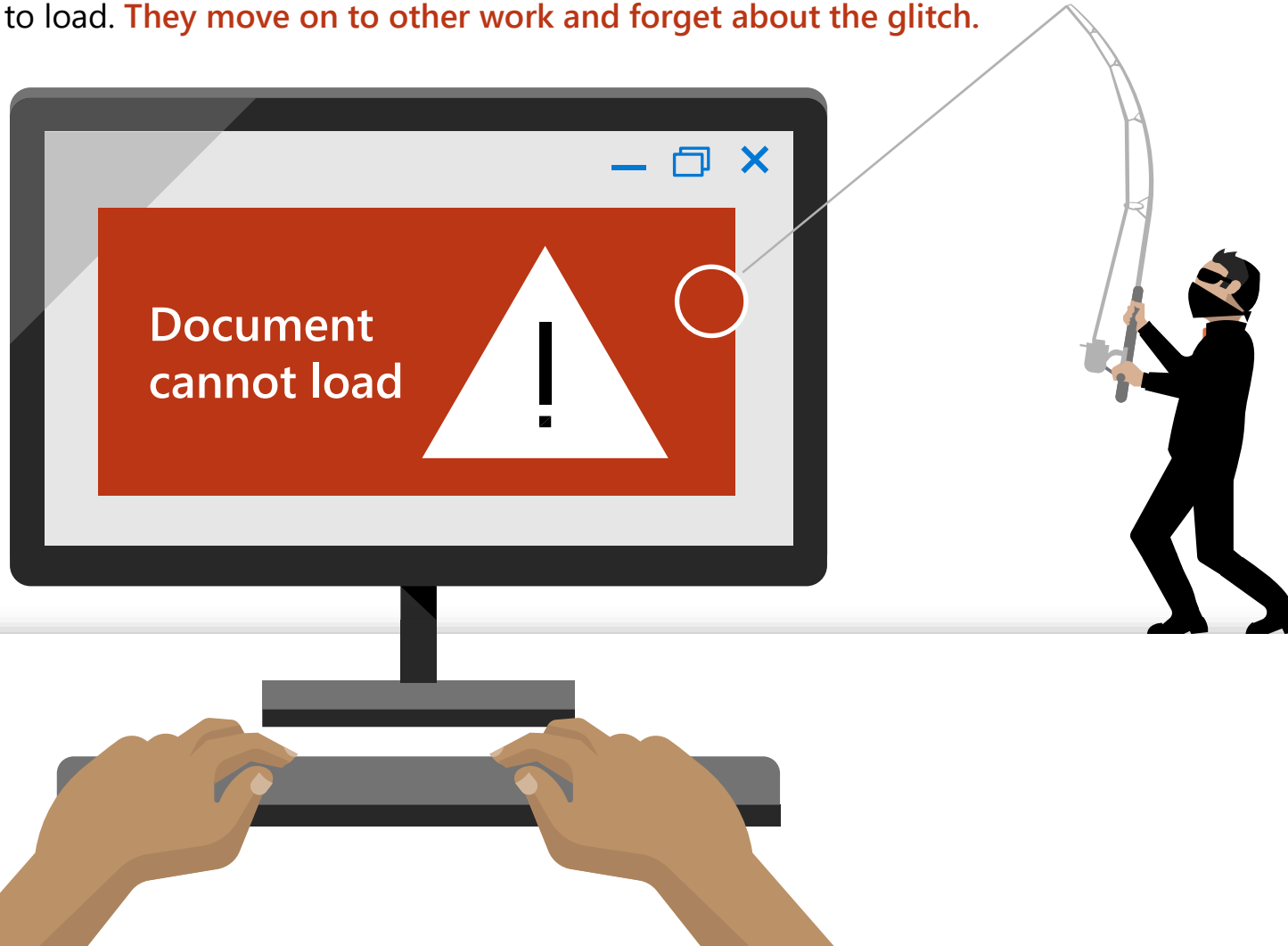
**99%**

of identity attacks are thwarted by multi-factor authentication.<sup>1</sup>

<sup>1</sup> Source: <https://www.microsoft.com/security/blog/2019/08/20/one-simple-action-you-can-take-to-prevent-99-9-percent-of-account-attacks/> based on MSFT internal study

# Phishing attacks

A Northwind Traders employee receives an email with a link to a secure document, ostensibly from a well-known organization. They enter their credentials to view the document, but the document fails to load. **They move on to other work and forget about the glitch.**



**This was a phishing attack.** They just delivered their username and password to hackers, who can now use it to access email and other online accounts, including Northwind Traders systems and data.

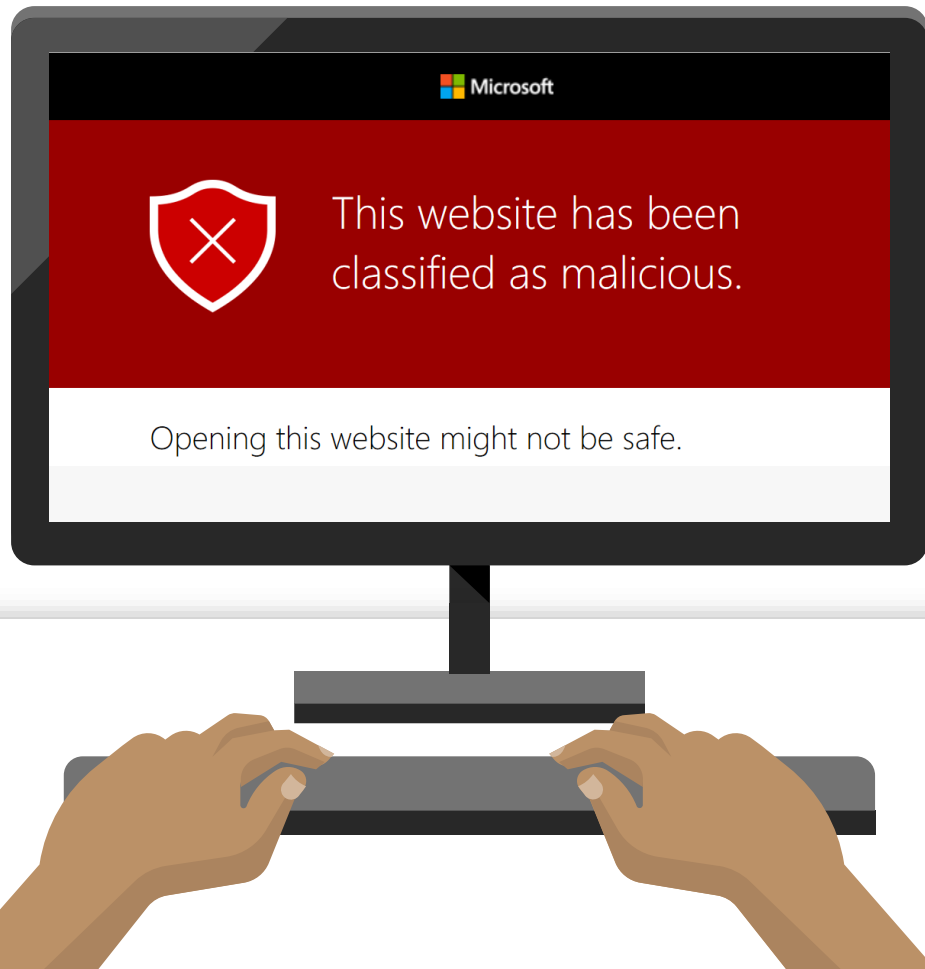
## 250%

Increase in phishing email detections from January to December 2018 worldwide.<sup>1</sup>

<sup>1</sup>Source: [Microsoft Security Intelligence Report Volume 24](#), February 28, 2019

# Sophisticated phishing defenses

With [Microsoft 365 Business Premium](#), a Northwind Traders employee receives an email with a link to a secure document. The link is “sandboxed”, and the user is alerted to the threat.



[Microsoft 365 Business Premium](#) comes with [Microsoft Defender](#) to protect against phishing attacks.

**Time of click protection against malicious links**

**URL detonation**

**Anti-spoofing technology**

**Multi-factor authentication**

Microsoft uses artificial intelligence to identify and protect against emerging threats in real-time.

# Accidental data loss or data breach

Northwind uses occasionally use a password on an excel spreadsheet to guard sensitive info like salaries.

But these security measures are used inconsistently. Lots of documents are emailed around or saved on USB keys without any protections. **Anyone can download a confidential document and leave the company.**

**Over 80%**

of small and medium businesses handle PII data.<sup>1</sup>



<sup>1</sup>Source: Microsoft Internal Research of SMBs (2-299 employees)

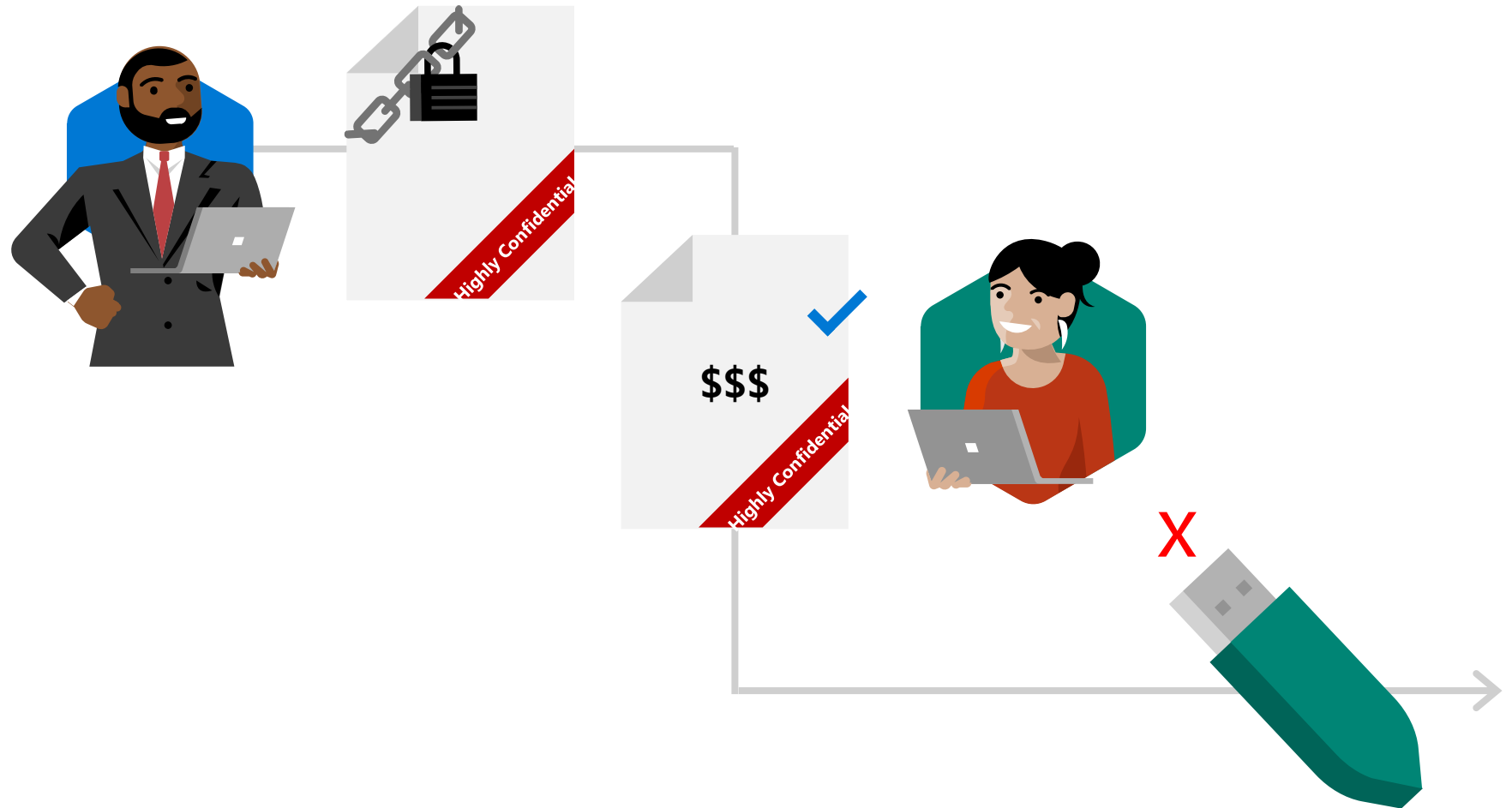


# Secure sensitive data

Adrian creates the company's sales forecast and classifies it as "Highly Confidential." As Northwind Traders is now using **Microsoft 365 Business Premium**, "Highly Confidential" files are automatically encrypted, and only accessible to company employees.

Laura, a Northwind Traders salesperson, attempts to open the file. Microsoft 365 Business Premium verifies that she is a Northwind Traders employee and decrypts the file for her.

Even if any employee leaves the company, and stores the document on a personal device, they cannot access it because the document access is tied to their work credentials.

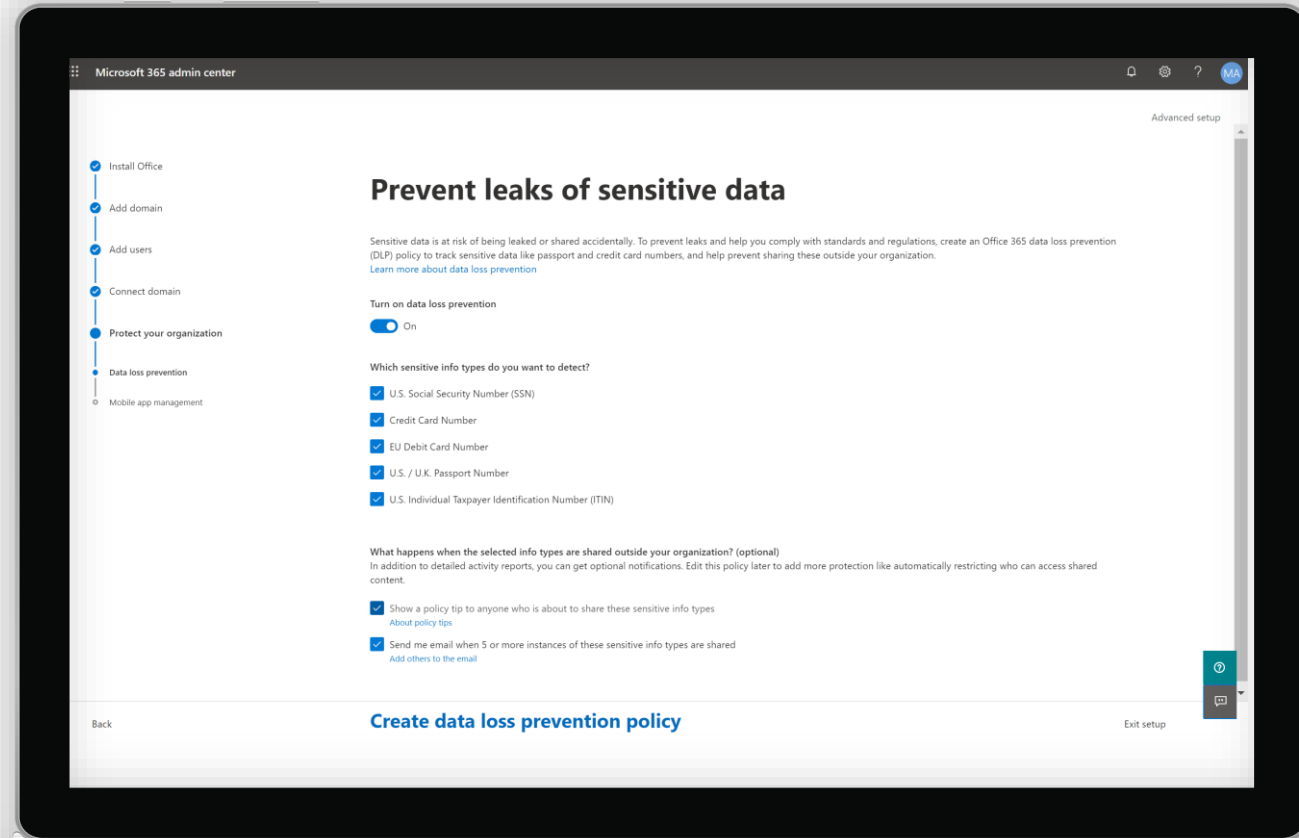


# Secure sensitive data

With **Microsoft 365 Business Premium**, you get advanced capabilities like **Data Loss Prevention** and **Azure Information Protection**, to help classify and protect sensitive data like customer or employee information, confidential business data, social security numbers, credit card numbers and more.

## Over 55%

SMBs say they are concerned about employees leaving their company with data on personal devices.<sup>1</sup>



<sup>1</sup>Source: Microsoft Internal Research of SMBs (2-299 employees)

# Work data on personal devices



A Northwind Traders marketing manager is using her personal phone to check company email. She receives a confidential business plan and saves it for later reference. **She accidentally saves to a personal share which is not secure.**

**64%** of SMBs allow employees to access work data on personal phones and computers.<sup>1</sup>

<sup>1</sup>Source: Microsoft Internal Research of SMBs (2-299 employees)

# Protect work data on personal devices



With Microsoft 365 Business Premium, you can set up [Intune App Protection Policies](#), so work apps can be separated from personal apps. Administrators can specify that work documents and attachments are only saved on authorized and secure work share like OneDrive for Business, safeguarding sensitive work information.

58%

of employee devices on average are configured with proper security protocols and fewer than **1 in 5** saying that all employees undergo security training.<sup>1</sup>

<sup>1</sup>Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, October 2019 survey of SMBs (1-499 employees)



# Microsoft 365 Business Premium! Microsoft Defender for Business

# Microsoft Defender for Business in Business Premium

## Elevate your security

Device protection specially designed for businesses with up to 300 employees.



### Enterprise-grade protection

Protect your devices against ransomware and other cyberthreats with industry-leading Defender technologies like endpoint detection and response and threat and vulnerability management.



### Easy to use

Get up and running quickly with easy, wizard-based onboarding. Out-of-the-box policies and automated investigation and remediation help automatically protect you against the latest threats, so you can focus on running your business.



### Cost-effective

Security that just works without compromising budget.

Available in two flexible plans as part of Microsoft 365 Business Premium, or as a standalone solution. Protect up to 5 devices per user, for \$3 per user per month.

Microsoft Defender for Business now generally available: <https://aka.ms/DefenderforBusiness>  
Microsoft Defender for Business servers add-on now generally available: <https://aka.ms/MDB-TechblogNov22>

# Defender for Business brings enterprise grade device security to Microsoft 365 Business Premium

<sup>1</sup>Limited. <sup>2</sup>Optimized for SMB.

<sup>3</sup> iOS and Android security without Intune for MDB standalone is GA. Intune Plan 1 is included in Microsoft 365 Business Premium. Please see [Documentation](#) for more detail.

		PRE MDB	WITH MDB	
		Microsoft 365 Business Premium	Microsoft 365 Business Premium	Microsoft Defender for Business (MDB)
eDiscovery and Audits	eDiscovery	•	•	
	Litigation Hold	•	•	
	Email Archiving	•	•	
Information Protection	Information Rights Management	•	•	
	File classification/labeling	•	•	
	File tracking and revocation	•	•	
Data Loss Prevention	Message Encryption	•	•	
	Data Loss Prevention	•	•	
	Data App Security	•	•	
Email and Collaboration Security	Safe links	•	•	
	Safe Attachments	•	•	
	Anti-phishing	•	•	
Device management	Windows device setup & management	• <sup>1</sup>	• <sup>1</sup>	
	Device health analytics	•	•	
	Mobile Device Management	•	•	
	Mobile App Management	•	•	
Identity and Access Management and Security	Conditional access	•	•	
	Multi-factor authentication	•	•	
Device Security	Centralized management	•	•	•
	Simplified client configuration		•	•
	Next-gen protection	Win10	•	•
	Attack Surface Reduction	Win10 <sup>1</sup>	•	•
	Network Protection		•	•
	Web Category blocking		•	•
	Endpoint detection and response		•	•
	Cross platform support (iOS/Android/Mac)		• <sup>3</sup>	• <sup>3</sup>
	Automated investigation and response		• <sup>2</sup>	• <sup>2</sup>
	Threat and vulnerability		•	•
	Threat intelligence		• <sup>2</sup>	• <sup>2</sup>

# Delivering device security across platforms



 Windows



macOS



iOS



 Windows 365

Azure Virtual Desktop

---

Endpoints and servers<sup>1</sup>

---

Mobile devices<sup>2</sup>

---

Virtual desktops

<sup>1</sup>Add-on for server support is [now available](#). <sup>2</sup>iOS and Android security without Intune for MDB standalone now GA. Intune Plan 1 is included in Microsoft 365 Business Premium. See [Documentation](#) for detail.



# Microsoft Defender for Business is included in Business Premium

## Microsoft Defender Business (\$3pupm)<sup>1</sup>

Enterprise-grade endpoint security

Per user license

- ✓ Next generation protection
- ✓ Cross-Platform support (iOS, Android, Windows, MacOS)<sup>2</sup>
- ✓ Endpoint Detection and Response
- ✓ Threat and Vulnerability Management
- ✓ ...and more



## Microsoft 365 Business Premium (\$22pupm)<sup>1</sup>

Comprehensive productivity and security solution

Per user license

Microsoft 365 Business Standard (\$12.50)<sup>1</sup>  
Office apps and services, Teams



Microsoft Defender for Business

Microsoft Defender for Office 365 Plan 1

Intune

Microsoft Entra ID P1 (formerly known as Azure AD Premium Plan 1)

Azure Information Protection Premium P1

Exchange Online Archiving

Autopilot

Azure Virtual Desktop license

Windows 10/11 Business

Shared Computer Activation

## Licensing Options

1. As standalone SKU, up to 300 users  
Entitlement for use on up to 5 devices
2. Included as part of Microsoft 365 Business Premium, up to 300 users.
3. Add-on server offering now available

<sup>1</sup>price is subject to change based on subscription term, currency and region

<sup>2</sup>Add-on for server support is [now available](#). iOS and Android security without Intune for MDB standalone now GA. Intune Plan 1 is included in Microsoft 365 Business Premium. See [Documentation](#) for detail.

# Ransomware

During the busiest time of the year, Northwind Traders' mission critical files became unusable. **Hackers used ransomware to encrypt Northwind's files**, demanding a payment for the encryption "key". Northwind must either pay up or lose their data, which could result in business closure.

# 80%

of SMBs list ransomware as a top concern.<sup>1</sup>



<sup>1</sup>Source: Microsoft Internal Research of SMBs (2-299 employees), 2019

# Protect against ransomware

With Microsoft 365 Business Premium, devices are protected with features like Microsoft Defender. Microsoft Defender for Business will provide multi-layered protection – with Threat and Vulnerability Management thwarting attacks before they occur and EDR and Automated Investigation and Response defending against manual and targeted attacks.



In 2020 the average cost of downtime associated with ransomware attacks rose<sup>1</sup>

# 94%

Microsoft 365 Business Premium protects against ransomware in 3 ways:

Email sandbox and Safe Links for untrusted senders

Protection against targeted ransomware attacks with EDR

Automated Investigation and Response provides post-breach protection

File recovery via OneDrive for Business

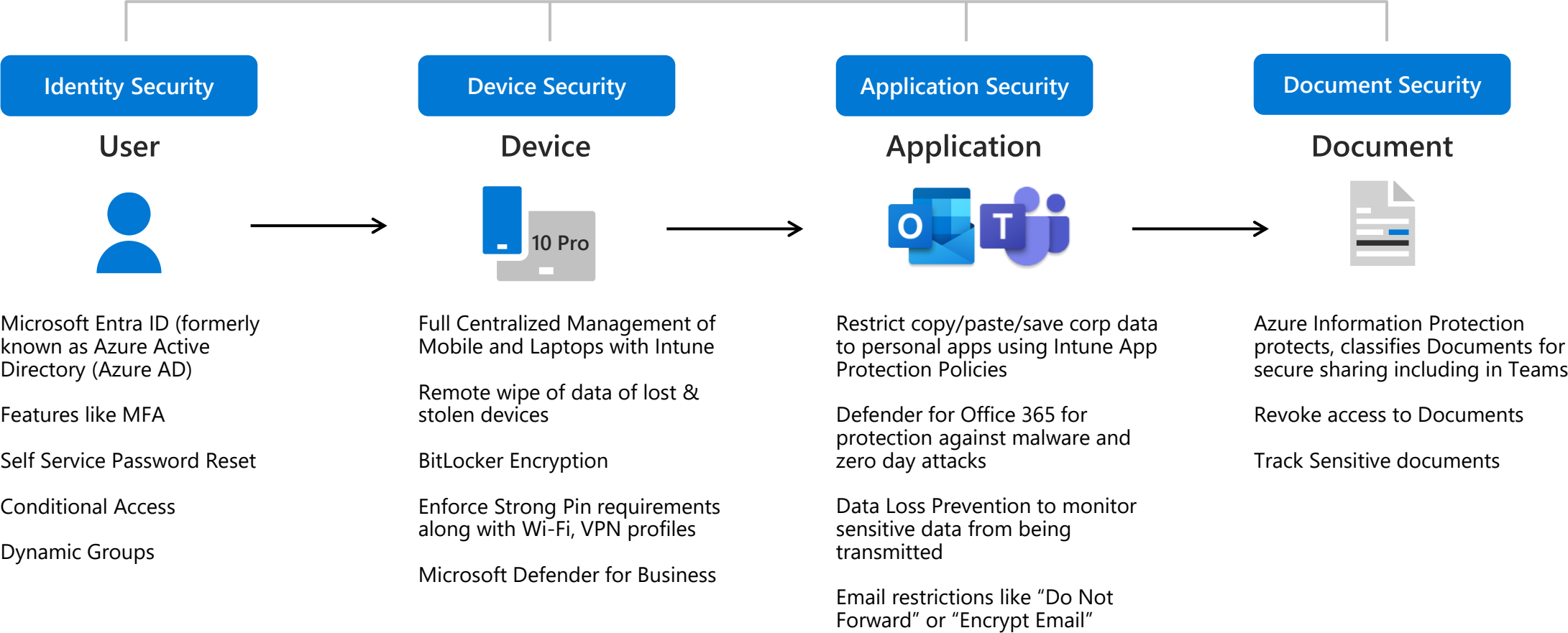
<sup>1</sup>Source: [Datto's 2020 Global State of the Channel Ransomware Report](#), statistics pulled from a survey of more than 1,000 MSPs around the world.



**Summary:** Microsoft 365 Business Premium brings layered security

# Today's sophisticated attacks call for Layered security

## Microsoft 365 Business Premium

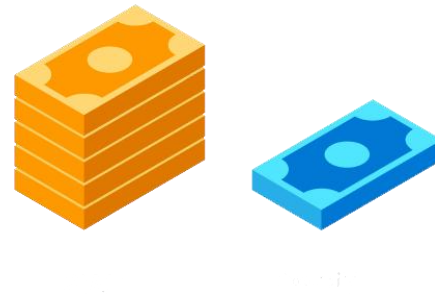




# Why choose Microsoft 365 Business Premium?

# Microsoft 365 Business Premium Benefits

One solution to run your business from anywhere, with peace of mind



## Comprehensive and easy to use

One solution for productivity and security

Cloud platform simplifies deployment

Gets you up and running quickly

## Reduces costs

Eliminates costs of multiple point solutions

Reduces helpdesk costs

Eases licensing complexity

## Enterprise grade technology

Advanced security; trusted by enterprises

AI powered threat intelligence

Top rated security vendor

# Microsoft Defender for Business makes Business Premium more complete and cost-effective

## Security, Identity and Device Mgmt

Remote access solutions	\$5
Advanced Email protection	\$5
Single Sign-On	\$2
Conditional Access+ MFA	\$6
Endpoint anti-virus protection	~\$3
Endpoint Detection and Response	~\$5
Device management	\$4

## Collaboration and Productivity

Productivity apps and file storage	\$12
Chat based collaboration	\$6.67

**>\$45**  
monthly cost of  
3<sup>rd</sup> party solutions<sup>1</sup>

**\$22**  
monthly<sup>2</sup>

## Microsoft 365 Business Premium

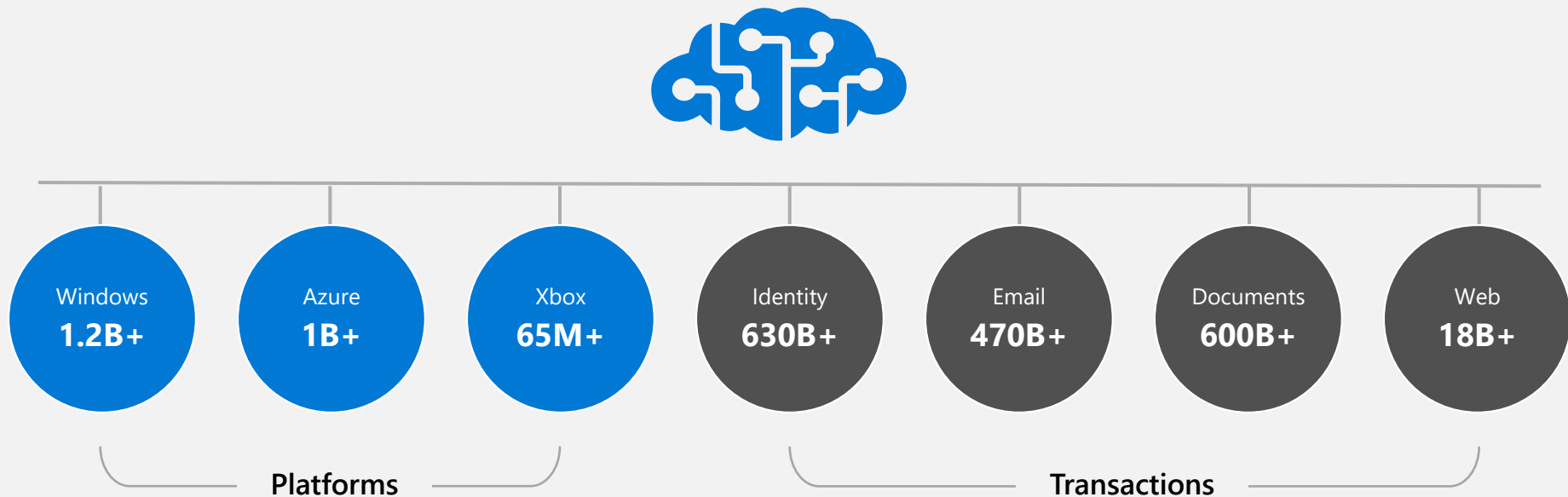
One solution to run your business securely, from anywhere

Microsoft Defender for Business Premium customers now Generally Available in Microsoft 365 Business Premium

<sup>1</sup>Estimates based on published prices ; Price subject to changes  
<sup>2</sup>Microsoft 365 Business Premium priced at \$22pupm starting March 1, 2022, Price is subject to change based on subscription term, currency and region;  
File Storage and Productivity apps – Google Workspace \$12 (unlimited storage) Online chat-based collaboration – Slack \$6.67  
Single Sign On– Okta \$2; Adaptive MFA (Conditional Access+ MFA) – Okta \$6  
Device Management - IBM MaaS 360- \$4.00, Endpoint Protection: Sentinel One Complete (Antivirus with EDR) \$8, Proofpoint email protection - \$5  
Remote Access: Windows Terminal server CAL (\$199 perpetual per user; over 3 years – per month would be around \$5); TeamViewer - \$49 per user per month



# Microsoft's unique vantage point on security intelligence



**300B**

User activities profiled and analyzed in 2019



**2.3B**

Endpoint vulnerabilities discovered daily



**11B**

Malicious and suspicious messages blocked in 2019

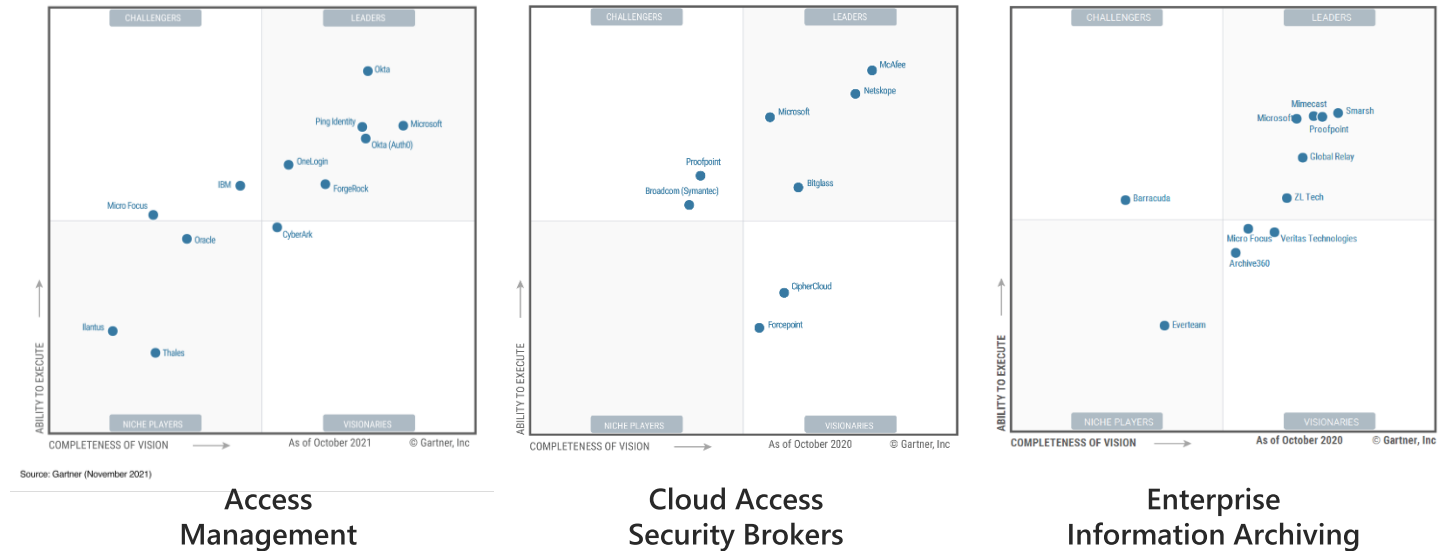


**12B**

Cloud activities inspected, monitored, and controlled in 2019



# Microsoft Security— a Leader in 5 Gartner Magic Quadrant reports



\*Gartner "Magic Quadrant for Access Management," by Henrique Teixeira, Abhyuday Data, Michael Kelley, November 2021  
\*Gartner "Magic Quadrant for Cloud Access Security Brokers," by Craig Lawson, Steve Riley, October 2020  
\*Gartner "Magic Quadrant for Enterprise Information Archiving," by Michael Hoech, Jeff Vogel, October 2020  
\*Gartner "Magic Quadrant for Endpoint Protection Platforms," by Paul Webber, Rob Smith, Prateek Bhajanka, Mark Harris, Peter Firstbrook, May 2021  
\*Gartner "Magic Quadrant for Unified Endpoint Management," by Dan Wilson, Chris Silva, Tom Cipolla, August 2021

*These graphics were published by Gartner, Inc. as part of larger research documents and should be evaluated in the context of the entire documents. The Gartner documents are available upon request from Microsoft. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.*



Endpoint  
Protection Platforms

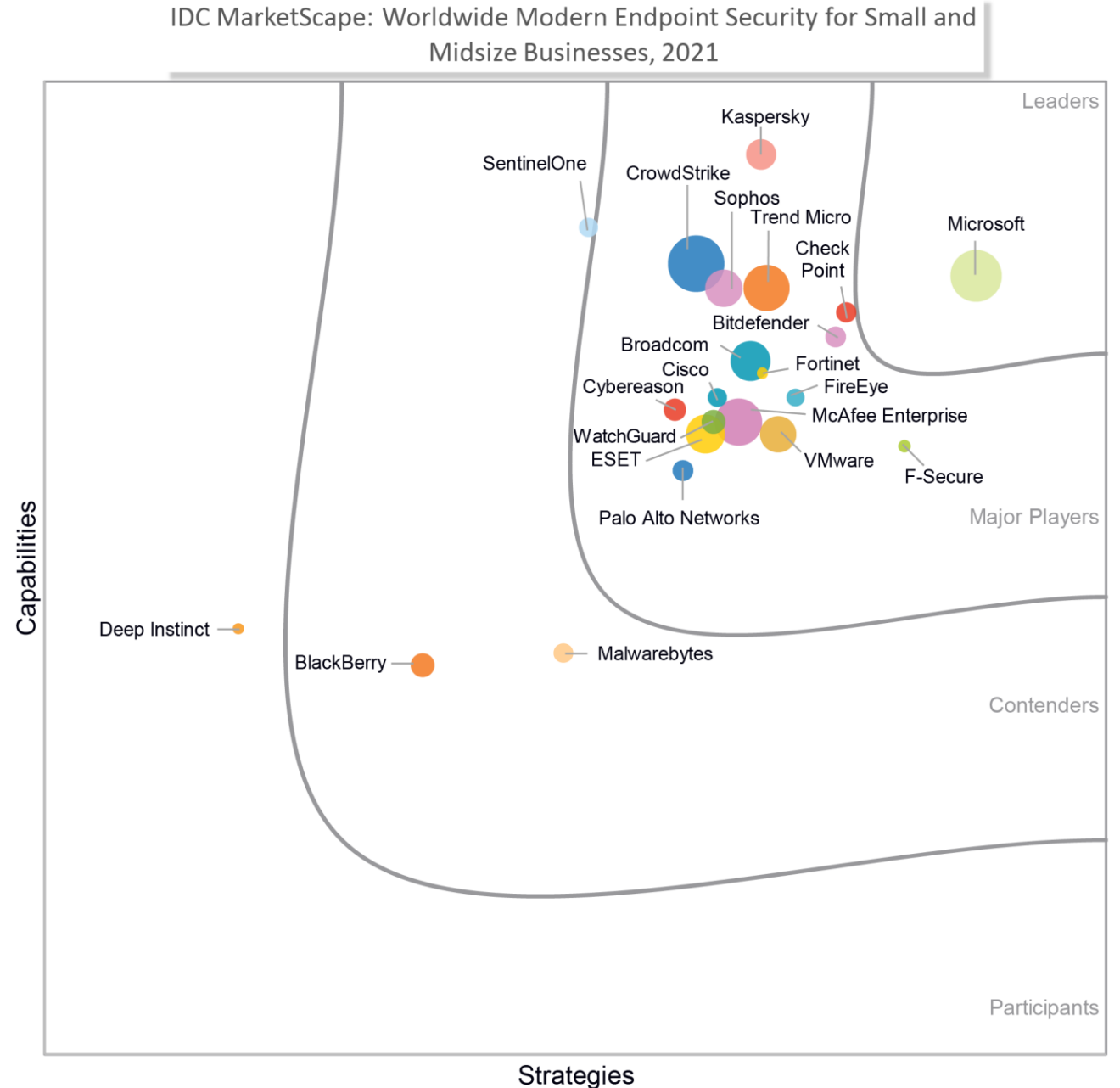
Unified Endpoint  
Management

# Microsoft named a Leader in IDC MarketScape for Modern Endpoint Security for Enterprise and Small and Midsize Businesses

IDC MarketScape: Worldwide Modern Endpoint Security for Small and Midsize Businesses 2021 Vendor Assessment <https://idcdocserv.com/US48304721>

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of information and communication technology (ICT) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market, and business execution in the short term. The Strategy score measures alignment of vendor strategies with customer requirements in a three to five-year timeframe. Vendor market share is represented by the size of the icons.

[Microsoft named a Leader in IDC MarketScape for Modern Endpoint Security for Enterprise and Small and Midsize Businesses - Microsoft Security Blog](#)

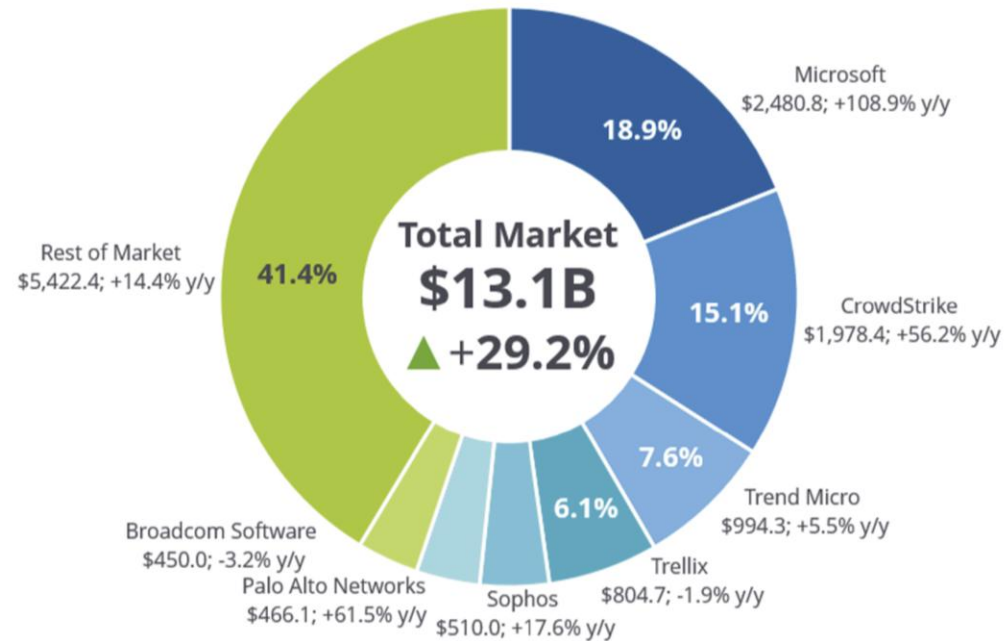


# Market Share leader in corporate endpoint security



IDC ranks Microsoft [#1 in WW Corporate Endpoint Security 2022 Market Share](#)

Worldwide Corporate Endpoint Security 2022 Share Snapshot



Note: 2022 Share (%), Revenue (\$M), and Growth (%)

Source: IDC, 2023

"...Microsoft has the highest market share at 18.9% in 2022 with a market share increase of 7.2 percentage points over 2021."

# Microsoft Defender consistently rated top AV

1

**AV-TEST:** Protection score of 6.0/6.0 in the latest test

2

**AV-Comparatives:** Protection rating of 99.7% in the latest test

3

**SE Labs:** AAA award in the latest test

4

**MITRE:** Industry-leading optics and detection capabilities



**6.0/6.0**

**Protection score  
in AV-TEST**

Achieved perfect protection score in the past 8 cycles



**99.7%**

**Real-world protection  
in AV-Comparatives**

Scored consistently high in Real-World Protection Rates



**AAA**

**Award from SE Labs  
in past 4 cycles**

Achieved 97% cycles total accuracy in latest cycle

# Customer example:

## Howden Insurance

**“After this migration, we won’t have any more sleepless nights worrying about our vulnerabilities and outdated systems,”...  
“This migration and upgrade to Microsoft 365 has given us a competitive edge.”**

—Chhaya Mishra, Head of Technology at Howden India

**“Having a best-in-class platform like Microsoft 365 addresses multiple challenges in one go, something that was missing earlier. Today, I can say that we have all the tools in place for significantly improving business productivity and collaboration while providing a much higher level of security.”**

—Praveen Vashishta, Chairman and CEO at Howden India





# Next steps



# Microsoft 365 Business Premium summary benefits

Microsoft 365 Business Premium is an **all-in-one solution for collaboration, communication, and security**, that's easy to use.

Microsoft 365 helps **reduce the risk of costly damage from cyberthreats** such as phishing, viruses, and ransomware attacks.

Microsoft 365 is **less expensive and easier to manage** than a comparable collection of third-party products.







## Learn more:

Get started with a free security assessment:

<Partner to add custom CTA link>

Video: Top 5 Benefits of Microsoft 365 Business Premium

<https://aka.ms/M365BPvideo>

Learn more about the product:

<https://aka.ms/M365Bweb>

