



# Microsoft 365 Business Security Conversation Quick Guide

An easy way to describe security is "making information available to those who need it and keeping out those who don't." Microsoft 365 Business provides a single solution to help protect data and devices against external threats and leaks with built-in privacy and compliance tools.



## Help SMBs understand why cyberattacks are successful

It only takes hackers 4 minutes to get into a network, but 99+ days for businesses to discover they've been breached



### Probe for the biggest security pains



#### Email

Subpar antivirus antispam doesn't catch attacks  
Users click on ransomware and phishing links  
Accidentally send confidential data



#### Mobility

Subpar antivirus antispam doesn't catch attacks  
Users click on ransomware and phishing links  
Accidentally send confidential data



#### User credentials

Users have same passwords across all accounts, increasing risk if compromised  
Attackers have sophisticated methods to easily steal credentials



#### Compliance

Standards don't change based on company size  
Requirements for GDPR and other regulations are rigorous and complex

### Can they currently ...

### How Microsoft 365 Business helps ...

Protect against security threats? Keep the bad guys out?	<ul style="list-style-type: none"> <li>Protect email inboxes against spam and viruses</li> <li>Block ransomware and phishing attacks</li> <li>Keeps Windows 10 devices safe</li> </ul>
Protect business data against leaks?	<ul style="list-style-type: none"> <li>Restrict copying and saving of business information</li> <li>Block sharing of sensitive information like credit card numbers</li> <li>Back up email in secure archive</li> <li>Built-in mobile device management</li> </ul>
Control who has access to information?	<ul style="list-style-type: none"> <li>Limit access to business information</li> <li>Protect shared documents</li> <li>Control business information on mobile devices</li> <li>Strengthen secure access to devices</li> </ul>
Secure mobile devices?	<ul style="list-style-type: none"> <li>Remote wipe of company data on lost or stolen devices</li> <li>Require a PIN or fingerprint to access business documents and data to add an extra layer of protection</li> </ul>
Prove compliance and risk mitigation?	<ul style="list-style-type: none"> <li>Runs on industry's most secure, compliant cloud with 24/7 support and financially backed SLAs</li> <li>Built with enterprise-level protections that satisfy strict regulatory requirements</li> <li>Automatic application updates</li> <li>GDPR compliance with a private, secure and compliant cloud</li> </ul>

## Overcome common objections

**Common misconceptions small businesses (SMBs) have about security contribute to the problem. Here are some ways to respond to common objections about the need for security.**

**We are a small business so we are not a target of any threats.**

43% of cyber attacks target SMBs. And when targeted, 60% go out of business. Microsoft 365 Business provides the protection SMBs need with a comprehensive and trusted security solution to protect against threats to email, devices and users.

**Security is too complex and we don't have the staff to implement comprehensive security.**

While SMBs may not have in-house IT departments, that doesn't mean they can't implement comprehensive security. Microsoft 365 Business provide one simple solution to deploy and manage with pre-set configurations customized to meet security needs.

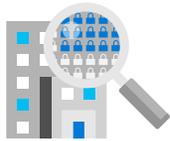
**Security is too expensive and we can't afford it.**

Microsoft 365 Business reduces a business' overall costs because it eliminates the need for multiple third-party vendor solutions and reduces maintenance and management costs.

**Security is not a business priority for us.**

SMBs who deal with customer information – whether they are retail, financial, health care, or food services – have the same accountability to secure data as big enterprises, so they need enterprise-level protections. Microsoft 365 Business has security built into the productivity platform so there is no need to make trade-offs to justify the security investment.

## Pitch the value of Microsoft 365 Business security in every Office 365 conversation



### Get the protection SMBs need

**Comprehensive:** Protects against threats to email, devices, and users

**Trusted:** Runs on industry's most secure, compliant cloud with 24/7 support and financially backed SLAs

**Compliant:** Built with enterprise-level protections that satisfy stringent regulatory requirements



**Solution to a known pain point. Every customer you sold Office 365 to is a great prospect.**



### Simplify security

**One solution** to deploy and manage  
**Pre-set configurations** customized to meet SMB security needs



**No complicated integration work. Get customers protected ASAP.**



### Reduce costs

**Eliminates licensing costs** for multiple third-party vendor solutions

**Reduces maintenance** and management costs



**Add security to existing desktop and server management services – but still reduce overall costs.**



## Next step: Use Microsoft 365 Security Assessment to get your foot in the door

Helps evaluate how secure the customer's organization really is:

- Identify security objectives
- Assess current security state and identify security gaps
- Provide recommendations and best practices
- Create an actionable security roadmap

## Customer examples

**iSalon** moved to Microsoft 365 Business to improve compliance and data loss prevention while reducing costs an estimated £7,500 annually by eliminating the need for on-premises IT infrastructure.

**HighSpeed1** implemented Microsoft 365 Business to get more control over their data with easy-to-deploy, enterprise-grade advanced security features.

**ACE** migrated to Microsoft 365 Business so their people can work from anywhere (without issues) with a secure, compliant workspace. Their IT delivery is now like electricity—it just does the job they need it to do.

**Hotic** moved to Microsoft 365 Business to secure Office mobile apps, get centralized management and consistent security configurations across devices to allow for continued growth in international markets.