

Investing in SMB Security

Microsoft and Pax8 are doubling down on their commitment to SMB security, delivering enterprise-grade protection that's affordable, scalable and easy to manage.

Microsoft continues to lead the way in security innovation, bringing AI-powered threat detection, Zero Trust architecture and compliance capabilities to SMBs through simplified bundles tailored for Business Premium. Pax8 complements this investment with unmatched partner enablement, streamlined provisioning and white-glove support that helps technology partners deploy Microsoft security solutions with speed and confidence.

Together, Microsoft and Pax8 are making it easier than ever for SMBs to:

- Protect identities, data and devices across hybrid environments
- Adopt AI securely with built-in governance and compliance
- Consolidate tools for greater efficiency and lower cost
- Scale security offerings with partner-first support and resources

This launch marks a pivotal moment in SMB security transformation, one where Microsoft's technology and Pax8's channel expertise empower partners and protect customers.

What's New?

Microsoft is introducing new security add-ons for SMBs, making enterprise-grade protection more affordable and easier to manage:

1. Defender Suite for Business Premium

- SMB parity for "M365 E5 Security" features
- Protect against cyber threats like ransomware, phishing and identity theft
- Includes: Defender for Identity, Defender for Cloud Apps, Entra ID P2, Defender for Office 365 P2, Defender for Endpoint P2, Defender for IoT

Best For: Partners supporting SMBs with hybrid workforces, high exposure to external threats or regulated industries needing advanced identity and endpoint protection.

2. Purview Suite for Business Premium

- SMB parity for “M365 E5 Compliance” features
- Supports data governance, privacy and regulatory compliance
- Includes: Information Protection & Governance, Insider Risk Management, eDiscovery & Audit

Best For: Partners working with SMBs in healthcare, legal, finance or any sector with strict data handling requirements and a need for audit-ready compliance.

3. Defender and Purview Combined Suite

- A new bundle combining both security and compliance features
- No minimum commitment required
- Includes all features from Defender and Purview Suites in one streamlined offer

Best For: Partners seeking a comprehensive, all-in-one solution for SMBs that want to simplify procurement, reduce vendor sprawl and future-proof their security and compliance posture.

These SKUs are designed to help partners consolidate their security tools under Microsoft for maximum growth and efficiency.

What's Changed?

Previously, advanced security add-ons for SMBs were fragmented across individual features and mini bundles, leading to confusion and costly stacking. The new SKUs align with enterprise-grade capabilities from M365 E5, now tailored for SMBs using Business Premium or E3. Pax8 partners have praised the clarity and accessibility of these new bundles, which simplify the path to security transformation.

Why It Matters:

- **Lower Cost, Same Power:** Enterprise-grade protection at SMB-friendly pricing.
- **Simplified Choices:** Consolidated SKUs reduce complexity and decision fatigue.
- **No Minimum Commitment:** Flexible entry points for partners and customers.

Bonus Insight: AI and Purview

Microsoft's update has made Purview more accessible to SMBs for better support of Copilot and AI adoption. This includes the Purview Suite options for M365 Business Premium and M365 E5 Compliance options for M365 E3 and M365 E5. Purview supports the protection of business data as it moves through AI systems and networks.

Why Pax8 and Microsoft Are the Best Channel Partners for Security

Pax8 and Microsoft form a powerhouse alliance for SMB security success. Pax8's enablement programs, white-labelled resources and Professional Services help partners deploy Microsoft security solutions with confidence and speed. From hands-on labs to Guided Growth tracks, Pax8 empowers partners to scale their security offerings while maximizing profitability.

Together, Pax8 and Microsoft deliver:

- Unmatched partner support through enablement, training and co-marketing
- Best-in-class security solutions with proven ROI and rapid deployment
- Channel-first innovation that puts partner success at the center

Whether you're just starting your security practice or scaling to meet growing demand, Pax8 and Microsoft provide the tools, expertise and momentum to help you thrive.

Already a Pax8 partner? [Explore the Marketplace](#) to learn how you can start transacting these new bundles. [Schedule a call](#) with the Pax8 team to map out your next steps and accelerate your security growth.

Not yet a Pax8 partner? [Sign up now](#) to discover how Pax8 and Microsoft can help you deliver enterprise-grade security to SMB customers — efficiently, affordably and at scale.