About this guide

This guide outlines key features and benefits of using Microsoft 365 and provides advice for selling it to your clients.

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What is M365?

Productivity and security

Microsoft 365 Business Premium offers a single, integrated technology solution that combines the Office productivity apps users know and love with granular device management and best-in-class security features, such as Exchange Online Protection and Microsoft Defender designed for the needs of small to mid-sized businesses, M365 empowers your clients to communicate and collaborate while keeping their data protected.
What is M365?

Breaking down the features and functions

Advanced security features

- **Windows Defender for Business**: vulnerability management and automated response.
- **Multi-factor authentication (MFA)**: Safeguards access to apps and data by requiring a second form of authentication.
- **Data loss prevention (DLP)**: Identifies, monitors, and automatically protects sensitive information across many locations.
- **Windows Exploit Guard Enforcement**: Protects devices from ransomware and malicious websites at device end points. Microsoft
- **Defender For Business**: Endpoint protection against threats including malware and ransomware.

Data protection & compliance

- **Azure information protection (AIP)**: Controls and manages how sensitive content is accessed by providing classification labels on documents and email.
- **Exchange online archiving**: 100GB archiving and preservation policies help recover data and remain compliant.
- **BitLocker Enforcement**: Encrypts data on devices to protect it if devices are lost or stolen.

Device management

- **Intune**: Manages devices and apps from the cloud, protecting company information on employee devices.
- **Single Sign-on (SSO)**: Allows users to access multiple applications and resources by logging in only once, with one account.
- **Active Directory (AD)**: Manages permissions and access to shared network resources such as servers, printers, and user accounts.
- **Autopilot**: Simplifies the new device configuration and deployment process for IT and end users.
## What is M365?

### Comparing Microsoft 365 plans

<table>
<thead>
<tr>
<th>Features</th>
<th>Microsoft 365 Business Standard</th>
<th>Microsoft 365 Business Premium</th>
<th>Microsoft 365 E3</th>
<th>Microsoft 365 E5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated retail price per user per month (USD with annual commitment)</td>
<td>$12.50</td>
<td>$20</td>
<td>$32</td>
<td>$57</td>
</tr>
<tr>
<td>Maximum number of users</td>
<td>300</td>
<td>300</td>
<td>unlimited</td>
<td>unlimited</td>
</tr>
<tr>
<td>Office Apps</td>
<td>Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user for Word, Excel, PowerPoint, OneNote, Access, Office Online</td>
<td>Business</td>
<td>Business</td>
<td>ProPlus</td>
</tr>
<tr>
<td>Email Archiving</td>
<td>Exchange Online Archiving</td>
<td>100GB</td>
<td>unlimited</td>
<td>unlimited</td>
</tr>
<tr>
<td>Email &amp; Calendar</td>
<td>Outlook, Exchange Online</td>
<td>50GB</td>
<td>50GB</td>
<td>100GB</td>
</tr>
<tr>
<td>Hub for Teamwork</td>
<td>Chat-based workspace, online meetings, and more in Microsoft Teams</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>File Storage</td>
<td>OneDrive for Business</td>
<td>1TB/user</td>
<td>1TB/user</td>
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<tr>
<td>Social, Video, Sites</td>
<td>Yammer, SharePoint Online, Planner</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Business Apps</td>
<td>Scheduling apps – Bookings, StaffHub</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Threat Protection</td>
<td>Microsoft Advanced Threat Analytics, Device Guard, Credential Guard, App Locker, Enterprise Data Protection</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Identity Management</td>
<td>Microsoft Defender for O365</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Microsoft Defender Advanced Threat Protection</td>
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<td>●</td>
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<tr>
<td>Office 365 Threat Intelligence</td>
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<td>●</td>
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<tr>
<td>Device &amp; App Management</td>
<td>Microsoft Intune, Windows Autopilot</td>
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<td>Information Protection</td>
<td>Office 365 Data Loss Prevention, Azure Information Protection Plan 1</td>
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<tr>
<td>Shared Computer Activation</td>
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<tr>
<td>Information Protection</td>
<td>Azure Information Protection Plan 2, Microsoft Cloud App Security, O365 Cloud App Security</td>
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<tr>
<td>Compliance</td>
<td>Unlimited email archiving</td>
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<tr>
<td>Advanced eDiscovery, Customer Lockbox, Advanced Data Governance</td>
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<tr>
<td>Analytics</td>
<td>Power BI Pro, MyAnalytics</td>
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<td>●</td>
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<tr>
<td>Voice</td>
<td>PSTN Conferencing, Cloud PBX</td>
<td>●</td>
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</tr>
</tbody>
</table>

Comparison sheet
Why move to M365 from O365?

Power up with premium features

Most of your clients are probably using the Office suite for their productivity needs and may not be familiar with the additional benefits that M365 Business Premium offers. M365 Business Premium includes all the Office apps, such as Outlook, Word, Excel, and PowerPoint, that users are familiar with using in their day-to-day work, but offers additional capabilities in several key areas:

Advanced security

Security is a key enabler of technological success. Innovation and enhanced productivity can only be achieved by introducing security measures that make organizations as resilient as possible against modern attacks.

Office 365 is the #1 target for phishing attacks, and it doesn’t provide the more advanced security solutions needed to fully detect and prevent phishing attacks.

48% of malicious email attachments are Microsoft Office files.¹

Data protection and compliance

Microsoft 365 Business Premium checks all the boxes for data protection and compliance with HIPAA and PCI. It also aligns well with the functions of the NIST Cybersecurity Framework.

90% of SMBs do not use data protection for company and customer information.²

31% of SMBs say they do not comply with any security guidelines or standards.¹

Office 2013 end-of-support

Microsoft’s Office 2013 reaches end-of-support on April 11, 2023. If your clients are still using Office 2013, move them to Microsoft 365 to continue to support them securely. By moving to Microsoft 365 Business Premium, you can upgrade to the latest version of Windows Pro for the most up-to-date experience.

Device management

Microsoft 365 Business Premium's granular device management enables businesses to securely communicate and collaborate with team members anytime and anywhere.

39% of the global workforce is mobile.¹

Security datapoints

Our unique vantage point

- 37bn email threats blocked
- 34.7bn identity threats blocked
- 2.5bn endpoint signals analyzed daily
- 43tn signals synthesised daily, using sophisticated data analytics and AI algorithms to understand and protect against digital threats and criminal cyberactivity.

- 8,500+ engineers, researchers, data scientists, cybersecurity experts, threat hunters, geopolitical analysts, investigators, and frontline responders across 77 countries.

- 15,000+ partners in our security ecosystem who increase cyber resilience for our customers.

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Why move to M365?

Level up with the Microsoft Cloud Partner Program

In 2022, Microsoft launched their updated Microsoft Cloud Partner Program (MCPP) replacing the previous Microsoft Partner Network program. This refresh in the partner program reflects the evolution of Microsoft’s business, operations, and the ongoing ways they plan to support partners in the future, like streamlining program requirements and benefits to better align with partner needs. To achieve this, Microsoft has refined their designations from the previous Gold and Silver to focus on proficiency in six solution areas aligned to the Microsoft Cloud:

<table>
<thead>
<tr>
<th>Performance</th>
<th>Solutions partner for business applications</th>
<th>Solutions partner for modern work</th>
<th>Solutions partner for security</th>
<th>Solutions partner for infrastructure, data &amp; AI, digital &amp; app Innovation (Azure)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net customer adds</td>
<td>15pts</td>
<td>Net customer adds</td>
<td>20pts</td>
<td>Net customer adds</td>
</tr>
<tr>
<td>Skilling</td>
<td>Intermediate certs</td>
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<td>Intermediate certs</td>
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<tr>
<td>Advanced certs</td>
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<td>Advanced certs</td>
<td>15pts</td>
<td>Intermediate certs</td>
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<td>Usage growth</td>
<td>20pts</td>
</tr>
<tr>
<td>Deployments</td>
<td>20pts</td>
<td>Deployments</td>
<td>25pts</td>
<td>Deployments</td>
</tr>
</tbody>
</table>

To learn more about the Microsoft Cloud Partner Program and how you can start earning a designation, [click here](#).
Why move to M365?

Selling the solution and the value for the client

M365 has a LOT of functionality, so instead of overwhelming clients with a long list of features that they may not even understand or care about, you should position the value and benefits of M365 to clients based on their unique needs, requirements, and experiences.

Potential value-selling scenarios:

- Clients with remote workers, BYOD policies, or multiple locations will benefit from the device management features of Intune.
- Remote wipe and redeploy devices to cover both ends of the employee cycle.
- Clients who have experienced a data breach will be concerned about improving security.
- Clients in regulated industries will be able to utilise features that enable compliance.

Target medium clients

- Focus on SMBs with 25-300 seats.
- Look for clients with compliance requirements (e.g. healthcare, financial services, legal, consulting, and manufacturing).

Choose a profile

- M365 Business Standard (formerly known as O365 Business Premium) clients.
- O365 E3 clients.
- Clients with EMS + competitive security solutions (could benefit from consolidation).
- Clients on legacy Office and Windows.

Use market moments

- Security is top-of-mind for businesses of all sizes, and Business Premium’s Defender features are built for SMBs.
- Clients are forced to reconsider compliance with the introduction of GDPR and other regional regulations.

“Each time we’ve described what’s included with Microsoft 365, clients want to move forward, recognising immediately the value to their business, security, and success.”

Daniel Johnson | President | machineLOGIC
Why move to M365?

Sample email template

While we don’t recommend blasting your entire client base, sending an email to a targeted list of your Microsoft clients who are a good fit for M365 Business Premium can be a great way to start a conversation about why moving to M365 makes sense. Below is a sample email template you can customise for use with your clients – and feel free to reach out to Pax8 assistance on talking about M365!

To: [CLIENT NAME]

Subject:

Dear [CLIENT CONTACT FIRST NAME],

Cyber attacks targeting small and medium businesses are on the rise, and we want to make sure your business stays safe while remaining as efficient and productive as ever.

That’s why we strongly recommend that [CLIENT COMPANY NAME] upgrades to Microsoft 365 Business Premium. It combines the Office productivity apps you already use and love, with the following security and device management features:

- **Advanced Security**: keeps your data and users safe with Multi-Factor Authentication, email protection, and more.
- **Device Management**: ensures your users have access to the devices and applications they need, when and where they need it, with Microsoft Intune and shared computer activation.
- **Windows Pro**: provides an always-up-to-date and secure operating system.

To keep our clients secure, [MSP NAME] plans to move all of our Microsoft clients to M365 Business Premium within the next two months, unless they choose to opt out of the upgrade.

Let’s set up a call to discuss next steps. What’s your availability this week?

We appreciate your business and highly encourage you to make this move to protect your systems, data, employees, and customers.

Thanks,

[MSP NAME]
Other resources

Attend:

• Pax8 Events page
• Pax8 Cloud YouTube channel
• TECHnically Unraveled - Pax8 Podcast

Optimise:

• The Pax8 and Microsoft Guide
Want to discuss moving your clients to M365?

Pax8 is here to help.

Schedule a call