



# The new way to work with Microsoft 365 Business Premium

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# Challenges small businesses are facing today

**Many disparate tools used to manage productivity and security**

**Managing IT and security costs while optimizing processes to ensure ROI**

**Protecting against more frequent and sophisticated cyberattacks while managing costs**

**64%**

of SMB buyers prefer an integrated “suite of solutions” that meets all their business needs<sup>1</sup>

**4 in 5**

decision makers say their business has experienced increased costs in the last year<sup>2</sup>

**82%**

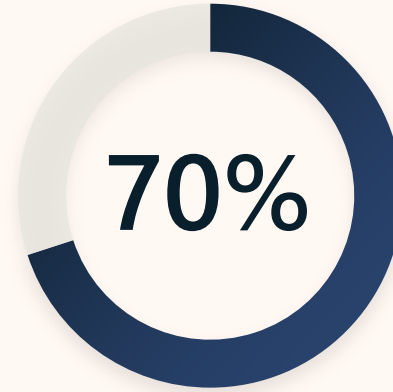
of ransomware attacks target small businesses<sup>3</sup>

<sup>1</sup> [Meeting the Changing Software Technology Needs of SMBs, Forrester Consulting, September 2022](#)

<sup>2</sup> [Verizon Business' 4th Annual State of Small Business Survey, August 2023](#)

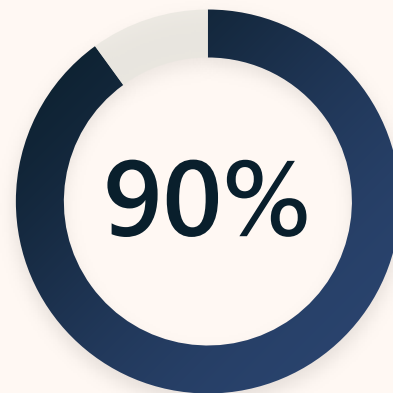
<sup>3</sup> [The Devastating Impact of Ransomware Attacks on Small Businesses](#), Quinn Cleary. April 4, 2023

# Security is becoming a key priority for SMBs



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

Microsoft commissioned research, April 2022, US SMBs 1-300 employees



of SMBs would consider hiring a new MSP if they offered the right cybersecurity solution

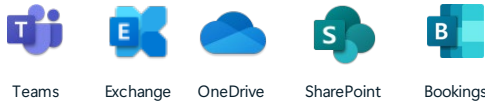
Microsoft commissioned research, 2019, US SMBs 1-300 employees

# Microsoft 365 for small and medium businesses

## Business Basic

Apps and services to kickstart your business

### Cloud services



### Web and mobile apps



### Foundational security

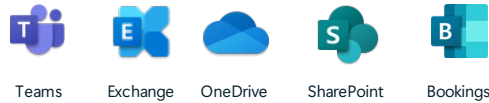
- > Identity & access control
- > Exchange Online Protection
- > Mobile device management

€5.60 per user/month

## Business Standard

Desktop apps and cloud services to securely connect, collaborate, and create

### Cloud services



### Desktop, web and mobile apps



### Foundational security

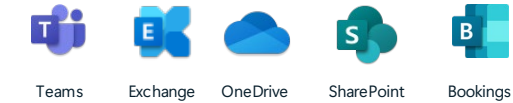
- > Identity & access control
- > Exchange Online Protection
- > Mobile device management

€11.70 per user/month

## Business Premium

Everything your business needs to be more productive and secure

### Cloud services



### Desktop, web and mobile apps



### Comprehensive security



€20.60 per user/month

# Microsoft 365 Business Premium

One solution to run your business securely, from anywhere



## Comprehensive

Microsoft 365 apps, Teams, and security in one solution

Ease licensing complexity

Get up and running quickly with simplified deployment



## Cost-effective

Save costs vs buying multiple security solutions

Reduce operational expenses with automation

Lower help desk overhead



## Enterprise-grade security

Top rated security vendor

Comprehensive security across identity, devices, apps, and data

Industry first, automatic attack disruption

# Microsoft 365 Business Premium comprehensive productivity and security solution

## Run your business



Apps that power your company—in the office, at home, or on the go

## Build your brand



Create branded documents and collaborate in the cloud

## Grow your customers



Grow your customer base with intuitive business tools

## Defend against cyberthreats



Guard against phishing, ransomware, and other cyberthreats

## Safeguard your data



Protect confidential and sensitive data against breaches

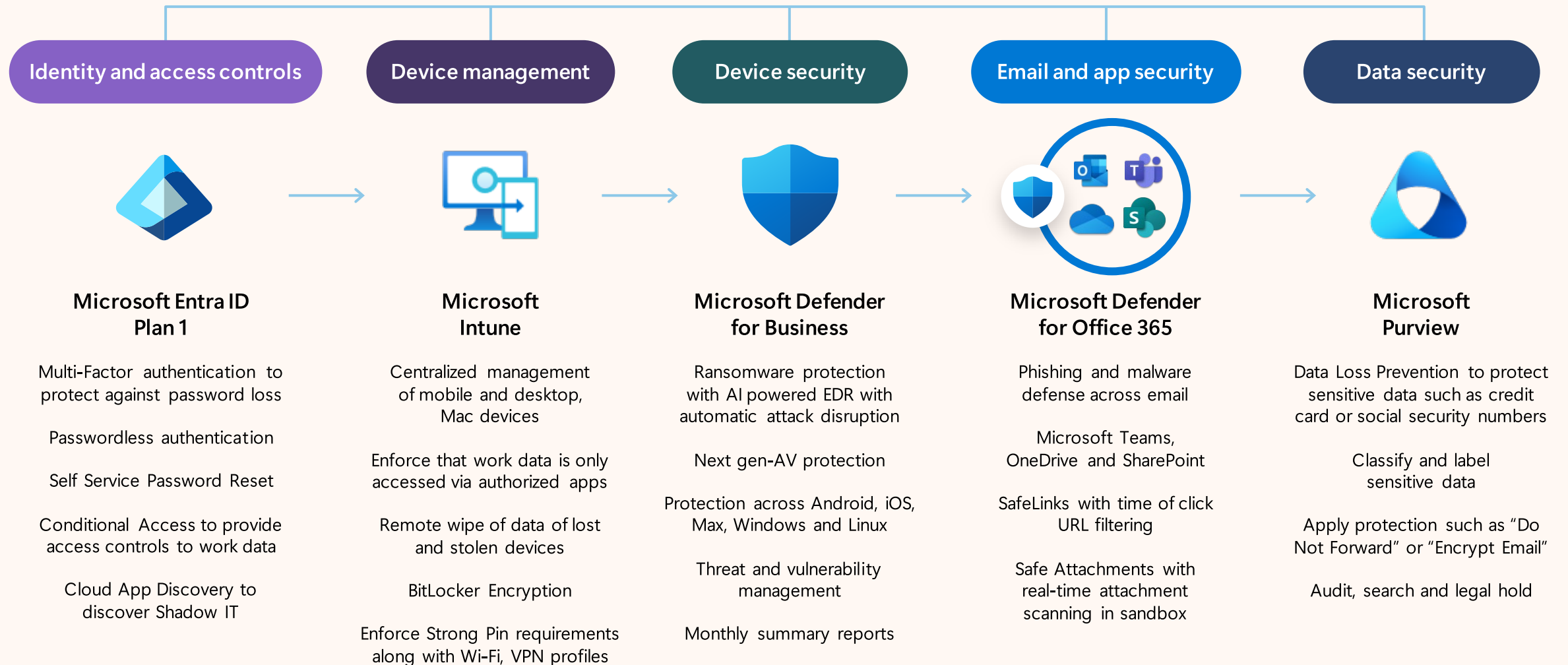
## Manage access and devices



Help employees securely access work resources from anywhere

# Layered security

## Microsoft 365 Business Premium



# A Leader in security, compliance, identity, and management



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IDC MarketScape reports

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[IDC MarketScape: Worldwide Modern Endpoint Security for Enterprises 2024 Vendor Assessment, Doc #US50521223, January 2024](#)

[IDC MarketScape: Worldwide Modern Endpoint Security for Midsize Businesses 2024 Vendor Assessment, Doc #US50521323, February 2024](#)

[IDC MarketScape: Worldwide Modern Endpoint Security for Small Business 2024 Vendor Assessment, Doc #US50521424, March 2024](#)

[IDC MarketScape: Worldwide eDiscovery Early Case Assessment Software 2022 Vendor Assessment, Doc #US48970222, October 2022](#)

[IDC MarketScape: Worldwide Client Endpoint Management Software for Windows Devices 2024 Vendor Assessment, Doc #US51234324, April 2024](#)

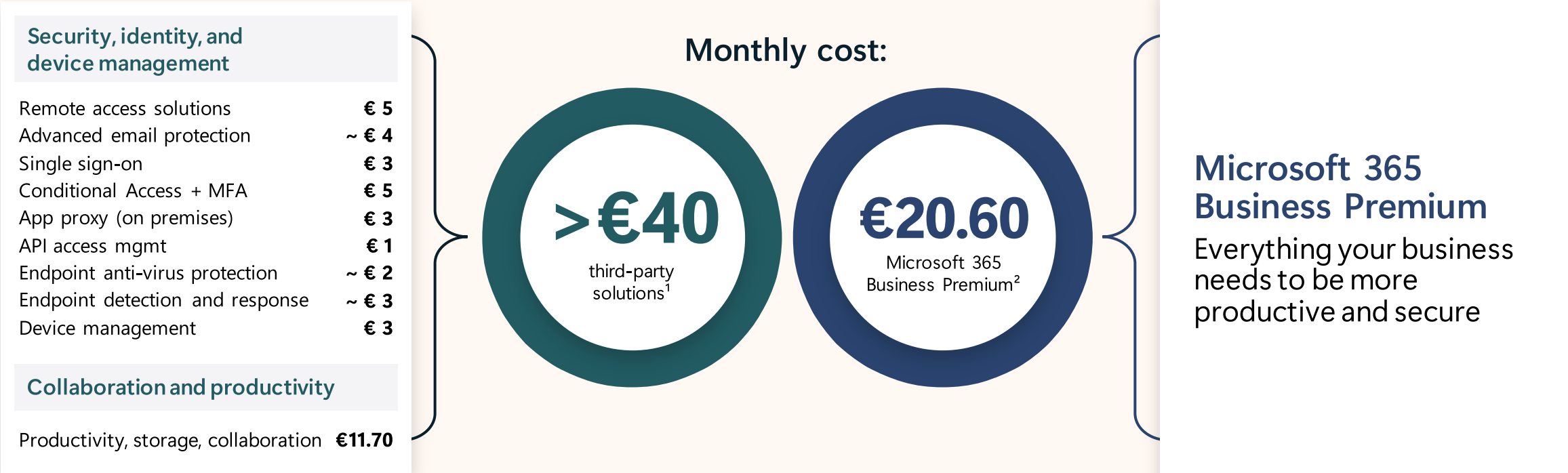
[IDC MarketScape: Worldwide Unified Endpoint Management Software 2024 Vendor Assessment, Doc #US51234224, April 2024](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses 2024 Vendor Assessment, Doc #US51779424, April 2024](#)

[IDC MarketScape: Worldwide Unified Endpoint Management Software for Frontline/ IoT Devices 2024 Vendor Assessment, Doc #US51779324, April 2024](#)



# Cost-effective solution



<sup>1</sup> Estimates based on published prices; price subject to changes

<sup>2</sup> Microsoft 365 Business Premium priced at \$22/pupm 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

# Practical scenarios with Microsoft 365 Business Premium

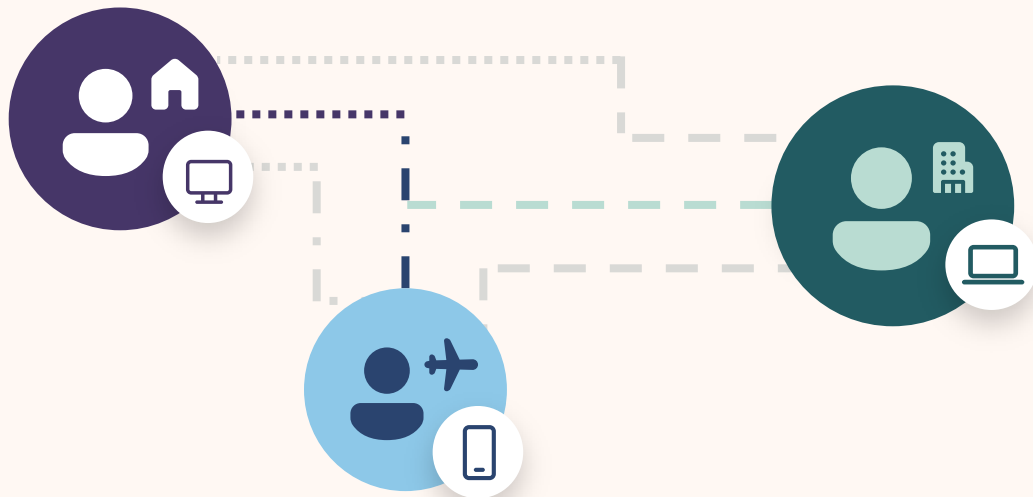


## Challenge

### Legacy communication tools

Northwind Traders employees are working remotely and need to communicate with management on pricing options for customers and vendors have **legacy communication tools and must send attachments.**

**This makes it hard to collaborate in real-time, creates versioning issues and the use of different tools and apps for document creation, communication, and storage slows down work and productivity.**



**61%**

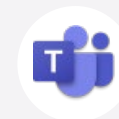
of SMBs believe they spend too much time searching for the right data or information when they need it.<sup>1</sup>

<sup>1</sup>Source: 2024 Work trend Index Annual Report: SMB

## Solution

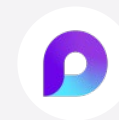
### Collaborate in real-time

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 co-author documents, spreadsheets, and presentations in real-time, giving them time back to focus on addressing new business opportunities and closing more deals. Microsoft Loop brings all parts of their project together.



With Microsoft Teams and Loop

- ✓ Everyone sees the same screen
- ✓ Real-time collaboration and coauthoring
- ✓ Version control and project management



## Challenge

### Unauthorized access to work data

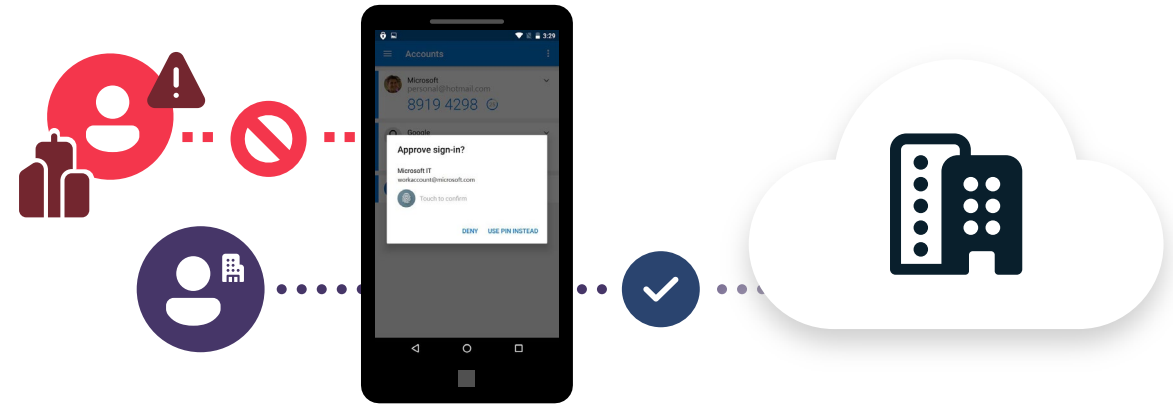
Northwind Traders' employees need access to work data as they work from home or on the go. However, bad actors may try to **gain access to work information by stealing passwords and trying to gain access to the work data from another country.**



## Solution

### Enable secure access to work data

With Microsoft 365 Business Premium, you can apply advanced Multifactor Authentication (MFA) and Conditional Access policies to help ensure that only the right people have the right access to work data, whenever and wherever. 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.



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

- ✓ Multifactor authentication
- ✓ Conditional Access policies
- ✓ Self service password reset

**99%** of identity attacks are thwarted by multifactor 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

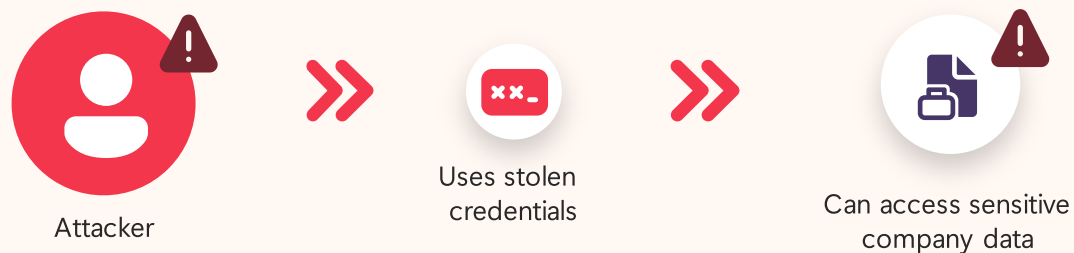
## Challenge

### 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 it, but it 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 Northwind accounts.**



**1 in 4** SMBs experience a security breach.<sup>1</sup>

<sup>1</sup>Source: Microsoft security in the New Work environment research panel, 2022

## Solution

### Sophisticated phishing defenses

A Northwind Traders employee receives an email with a malicious link to a document. Microsoft 365 Business Premium **INCLUDES Defender for Office 365**, which check the link in a "security sandbox", alert the user to the threat and protect against the attack. It will also check attachments in real-time for malware and other threats.



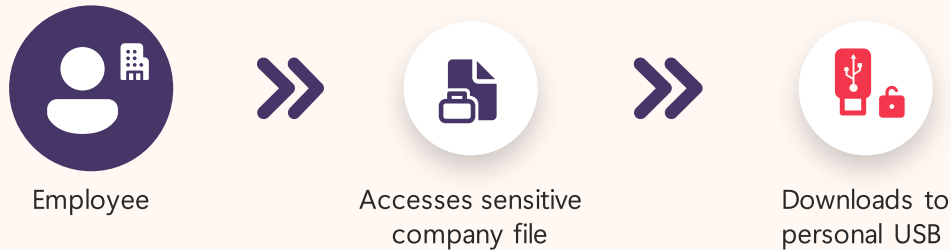
#### With Microsoft Defender for Office 365

- ✓ Scan every attachment with Safe attachments in security sandbox
- ✓ Time of click URL filtering with Safe Links
- ✓ Anti-spoofing

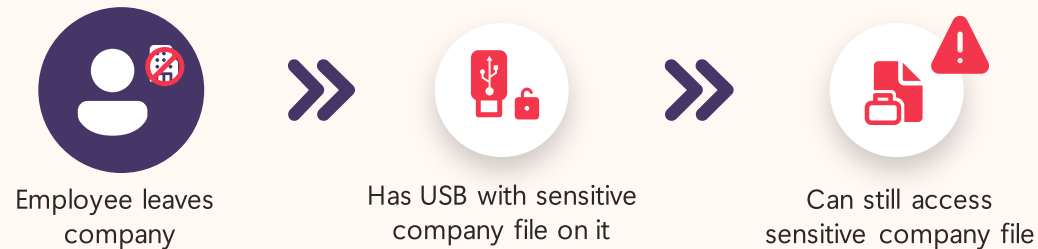
## Challenge

### Accidental data loss or data breach

Northwind Traders sometimes password-protects Excel spreadsheets to **guard sensitive company information**. However, this security measure is used inconsistently, and many confidential documents are emailed around or saved on USB keys without any protections.



As a result, if the employee leaves the company **confidential document is leaked, which is a business risk.**



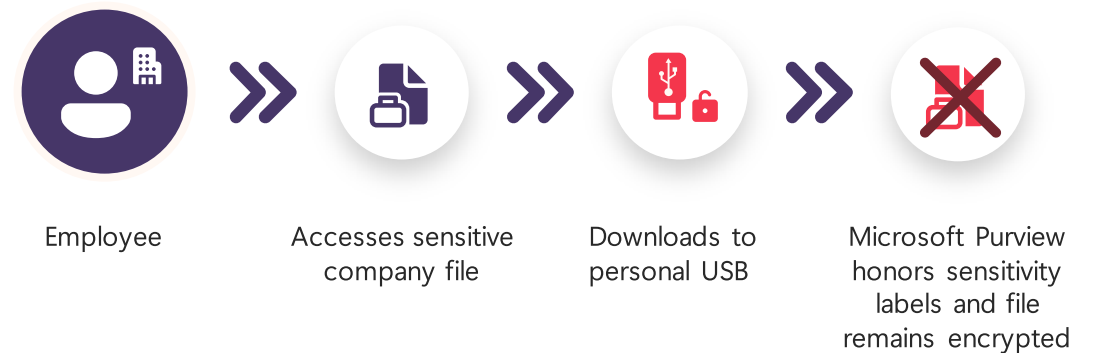
**>80%** of small and medium businesses handle PII data.<sup>1</sup>

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

## Solution

### Safeguard sensitive data

Microsoft Business Premium includes Microsoft Purview labeling and information protection. This allows you to label sensitive documents—for example “Highly Confidential” and apply protections such as **encrypt or do not forward**. A salesperson using Copilot for Microsoft 365 attempts to open the file. It **automatically inherits and honors sensitivity labels and verifies her permissions** before it decrypts the file for her. Even if an employee leaves the company and stores the document on a USB, they **cannot access it because it’s tied to their work credentials**.



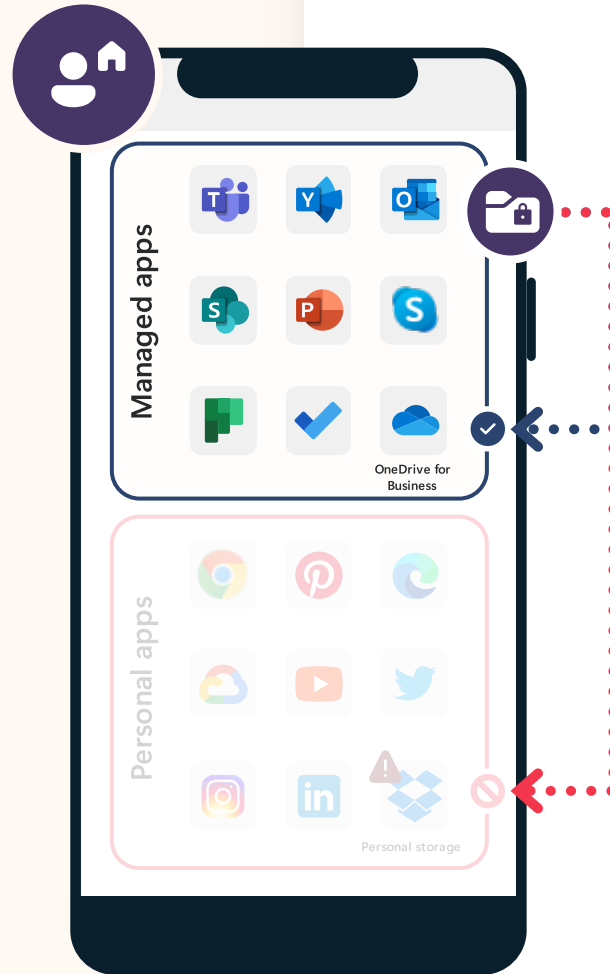
**>55%** SMBs say they are concerned about employees leaving their company with data on personal devices.<sup>2</sup>

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

## Challenge

### Work data on personal devices

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



## Solution

### Protect work data on personal devices

With Microsoft 365 Business Premium, you can set up Microsoft Intune App Protection Policies to separate work apps from personal apps. Administrators can specify that work documents and attachments can only be saved on authorized and secure work shares like OneDrive for Business to safeguard sensitive work information.

**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)

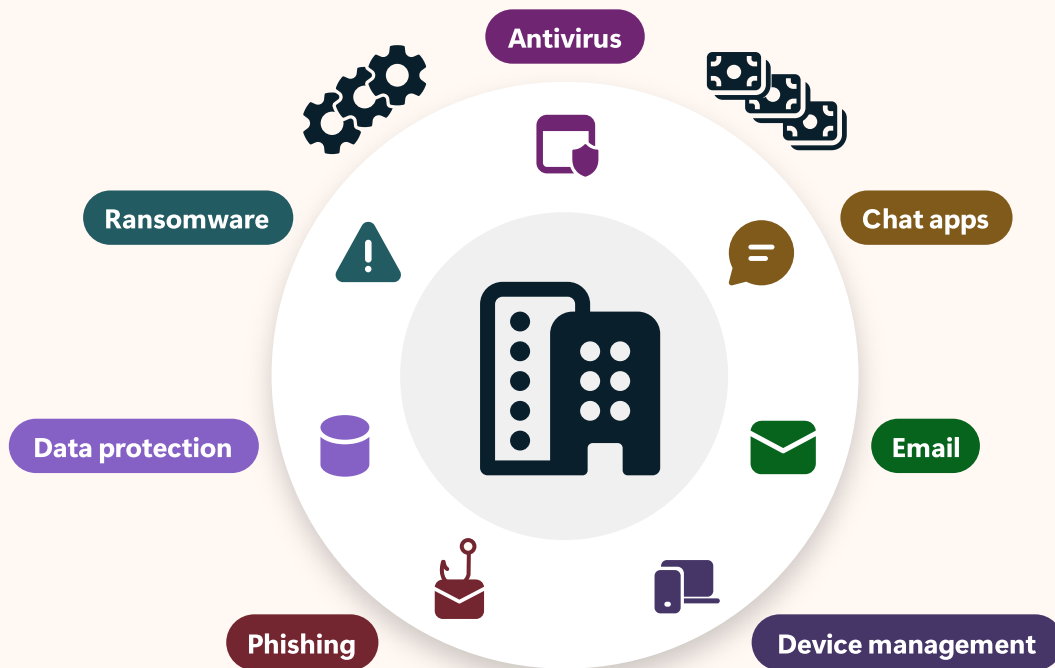
**58%** Only of employee devices on average are configured with proper security protocols<sup>2</sup>

<sup>2</sup>Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, October 2019 survey of SMBs (1-499 employees)

## Challenge

### Complex tech stack

Management at Northwind Traders is trying to simplify the number of vendors they work with. Previously they have chosen technology solutions ad hoc based on the recommendations of their teams. **This has led to rising technology costs, messy invoices and IT management, and complex security needs.**



## Solution

### Simplify your tools

With Microsoft 365 Business Premium, you get a full suite of productivity tools and the security you need from a single vendor. Simplifying IT management in a cost-efficient package.

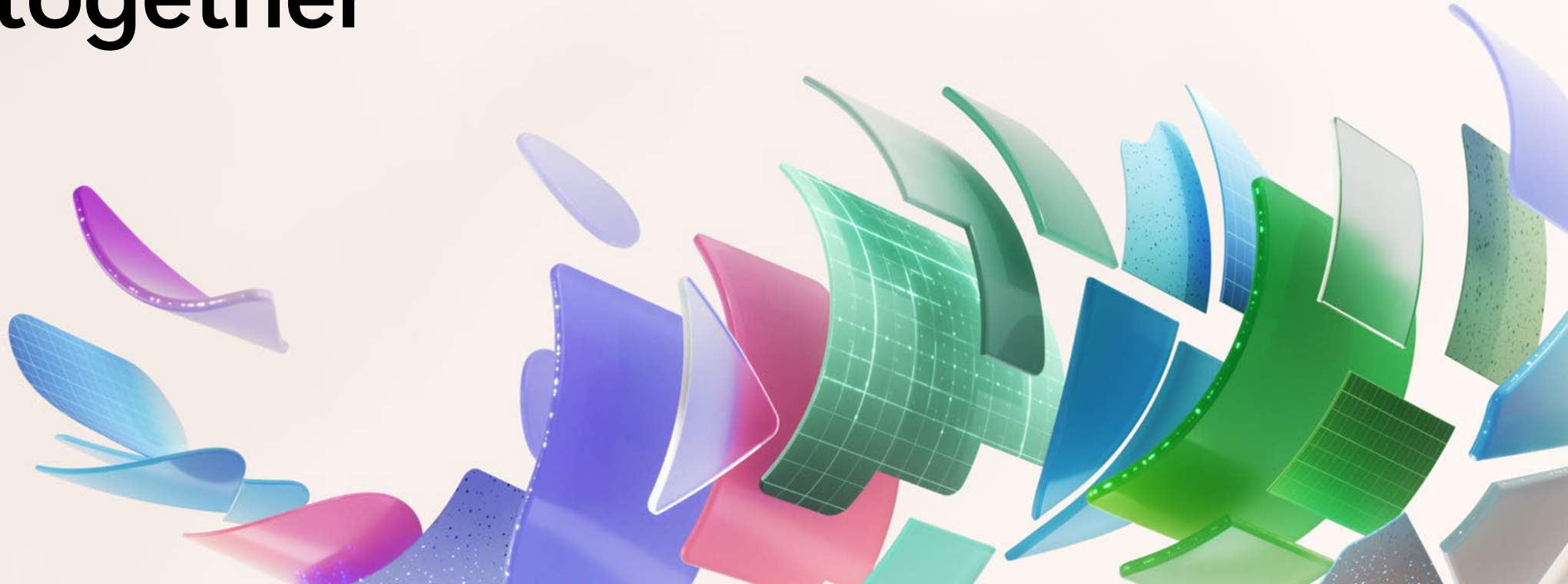
#### With Microsoft 365 Business Premium

- ✓ The tools you need
- ✓ Comprehensive security
- ✓ At a great price





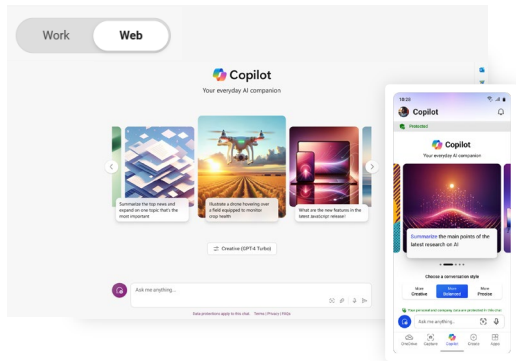
# Copilot for Business Premium— better together



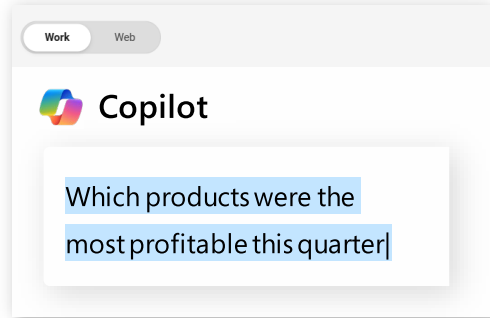


# Copilot for Microsoft 365

Your AI assistant for work



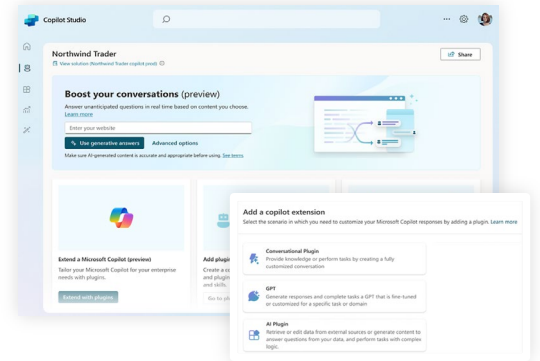
Copilot chat with web knowledge



Copilot chat with company data



Microsoft 365 Apps



Copilot Studio

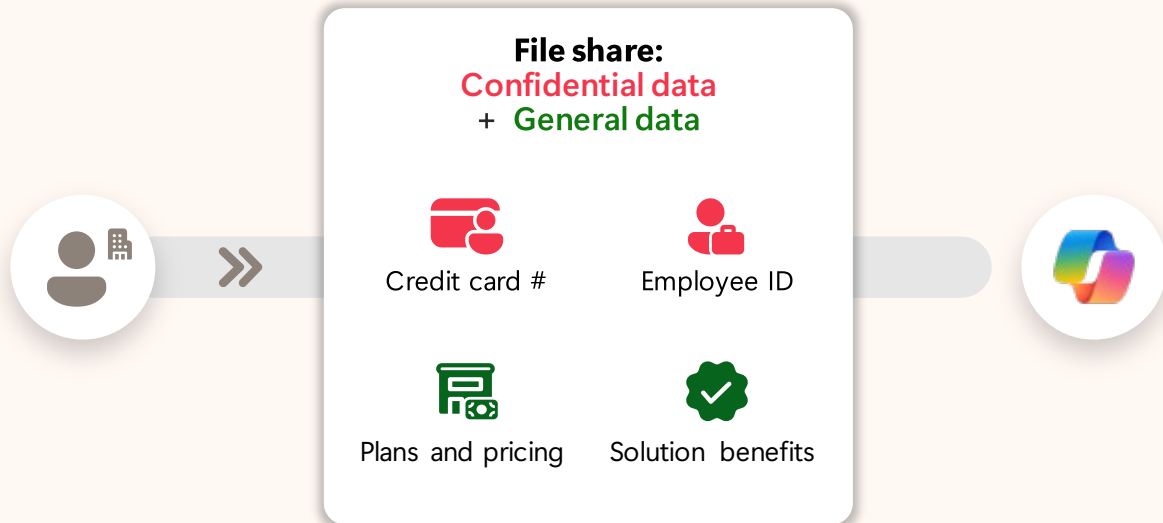
Enterprise grade security, privacy, and compliance



## Challenge

### Preventing accidental exposure of sensitive data to AI systems

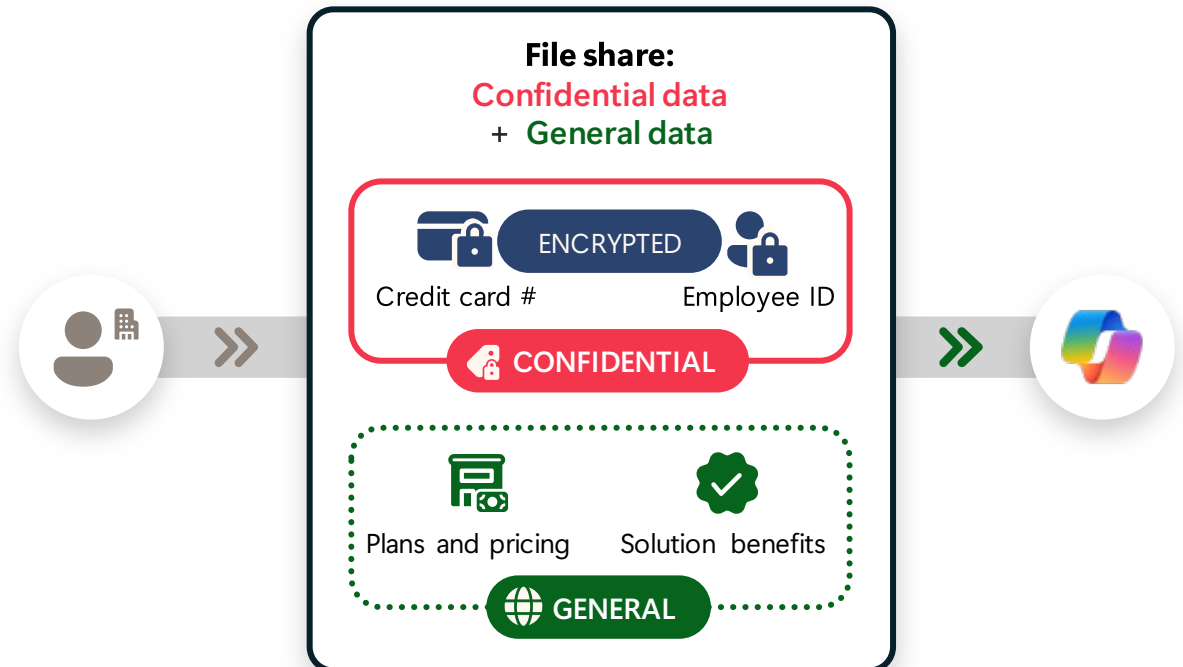
A financial advising company is deploying Copilot for Microsoft 365 to boost productivity and wants to **ensure sensitive data is not inadvertently exposed to AI**. With a file share containing a mix of confidential and general data, the company wants to avoid using brute force lockdowns, preferring the **flexibility to classify and label content and enforce protections only on confidential information**.



## Solution

### Microsoft 365 Business Premium + Microsoft Copilot for Microsoft 365

Business Premium enables users to classify and label sensitive files, enforcing **protections like encryption or "do not forward" policies on confidential information that are honored by Copilot**. This approach maintains security without overly restricting access to general information, ensuring both productivity and data protection.



# Learn more



Get started with [Microsoft 365 Business Premium](#)



Discover how Hollen boosts security with Microsoft 365 Business Premium in this [customer story](#)



Explore how to get more done with [Microsoft Teams video conferencing, meetings and calling](#)



Read all about AI-powered [Copilot for Microsoft 365](#)



See how [Microsoft Entra ID](#) can help your business

