

A photograph of four people in a modern office environment. A man in a white shirt sits at a desk, looking up. A woman in a dark top stands behind him, pointing at a laptop screen. Another man in a light-colored shirt stands in the background, resting his chin on his hand. A woman in a black top sits on the right, looking at a tablet. The office has large windows and a large green plant.

# Modern Workplace Sales Training

**Vassilis Papoulias**  
**Partner Solution Professional**  
**Modern Workplace**  
**Microsoft Greece/Cyprus/Malta**

# Agenda

1. M365 Presentation - What is and how we position it – 40'
2. Licensing Options for M365 – 20'
3. Sales Strategies / Approaches to sell it – 40'
4. Overcoming Common Objections – 20'
5. Sales Scenarios – 20'



# Digital transformation



# The modern workplace

Multi-generational workplace

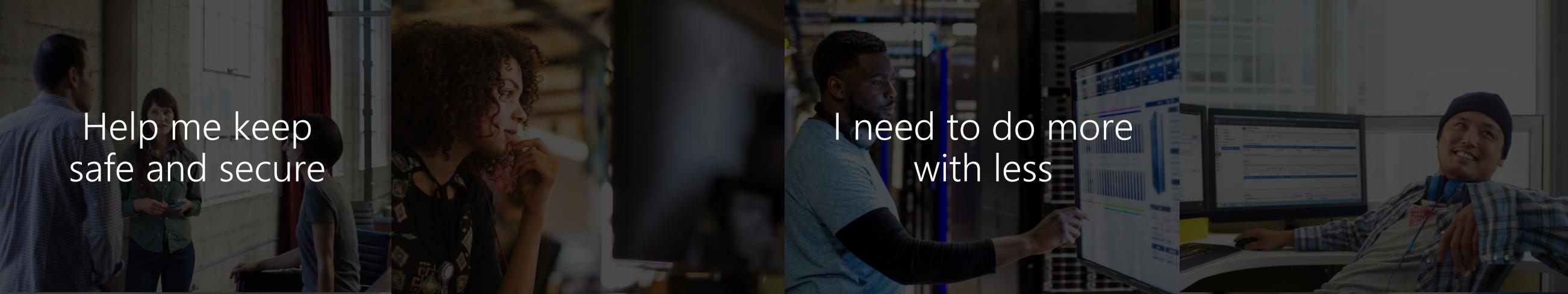
Working together, on the go

Finding and retaining customers

Staying secure

Controlling costs





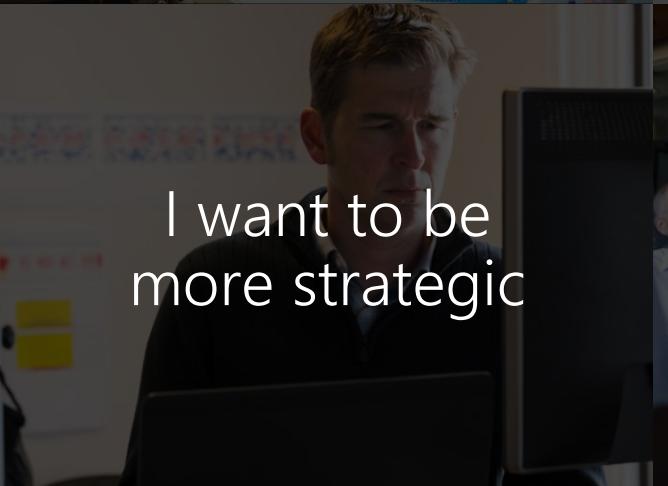
Help me keep  
safe and secure

I need to do more  
with less



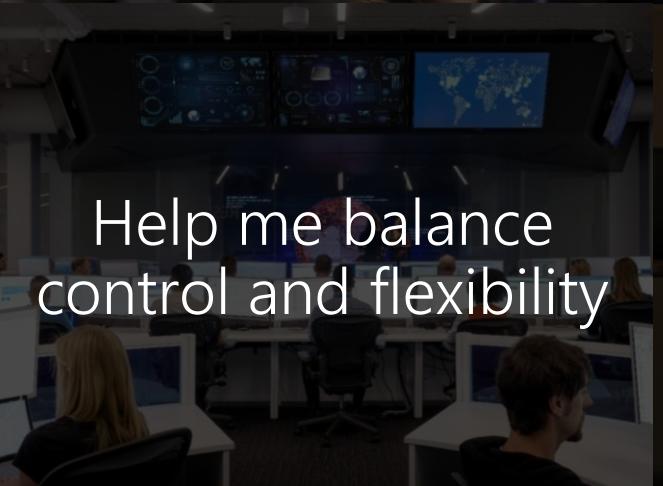
I'm drowning in  
complexity!

I want happier  
users

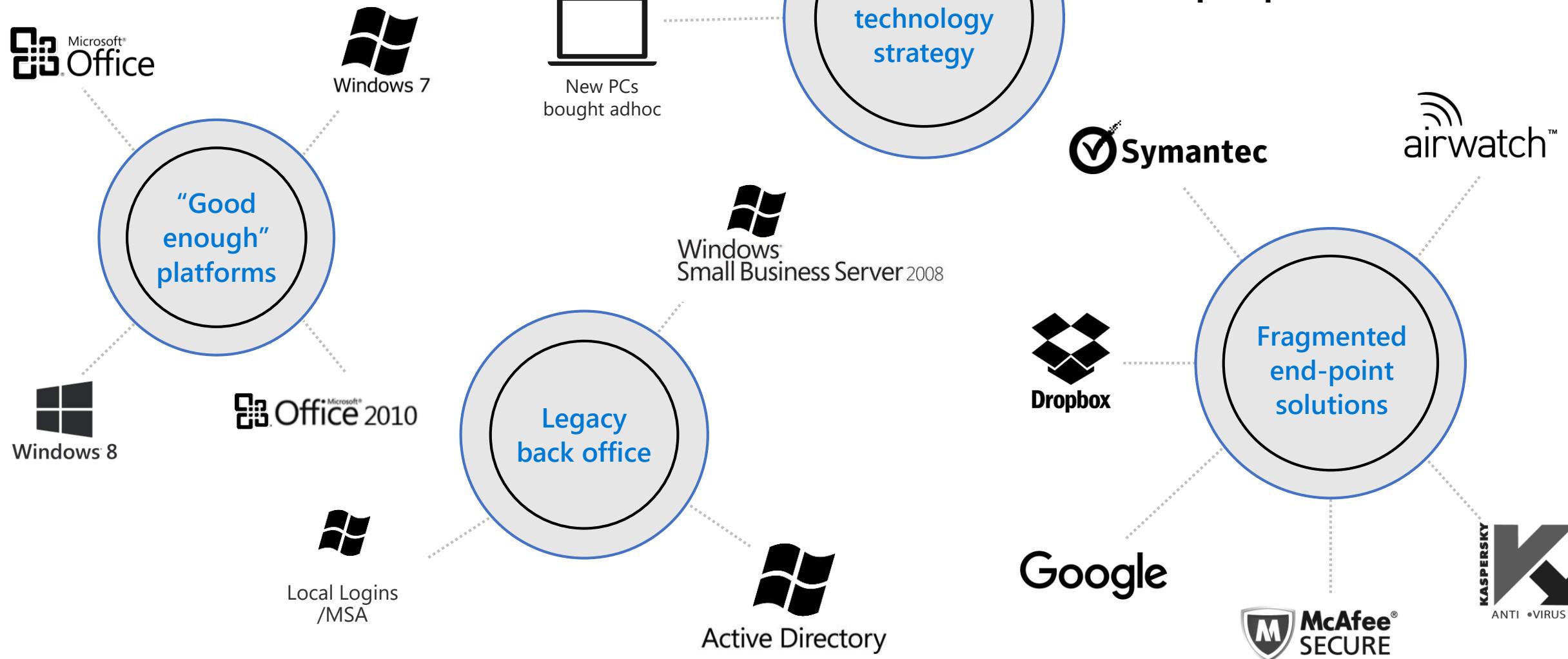


I want to be  
more strategic

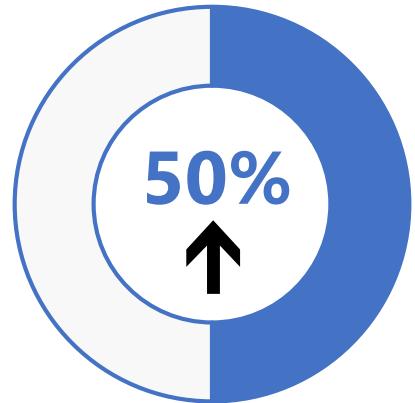
Help me balance  
control and flexibility



# What does today look like for SMB?

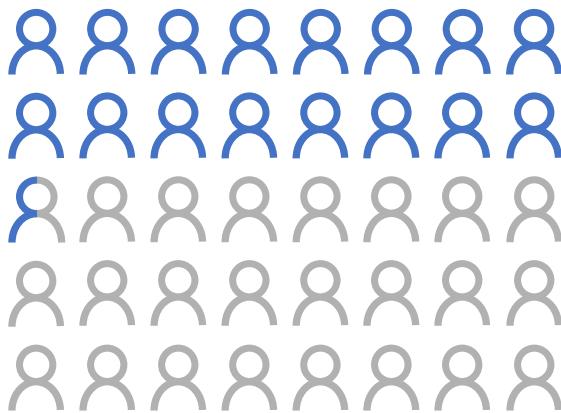


# Fragmentation leads to real business risk



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**50% more time** in  
collaborative activities<sup>1</sup>



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**37%** of the global  
workforce is **mobile**<sup>2</sup>



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**71% of cyber-attacks**  
target small business<sup>3</sup>

<sup>1</sup> Harvard Business Review, January-February Issue 2016, '[Collaborative Overload](#)'

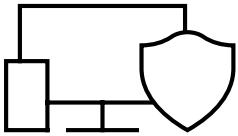
<sup>2</sup> Strategic Analytics, [Global Mobile Workforce Forecast, 2015-2020](#), November 2015

<sup>3</sup> YouGov and Microsoft. [Small and medium-sized business security concerns and practices online survey](#). April 2018.

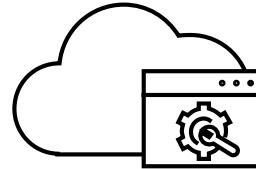
# What is Microsoft 365 Business



Office 365



Advanced Security



Device management

## Office Applications

Word, Excel, PowerPoint, Outlook, and more

## Online Services

Exchange, OneDrive (1TB), Teams, and more

## Advanced Services

Exchange Online Archiving



## External Threat Protection

Office 365 Advanced Threat Protection  
Multi-Factor Authentication  
Enforce Windows Defender to be on  
Enforce BitLocker to be turned on

## Internal data leak prevention

Data Loss Prevention  
Azure Information Protection



## Device management

Microsoft Intune  
Windows 10 Credential guard  
SSO > 10 apps

## Deployment assistance

Windows AutoPilot  
Auto-installation of Office apps  
AAD Auto-enroll

## Additional Benefits

Consistent security configuration across  
Windows 10, macOS, Android, and iOS devices

Upgrade from Windows 7 Pro or Windows 8.1 Pro  
to Windows 10 Pro at no additional cost

99.9% financially-backed uptime guarantee.

# Microsoft 365 Business | Simplifying SMB technology investment

Archiving	~\$6.50
Device Management	~\$6.50
Cloud identity management	~\$3
Chat-based teamwork	\$8
Email Filtering	\$30
Device Anti Virus	~\$12.50
Online Meetings	~\$29
File Storage	~\$12.50
Productivity Software	\$10

3<sup>rd</sup> party solutions >\$100

Office 365 Business Premium
Windows 10 Business
Intune
Office 365 Advanced Threat Protection
Azure Information Protection P1
Data Loss Prevention
Exchange Online Archiving
AAD Features

Microsoft Offerings

\$20

**Microsoft 365 Business**  
A single, integrated solution  
with support for hybrid identity

## INTRODUCING MICROSOFT 365 BUSINESS



Get more  
done



Work better  
together



Safeguard your  
data



Simplified  
for you

# Microsoft 365 Business

## Securely run and grow your business

### Get more done

Increase productivity with intelligent tools built into the Office you love along with enterprise grade email and file storage.

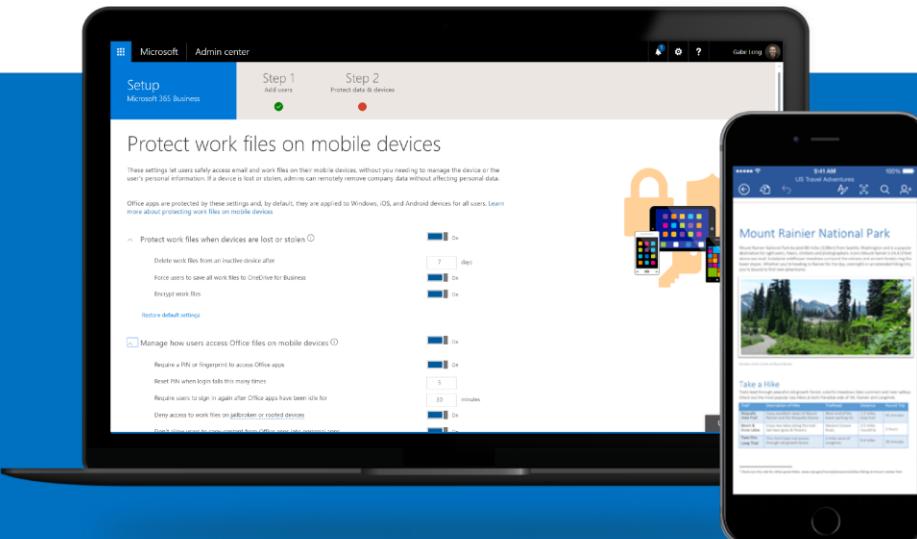


### Safeguard your business

Help protect your company against external threats and data leaks with built-in privacy compliance tools.

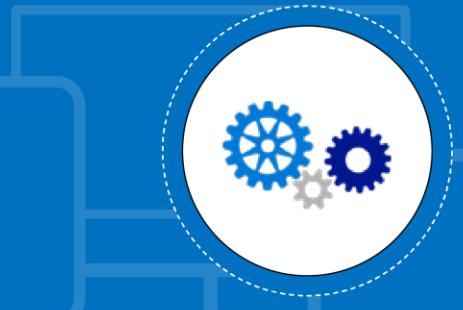
### Work better together

Collaborate, share, and communicate with flexible tools that go where your team goes.



### Build your business

Get more customers and improve the efficiency of your business operations



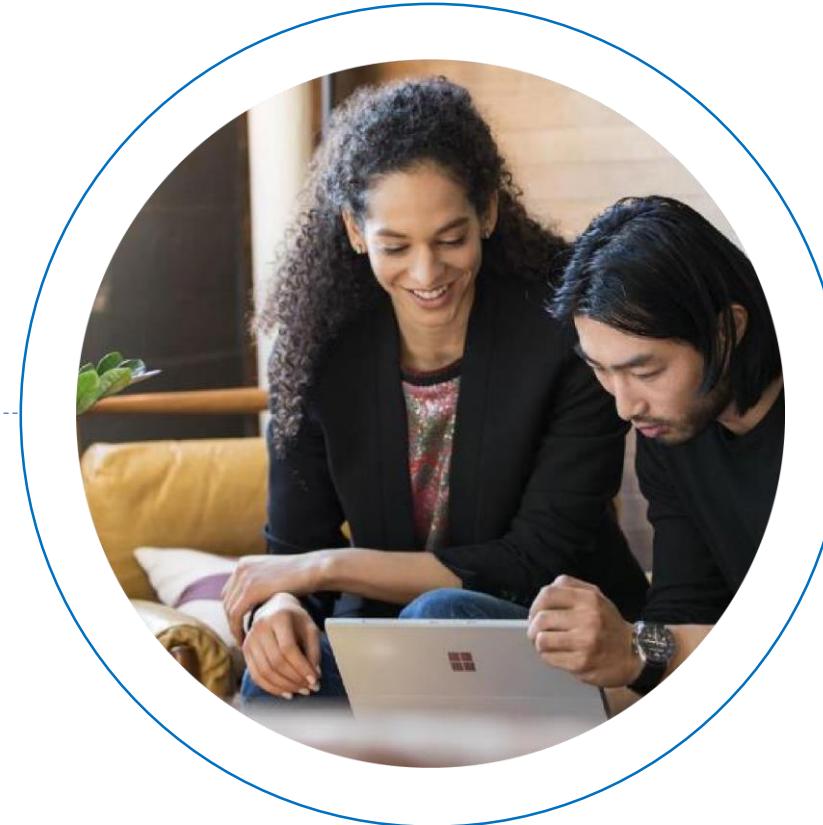
### Simplified for you

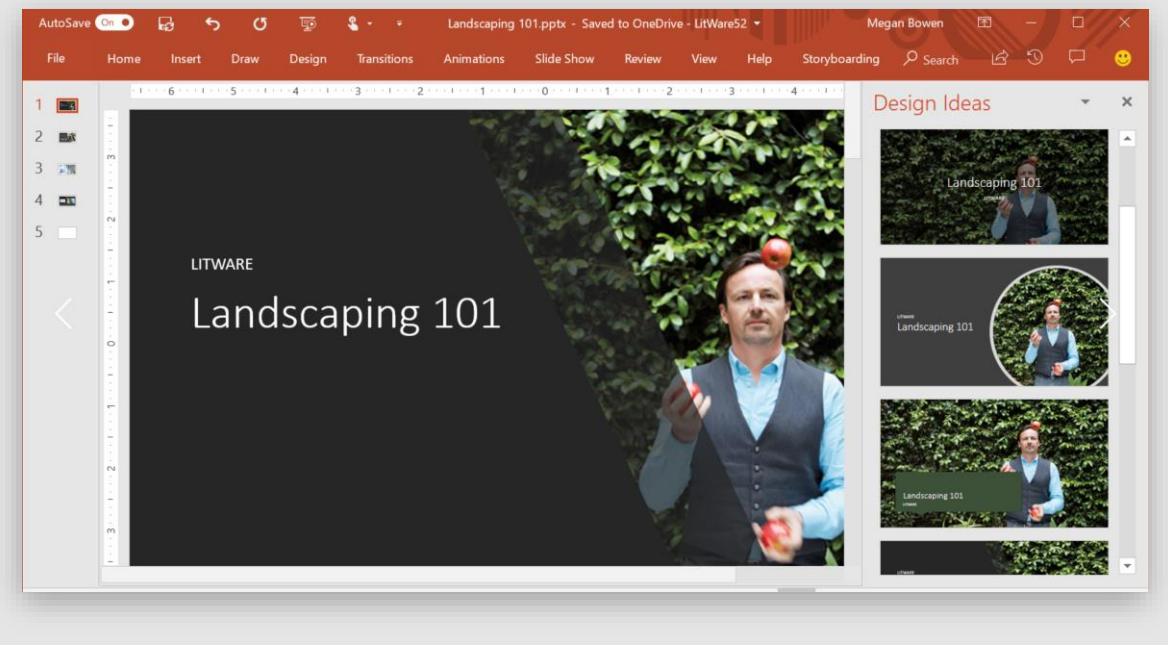
Easily setup and manage your users, devices and data, giving you more time to focus on your business.

# Get more done



**Be more productive with AI-powered Office tools and services**





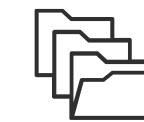
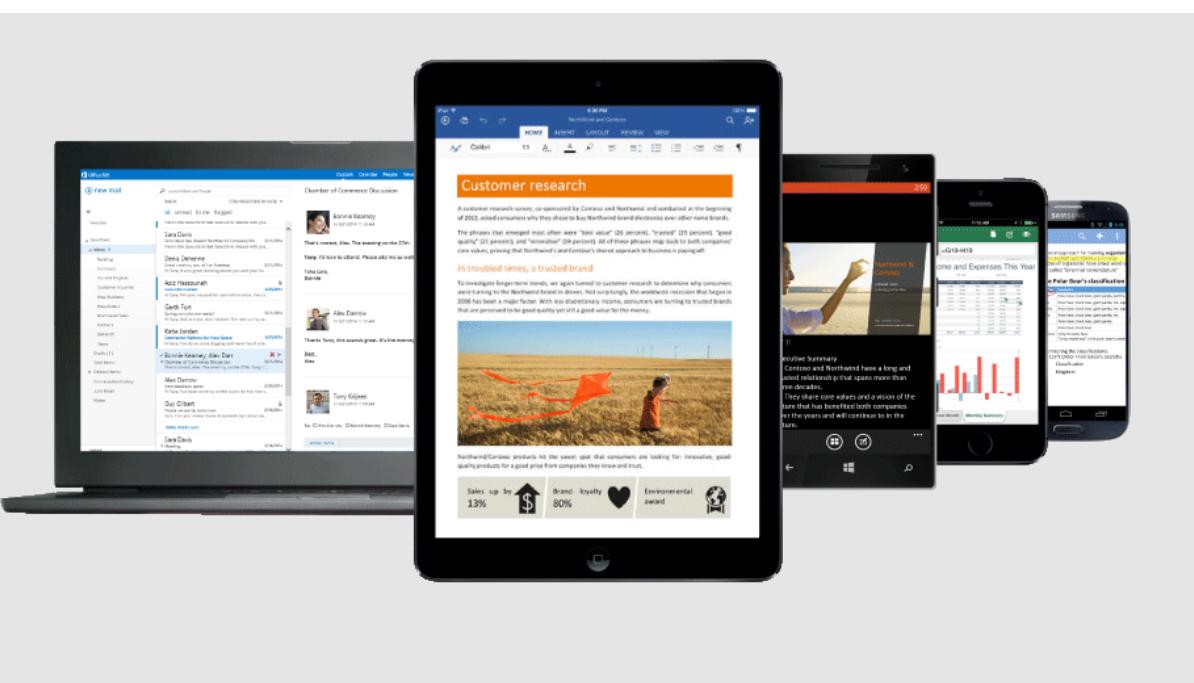
# Get more done



Create your best work with **intelligent tools** built in to the Office you love and are familiar with



**Get work done on the go** with enterprise grade email and calendaring features



Stay on top of all your work with **access to all your files** with online file storage



Work efficiently with **integration to other apps and solutions** you use daily



**Work better  
together**



**Collaborate with tools that  
let your team work from  
anywhere**

# Work better together

The screenshot shows the Microsoft Teams desktop application. On the left is a vertical navigation bar with icons for Activity, Chat, Teams, Meetings, Files, Store, and Feedback. The main area shows a team channel named "General" under "2017 New Range Team". A message from "Micael Madrid" at 5:10 PM says "Hola You!". A message from "Ayala Sato" at 5:10 PM says "hi!". A message from "You" at 5:33 PM includes a cartoon illustration of two people high-fiving with the word "Awesome!" overlaid. The top of the screen has a search bar and a ribbon with tabs for Conversations, Files, Wiki, Planner, PowerPoint, and Trello.



Bring together teams and resources, **all in one place**



**Connect** with customers, coworkers, and suppliers

The screenshot shows a video conference in progress. Four participants are visible in their respective video feeds: Barry Davidson, Ben Davis, Jasmine Simmons, and a fourth participant whose name is not clearly legible. The video feed for Ben Davis shows him smiling. The bottom of the screen features a toolbar with icons for video, microphone, speaker, and other controls. To the right of the video feed is a sidebar with a message from Jeremy Hayes at 7:33 PM: "Hi there - Welcome to the design review meeting for project #21". Below the message is a small thumbnail of the video feed. The top of the screen has a search bar and a ribbon with tabs for Conversations, Files, Wiki, Planner, PowerPoint, and Trello.



Work anywhere **from any device**



Host online meetings to **get work done in real-time**



# Safeguard your data



**Protect your company against external threats and data leaks**

**Protection from threats**



**Protection from data leaks**



**Control data access**



# Safeguard your data:

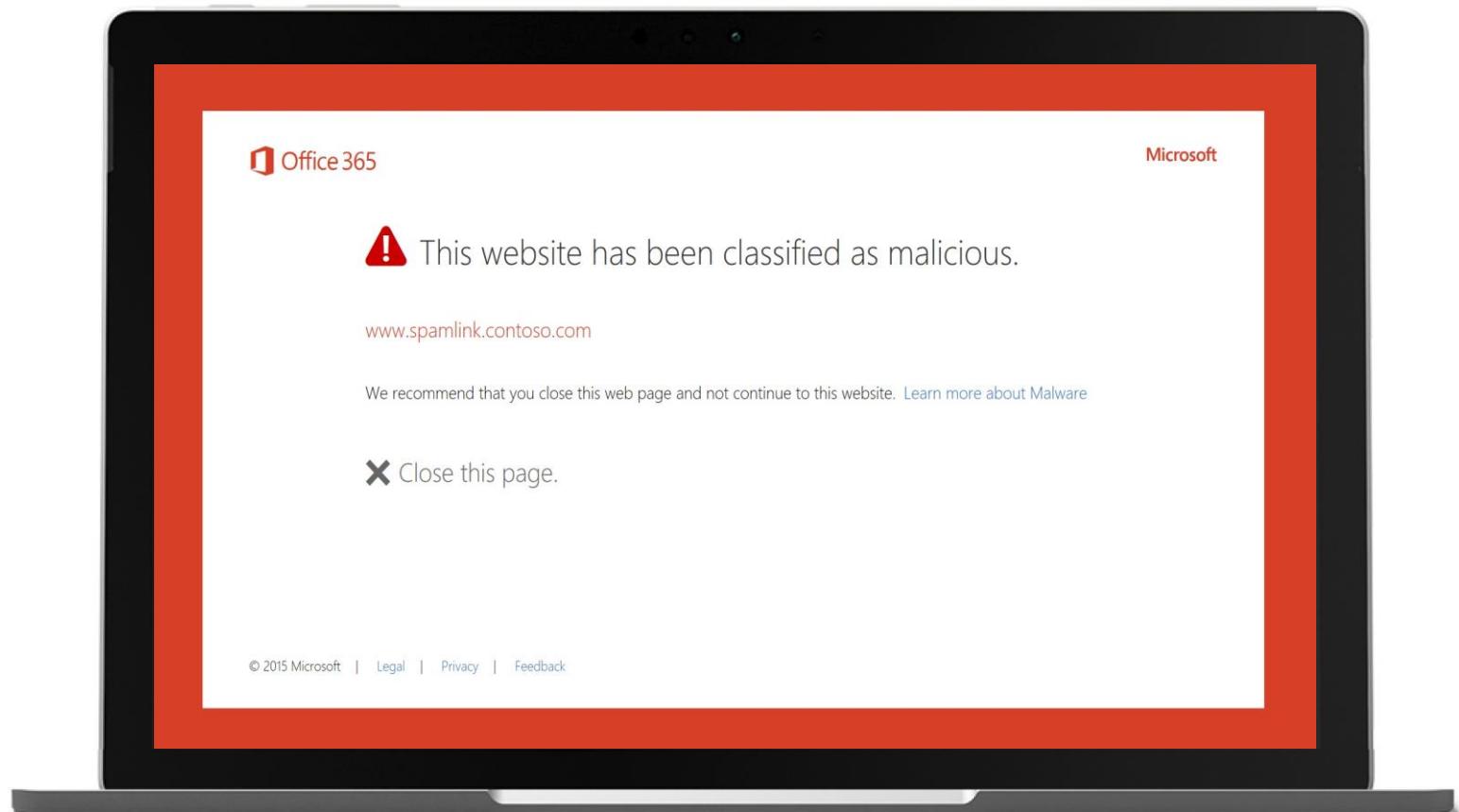
Protection from threats



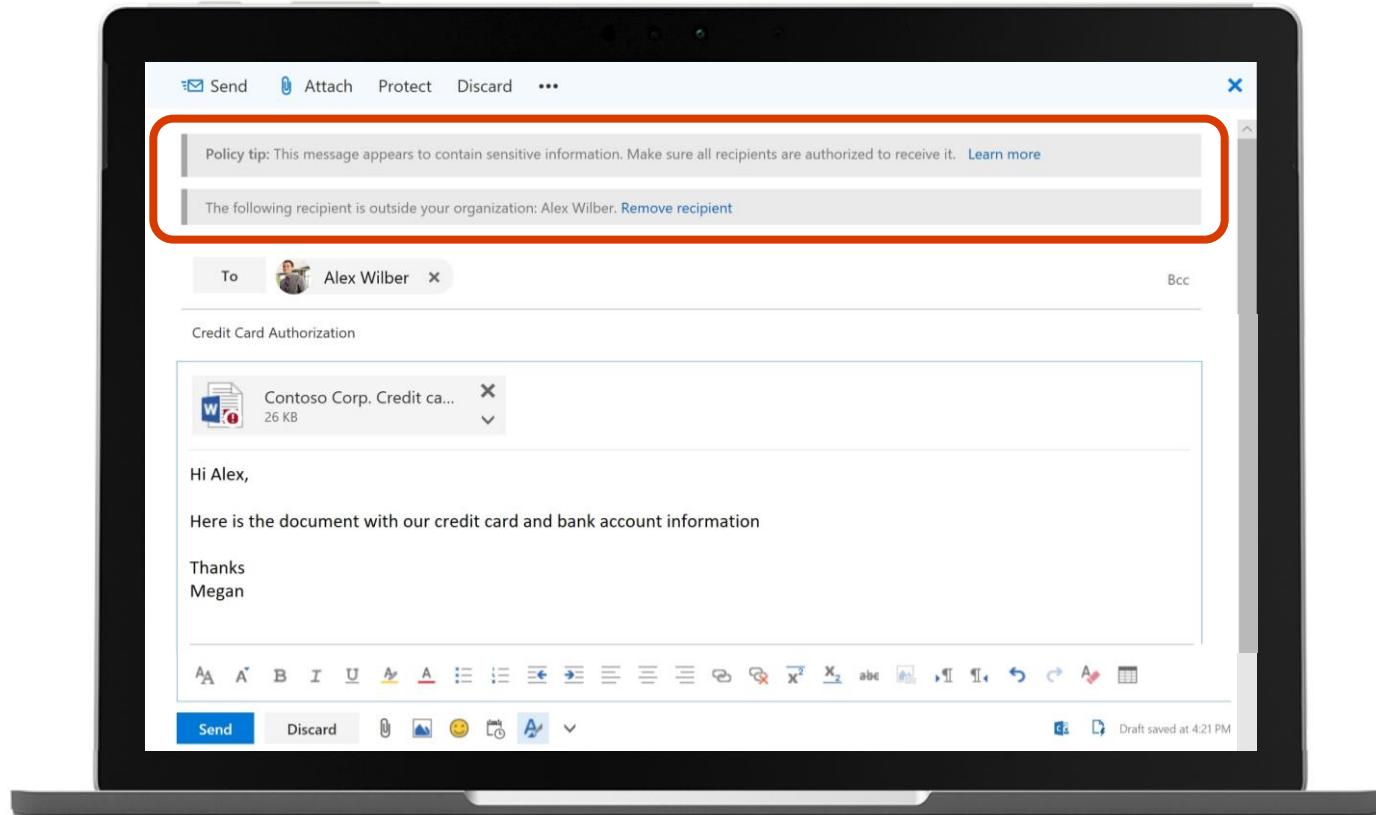
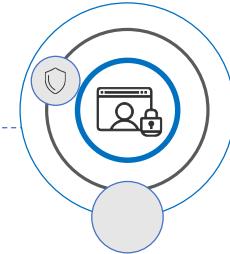
Links are **checked in real time** to warn you if the destination is a malicious site

**AI-powered attachment scanning** detects malware previously not seen

Windows devices are **monitored for suspicious processes** like ransomware



# Safeguard your data: Protection from data leaks



Apply **data loss prevention policies** to help keep sensitive information from falling into the wrong hands\*

Enforce **BitLocker device encryption** to protect data if a computer is lost or stolen

Manage all your devices—PCs, Mac, iOS, and Android—with full-featured **Intune management**

# Safeguard your data:

## Control data access



The screenshot shows the Microsoft Admin center interface. On the left, there's a sidebar with a tree view of policies. In the center, a modal window titled '+ Create a policy' is open, specifically for 'Application Management for iOS'. The modal includes fields for 'Policy name' (set to 'Exec Team iOS Policy') and 'Policy type' (set to 'Application Management for iOS'). Below these, there are several configuration sections with toggle switches:

- 'Protect work files when devices are lost or stolen': On
- 'Manage how users access Office files on mobile devices': On
- 'Require a PIN or fingerprint to access Office apps': On
- 'Reset PIN when login fails this many times': 5
- 'Require users to sign in again after Office apps have been idle for': 30 minutes
- 'Deny access to work files on jailbroken or rooted devices': On
- 'Allow users to copy content from Office apps into personal apps': Off

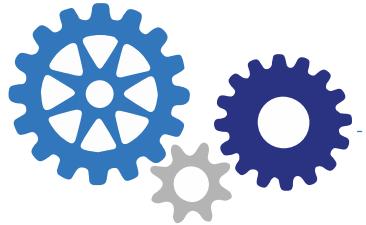
At the bottom, there's a 'Restore default settings' button and a section titled 'Files in these apps will be protected:' with checkboxes for various Microsoft Office and Skype for Business apps.

**Require PIN or fingerprint** to access business documents and data

**Remotely wipe** business data without affecting personal information

Apply **encryption** and restrictions like **do not forward** to emails and documents

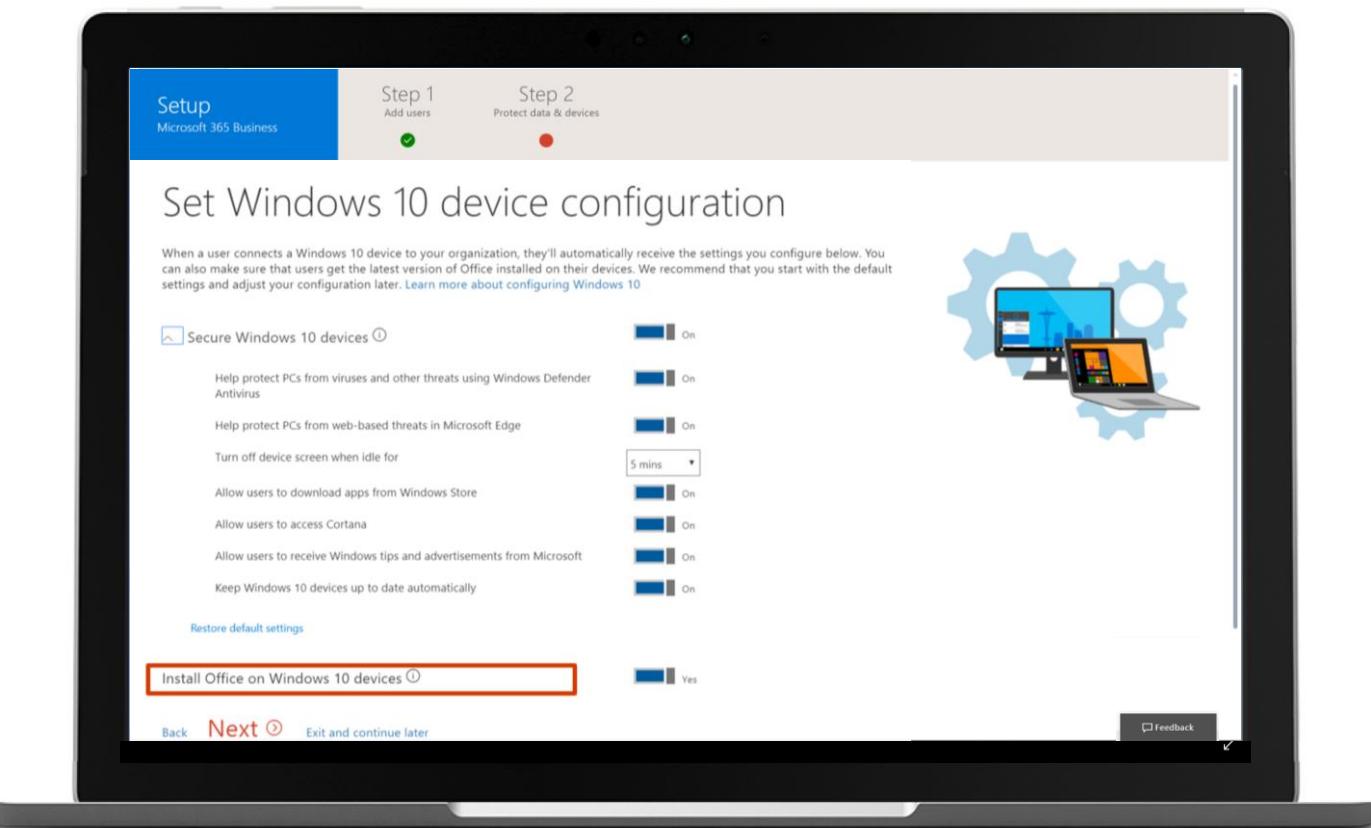
## Simplified for you



**Easy to set up and manage, giving  
you time back**



# Simplified for you



**Get up and running quickly** with a step-by-step guided experience



Use a **simplified admin center** to manage your services, users, and devices



**Standardize your security** with easy toggles and pre-configured policies

# **Microsoft 365 and Office 356**

## SMB Sales Readiness Series

Licensing options for SMB customers

# What is Microsoft 365 Business



## Office 365

### Comes with Office

Stay up-to-date with the latest versions of Word, Excel, PowerPoint, and more.

### Email, calendaring, and collaboration

Connect with customers and coworkers using Outlook, Teams, and Exchange.

### File storage

Manage your files from anywhere with 1TB of storage.



## Advanced Security

### External Threat Protection

Helps protect from unsafe attachments, suspicious links, and unseen malware through attachment scanning, link checking.

### Mobile protection

Controls to protect your company data on personal mobile devices.

### Internal data leak prevention

Policies to help control & manage how information is accessed.



## Device management

### Device management

Securely manage iOS, Android, Windows, and macOS devices.

### Automatic updates

Customers' apps and devices stay current with the latest and greatest security protection and features from Microsoft.

### Deployment assistance

Simplify roll-outs with self-service deployment, auto-install for Office apps, and auto-enroll for Azure Active Directory.

## Additional Benefits

Consistent security configuration across Windows 10, macOS, Android, and iOS devices

Upgrade from Windows 7 Pro or Windows 8.1 Pro to Windows 10 Pro at no additional cost

99.9% financially-backed uptime guarantee;  
24x7 online and phone support

# Microsoft 365 – target companies of all sizes

Choose the Microsoft 365 offering that serves your customer's needs; each offering includes the essential components to drive the Microsoft 365 powered device opportunity

**Microsoft 365 Business**



**Microsoft 365 Business**

For organizations with less than 300 people

**Microsoft 365 Enterprise**



**Microsoft 365 F1**



**Microsoft 365 E3 & E5**

For Firstline Workers

For large organizations or advanced requirements

# How to choose the right plan for my SMB customer

## Microsoft 365 Business | Up to 300 Users

### Office 365 Business Premium

#### + Device Management & Security features

- Built in security capabilities to help guard against external threats like phishing attacks, unsafe attachments and malicious links
- Data protection across devices and apps to prevent sensitive information from intentionally or unintentionally leaking outside your business
- Easy Management of Windows 10 Pro PCs, so everyone in your business gets benefit of having the latest security updates and feature innovations

## Microsoft 365 Enterprise | Unlimited Users

### Office 365 Enterprise

#### + Advanced Device & Threat Management

- Intelligent security capabilities to protect, defend and react against external threats through identity & access management, advanced threat management and shadow IT tracking
- Automatic Classification & Labeling
- Advanced Data Governance and Compliance Tools
- Analytics and Dashboards
- Windows Enterprise management features: Device Guard, Credential Guard, App Locker, Enterprise Data Protection

### Office 365 Business Premium

Best-in-class productivity and collaboration tools

Specialized Tools to help growing businesses

### Office 365 Enterprise E3/E5

On premises CAL rights for Exchange, SharePoint & Skype for Business

Advanced Compliance Tools

Enterprise Voice & PSTN conferencing

Additional add-on services (e.g. Project, Visio, Dynamics 365, Office 365 premium add-ons, EMS, etc.)

Only top plans for SMB listed. Business plans have 300 seat cap, per plan

# Comparison of Microsoft 365 Business and Office 365 Business Premium

	Features (new in blue)	O365 Business Premium	Microsoft 365 Business
Get More Done	ERP (user/month)	\$12.50	\$20
	<b>Collaboration Tools</b> Email, Groups, Teams, Yammer	●	●
	<b>Online Meetings &amp; HD Conferencing</b> IM, Meetings, Audio & Video Conferencing	●	●
	<b>Online Document Storage</b> OneDrive for Business	●	●
Build Your Business	<b>Content Creation</b> Client Office apps on PC, Mac, Android & iOS	●	●
	<b>Customer Management</b> Lightweight CRM, Bookings, Listings, Connections	●	●
	<b>Business and Expense Management</b> Invoicing, MileIQ, Business Center	●	●
	<b>Simplified Device Setup</b> Windows Auto-pilot, Automatic Office Install		●
Safeguard Your Business	<b>Device Management</b> Intune MDM for Windows, <a href="#">MacOS, iOS &amp; Android</a>		●
	<b>Windows Management and Advanced Device Security</b> Enabling management of Win 10 Pro, BitLocker encryption, Upgrade rights to Windows 10 Pro for 7/8.1 Pro licenses		●
	<b>Data Security and Policies</b> Selective data wipe, <a href="#">Azure Information Protection P1+</a> , Intune app protection		●
	<b>Email and Document Security</b> <a href="#">Data Loss Prevention**</a> , <a href="#">Office 365 ATP+</a> , Exchange Online Archiving, Litigation Hold, eDiscovery		●

\*Data Loss Prevention Features will be available Summer 2018

+Office client support for ATP, DLP, and Information Protection features will be available summer 2018

# Detailed comparison of plans

	Features (new in blue)	Office 365 BP	Microsoft 365 Business	Microsoft 365 E3	Microsoft 365 E5
	Estimated retail price per user per month \$USD (with annual commitment)	\$12.50	\$20	\$32	\$57
	Maximum number of users	300	300	unlimited	unlimited
<b>Office Apps</b>	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access), Office Online	Business	Business	ProPlus	ProPlus
<b>Email &amp; Calendar</b>	Outlook, Exchange Online	50GB	50GB	unlimited	unlimited
<b>Chat-based Workspace, Meetings</b>	Microsoft Teams, Skype For Business	●	●	●	●
<b>File Storage</b>	OneDrive for Business	1 TB	1 TB	unlimited	unlimited
<b>Social, Video, Sites</b>	Yammer, SharePoint Online, Planner	●	●	●	●
	Stream			●	●
<b>Business Apps</b>	Scheduling Apps – Booking, StaffHub	●	●	●	●
	Business Apps – Outlook Customer Manager, MileIQ <sup>1</sup> Business center <sup>2</sup> , Listings <sup>2</sup> , Connections <sup>2</sup> , Invoicing <sup>2</sup>	●	●		
<b>Threat Protection</b>	Microsoft Advanced Threat Analytics, Device Guard, Credential Guard, App Locker, Enterprise Data Protection, <a href="#">Office 365 Advanced Threat Protection</a>			●	●
	Windows Defender Advanced Threat Protection			●	●
	Office 365 Threat Intelligence			●	●
	Azure Active Directory - SSPR Cloud Identities, MFA, SSO >10 Apps		●	●	●
<b>Identity &amp; Access Management</b>	Azure Active Directory - Conditional Access, SSPR Hybrid Identities, Cloud App Discovery, AAD Connect Health			●	●
	Credential Guard and Direct Access			●	●
	Azure Active Directory Plan 2			●	●
	<a href="#">Microsoft Intune</a> , Windows AutoPilot	●	●	●	●
<b>Device &amp; App Management</b>	Microsoft Desktop Optimization Package, VDA			●	●
	<a href="#">Unlimited Exchange Archiving<sup>3</sup>, Office 365 Data Loss Prevention*, Azure Information Protection Plan 1</a>		●	●	●
<b>Information Protection</b>	Azure Information Protection Plan 2, Microsoft Cloud App Security, O365 Cloud App Security			●	●
	ECAL Suite (Exchange, SharePoint, Skype, Windows, SCCM, Win. Rights Management)			●	●
<b>Compliance</b>	<a href="#">Litigation Hold, eDiscovery, Compliance Manager, Data Subject Requests</a>		●	●	●
	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance			●	●
<b>Analytics</b>	Power BI Pro, MyAnalytics				●
<b>Voice</b>	PSTN Conferencing, Cloud PBX				●

[1] Available in US, UK, Canada; [2] Currently in public preview in US, UK, Canada; [3] Unlimited when auto-expanding turned on

\*Data Loss Prevention Features will be available summer 2018

# Office 365 Premium add-ons

Add-ons are SKUs that can be added to an existing suite or service

		Business Essentials or Business Premium	Microsoft 365 Business	Office 365 Enterprise E3	Microsoft 365 Enterprise E3	Office 365 Enterprise E5	Microsoft 365 Enterprise E5	Price (USD)
Security	Advanced Threat Protection	Add-on	Included	Add-on	Add-on	Included	Included	\$2
	Office 365 Cloud App Security	Add-on	Add-on	Add-on	Add-on	Included	Included	\$3
	Advanced Compliance	Add-on	Add-on	Add-on	Add-on	Included	Included	\$8
	Threat Intelligence	Add-on	Add-on	Add-on	Add-on	Included	Included	\$8
Analytics	Workplace Analytics	N/A	N/A	Add-on	Add-on	Included	Included	\$6/\$2
	MyAnalytics	Add-on	Add-on	Add-on	Add-on	Included	Included	\$4
	Power BI Pro	Add-on	Add-on	Add-on	Add-on	Included	Included	\$10
Voice	Audio Conferencing	Add-on	Add-on	Add-on	Add-on	Included	Included	\$4
	Phone System	N/A	N/A	Add-on	Add-on	Included	Included	\$8
	Calling Plan (Select countries)	N/A	N/A	Add-on Phone System Required	Add-on Phone System Required	Add-on	Add-on	\$12/\$24**

<sup>1</sup>There are no technical blockers for customers to purchase Office 365 Cloud App Security, but usage can only be achieved if an Office 365 workload is deployed.

<sup>2</sup>Dial-out conferencing capabilities may incur additional per minute Communications Credits charges. Customers can disable these features to avoid additional billing. \$24 includes both International and Domestic calling plans. Domestic only calling plans are available for \$12.

Tax is included in price in the US. Service usage limits exist to manage fraud, abuse, excessive use, and maintain service performance. Further details about these services can be found in our recently published [Skype for Business Online Service Use Terms](#).

<sup>3</sup>5,000 Seat Minimum. \$6pupm for E1/E3, \$2pupm for E5

# Standalone offerings

Customer can buy standalone offerings...

Skype for Business Online	\$5.50 user/month
SharePoint Online	\$5.00 user/month
Exchange Online	\$4.00 user/month
Office 365 Business	\$8.25 user/month

More value with Business Premium

Office 365  
Business  
Premium

**\$12.50**  
user/month  
(USD)

A photograph of two women in a professional setting. One woman, with dark hair and a purple top, is in the foreground, looking towards the right. Another woman with brown hair and a patterned top is behind her, also looking towards the right. They appear to be in a meeting or presentation. In the background, a whiteboard is visible with various handwritten notes and diagrams, including a graph with a red arrow pointing to the word "URBAN".

# Customer targeting guidance for small to medium size businesses

Microsoft 365 Business is ideal for SMBs **under 300** users

# Microsoft 365 | Guidance on when to sell what to who in SMB

## Desired environment

Always up-to-date Office & Windows  
Advanced identity & access management  
Advanced threat intelligence  
On-prem CAL rights

Always up-to-date Office & Windows  
Windows 10 Pro (CU)  
Cloud identity for users and devices  
Protection of company data across personal & company owned devices

Always up-to-date Office  
Mixed OS  
Some on-premises IT  
Hybrid identity

## Considerations

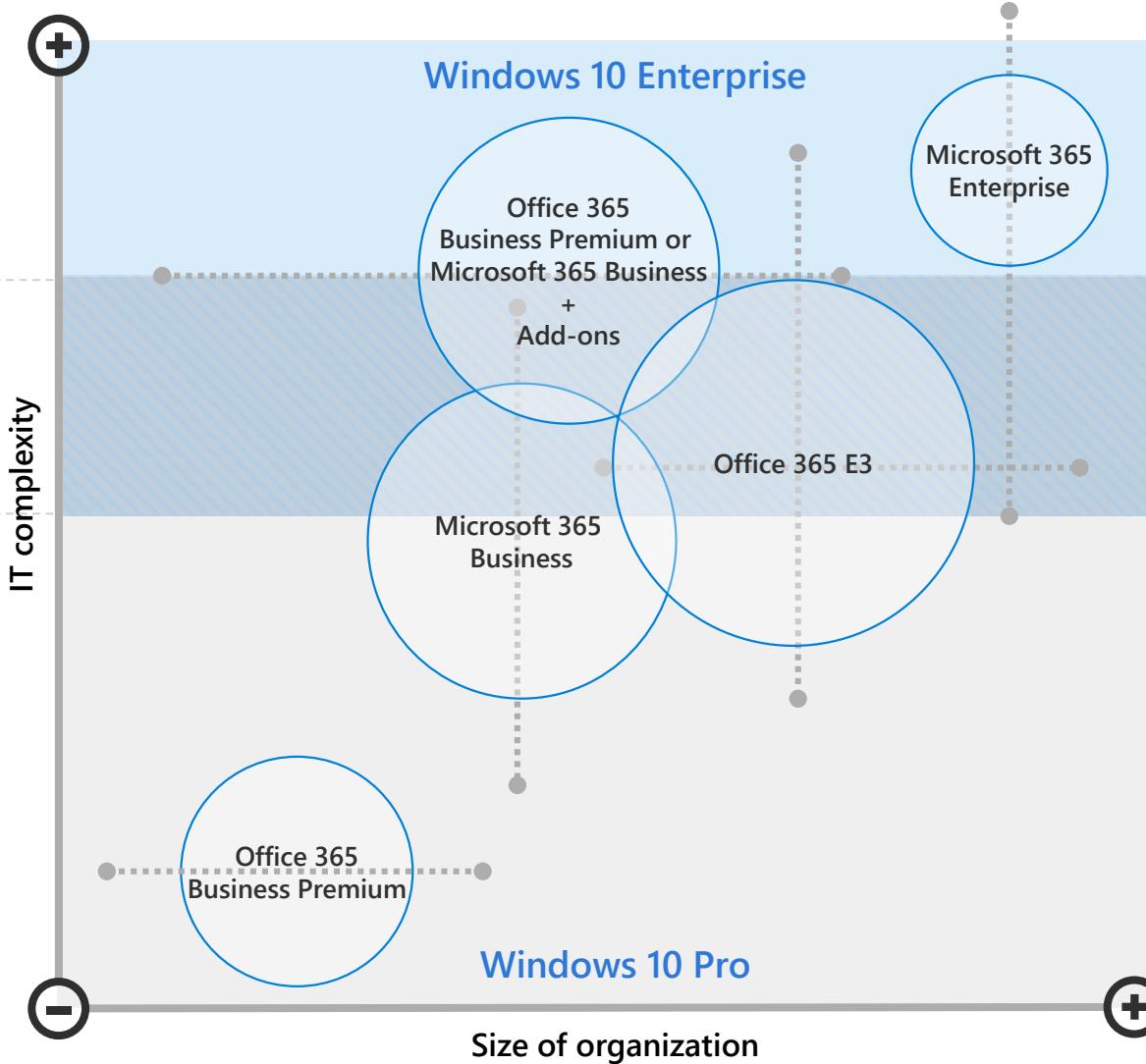
This is not an exact science, every customer is different

Selection of plan is determined by IT complexity and organization size

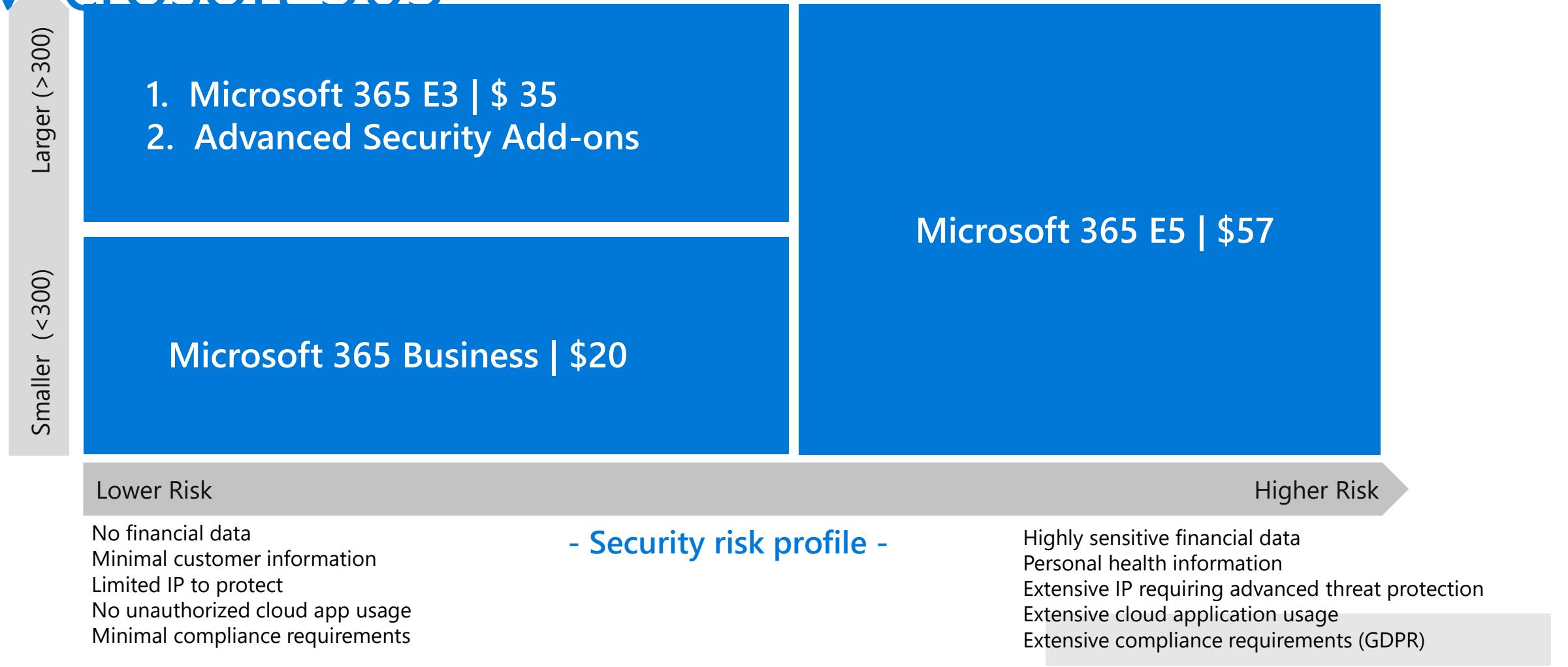
Customer's desired environment drive the decision to purchase

Choice, value, flexibility give customers options

Customers can mix and match plans



# How customer profiles map to Microsoft 365



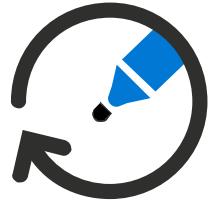
# Microsoft 365 and Office 365

## Sales Strategies

Conversation and engagement starters

# Microsoft 365

A complete, intelligent solution that empowers everyone



Unlocks  
creativity



Built for  
teamwork



Integrated for  
simplicity



Intelligent  
security

# Accelerated momentum



**Triple digit growth**  
in Microsoft 365 seats year  
over year

**200<sub>M</sub>**

Windows 10 Commercial devices

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**135<sub>M</sub>**

Office 365 Commercial MAU

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**65<sub>+M</sub>**

EMS total seats

# Growth opportunities

Modern desktop

Security

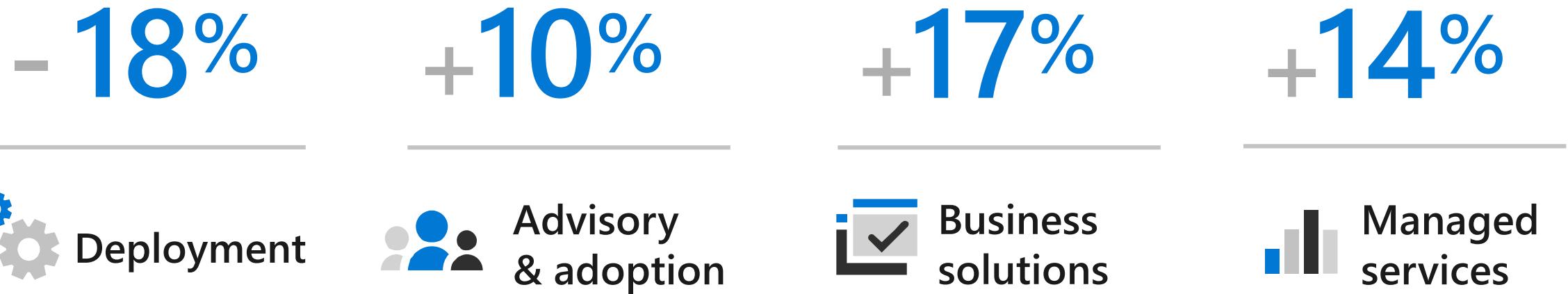
Teamwork

Intelligent Communications

GDPR & Compliance

Adoption & Change Management

# Evolving partner business model



# The partner opportunity

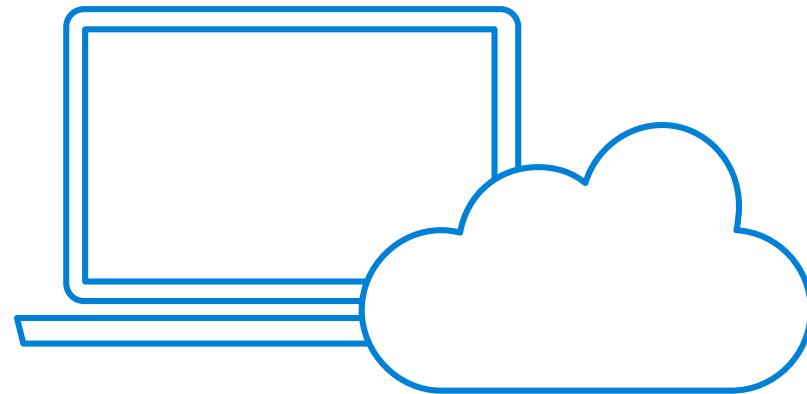
\$45 user/month  
revenue

[aka.ms/PartnerOpportunity](http://aka.ms/PartnerOpportunity)

FORRESTER®

# Microsoft 365 powered device

The best way to experience Microsoft 365



Windows 10 with Office 365 ProPlus,  
managed by Enterprise Mobility + Security

# Modern desktop

The best experience for end users and IT



**Most productive**



**Most secure**



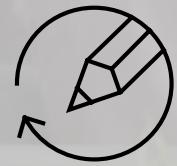
**Lowest TCO**



# Modern Desktop

The best computing experience for business, powered by Windows and Office, that's loved by IT *and* end users

## Windows 10 & Office 365 ProPlus



### Most productive

Everything users love about the PC experience, enhanced by your phone and the cloud

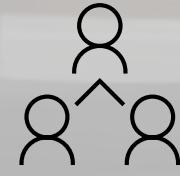
2.3 hours



### Most secure

Proactively protect users and the organization with cloud powered intelligent security

40 percentage



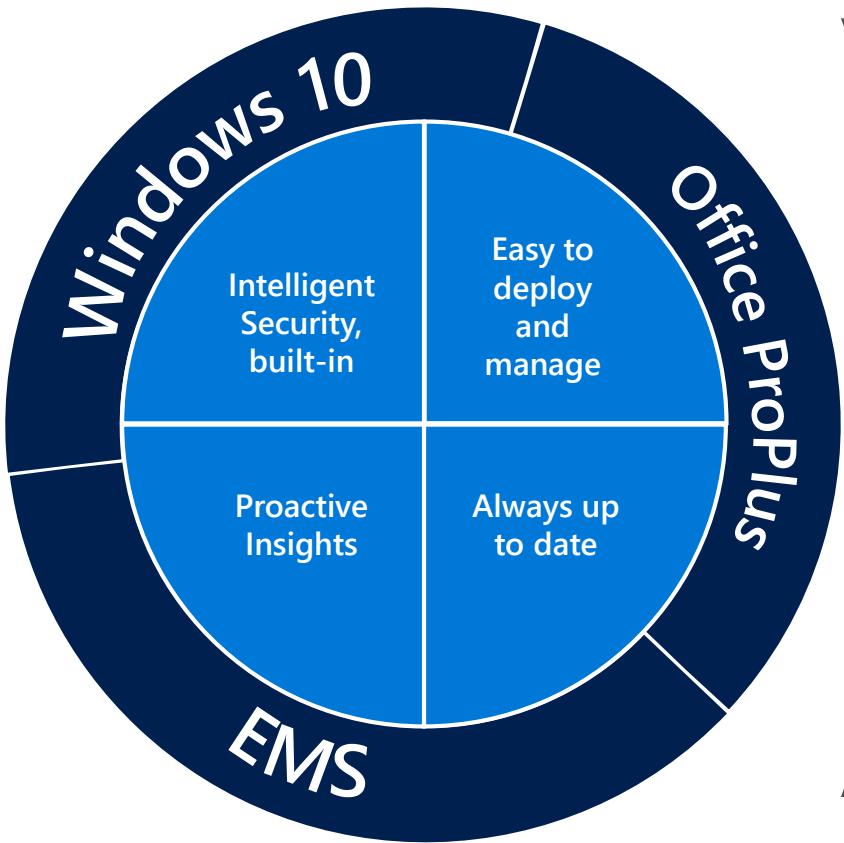
### Lowest TCO

Transform IT and reduce costs with agile updates and simplified management

\$7.15 million

# Microsoft 365 powered device partner value framework

## Customer Value



## Opportunity Drivers



## Monetization



# **End of support drives customer urgency**

**Windows 7**

[Jan 2020](#)

**Office 2010**

[Oct 2020](#)

**Changes to Office 365  
online services connectivity**

[Oct 2020](#)



# Microsoft 365 powered device – target companies of all sizes

Choose the Microsoft 365 offering that serves your customer's needs; each offering includes the essential components to drive the Microsoft 365 powered device opportunity

**Microsoft 365 Business**



**Microsoft 365 Business**

For organizations with less than 300 people

**Microsoft 365 Enterprise**



**Microsoft 365 F1**



**Microsoft 365 E3 & E5**

For Firstline Workers

For large organizations or advanced requirements

# Sample Managed Services

Ideas for the creation of managed services to drive long term revenues

- PC or Device-as-a-Service
- Powered device-as-a-Service
  - Windows-as-a-service
  - Office 365 ProPlus servicing
- Security managed services



# Exploring the Teamwork Opportunity

## Teamwork

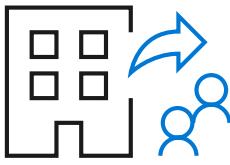
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The landscape has changed

2X

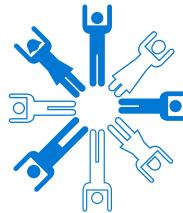
### More collaboration

People work on twice as many teams and spend 50% more time collaborating



### Internal, external & remote

People need to connect and communicate across organizations, locations & time zones.



### Diverse workforce

People have different expectations, preferences, skillsets and abilities



### Employee engagement

Globally, employee engagement is 15%, but at the best performing companies, 70% of employees are engaged and profits are 21% higher

## Teams is the fastest growing business app in Microsoft history



329,000  
organizations  
use Teams



87 Fortune 100  
companies use  
Teams



44 languages  
are supported  
in Teams



54 customers  
have 10,000 or  
more active users

# Now is the time for Teams!

## Recent announcements

### Teams is ready for Callings and Meetings

Teams roadmap delivered!

### Teams embeds SharePoint capabilities

SharePoint directly embedded into Teams files and Adaptive Cards

### New Lifecycle, Tabs and Calling APIs

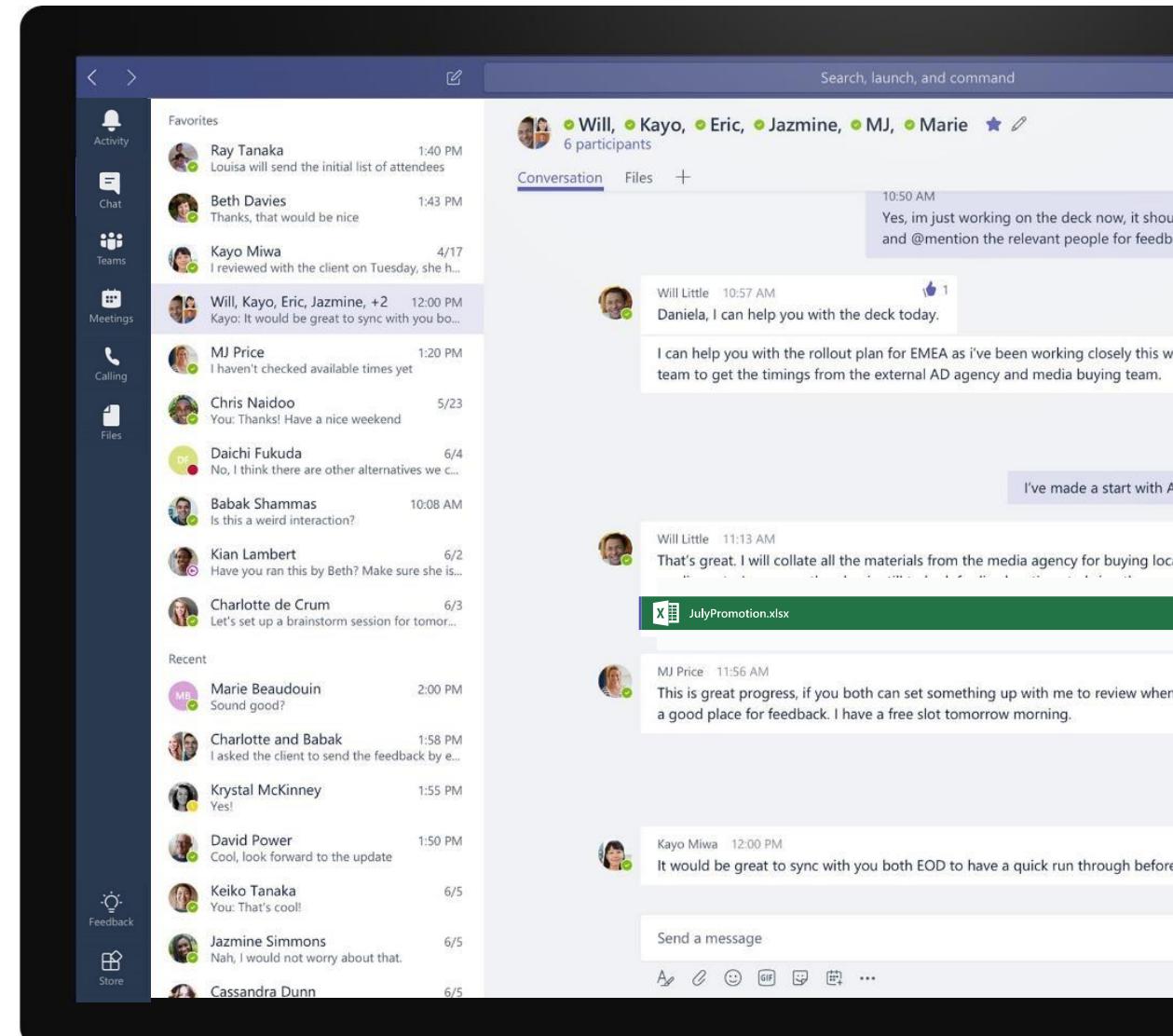
Automate governance, configuration and Teams templates

### Customize & Extend

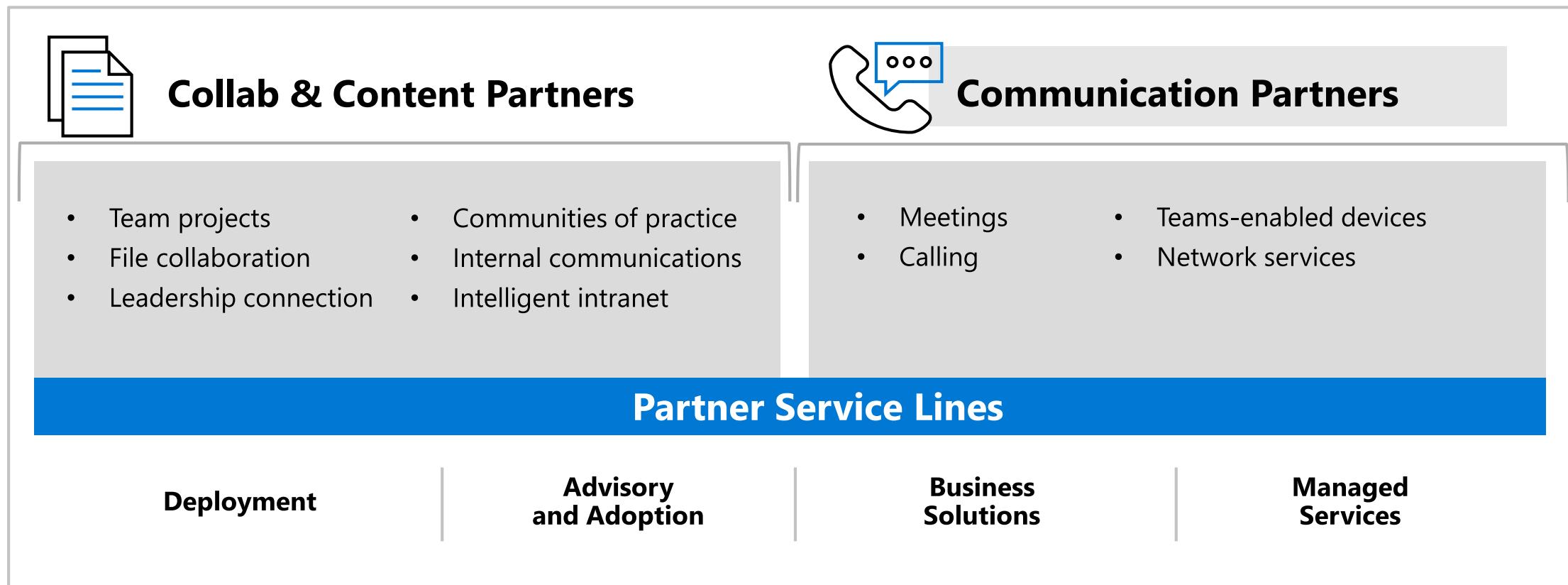
New integrations with ServiceNow, Bentley, ADP, Autodesk and Adobe

### Improved Teams Security

DLP for Chat, Teams admin role, Dynamic groups, HIPPA compliance for images



# The Teamwork partner opportunity has evolved

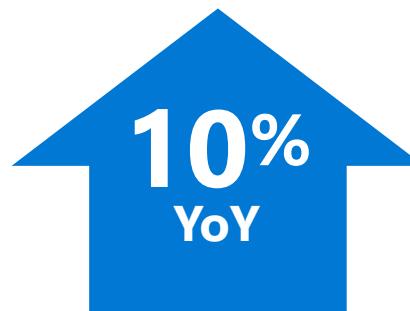


# Evolving partner business model

Advisory & Adoption, Business Solutions & Managed Services drive partner growth



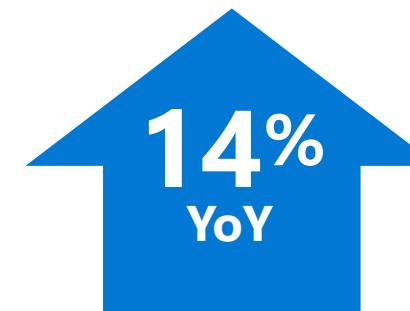
Deployment



Advisory &  
Adoption



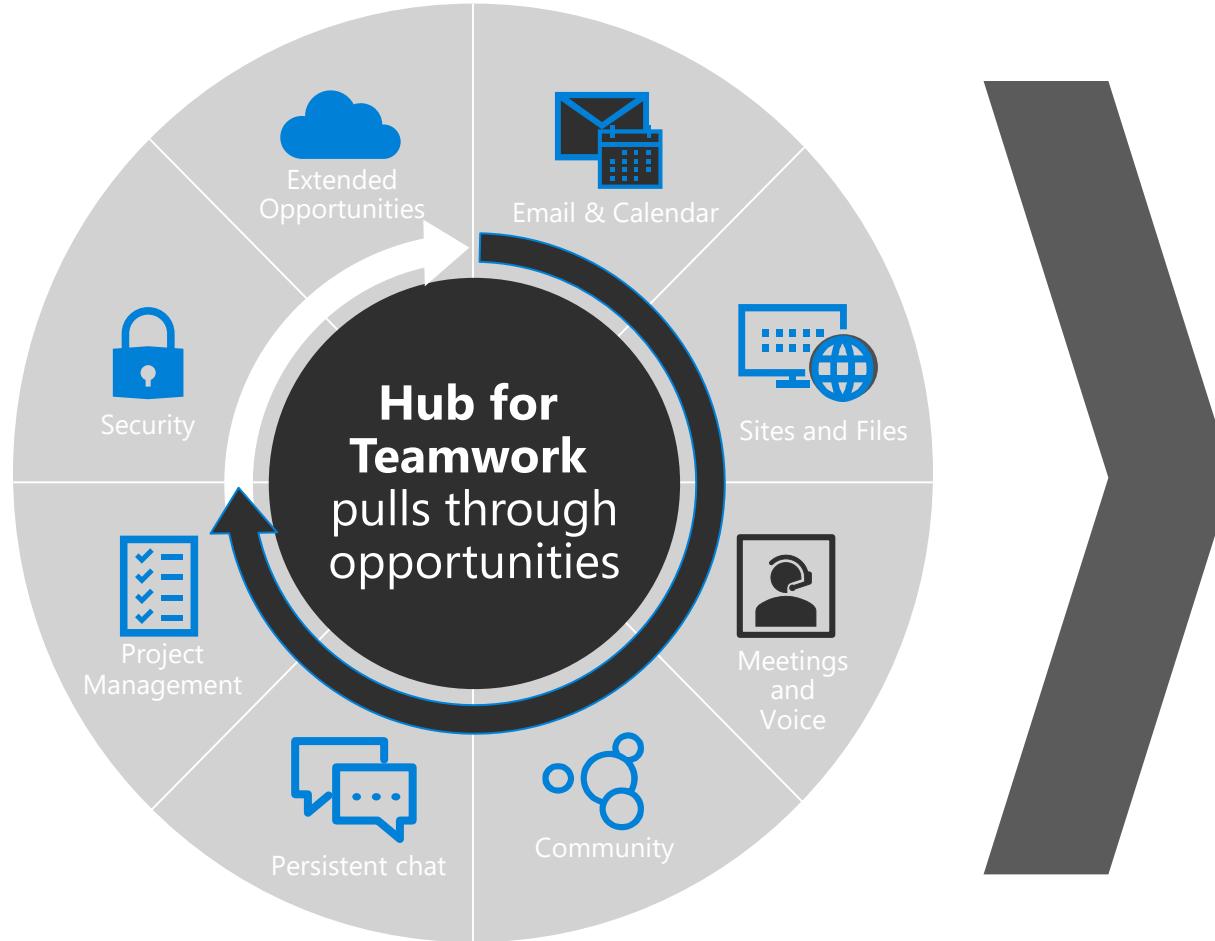
Business  
Solutions



Managed  
Services

# Microsoft 365 customer value enables sales pipeline

Start the customer journey with Microsoft Teams as the hub for teamwork



## Pull-through opportunities:



### Deployment

Hub for Teamwork increases adoption



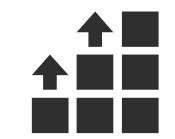
### Adoption

Create opportunities for managed services and additional workloads



### Managed services

Creates opportunities driving business transformation



### Developer & Integration

Create contextual solutions based on Microsoft Graph and AI and integrate into LoB applications, Microsoft 365 Powered Devices and Azure.

# Priority partner opportunities



## 1 Enable the hub for Teamwork

Teams adoption  
Team lifecycle management  
SharePoint integration  
Custom / LoB solutions



## 2 Meetings and Calling

Skype to Teams upgrade  
Devices and room systems  
Cloud video interoperability  
Calling plans / Direct Routing



## 3 Connect the workforce

Leadership connection  
Employee communities  
Adoption Change Mgt services  
Firstline Workers



## 4 Modernize the intranet

Communication sites  
Video portals  
Content management  
Enterprise search



# Microsoft 365 Security Partner Opportunity



# Customer interest in **Security topics** is at an all-time high **4.2 billion**

Customer records compromised<sup>1</sup>

**99 days**  
From breach to detection<sup>2</sup>

**\$17 million**  
Average cost of a security breach<sup>3</sup>

<sup>1</sup>Source:<https://pages.riskbasedsecurity.com/hubs/Reports/2016%20Year%20End%20Data%20Breach%20QuickView%20Report.pdf>\_Date: 2017

<sup>2</sup>Source: <https://www.fireeye.com/blog/threat-research/2017/03/m-trends-2017.html>\_Date: March 2017

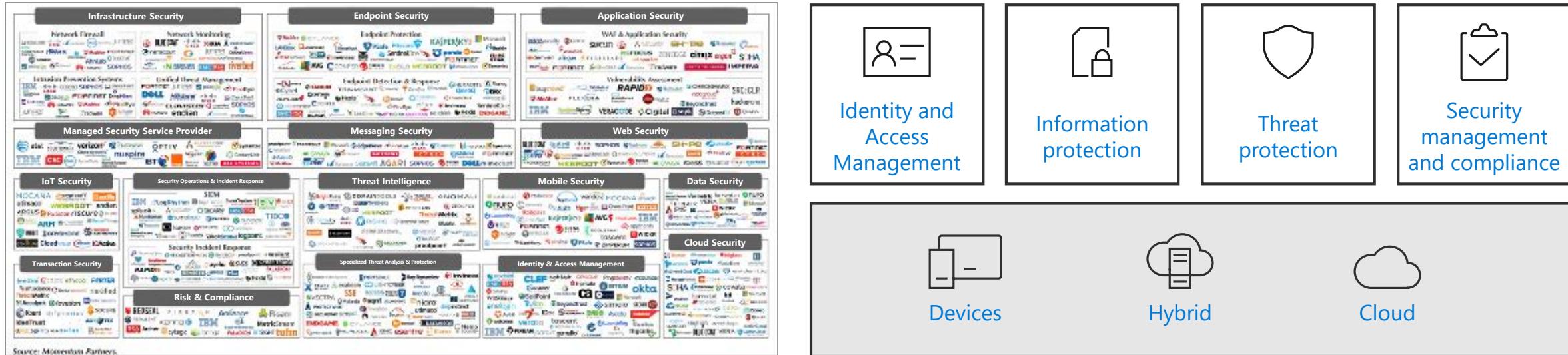
<sup>3</sup>Source: Cyber crime--a risk you can manage: Information management and governance to protect business innovation business white paper

Date: November 2016 Microsoft Document: Office 365 Security and Compliance Infographic, CDOC EBC Presentation



Security: the locomotive that drives M365  
Security and digital adoption are intrinsically linked.  
Security is the #1 motion that pulls together all of M365.

# Microsoft 365 simplifies Security and makes it easier and cheaper to manage



## Traditional security approach

- Fragmented, best-of-breed composite of different vendors for different needs
- Minimal to no out of the box integration

## Microsoft 365 Security approach

- “Built-in” to existing products
- One license enables all solutions

# Security value in E5



	E3	E5
Identity and Access Management	Azure Active Directory P1 Windows Hello Credential Guard	Azure Active Directory P2
Information Protection	Azure Information Protection P1 Office 365 Data Loss Prevention Windows Information Protection BitLocker	Azure Information Protection P2 Microsoft Cloud App Security Office 365 Cloud App Security
Threat Protection	Microsoft Advanced Threat Analytics Windows Defender Antivirus Device Guard	Windows Defender Advanced Threat Protection Office 365 Advanced Threat Protection Office 365 Threat Intelligence Azure Advanced Threat Protection
Security Management	Secure Score Microsoft security and compliance center Windows Security Center	(additional management reports and configuration)
Compliance	eDiscovery	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance
Analytics	Delve	Power BI Pro, MyAnalytics
Productivity, Creativity and Teamwork solutions	Office Applications Outlook/ Exchange Microsoft Teams Skype for Business	Skype Audio Conferencing Phone System

# Common customer pain points you can address with Microsoft 365

## Malware campaigns

Protect your customer's emails and files against unknown and sophisticated threats such as malicious, impersonation-based phishing and other attacks.

[Related Microsoft capability example: Office 365 Advanced Threat Protection](#)



## Stolen identities

Most security breaches take place through stolen identities. Help customers detect potential vulnerabilities, automate responses, and proactively prevent future compromises.

[Related Microsoft capability example: Azure Active Directory P2](#)



## End point attacks

Securing devices from attack is fundamental to an effective cybersecurity strategy. Automated endpoint detection and response capabilities give users the power to quickly remediate threats.

[Related Microsoft capability example: Windows Defender Advanced Threat Protection](#)



# Choose your scenario

Now that you understand the opportunity to build a practice based on Microsoft 365 security and compliance capabilities, explore the possible solution scenarios open to you. We recommend you choose one scenario to start with, and then expand your practice from there.

**Four key partner scenarios are:**

			
<b>ENTERPRISE-LEVEL IDENTITY PROTECTION</b>	<b>CONTROL AND PROTECT INFORMATION</b>	<b>PROACTIVE ATTACK DETECTION AND PREVENTION</b>	<b>REGULATORY COMPLIANCE</b>
Help your customers protect their identities and manage access to apps and data. With Microsoft 365 products and tools, you can help customers develop identity management policies, give users a single sign-on for use across the entire enterprise, strengthen credential authentication, and streamline identity administration.	Help your enterprise customers protect their data while enabling access from virtually anywhere on almost any device. With Microsoft 365, you can help customers create policies to identify, monitor, and protect sensitive data; better secure sensitive information; improve security for cloud apps; and guard against accidental data leaks.	Build a practice that helps your customers proactively guard against threats, identify breaches and threats using advanced analytics, and automate the response to threats enterprise wide.	Help customers with increased demands of regulators and legal authorities in every country in which they operate.  In FY17, we are recommending a key focus on helping customers assess their readiness for GDPR. Provide consulting and advisory services around devising their plan of action and risk management plans. Resell, deploy, and implement Microsoft 365 – our hero SKU for GDPR.

By developing a security and compliance practice, you can help turn the potentially dizzying array of services, licensing options, and overlapping feature sets into a cohesive, comprehensive, and understandable solution that enables customers to manage their security, protect their assets, respond to security incidents, and stay compliant with regulations such as GDPR.

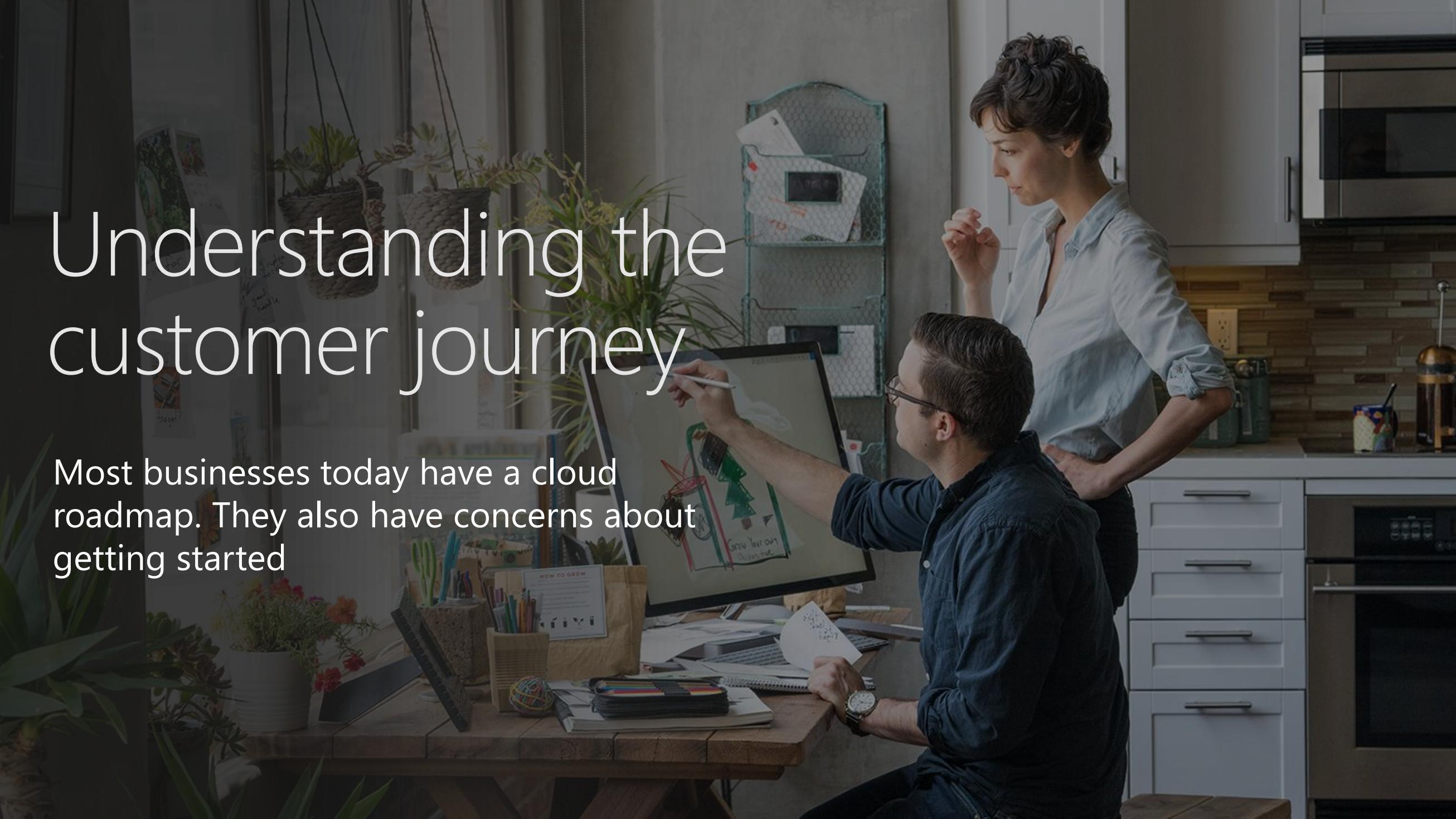
# Microsoft 365 and Office 356

## SMB Sales Readiness Series

Overcoming common objections

# Understanding the customer journey

Most businesses today have a cloud roadmap. They also have concerns about getting started



## "I don't trust the cloud"

Customers often need better clarity about the cloud—and might not realize they're already using it

- You control how much data is in the cloud
- User education is key
- Security, Privacy, Compliance principles will help overcome this objection



## **"I don't want a monthly subscription or annual contract"**

Customers get more value from subscription-based cloud services than they do from locally installed software. Benefits include:

- Apps purpose-built for SMBs
- Services that continuously enhance software and security
- Better support for business growth
- If you don't like the service, just cancel the plan



# **"I don't like the cost"**

They're investing in business transformation,  
not just buying products. They can:

- Benefit from a complete solution
- Take a phased approach to the cloud
- Cut total cost of ownership
- Become a technology and business leader



# "Is my data secure?"

Security is built into all levels of Microsoft 365.

Features and capabilities include:

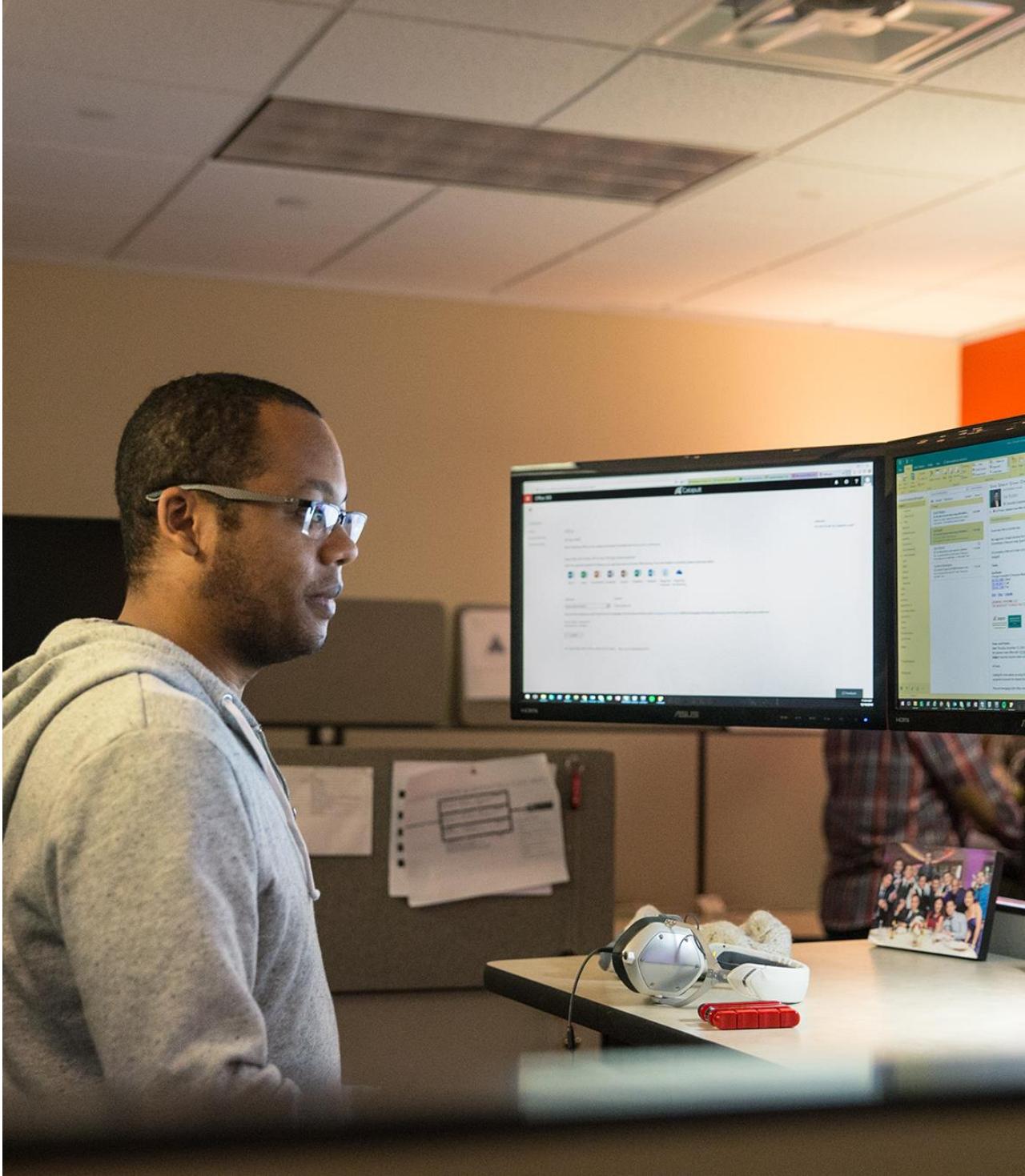
- Access control, encryption, strong authentication
- Data backed up in geographically redundant data centers
- Advanced cyberthreat protection
- Ability to protect business data across all your devices



# "What about privacy?"

Privacy is built-in. Benefits include:

- Customer control over data
- Access controls who can get to it
- Encryption in case it leaves the business
- Microsoft doesn't have access to your data



# **"Will I be able to comply with industry and government regulations?"**

Business in regulated industries like healthcare and finance benefit from broad compliance to multiple third-party standards including:

- ISO 27001
- EU Model Clauses
- HIPAA
- FedRamp

Microsoft 365 can also help customers comply with EU's General Data Protection Regulation (GDPR)



# Stay informed

**Lean more at the Microsoft Trust Center**

Follow the Microsoft 365 and Microsoft on the Issues blogs



# Clear up common misperceptions

Educate customers on the full value of Microsoft 365 and clear up any misunderstandings about Office 365 apps



# Microsoft 365 and Office 356

## SMB Sales Readiness Series

Sales Scenarios

## SMB sales scenarios

1. Growth-minded, technology wary
2. Security conscious, cost-averse
3. Growing business, aging infrastructure
4. Reluctant disruptor
5. Future-proofer
6. The regulated

# Customer #1: Jane

What we know about our customer:

- Retail industry
- 10 employees
- Currently using Windows 8 & 10 PCs
- Office Home & Business 2016
- Using another cloud service for email



# Customer #1: Jane

It appears that they need:

- Better collaboration features
- Ability to work from anywhere
- Windows, Office, and email all in one place

Recommended Solution:

**Office 365 Business Essentials**

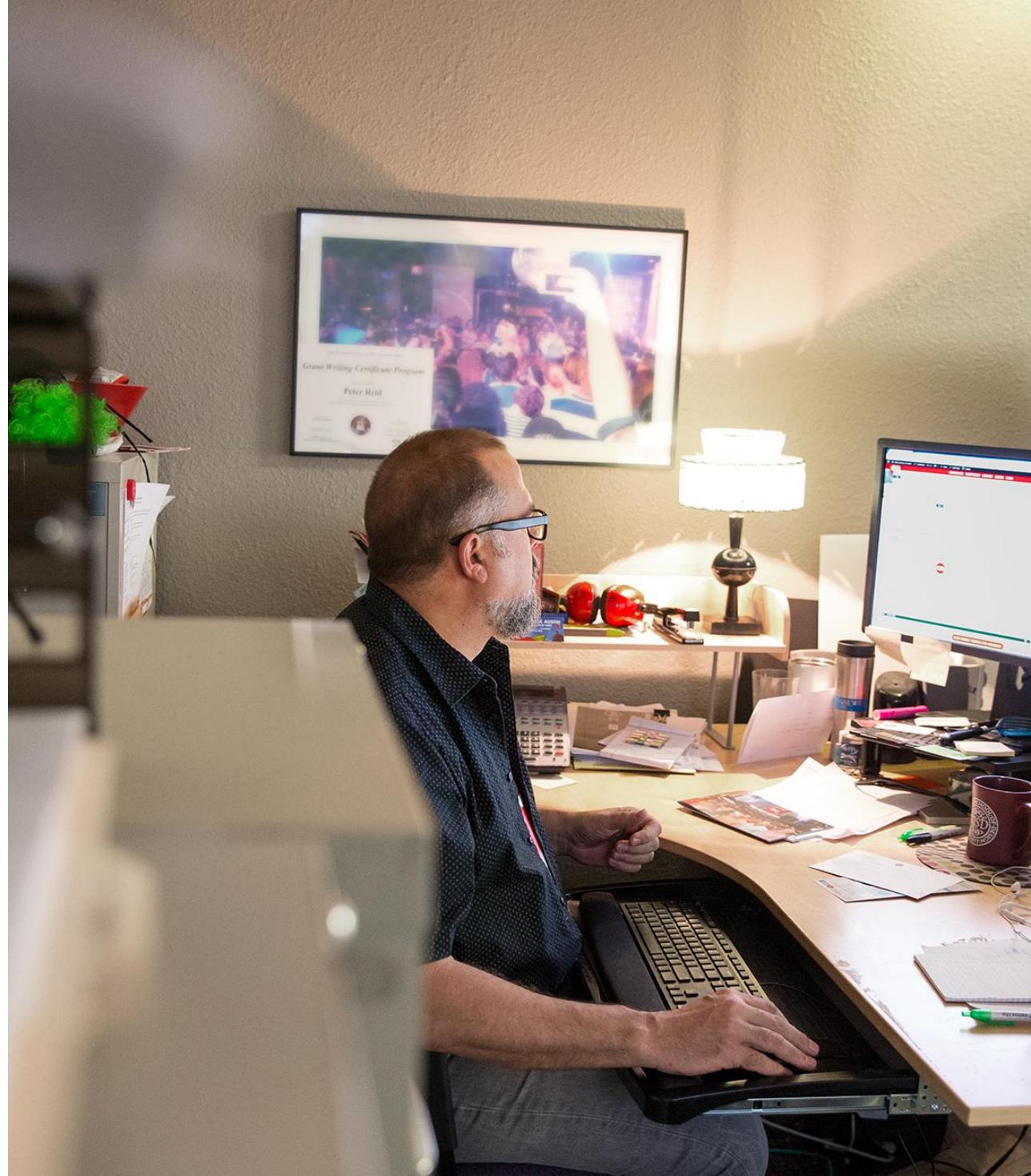
**Microsoft 365 Business (future state)**



## Customer #2: **Bruce**

What we know about our customer

- Insurance industry
- 25 employees
- Using Azure Active Directory
- On Office 365 Business Premium
- Upgraded to Windows 10



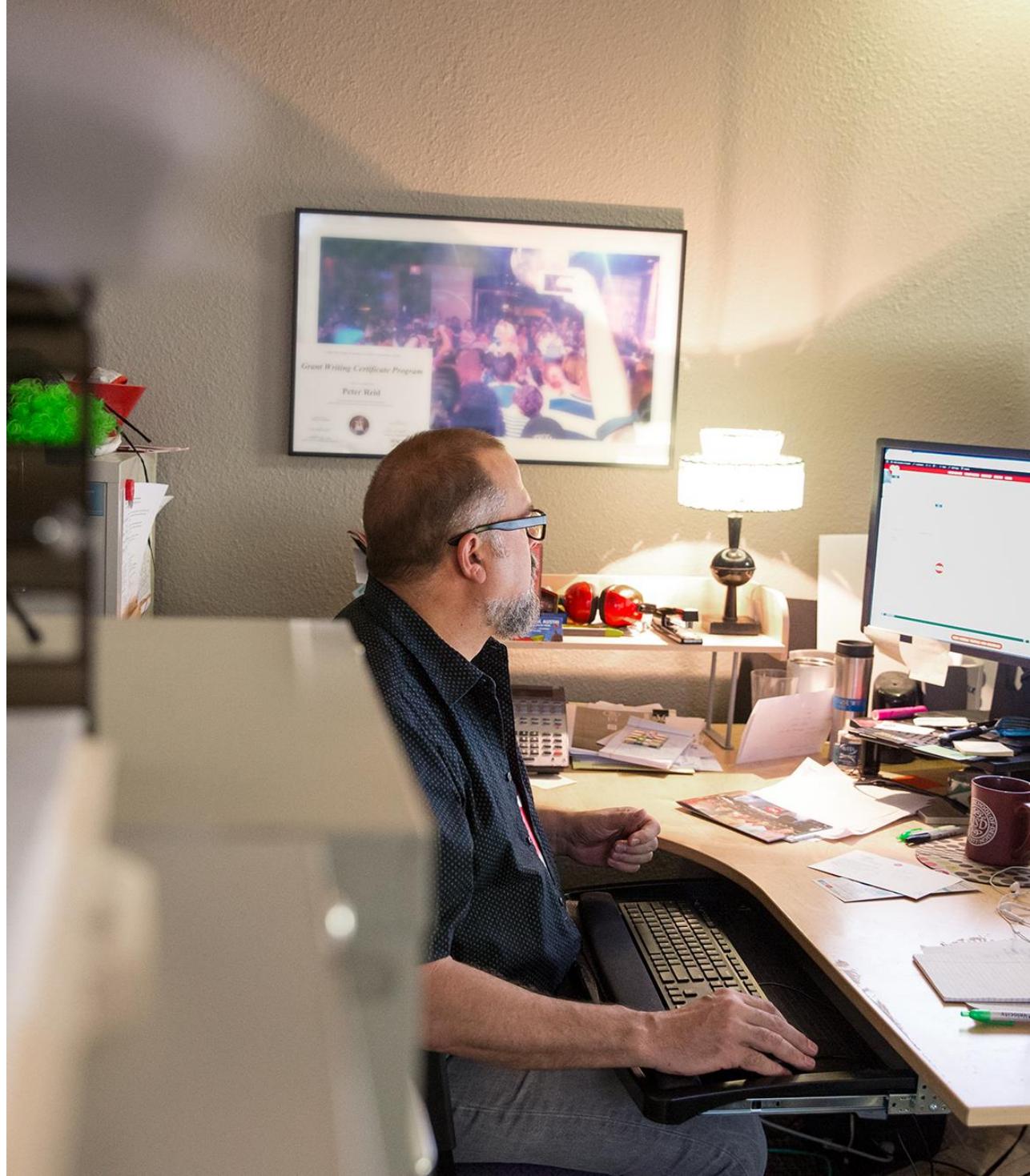
## Customer #2: **Bruce**

It appears that they need:

- A simple way to protect their company data on company and personal devices
- Not much needed before Bruce can move over to Microsoft 365 Business

Recommended Solution:

Microsoft 365 Business (hero scenario)



## Customer #3: **Ashley**

What we know about our customer

- Staffing agency
- 35 employees
- No formal identity solution
- Office 2013
- Business Essentials for email and Skype



## Customer #3: **Ashley**

It appears that they need:

- Files always accessible to share with clients
- Get all hardware up-to-date with Windows 10
- Identity management

Recommended Solution:

**Microsoft 365 Business**



## Customer #4: Heyward

What we know about our customer

- Food manufacturer
- 40 employees w/ 80 firstline workers in other facilities
- Windows 7, Active Directory, Office 2007, and an on-premises Exchange server



## Customer #4: Heyward

It appears that they need:

- Simplicity in ongoing management / less time spend on future upgrades
- Would like to replace aging on-prem servers
- Update from Office 2007

Recommended Solution:

Microsoft 365 Business

Microsoft 365 Firstline Worker



## Customer #5: **Ryan**

What we know about our customer

- Office supply company
- 50 employees
- Using Small Business Server
- Mix of Office and Windows versions
- Running an aging server at end-of-life



## Customer #5: **Ryan**

It appears that they need:

- Maintain functions of Small Business Server
- Want to protect his business & future-proof
- Standardize to one operating system
- Updated version of Office
- Reduce support costs

Recommended Solution:

**Microsoft 365 Business**



## Customer #6: **Nick**

What we know about our customer

- Healthcare industry
- 75 employees w/ varying Windows editions
- Is a current Office 365 E3 customer
- Aging telephony infrastructure



## Customer #6: **Nick**

It appears that they need:

- New PCs and new server
- Advanced compliance capabilities
- Maintain his on-prem infrastructure
- Data protection for his business
- PBX replacement

Recommended Solution:

**Microsoft 365 Enterprise**



# Scenario Overview

Scenario	Company Type	Size of Company	Identity State	Windows Versions	Office Versions	Current Email	Customer perceived need?	Recommended Solution
1	Retail	10	Workgroup	Windows 8 & 10	Home & Business 2016	G-suite	Better collaboration	Office 365 Business Essentials Microsoft 365 Business
2	Insurance Agency	25	AAD	Windows 10	Business	Business Premium	Data protection	Microsoft 365 Business (hero scenario)
3	Staffing Agency	35	Workgroup	Windows 8 & 10	2013	Business Essentials	Files always accessible to share with clients	Microsoft 365 Business
4	Food Manufacturing	120 (80 firstline)	Active Directory	Windows 7	2007	Exchange on-prem	New Office due to End of Support. Ready for hardware refresh	Microsoft 365 Business Microsoft 365 Firstline Worker
5	Office Supplies	50	Active Directory	Windows 7, 8, 10	2013	Exchange on-prem	New Server/Office due to SBS on its last legs	Microsoft 365 Business
6	Healthcare	75	AD Connect	Windows 7 & 10	ProPlus	E3	New PCs and New server. Ready for hardware refresh	Microsoft 365 Enterprise