

Upsell Guide for Partners

Microsoft 365 Business Standard → Microsoft 365 Business Premium

HOW TO USE THIS DOCUMENT

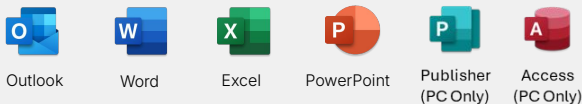
Use this document to understand the sales journey for Microsoft 365 Business Premium and guide your upsell conversations with customers. **Do not share this document directly with customers.**

Microsoft 365 Business Premium is a comprehensive productivity and security solution for businesses with 1-300 employees. It includes everything that Business Standard offers, plus advanced security and device management to help protect against cyber threats like phishing and ransomware and protect sensitive work data.

Microsoft 365 Business Standard Cloud Services



Desktop, Web and Mobile Apps



Foundational Security

- Entra ID free
- Exchange online protection
- Basic mobility and security

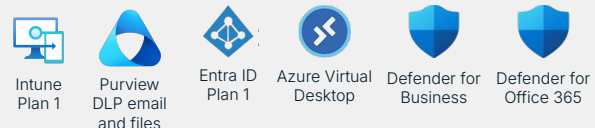
Microsoft 365 Business Premium Cloud Services



Desktop Apps



Comprehensive Security



HOW TO UPSELL- START WITH DISCOVERY QUESTIONS

1. Did you know that 50% of small to medium-sized businesses have been the victim of a cyberattack? ([ref](#))
2. Have you had any recent security incidents like Phishing or Ransomware?
3. How do you protect against lost or stolen devices & passwords, especially for mobile/remote workers?
4. How do you help ensure confidential work and customer data is not accidentally leaked ?
5. Do you have a process to secure data when an employee leaves your company?
6. Do you have a way to quickly identify attacks and mitigate risk and liability?

FOLLOW THE SALES JOURNEY BELOW

DISCOVER NEEDS	PITCH THE SOLUTION	HANDLE OBJECTIONS	MANAGE & DEPLOY
<ul style="list-style-type: none"> Identify customers in Cloud Ascent. Use Secure Score to help customers assess their risk posture. 	<p>Use these customer facing assets in discussions:</p> <ul style="list-style-type: none"> Microsoft 365 Business Premium video BDM Pitch Deck Licensing comparison ITDM Pitch Deck Cybersecurity Simplified one pagers. Conduct an SMB Workshop with your customers. 	<ul style="list-style-type: none"> For objection handling refer to the BP Upsell Deck. Use customer ready Compete Leave behind and the Business Case Builder tool to drive cost savings discussion with the customer. 	<ul style="list-style-type: none"> Review the IT Checklist for securing work from anywhere. Use the Step-by-step implementation guidance for securing work from anywhere using Microsoft 365 Business Premium.

MICROSOFT 365 BUSINESS PREMIUM ADVANCED SECURITY CAPABILITIES



Secure Devices

Control which devices and users can access business information with [Intune Device Management](#). Apply security policies to protect data on any devices. Keep company data within [approved apps](#) on mobile devices. Remove business data from lost or stolen devices with [Intune selective wipe](#).



Protect Business Data

[Encrypt](#) sensitive emails. Block sharing of sensitive information like credit card numbers with [Microsoft Purview Information Protection](#). Restrict copying and saving of business information. Enable unlimited cloud archiving.



Defend against cyberthreats

Activate Microsoft Defender for Office 365 to guard against unsafe attachments, suspicious links, phishing and ransomware with [Safe Links](#). Detect malware with sandbox analysis of email attachments with [Safe Attachments](#). Enable [anti-phishing policies](#). [Enable advanced multi-factor authentication](#).



Enable secure remote access and protect identity

Enable employees to securely access business apps, wherever they work. Help protect against lost or stolen passwords with advanced multi-factor authentication. Conditional Access helps provide the right access to the right people, while keeping hackers at bay.



Microsoft Defender for Business

Enterprise-grade endpoint protection with next generation AV, Endpoint Detection and Response, Threat and Vulnerability Management and Automatic Investigation and Remediation, that works across all devices and platforms - Windows, macOS, Android, and iOS

Compare the [Microsoft 365 Business Plans](#) and understand the upgrade process from [Business Standard to Business Premium](#).



CUSTOMER CONVERSATION TALKING POINTS

1. Comprehensive and cost effective: A complete productivity and security solution, that's easy to manage and deploy and cost effective vs. point solutions.
2. Simple activation: No need to deploy additional products; just activate protection capabilities in the same way as other Office features.
3. Streamlined: Designed for Office apps and Windows, so it protects without hogging system resources or requiring special add-ins.
4. Top rated security vendor. Gartner recently released Magic Quadrant reports across Endpoint Management, Access Management and more and Microsoft was a leader in these.
5. Top rated antivirus capabilities. Microsoft Defender AV is now ranked as a top AV product by tests such as AV Test, AV comparatives, SE labs are more.
6. Designed for a distributed environment. Microsoft 365 Business Premium provides a comprehensive solution for work from anywhere- with real time collaboration, online meetings, secure remote access and advanced cyberthreat protection to let you run your business from anywhere while helping safeguard your business data.

COST-EFFECTIVE SOLUTION

Monthly cost

Security, identity, and device management

Remote access solutions	\$5
Single sign-on	\$3
Conditional Access + MFA	\$6
App proxy (on premises)	\$3
API access mgmt	\$2
Endpoint anti-virus protection	~\$3
Endpoint detection and response	~\$5
Device management (per device)	\$4

Collaboration & productivity

Productivity, storage, collaboration	\$12
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>\$43

third-party solutions¹

vs

\$22

Microsoft 365 Business Premium²

Microsoft 365 Business Premium

Everything your business needs to be more productive and secure

¹ Estimates based on published prices; price subject to changes

² Microsoft 365 Business Premium priced at \$22pupm 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)
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,
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 Product Comparison for Small and Medium-sized Businesses

	Microsoft 365 Business Basic \$6.00 User/month ⁴ (annual commitment)	Microsoft 365 Business Standard \$12.50 User/month ⁴ (annual commitment)	Microsoft 365 Business Premium \$22.00 User/month ⁴ (annual commitment)
Teamwork and communication			
Online meeting and video call hosting for up to 300 people with Microsoft Teams ²	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bring together all your team's chats, meetings, files, and apps with Microsoft Teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team sites to share information, content, and files throughout your intranet using Microsoft SharePoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop, web and mobile versions of Office apps			
Fully installed and always up-to-date versions of Microsoft Outlook, Word, Excel, PowerPoint, OneNote, Clipchamp, and Loop <i>(plus Access and Publisher for PC only)</i> on up to 5 PCs or Macs ¹		<input type="checkbox"/>	<input type="checkbox"/>
Web versions of Word, Excel, PowerPoint, and OneNote <i>(plus a web version of Outlook)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Always up-to-date versions of Word, Excel, PowerPoint, and OneNote <i>(plus Outlook)</i> for iOS and Android on up to 5 mobile devices and 5 tablets ¹	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real-time coauthoring so multiple users can work in the same document, simultaneously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email and calendaring			
Microsoft Exchange Online email with 50 GB mailbox	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use your own custom domain name (for example, yourname@yourcompany.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage calendars, share available meeting times, and schedule meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exchange Online Archiving			<input type="checkbox"/>
File storage and sharing			
1 TB of OneDrive storage for each user to access, and sync files on any device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eDiscovery and Audits			
eDiscovery			<input type="checkbox"/>
Litigation Hold			<input type="checkbox"/>
Email Archiving			<input type="checkbox"/>
Information Protection			
Azure Information Protection Plan 1			<input type="checkbox"/>
Data Loss Prevention			
Message Encryption			<input type="checkbox"/>
Data Loss Prevention			<input type="checkbox"/>
Cloud App Discovery			<input type="checkbox"/>
Email and Collaboration Security			
Safe Links in email, chat			<input type="checkbox"/>
Safe Attachments for email			<input type="checkbox"/>
Anti-Phishing			<input type="checkbox"/>
Device Management			
Windows device setup and management			<input type="checkbox"/>
Autopilot			
Mobile Device Management			<input type="checkbox"/>
Mobile App Management			<input type="checkbox"/>
Identity and Access Management and Security			
Conditional Access			<input type="checkbox"/>
Multi-Factor Authentication			<input type="checkbox"/>
Shared Computer Activation and AVD			
Shared Computer Activation			<input type="checkbox"/>
Azure Virtual Desktop			Win10/11
Endpoint Security – Microsoft Defender for Business³			
Cross Platform Next Gen AV (Windows, MacOS, iOS, Android)			<input type="checkbox"/>
Endpoint Detection and Response with Automatic Attack Disruption, Automated Investigation and Remediation, Threat and Vulnerability Management			<input type="checkbox"/>
Monthly Summary Security Reports			<input type="checkbox"/>

1. Compatible with Windows 10 or later. For complete requirements for PC and Mac see [system requirements](#).

2. For HD calling, compatible HD hardware and broadband connection with at least 4 Mbps required.

3. Microsoft Defender for Business is available in Microsoft 365 Business Premium and as a standalone SKU.

4. Price is subject to change based on subscription term, currency and region.

For the most current Microsoft 365 Business Premium SKU information, please refer to [Microsoft 365 Business Premium service description](#)

