



# Beveilig je klanten gemakkelijk, maar geavanceerd met Microsoft 365 Business Premium en Defender for Business

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Channel Sales Manager



# SMBs are increasingly vulnerable to cyberattacks

**+300%**

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



**33%**

1/3<sup>rd</sup> of all cyberattacks are targeted at small businesses.<sup>2</sup>

**61%**

of small businesses that experienced a recent cyberattack were not able to operate.<sup>3</sup>

**60%**

SMBs lack skills inhouse to deal with cyberattacks<sup>4</sup>

**90%**

SMBs would consider hiring a new MSP if they offered the right cybersecurity solution<sup>6</sup>

1. Homeland Security Secretary Alejandro Mayorkas, 06 May 2021 ABC report  
2. Introduction to the 2020 DBIR | Verizon Enterprise Solutions  
3. Microsoft commissioned Forrester Research  
4. Underserved and Unprepared: The State of SMB Cyber Security in 2019  
5. Kaspersky Global Corporate IT Security Risks Survey, 2019  
6. Internal Microsoft Research

# Top of mind for SMB partners

85%

of partners see **security** as biggest area of growth<sup>5</sup>

How do we expand security  
services beyond basic AV?

How do we  
deliver services at scale?

How do we do  
so without increasing cost?

# Microsoft 365 Business Premium:

The minimum product to maximize  
your customers security

# Microsoft 365 offerings for small & medium businesses

## Microsoft 365 Business Basic

### Cloud Services



**€4,20** per user/month

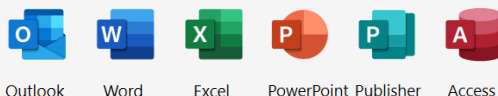
Formerly Office 365 Business Essentials

## Microsoft 365 Business Standard

### Cloud Services



### Desktop Apps

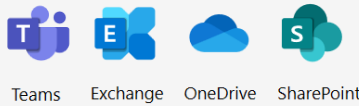


**€10,50** per user/month

Formerly Office 365 Business Premium

## Microsoft 365 Business Premium

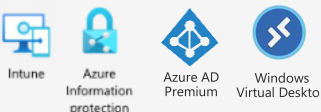
### Cloud Services



### Desktop Apps



### Advanced Security



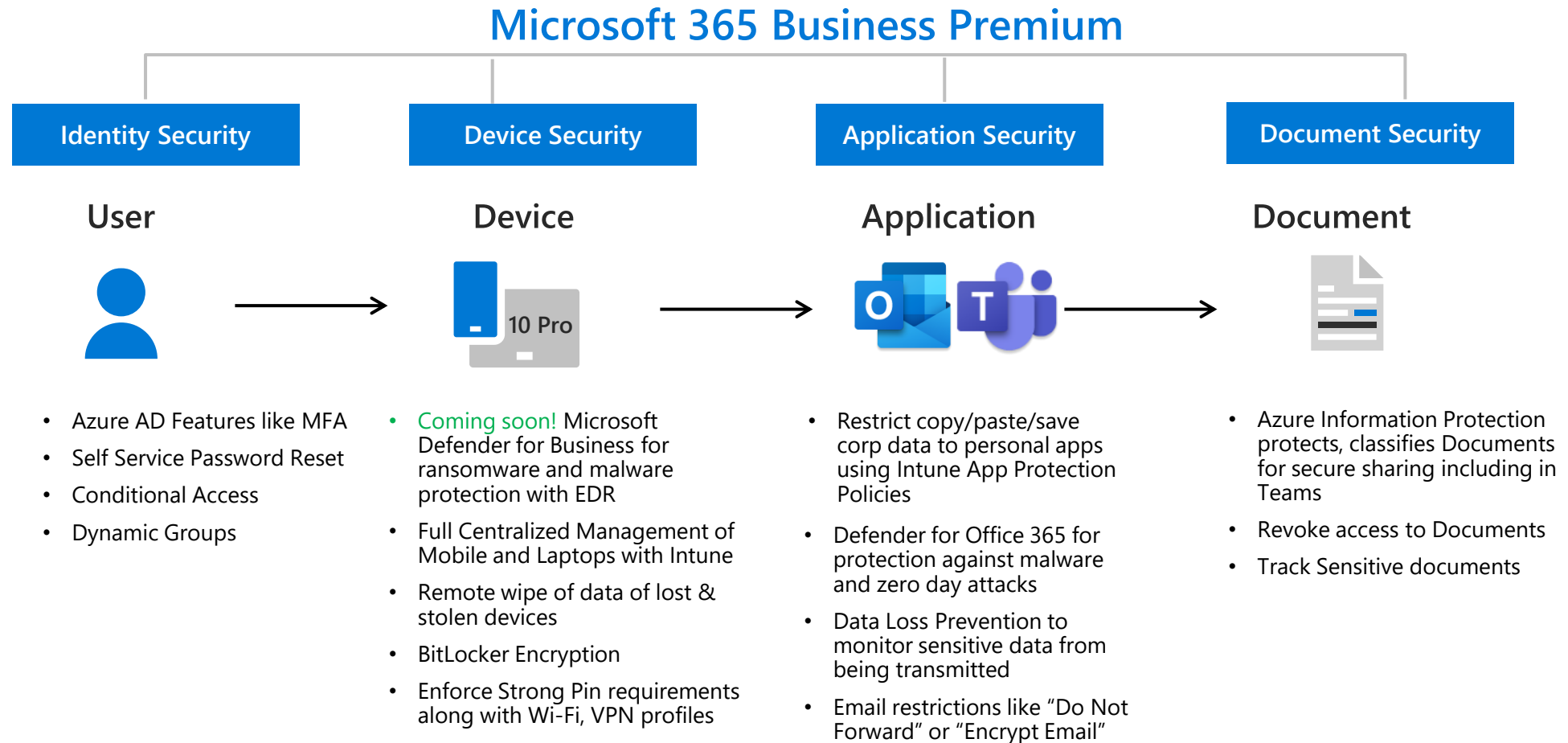
**€16,90** per user/month

Formerly Microsoft 365 Business

Note: Not all features/product logos shown.  
Used pricing is from February 2022 price list

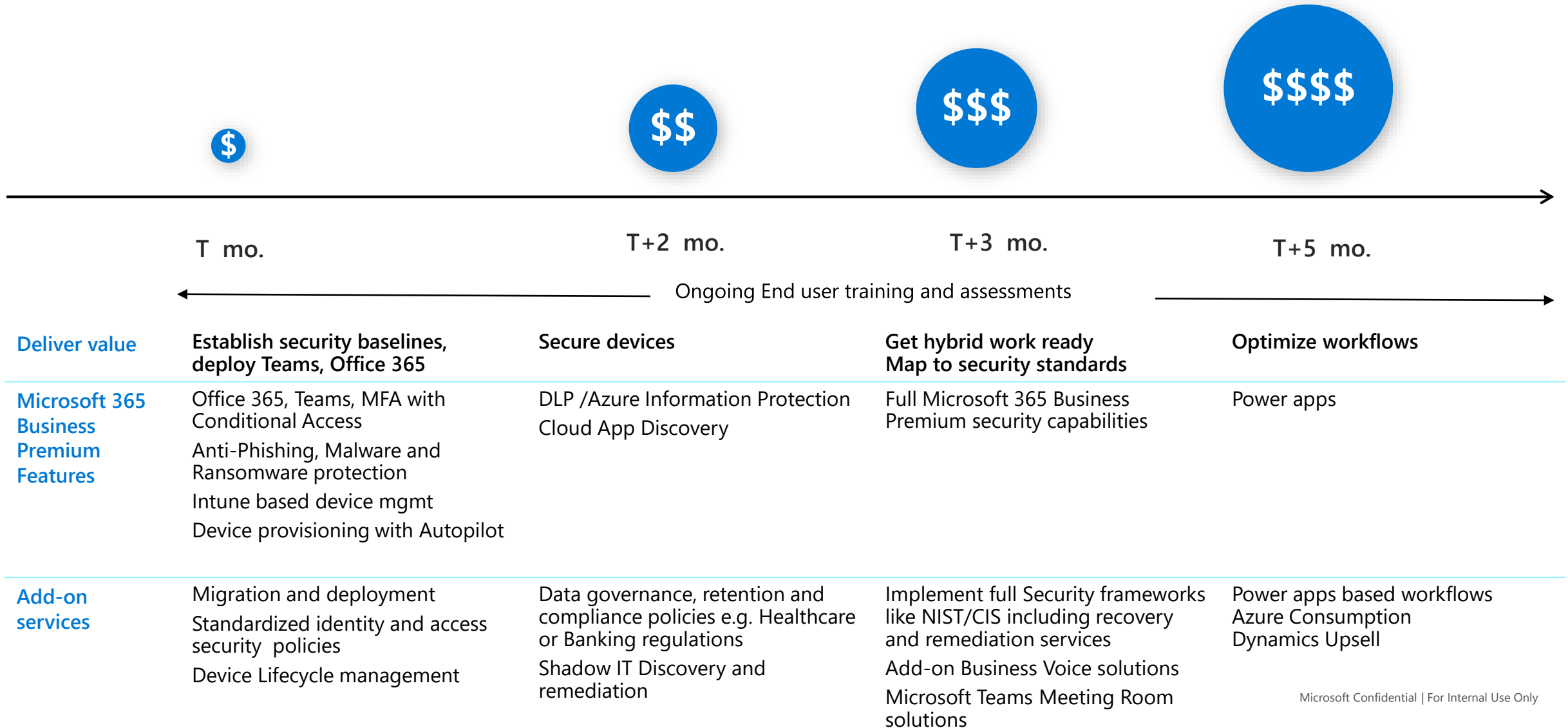
# Microsoft 365 Business Premium

One solution to run your business securely, from anywhere



# Create flywheel of ongoing managed services revenue with M365BP

## Sample Customer Deployment



# Unauthorized access to work data



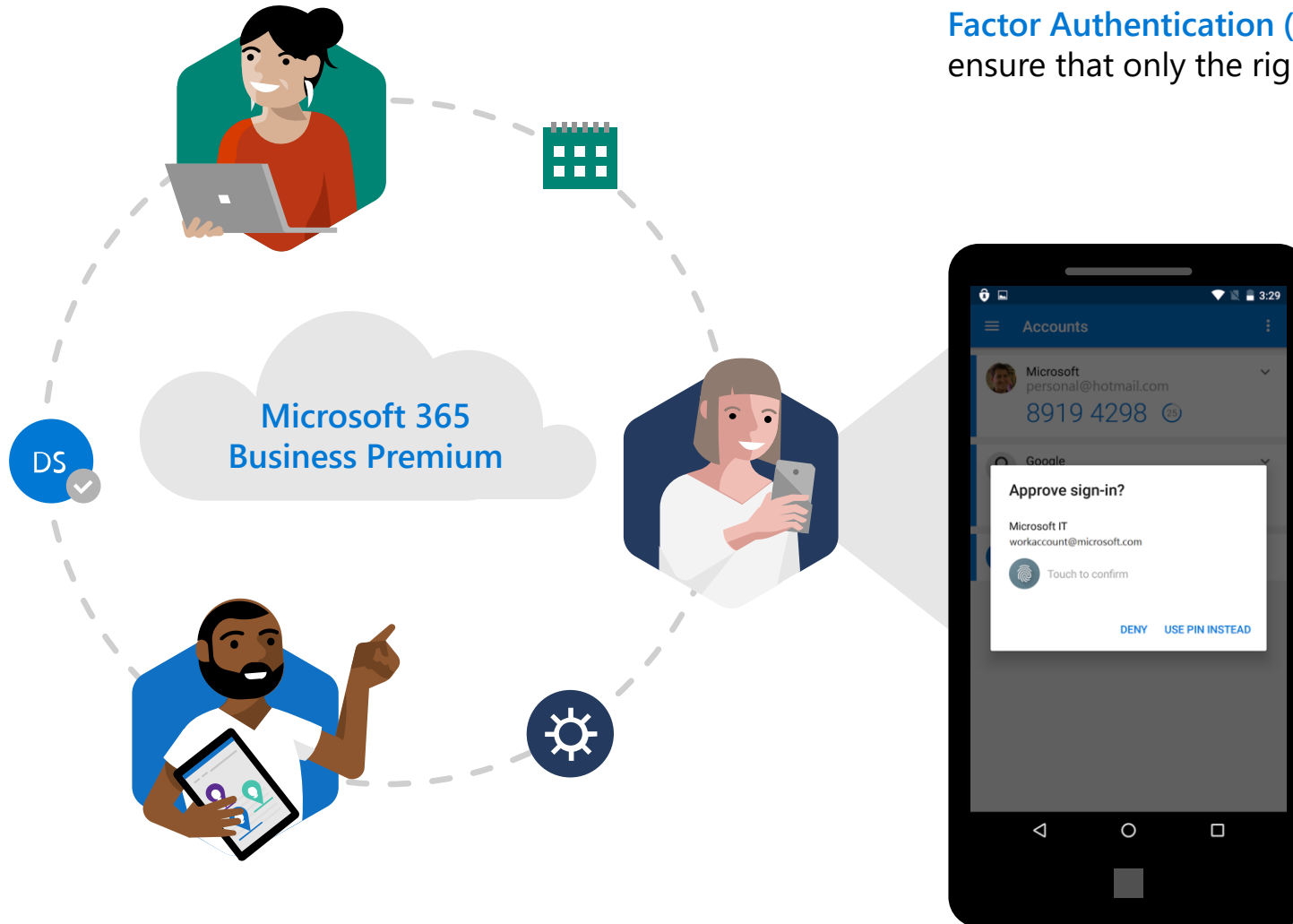
Northwind Traders' employees need access to work data as they work from home or on the go. However, bad actors outside the circle of trust may try to **gain access to work information, for example by stealing passwords and trying to gain access to the work data from another country.**





# 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.



## Azure AD Premium Plan 1

**Identity and access governance**

**Multi-factor authentication**

**Conditional access policies**

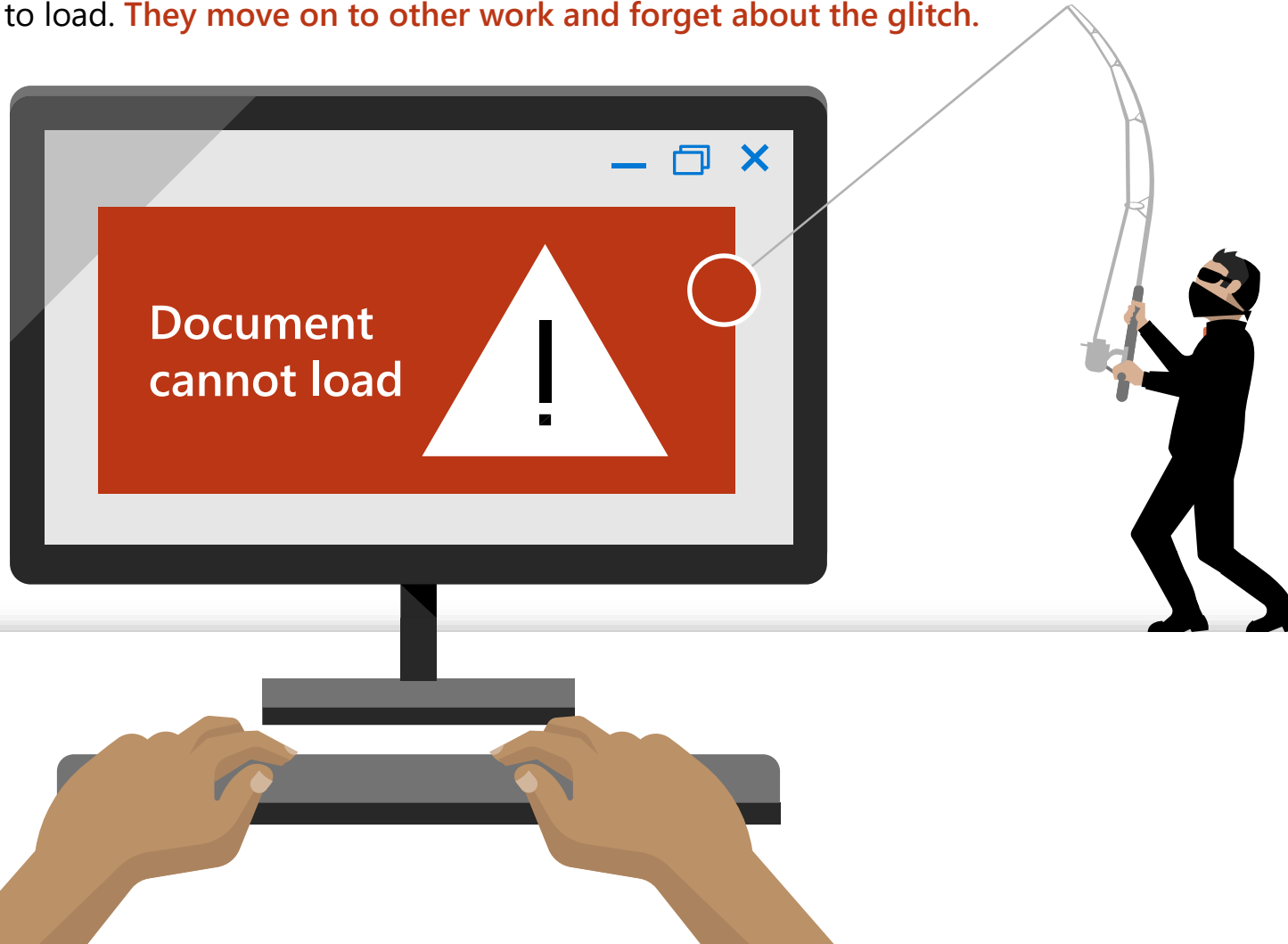
**99%**

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.

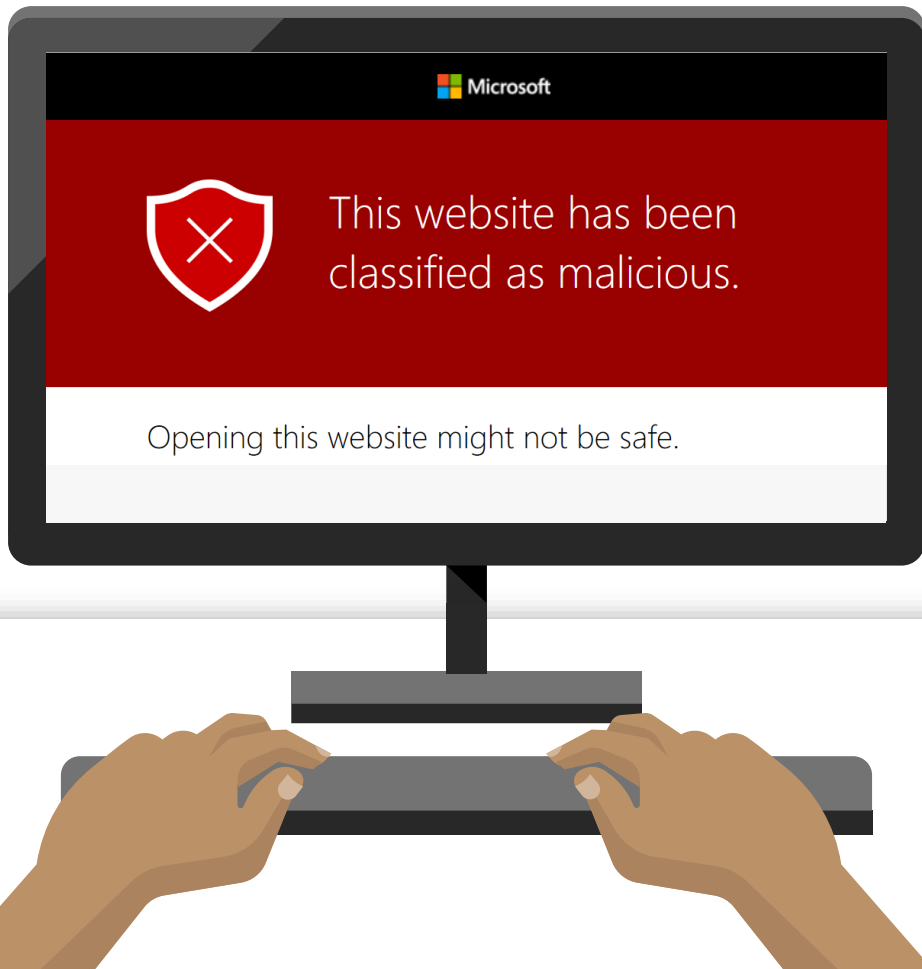
## 250%

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 for Office 365](#) to protect against phishing attacks.

**Time of click protection against malicious links**

**URL detonation**

**Anti-spoofing technology**

**Multi-factor authentication**

# Simplify your technology investment and manage cost

## 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
Device management	\$4

## Collaboration and Productivity

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

> \$40

monthly cost of  
3<sup>rd</sup> party solutions<sup>1</sup>

\$20  
monthly

## Microsoft 365 Business Premium

Comprehensive  
productivity, collaboration  
and security  
solution

<sup>1</sup>Estimates based on published prices

File Storage and Productivity apps – GSuite \$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 – Kaspersky - \$3.38, 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 365 Business Premium: Benefits for Partners



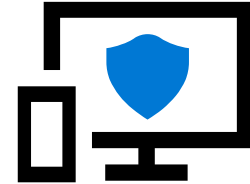
## Secure your customers and manage risk

Elevate your customer's security as they work in a remote/hybrid environment by upselling Microsoft 365 Business Premium. Accelerate shift to cloud and reach new higher margin customers.



## Grow your profits through Standardized managed services

Use Microsoft 365 BP as a foundation to create an ongoing flywheel of recurring high-margin standardized managed services offers for remote access, teamwork and security. Plus, build additional services for voice, monitoring, alerts & compliance to become your customers outsourced IT team.



## Reduce operational cost and complexity

Standardization on a comprehensive security and productivity toolkit that is designed to work together reduces learning curve for IT and support staff and reduces time to market. Plus, unified administration, licensing and billing reduces cost and complexity.



Coming soon to M365 Business Premium!  
Microsoft Defender for Business

# Microsoft Defender for Business

## Elevate your security

Elevate your security with enterprise-grade endpoint protection specially built for businesses with up to 300 employees.



### Enterprise-grade protection

Security for all your devices with next-gen protection, endpoint detection and response, and threat and vulnerability management.



### Easy to use

Streamline onboarding with wizard-driven set up and recommended security policies activated out-of-the-box to quickly secure devices.



### Cost-effective

Endpoint security that keeps you productive and works with your IT without compromising budget.

Read the preview blog: <https://aka.ms/MDB-PreviewBlog>

# Delivering endpoint security across platforms



 Windows

macOS

---



Endpoints



iOS

---

Mobile device OS

 Windows 365  
 Azure Virtual Desktop

---

Virtual desktops

Note that not all capabilities may be available in preview.



# How to purchase Microsoft Defender for Business at General Availability

Microsoft 365 Business Premium  
(€16,90pupm)

Comprehensive productivity and security solution  
Per user license

Microsoft Defender Business  
(\$3pupm)

Enterprise-grade  
endpoint security  
Per user license

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



1) As standalone SKU, upto 300 users  
Entitlement for use on up to 5 devices  
Generally available H1 2022

2) Included as part of Microsoft 365  
Business Premium, upto 300 users  
Microsoft Defender for Business will  
roll out to new and existing M365  
Business Premium customers, post GA

Note that not all capabilities may be available in preview.  
Used pricing is from February 2022 price list.

# Product comparison

Cross platform and enterprise grade protection with next-gen protection, endpoint detection and response, and threat and vulnerability management

Available as a standalone offering and as part of Microsoft 365 Business Premium

Standalone offering will serve non-Microsoft 365 customers. No licensing prerequisites

Supports multi-customer viewing of security incidents with Microsoft 365 Lighthouse for partners in preview

Customer size	< 300 seats	> 300 seats	
Endpoint capabilities\SKU	Microsoft Defender for Business	Microsoft Defender for Endpoint Plan 1	Microsoft Defender for Endpoint Plan 2
Centralized management	✓	✓	✓
Simplified client configuration	✓		
Threat and Vulnerability Management	✓		✓
Attack Surface Reduction	✓	✓	✓
Next-Gen Protection	✓	✓	✓
Endpoint Detection and Response	✓ <sup>2</sup>		✓
Automated Investigation and Response	✓ <sup>2</sup>		✓
Threat Hunting and 6-months data retention			✓
Threat Analytics	✓ <sup>2</sup>		✓
Cross platform support for Windows, MacOS, iOS, and Android	✓	✓	✓
Microsoft Threat Experts			✓
Partner APIs	✓	✓	✓
Microsoft 365 Lighthouse for viewing security incidents across customers	✓ <sup>3</sup>		

Note that not all capabilities may be available in preview

<sup>1</sup>Limited. <sup>2</sup>Optimized for SMB. <sup>3</sup>Additional capabilities planned



# Microsoft Defender for Business

→ Elevate your security ←



Threat & Vulnerability  
Management



Attack Surface  
Reduction



Next Generation  
Protection



Endpoint Detection  
& Response



Auto Investigation  
& Remediation



Simplified Onboarding  
and Administration



APIs and Integration

Watch Defender for Business components on-demand: [aka.ms/DefenderForBusinessNL](https://aka.ms/DefenderForBusinessNL)

# Demo



# Understanding the customer and partner Opportunity with Microsoft Defender for Business

# Target customers for Microsoft Defender for Business

Elevate security and increase  
revenue per customer

Recruit new customers (on-  
premises, Google Workspace)

## Onramp new customers and upsell existing

### Upsell Existing Microsoft 365 customers

Accelerate Upsell from M365 Business Basic, Business Standard and Exchange Online to Microsoft 365 Business Premium by highlighting the new value of Defender for Business

### Recruit Non-Microsoft 365 Customers

Defender for Business is a great solution for compete and on-premises customers who want additional security but are not yet ready to move full-scale to the Microsoft cloud

### Onramp Cost-conscious customers

Cost-conscious/emerging markets customers who may not yet have the budget to upgrade to Business Premium

# Resources

# Microsoft 365 Partner Playbook

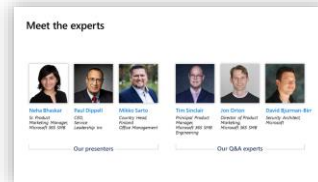
## Microsoft 365 Partner Playbook: Practical Guidance across the partner journey

### Understand business opportunity



Partner opportunity

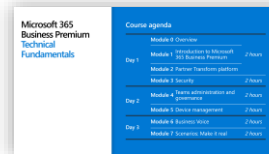
### Build profitable managed services



Managed services best practices from experts

### Train your team

#### Technical



Technical Training

#### Sales GTM



Customer Conversation aids

### Manage and deploy solutions



Deployment Guide



Decks and docs



Webinars



Videos



Tools and templates

M365 Business Premium Partner Playbook

<https://aka.ms/M365BPPlaybook>

Practical Guidance for partners for building a profitable managed service practise with M365BP – including managed services offers that meet today's customer needs, technical and sales training and go to market content. Built in partnership with Industry and Microsoft experts. Companion tools and online training.



# How to drive a customer conversation on security?

Follow the sales journey below

01

## Discover needs

Use the [Business Workshop tool](#) to uncover customer's needs and find the right M365 solution.

Lead with 2-3 key scenarios.

Use [Secure Score](#) to help customers understand security posture and risks.

Additional Asset:

- [Customer-ready email](#)

02

## Pitch the solution

Pitch the solution using [BDM Pitch Deck](#) and [video](#).

Coming soon! Microsoft Defender for Business.

Additional Assets:

- [Microsoft 365 Business Premium video](#)
- [Licensing comparison](#)
- [ITDM Pitch Deck](#)
- [Cybersecurity Simplified](#) one pagers

03

## Handle objections

For objection handling use the [Compete Conversation Guide](#).

Use the [Value Calculator tool](#) to drive cost savings discussion with the customer.

04

## Manage & deploy

Review the [Top 10 ways to secure M365 Business Premium](#)

Use [M365 Lighthouse](#) to secure customers at scale and check risky users and alerts.

Use the [IT Checklist for securing remote work](#) to review the top deployment tasks.

Follow the [Practical Guide for securing work from anywhere](#). For step by step guidance.

[Implement CIS Frameworks with Microsoft 365](#)

<https://aka.ms/M365BPPlaybook>

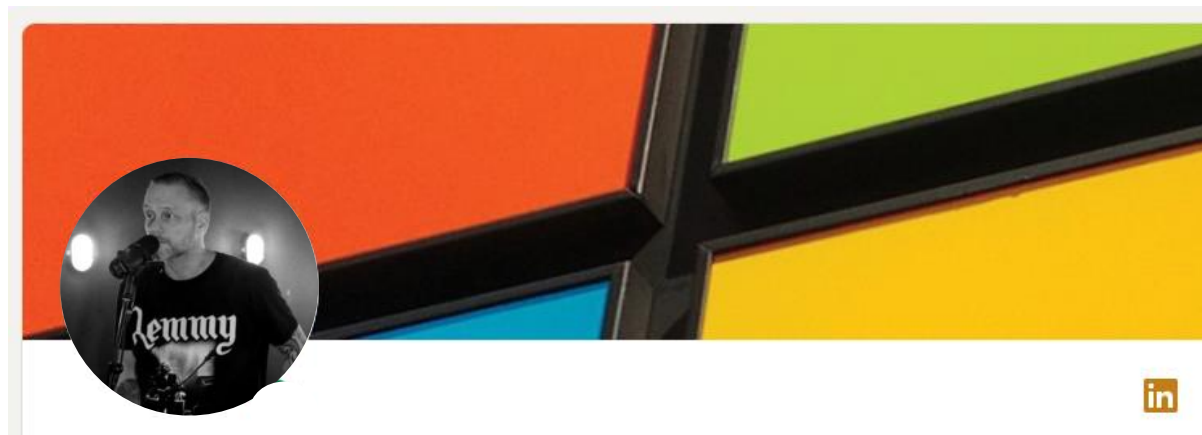
Volg ons op LinkedIn  
voor meer informatie  
over Microsoft  
Security Champ  
Wanted!

Registreer je voor de  
volgende sessies via:

[aka.ms/thenextmicrosoftsecuritychamp](https://aka.ms/thenextmicrosoftsecuritychamp)  
[aka.ms/sellingamazingvirtually](https://aka.ms/sellingamazingvirtually)  
[aka.ms/securityfundamentals](https://aka.ms/securityfundamentals)



[Glenn Habes | LinkedIn](#)



[Tony Krijnen | LinkedIn](#)



Q&A



Thank you!

# Appendix

Why trust Microsoft for security?

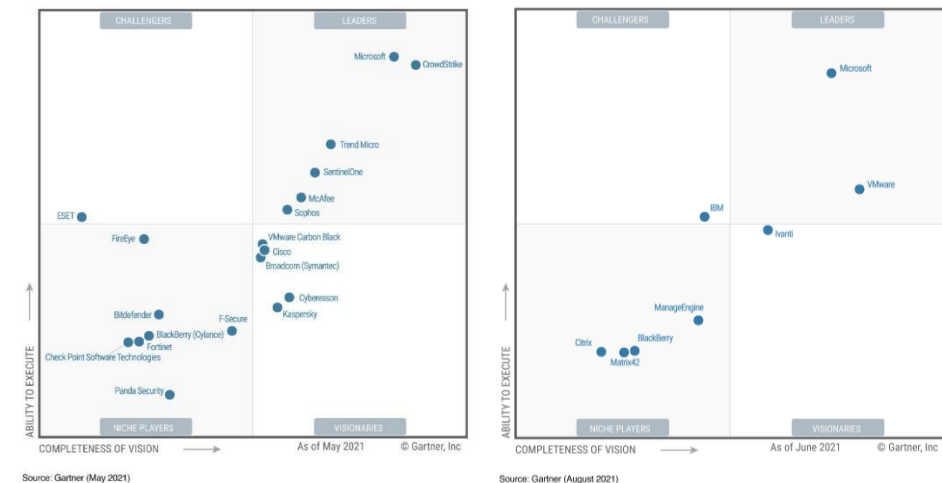


# Microsoft Security— a Leader in 5 Gartner Magic Quadrant reports



\*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

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Endpoint  
Protection Platforms

Unified Endpoint  
Management

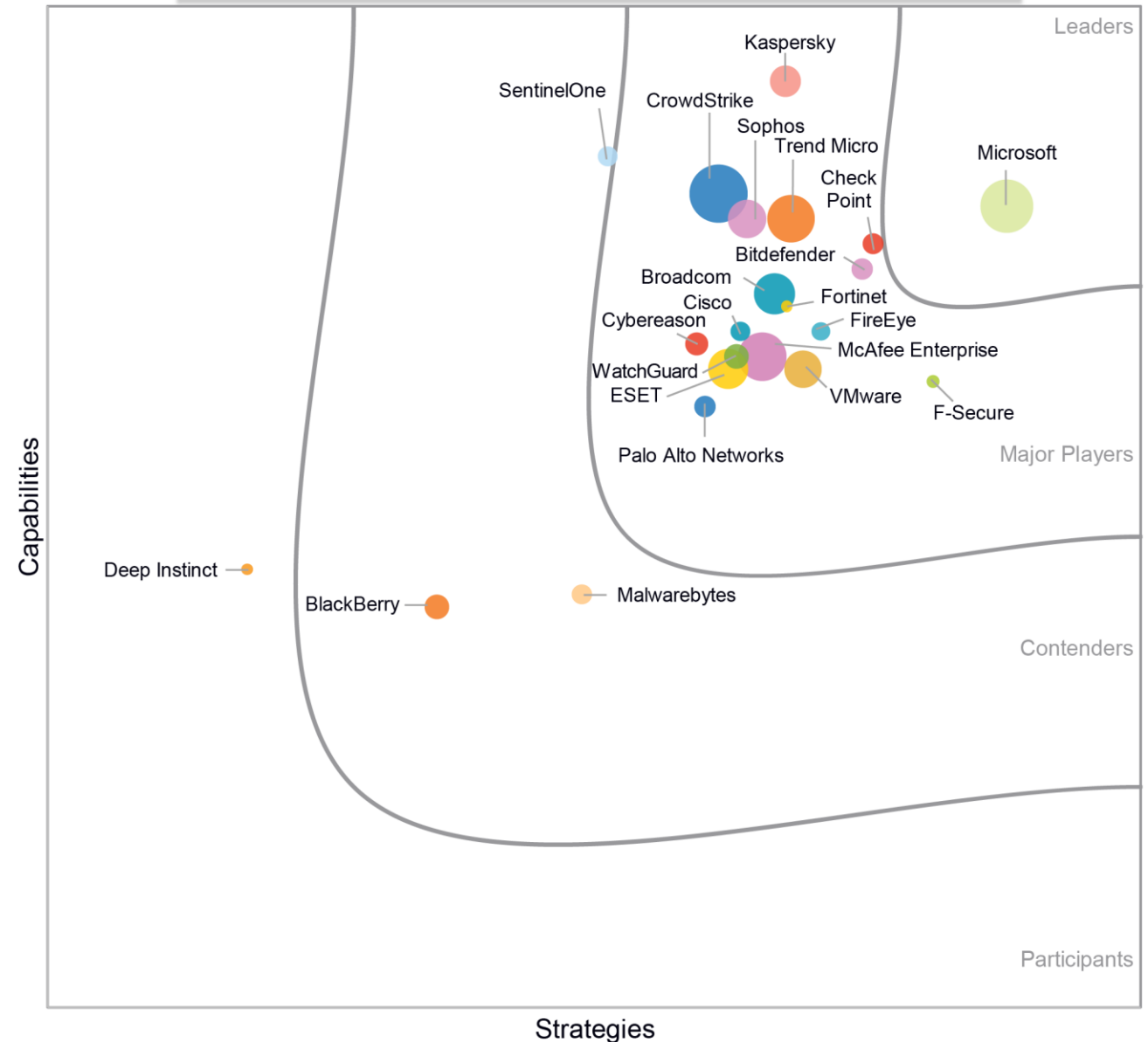
# Microsoft named a Leader in IDC MarketScape for Modern Endpoint Security for Enterprise and Small and Midsize Businesses

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](#)

IDC MarketScape: Worldwide Modern Endpoint Security for Small and Midsize Businesses, 2021



Source: IDC, 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

# Defender for Business brings enterprise grade endpoint security to BP

		TODAY	COMING SOON	
		M365 Business Premium	M365 Business Premium	Microsoft Defender for Business
Price (user/month)		\$20	\$20	\$3
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	Risk based Conditional access	•	•	
	Multi-factor authentication	•	•	
Endpoint 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)		•	•
	Automated investigation and response		• <sup>2</sup>	• <sup>2</sup>
	Threat and vulnerability		•	•
	Threat intelligence		• <sup>2</sup>	• <sup>2</sup>
	Microsoft Threat Experts			

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

# Detailed product comparison

Capabilities	MDB	MDE P1	MDE P2
<b>Threat &amp; Vulnerability</b>			
Microsoft secure score	●		●
Vulnerability management (visibility into software and vulnerabilities)	●		●
Vulnerability remediation based on Intune integration	●		●
<b>Attack Surface Reduction</b>			
Advanced vulnerability and zero-day exploit mitigations	●	●	●
Attack Surface Reduction rules	●	●	●
Application Control	●	●	●
Network Firewall	●	●	●
Device Control (e.g.: USB)	●	●	●
Network protection	●	●	●
Device-based conditional access	●	●	●
Web Control / Category-based URL Blocking	●	●	●
Ransomware mitigation	●	●	●
<b>Next Gen Protection</b>			
Advanced cloud protection (deep inspection and detonation) BAFS	●	●	●
Monitoring, analytics and reporting for Next Generation Protection capabilities	●	●	●
<b>Endpoint Detection and Response</b>			
Behavioral-based detection (post-breach)	●		●
Rich investigation tools			●
Custom detections			●
6-month searchable data per endpoint			●
Advanced hunting			●
Evaluation Lab			●
Manual response actions - (Run AV scan, Machine isolation, File stop and quarantine)	●	●	●
Live response	●		●

# Detailed product comparison

Capabilities	MDB	MDE P1	MDE P2
<b>Automatic Investigation and Remediation</b>			
Default automation levels	●		●
Customized automation levels			●
<b>Centralized Management</b>			
Role-based access control	●	●	●
Simplified client configuration	●		
Reporting	●	●	●
<b>API's</b>			
SIEM Connector		●	●
API's (Response, Data collection)		●	●
Partner applications		●	●
<b>Threat Intelligence</b>			
Threat Analytics	●		●
Custom Threat Intelligence	●	●	●
Sandbox			●
3rd party Threat Intelligence Connector			●
<b>Partner Support</b>			
APIs (For Partners)	●	●	●
RMM Integration	●		
MSP Support (Multi-tenant API, multi tenant authentication)	●	●	●
<b>Microsoft Threat Expert</b>			
Targeted attack notification			●
Collaborate with Experts, on demand			●
<b>Platform support</b>			
Windows Client	●	●	●
MacOS	●	●	●
Mobile (Android, iOS)	●	●	●

# Preview sign up process for Partners

## Sign up Process:

- ✓ Preview will roll out in phases; first to an initial set of partners in the coming weeks and will be expanded as we get closer to GA in the coming months.
- ✓ To register your name for the preview, please sign-up at <https://aka.ms/MDB-Preview>.
- ✓ IT partners can join the technical preview for your own tenant or deploy to customers. Customers can also sign up directly
- ✓ Preview trial will last 90-days from activation
- ✓ Need to be signed into your tenant with the Global Administrator role to activate it.

## IT Partners wishing to deploy preview trial to customer tenants

- ✓ You can activate Defender for Business preview trial license to up to 25 tenants each with 300 user subscription licenses each.
- ✓ Using the same preview license code, you can also deploy it to your own tenants for self-testing.

## After you've signed up

- ✓ We'll onboard partners in phases, so some partners will start receiving onboarding codes in the coming weeks while others may have to wait for us to expand capacity as we march to General Availability in the coming months.
- ✓ Visit [Microsoft Defender for Business documentation](#) for information about how to onboard devices, configure settings, and ongoing security management.

**\*\*IMPORTANT\*\*** - Partners must have each customer process the customer flow and accept the End-user license agreement on their own before partners can deploy MDB to their environment.