

SMB practice development: Security play

This document provides a high-level overview of the Security play which you can use with small and medium-size businesses (SMBs) who are already on Office 365 or the equivalent. The Security play comes after the [Why Cloud play](#) and the [Teamwork play](#), respectively, in the SMB cloud practice development series. To learn more about when to use which play, refer to the [SMB Practice Development Overview](#).

Share the truth about SMB security

Not all SMB clients are aware just how serious security threats can be to their business.

71% of SMB's feel vulnerable to a cyber attack¹

53% of SMBs handle sensitive information such as social security numbers¹

37% of SMB's aren't investing in security solutions because they don't have the expertise to implement¹

SMBs can struggle to know where to start and how much security is enough.

Make the case for proactive security

There's too much at stake to let your customers roll the dice on their business.

With Microsoft 365 Business as the foundation of your security solution, you can help your SMB clients protect their business and their assets, simplify their security strategy, and confidently embrace new technology—all while growing your own business.

Choose a compelling moment to start the conversation

While no time is a bad time to talk about improving security, you can boost your credibility as a trusted advisor by attaching the conversation to a current event happening in your customer's business.

- Security breach event
- End of life: Office 2010, Windows 7, Exchange 2013
- Regulatory requirements (GDPR)
- Renewal or compete motion

Identify and address your customer's security concerns

Primary concern	Hackers get in	Data leaks out	Devices run wild
Listen for common questions	How can I know that only my employees are accessing our systems?	How can I make sure that our customer data isn't leaked?	How do I make sure my employees can safely work on their smartphones?
SMB reality	Only 53% use email encryption ¹	52% of security breaches are due to human error or system failure ³	74% of SMBs do not have BYOD policies ⁴
Explain how Microsoft 365 Business helps	Protect against security threats <ul style="list-style-type: none"> • Protect inboxes against spam and viruses • Block ransomware and phishing attacks • Keep Windows 10 devices safe 	Protect business data against leaks <ul style="list-style-type: none"> • Restrict copying and saving of business information • Block sharing of sensitive information like credit card numbers • Back up email in secure archive 	Control who has access to business information <ul style="list-style-type: none"> • Limit access to business information • Protect shared documents • Control business information on mobile devices • Strengthen secure access to devices

¹YouGov and Microsoft. [Small and medium-sized business security concerns and practices online survey](#). April 2018.

²SEC.gov, "The Need for Greater Focus on the Cybersecurity Challenges Facing Small and Midsize Businesses." October, 2015.

³Securityintelligence.com brought to you by IMB, "20 Eye-Opening Cybercrime Statistics." November 2016.

⁴London Digital Security Centre, "How London SMEs can Improve their Digital Security for Free." October 2017.

Spell out what makes Microsoft 365 Business a more effective security strategy

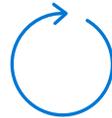
Microsoft 365 Business brings together the best-in-class productivity of Office 365 with advanced security and device management capabilities under a dedicated team of Microsoft engineers. Designed as a single-integrated solution, it can provide a more effective security strategy than stitching together individual point solutions.

Built-in privacy and compliance tools help protect data and devices against external threats and leaks, making it easier than ever for SMBs to get information to those who need it while keeping out those who don't.

Microsoft 365 Business Product Value	Built-in protection	Simplified security	Cost-effective solution
	<ul style="list-style-type: none"> Comprehensive protection over email, devices, and users More security certifications than other clouds 24/7 support and financially backed SLAs 	<ul style="list-style-type: none"> One solution to deploy and manage Pre-set configurations customized to meet SMB security needs 	<ul style="list-style-type: none"> Eliminates licensing costs for multiple 3rd party solutions Reduces maintenance and management costs

Expand your portfolio by offering new services

Boost your customers' investment and your profitability by offering security services that augment Microsoft 365 Business.



One-time engagements
ex. Migration/deployment
20-35% margins

Monthly license subscription
Standard margins

Recurring partner services
Such as

- Monitor security 24/7 with secure score and smart office
- Use security GRAPH API for advanced event correlation
- Review security quarterly with roadmap and secure score
- Build security-as-a-service solutions

35-65% margins

These packages don't include Microsoft cloud license fee. These are example fees. This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Get started:
Learn about the materials available to you in the [How to use the Security Play Resources document](#)

Background resources

- [M365 Business Partner Page](#)
- [M365 Business Technical Readiness](#)
- [M365 Business latest release details](#)