

# Why SYNEX for M365 Security, Teams & Devices

Jason Winecoff & John Petersen  
October 23, 2019

# Why Synnex

**Jason Winecoff**

Sales Solutions Professional

# Why join Microsoft CSP with SYNnex?

Three unique ways we support partners



## Simplicity

You're in command. Providing a consolidated bill for all of your tools, products, and services makes customers happy, while an easy-to-use portal for pricing, billing, financing options, and subscription management keeps you in control.



## Support

You're covered. Confidently expand your business with comprehensive, personalized support from SYNnex—available to every partner at any time, 365 days a year, through our Microsoft cloud partner portal.



## Savings

You're competitive. Generate recurring monthly revenue and increase your bottom line with some of the industry's best margins. Our robust cloud vendor ecosystem and hardware portfolio make it easy to build a complete solution.

# Microsoft CSP through SYNnex



Why distribution makes sense

**SYNNEX provides simple complimentary support, included as part of your Indirect CSP package.**

## **CSP cloud solutions offered:**

- O365/M365
- Azure
- D365

## **Industry solutions offered:**

- Services (Office365, Azure, and Dynamics)
- Pre-sales/implementation/post-sales support (Office365, Azure, Dynamics)
- ISV bundles (Office365 and Azure)
- IoT solutions
- Mobility (wireline and wireless)

## **Support, training, and reporting:**

- 24 x 7 support for SYNnex partners and their end users
- Dedicated manager to assist with the ordering process and Microsoft tickets
- Formal training program that includes sales and technical in person or virtual boot camps covering Office365, Azure, & Dynamics.
- Customizable reporting for your CSP needs.

## Empowering Partners With Power Of Automation & Predictable Sales

31.88%

User Growth YoY

+2,164

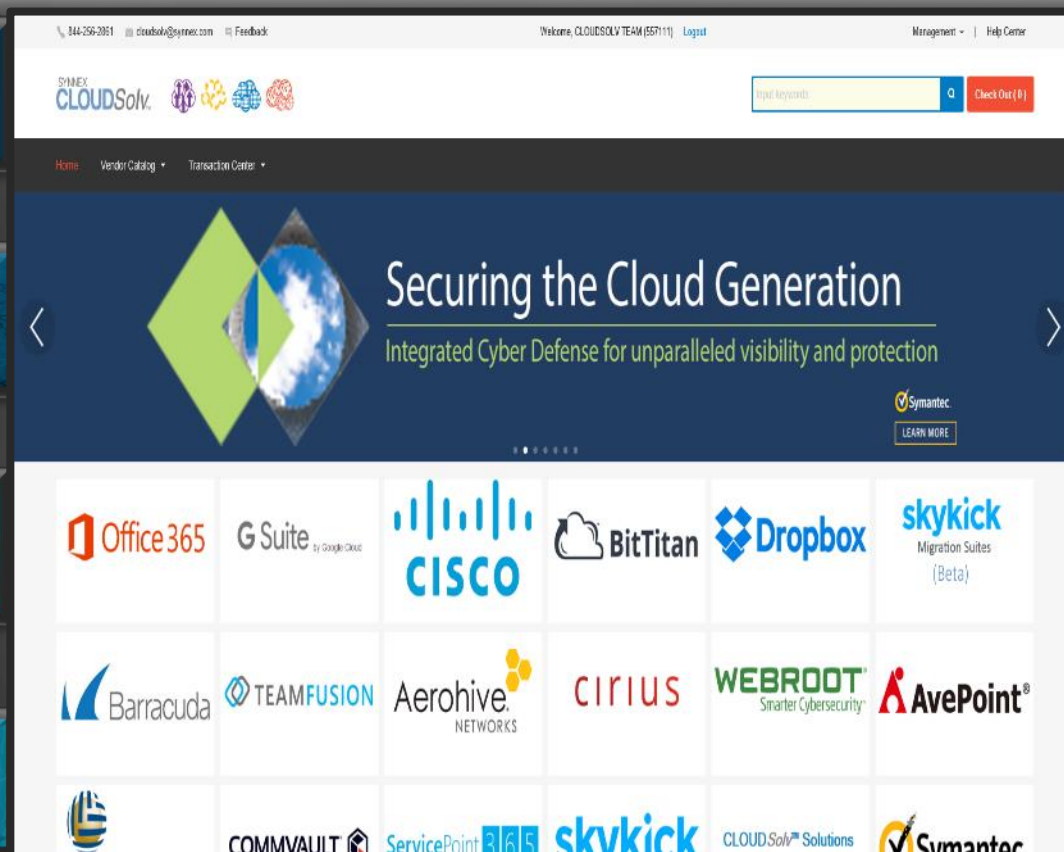
Total Marketplace  
Users

114.49%

Rev Growth YoY

99%

Automation



35+  
Transacting  
Vendors

Up To  
6X  
Net Margin

# Microsoft 365

## Partner revenue opportunity

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22% 3Y average growth



Security &  
Compliance



Teamwork



Modern  
Desktop

# Microsoft 365

## Opportunities for SMB Partner Growth

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Security



Teamwork



Advisory  
& adoption



Business  
solutions



Managed  
services

# Security & Teamwork

**John Petersen**

Microsoft Design Sales Engineer



# Small businesses are most vulnerable and need help

58%

of breaches  
took place at  
small businesses.<sup>1</sup>

\$120K

\$120K is the average  
cost of a SMB  
data breach.<sup>2</sup>

62%

lack the skills  
in-house to deal with  
security issues.<sup>3</sup>

<sup>1</sup> [Verizon 2018 Data Breach Investigations Report](#)

<sup>2</sup> [Kaspersky Lab study, 2018](#)

<sup>3</sup> [Underserved and Unprepared: The State of SMB Cyber Security in 2019](#), Vanson Bourne for Continuum

# Microsoft 365 Business – our SMB security approach



Defend against  
cyberthreats



Protect  
business data



Manage  
your devices

Office 365 Advanced Threat Protection

Microsoft Defender

+ Azure Multi Factor Authentication **NEW**

+ Self Service Password Writeback **NEW**

Office 365 Data Loss Prevention

Azure Information Protection P1

Exchange Online Archiving

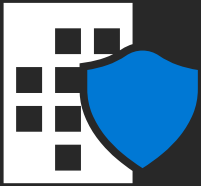
+ Conditional Access **NEW**

Intune

Windows Virtual Desktop

+ Office 365  
Shared Computer Activation **NEW**

# Microsoft 365 Business helps you build your profitability



## 01 | Secure your customers with a few clicks

Elevate your customer's security profile by upselling to Microsoft 365 Business and doing basic deployment with a few clicks

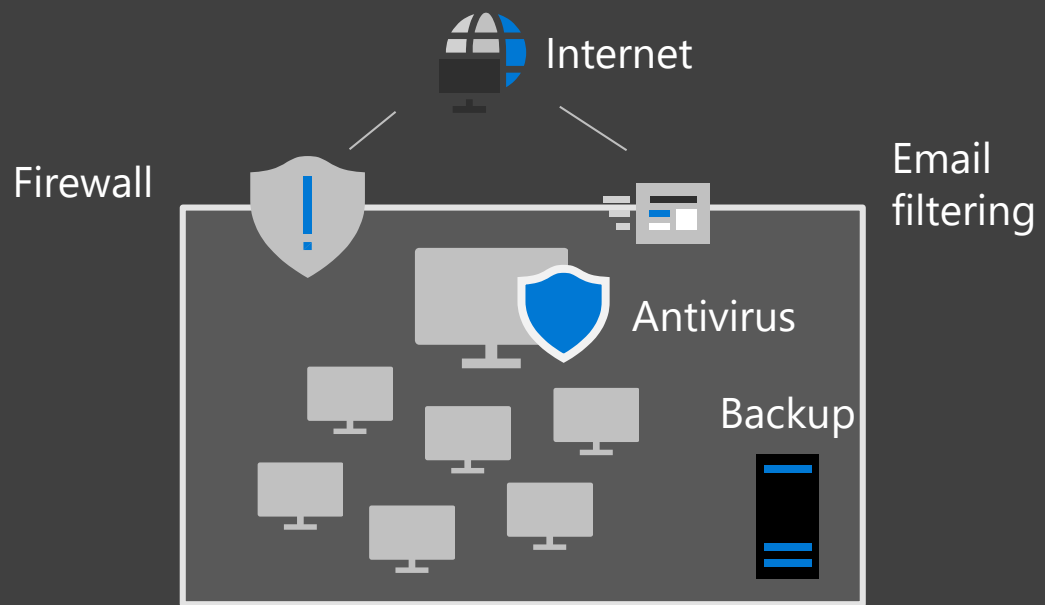
## 02 | Drive deeper customer engagements

Move from basic deployment to recurring security focused engagements like Assessments or Advanced Deployment projects – become their security advisor.

## 03 | Monetize with advanced service offerings

Transition to high-margin consulting and managed services that are focused on monitoring, alerts & compliance – become their outsourced security team

# Today's SMB IT environment is **challenging**



More mobile devices



Employees working  
from more places



Increased cyber  
attacks

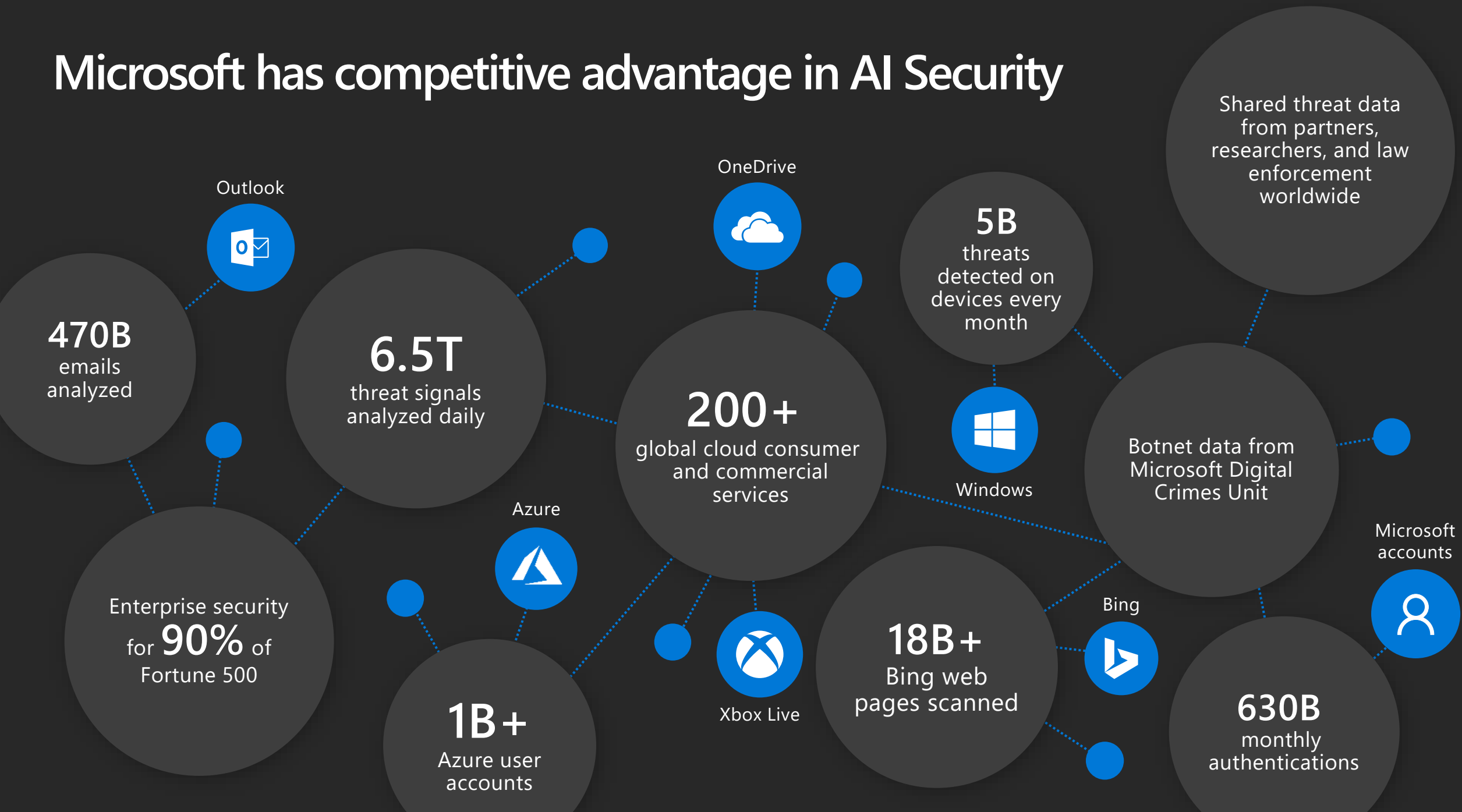
# Microsoft recognized as a leading Security provider by Gartner

Figure 1. Magic Quadrant for Endpoint Protection Platforms



Source: Gartner (August 2019)

# Microsoft has competitive advantage in AI Security



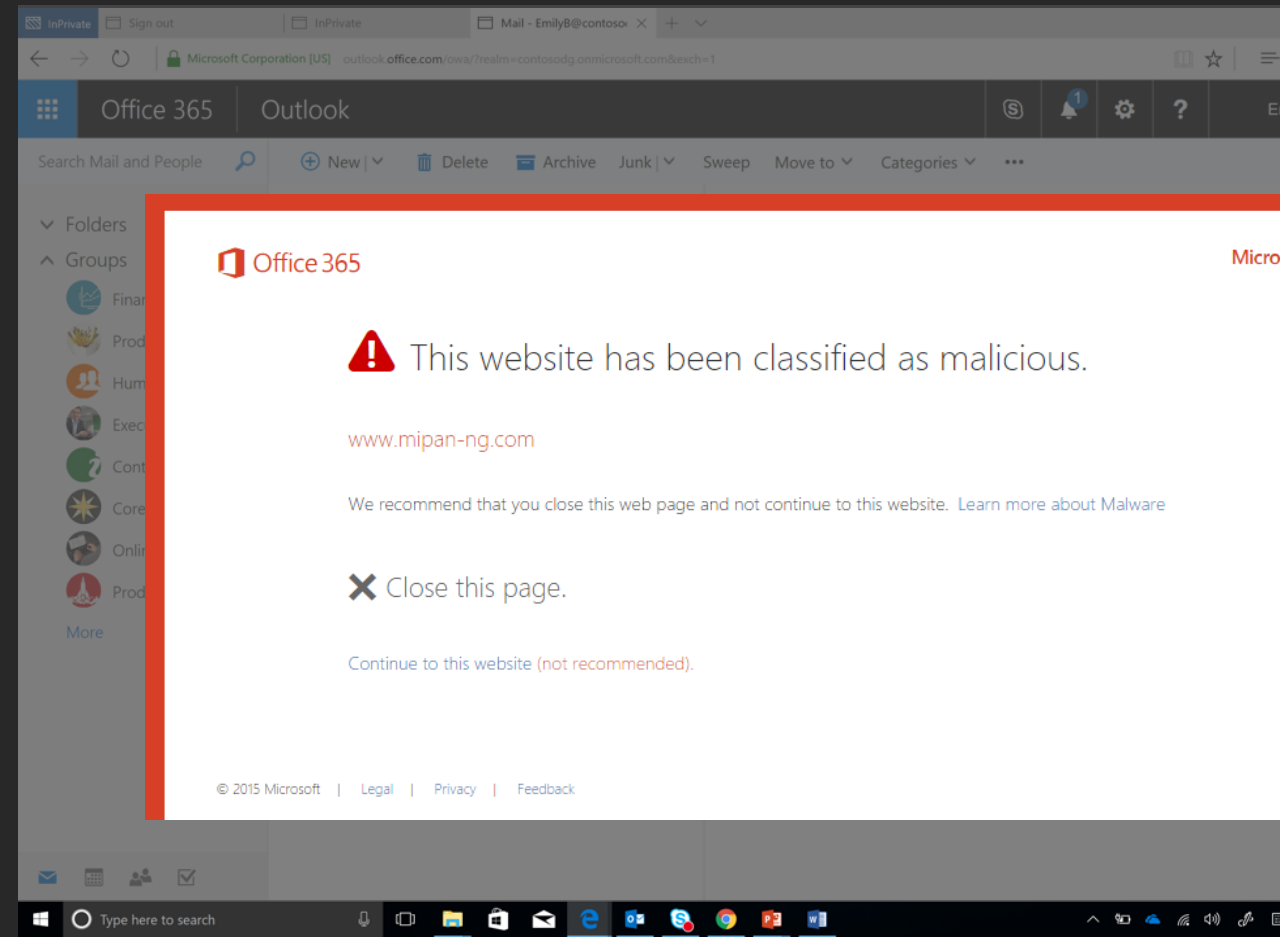
# Key Feature #1: O365 Advanced Threat Protection

## What is it?

Office 365 Advanced Threat Protection (ATP) helps to protect organizations from malicious attacks and malware

## What you need to know

- Scanning email attachments with [ATP Safe Attachments](#)
- Scanning web addresses (URLs) in email messages and Office documents with [ATP Safe Links](#)
- Identifying and blocking malicious files in online libraries with [ATP for SharePoint, OneDrive, and Microsoft Teams](#)
- Checking email messages for unauthorized spoofing with [spooof intelligence](#)
- Detecting when someone attempts to impersonate users and an organization's custom domains with [ATP anti-phishing capabilities in Office 365](#)



# Key Feature #2: Conditional Access

## What is it?

Simple & powerful automated access control based on conditions such as:

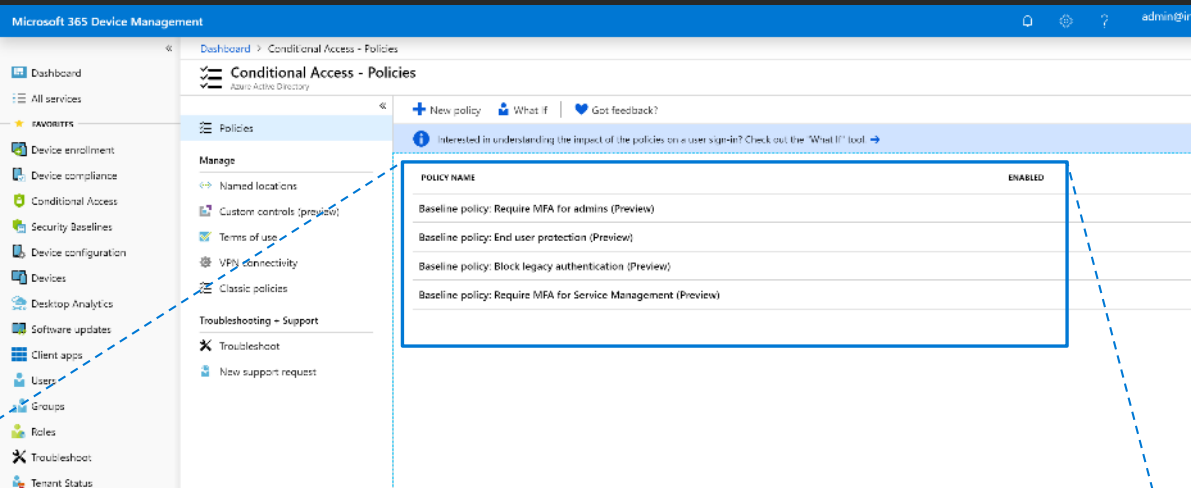
- Device Compliance
- Trusted Locations

## What you need to know

Baseline policies enable strong security via simple on/off toggle: Example are:

- Require MFA For admins
- Block legacy authentication

Additional policies are fully customizable. Can be used to block unauthorized logons even when the password is stolen.



The screenshot shows the Microsoft 365 Device Management console. The left sidebar contains navigation links for Dashboard, All services, and various management areas like Device enrollment, Compliance, Conditional Access, Security Baselines, Device configuration, Devices, Desktop Analytics, Software updates, Client apps, Users, Groups, Roles, Troubleshoot, and Tenant status. The main pane is titled 'Conditional Access - Policies' and shows a list of policies. A dashed blue box highlights a section of the policy list, which is shown in a larger view below.

POLICY NAME	ENABLED
Baseline policy: Require MFA for admins (Preview)	
Baseline policy: End user protection (Preview)	
Baseline policy: Block legacy authentication (Preview)	✓
Baseline policy: Require MFA for Service Management (Preview)	
Device Compliance Policy	✓



# Key Feature #3: Microsoft Intune

## What is it?

Manages mobile devices and apps from the cloud

Enables device security and ensures it's on and configured

Protects company data on employee devices

## What you need to know

Initial policies created by Microsoft 365 Business configuration wizard

Simple policy workflows in the generalist workspace - Microsoft Admin Center (MAC)

Advanced customization in the specialist workspace - Device Management Admin Center (DMAC)

The screenshot shows the Microsoft 365 admin center interface. The left sidebar contains navigation links: Home, Users, Devices, AutoPilot, Policies, Groups, Resources, Billing, Support, and Settings. The main content area is titled 'Policies' and shows a table of initial policies. A dashed blue box highlights this table, which is also shown in a larger, detailed view below the screenshot.

<input type="checkbox"/>	Name	Policy type	Groups applied to	Last updated
<input type="checkbox"/>	Application policy for Android	Application management for Android	All Users	7/8/2019, 1:39:31 PM
<input type="checkbox"/>	Application policy for iOS	Application management for iOS	All Users	7/8/2019, 1:39:31 PM
<input type="checkbox"/>	Application policy for Windows 10	Application management on Windows 10 (... All Users		7/8/2019, 1:39:31 PM
<input type="checkbox"/>	Application policy for Windows 10	Application management on Windows 10 (... All Users		7/8/2019, 1:39:31 PM
<input type="checkbox"/>	Device Policy for Windows 10	Windows 10 device configuration	All Users	7/8/2019, 1:39:31 PM

Below the screenshot, a larger, detailed view of the table is shown, with the same data as the screenshot but with more visible text in the 'Groups applied to' column.

<input type="checkbox"/>	Application policy for Android	Application management for Android	All Users	
<input type="checkbox"/>	Application policy for iOS	Application management for iOS	All Users	
<input type="checkbox"/>	Application policy for Windows 10	Application management on Windows 10 (... All Users		
<input type="checkbox"/>	Application policy for Windows 10	Application management on Windows 10 (... All Users		
<input type="checkbox"/>	Device Policy for Windows 10	Windows 10 device configuration	All Users	

# Use **Secure Score** to drive security conversations

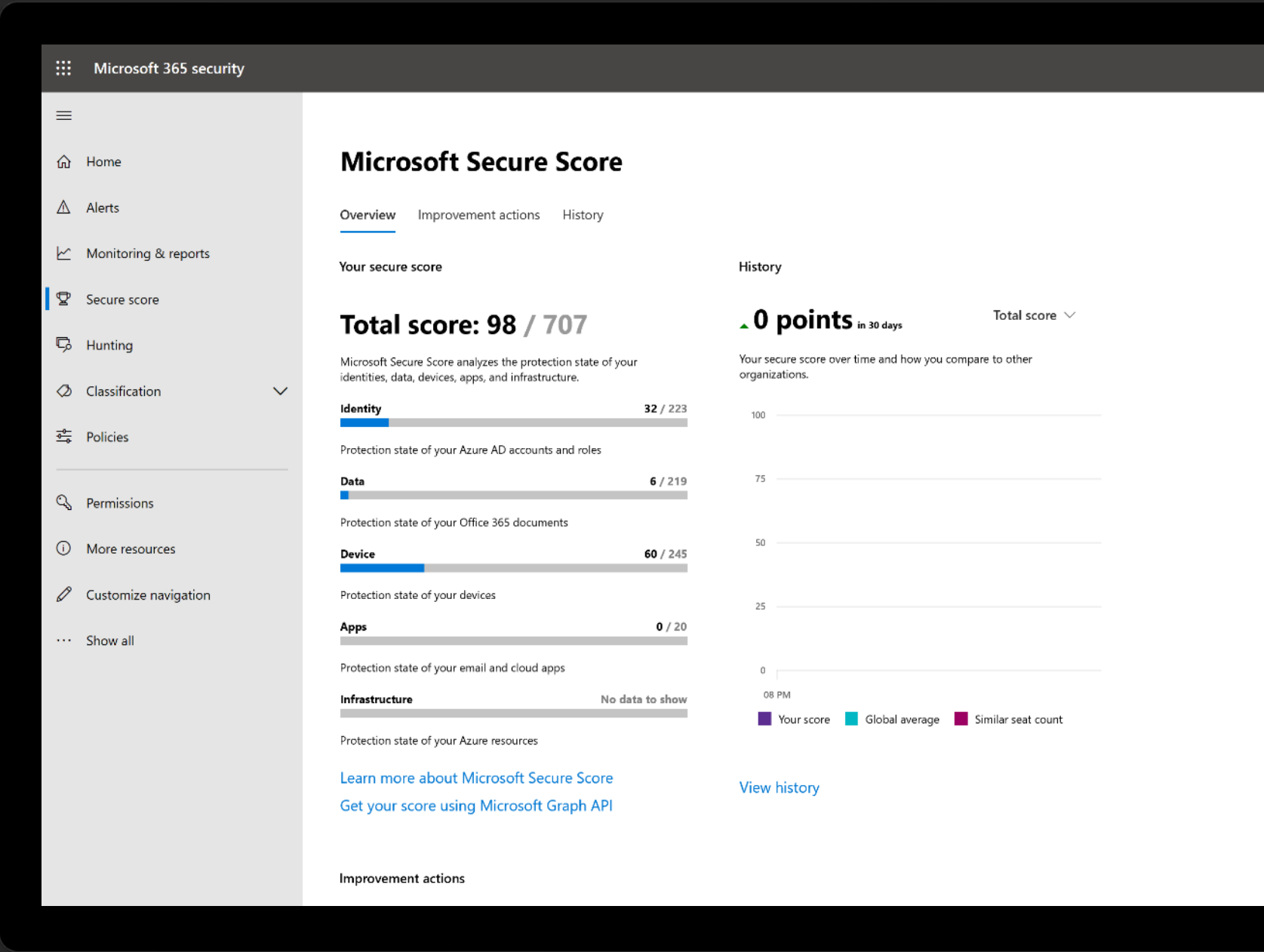
Helped increase cold call related lead quotes by **5X** for one partner

## Resources

[Partner Smart Office](#)

[Using the Secure Score API](#)

[Secure Score Deep Dive](#)



# Bringing it together with Advanced Security services

**\$720**

## Secure your customers

Sell Microsoft 365 Business

- Licensing sale
- Base security feature deployment
- Supplement on-prem AD with AAD
- Reduce operational cost

**+\$310**

## Drive assessment

Add high-value, easy-to-sell services based on deployment of Microsoft 365.

- Cloud security assessment
- Hybrid security assessment (CSAT)
- Implement compliance features
- End-user security readiness

**+\$340**

## Monetize with services

Grow the lifetime value of the customer relationship with services that set you apart.

- Monitoring and alerting
- IAM policy management
- Device policy management
- Threat remediation (P2P)
- Compliance as a service (P2P)

Three-year **average revenue** per SMB seat from Microsoft 365 Business

# 5 lessons as you build your practice

## Research approach and methods

Surveyed businesses from four countries (US, UK, Germany, and Brazil)

Interviewed 12 SMBs

Researched existing literature

- 01 Take cybersecurity seriously
- 02 It's always cheaper to protect than respond
- 03 Doing more with less
- 04 Focus on the biggest threats
- 05 Breaches happen:  
How you respond matters

# Your next steps!



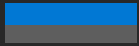
Lead the sale with  
Microsoft 365 Business  
today to drive security



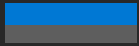
Develop your security  
practice strategy,  
starting with assessment



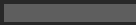
Learn more about  
security through the  
assets at  
[aka.ms/m365bpartners](https://aka.ms/m365bpartners)



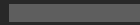
Security



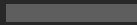
Teamwork



Partner  
example



Programs



Close

# Teamwork

**John Petersen**

Microsoft Design Sales Engineer



A modern office environment with people working at desks and a large digital display. The scene is dimly lit, with the primary light source coming from the screens and the large display. A woman is pointing at a large digital display showing a map or data visualization. Other people are working at desks in the background, some using laptops. The overall atmosphere is professional and collaborative.

# Today's world of work

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72%

working remotely  
by 2020

107

cloud apps at the  
average SMB

80%

of time at work is  
spent collaborating

# Microsoft Teams

Hub for SMB's to help run and grow their business



Real time  
collaboration



Connect with customers  
and suppliers



Mobile worker  
support



Customizable for business  
processes and industries

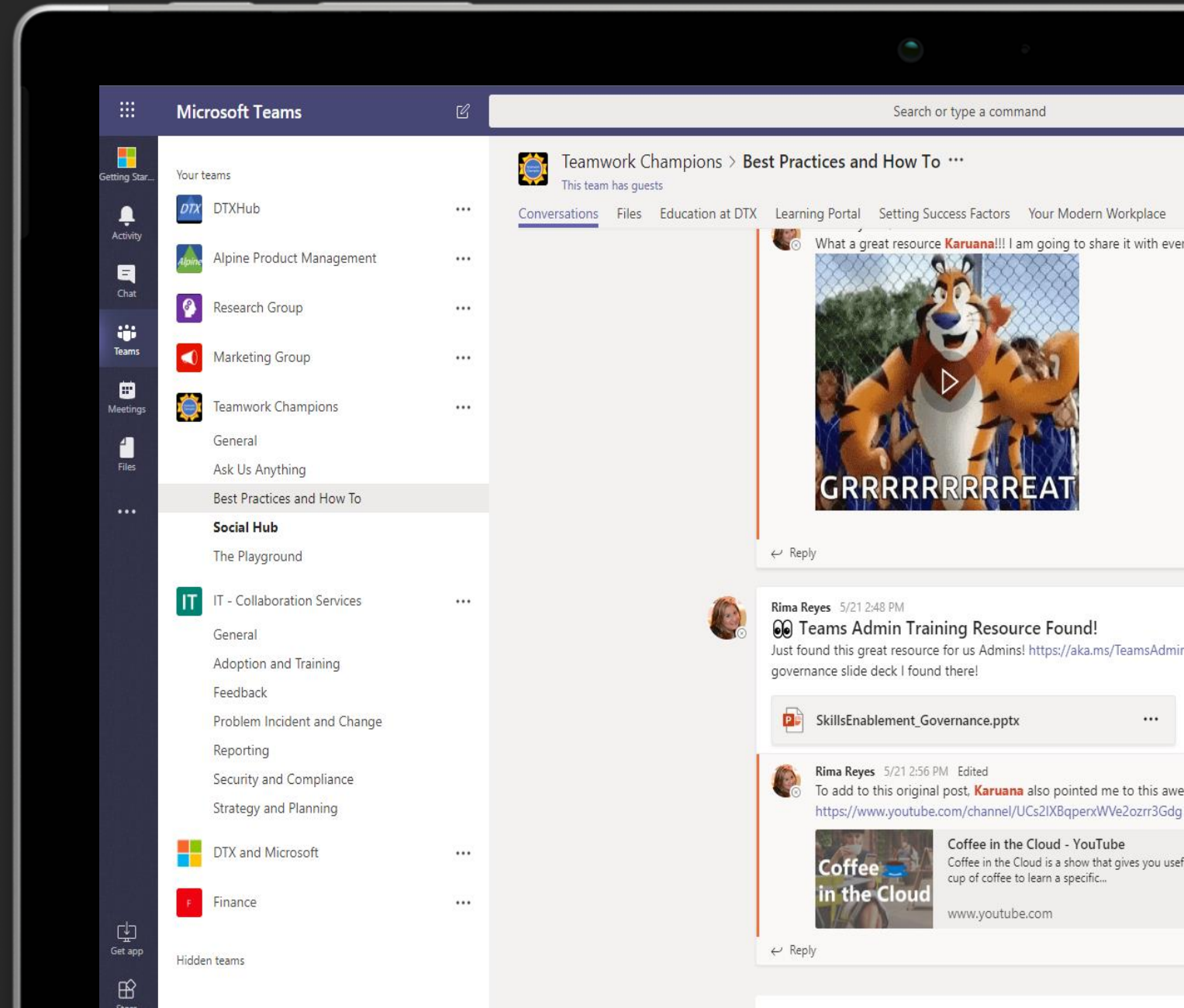


# Teams scenarios to **inspire** our customers

File Collaboration

Modern Meetings

Customer Engagement



# Online file storage, document sharing, co-authoring

Offer SMBs tools for real-time collaboration. Keep everything in one shared workplace.

## Access and share

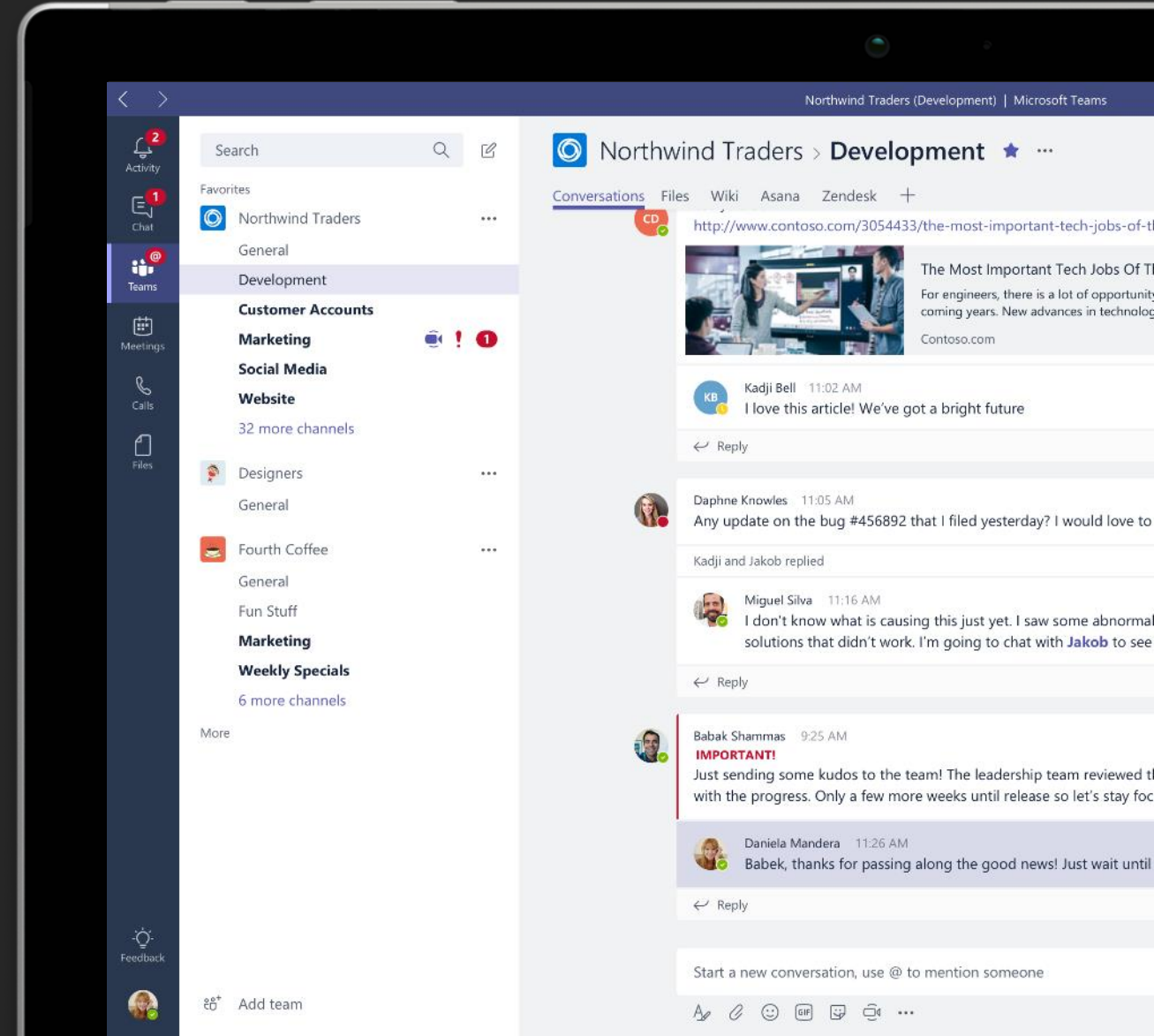
content from anywhere with Microsoft Teams desktop, web, and mobile apps

## Connect and work together

across multiple projects and get important notifications in real-time

## Coauthor files simultaneously

with popular Office 365 apps, like Word, Excel, and PowerPoint.



# Chat and online meetings

Help SMBs to stay connected with an intelligent meeting solution using HD video, content sharing, digital whiteboard, notes, voice and chat – using any device

## Work from anywhere

by holding online meetings with anyone inside or outside the organization

## Make work easy

using the meeting scheduling assistant, sharing screens, and collaborative note taking as part of online meetings and having context and content at your fingertips

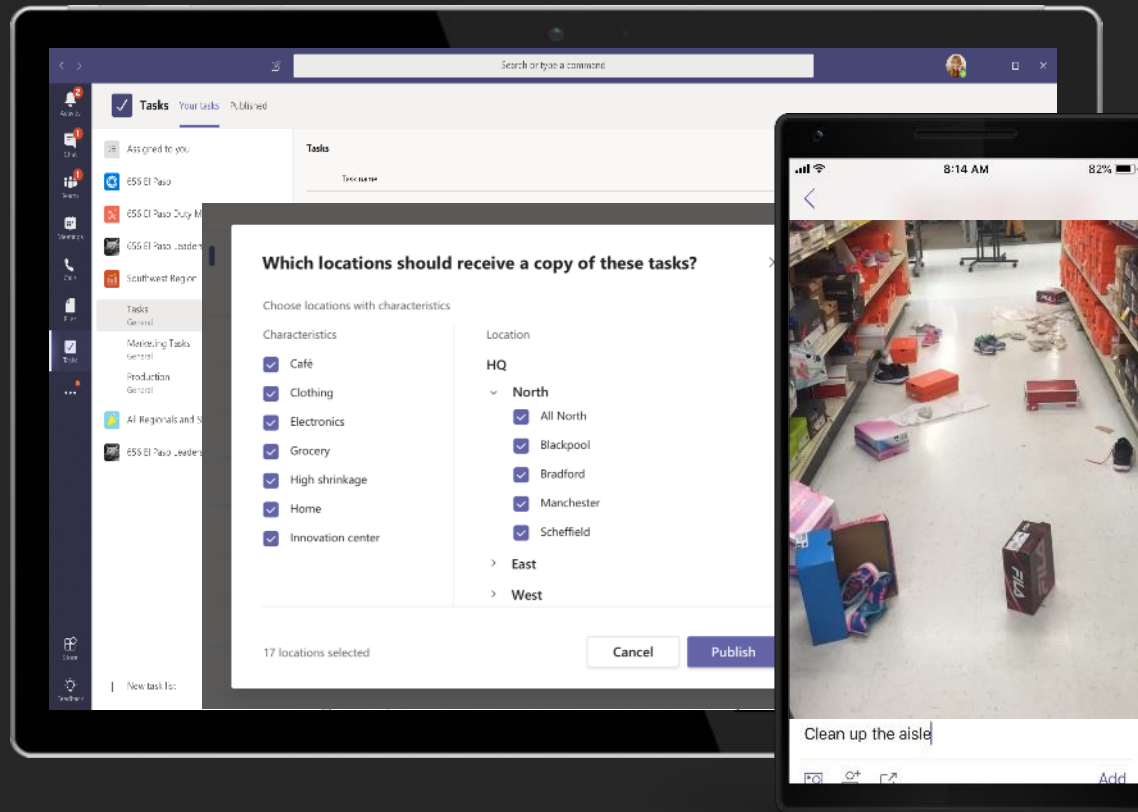
## Speed innovation

Stay in the know with meeting recordings with transcription and translation, indexed for searching

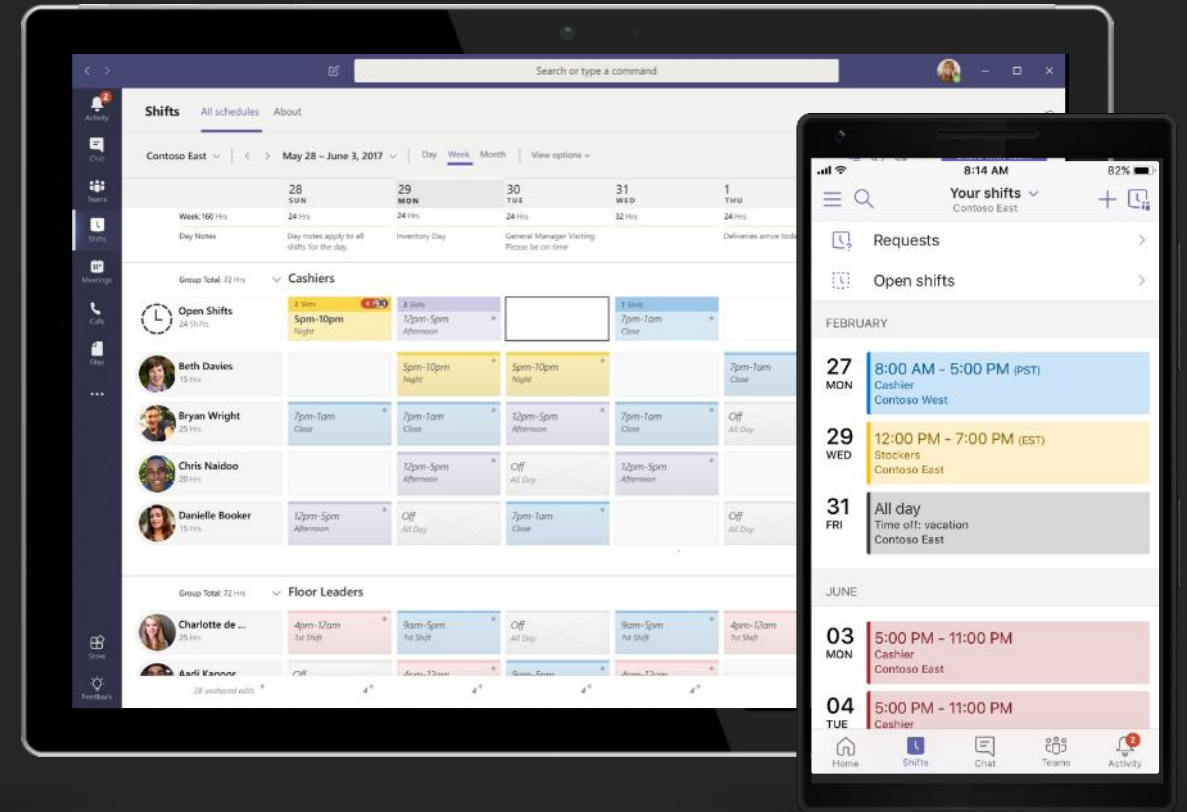




# Shift and task management



Automate everyday activities with PowerApps and Flow



Create and manage schedules and tasks with Shifts

# Teams custom solution example

Megan Bowen 5/27 10:22 PM  
InventoryBot Show details of productBoxes (8)

Inventorybot 5/27 10:22 PM

**Item Name: Boxes**  
**Item Code: Ret004**

Location	Total	Committed	Available
Hyderabad	30	15	15
Bangalore	85	9	76

Add Inventory

Block Inventory

Microsoft Teams

Warehouse #02 > General ...

Conversations Files +

2 replies from Inventorybot

← Reply

Megan Bowen 5/28 10:30 AM  
InventoryBot help

Inventorybot 5/28 10:30 AM

**Inventory Information**  
A peek into inventory across locations across products.

Industry Ex: Airline, Retail (Required) ▾

Airlines

Retail

Manufacturing

← Reply

8:14

Inventory  
LoB Demo Applications

Conversation Tabs

Quantity: 07 | Locations: Bangalore

Item code: RET003 | Item Na...  
Quantity: 40 | Locations: Hyderabad

Item code: RET004 | Item Na...  
Quantity: 13 | Locations: Hyderabad

← Reply

Laurence Gilbertson  
May 4, 10:30 AM

InventoryBot

Inventorybot 12:01 PM

**Item Name: Frames**  
**Item Code: mft 002**

Location	Total	Commit	Available
Hydera...	60	35	25
Bangal...	10	5	5

Add Inventory

Block Inventory

Reply

Business Development > General ...

Conversations Files Picture Review App ParisEstManifique Product Showcase +

< Environmental Phot... ▢ ✎

Created  
4/1/2019 6:11 AM

Title

Picture Width  
640

Picture Height  
480

Code  
1555

Newsletter  
true

Create Discussion Channel

Inventory Bot

Picture Review PowerApp

# Build **Teamwork** offerings to drive profitability

**\$17/ user/ month** of partner opportunity in SMB



**Adoption & change management**  
Help SMB's change the way they work



**Meetings management**  
Package meetings services and devices

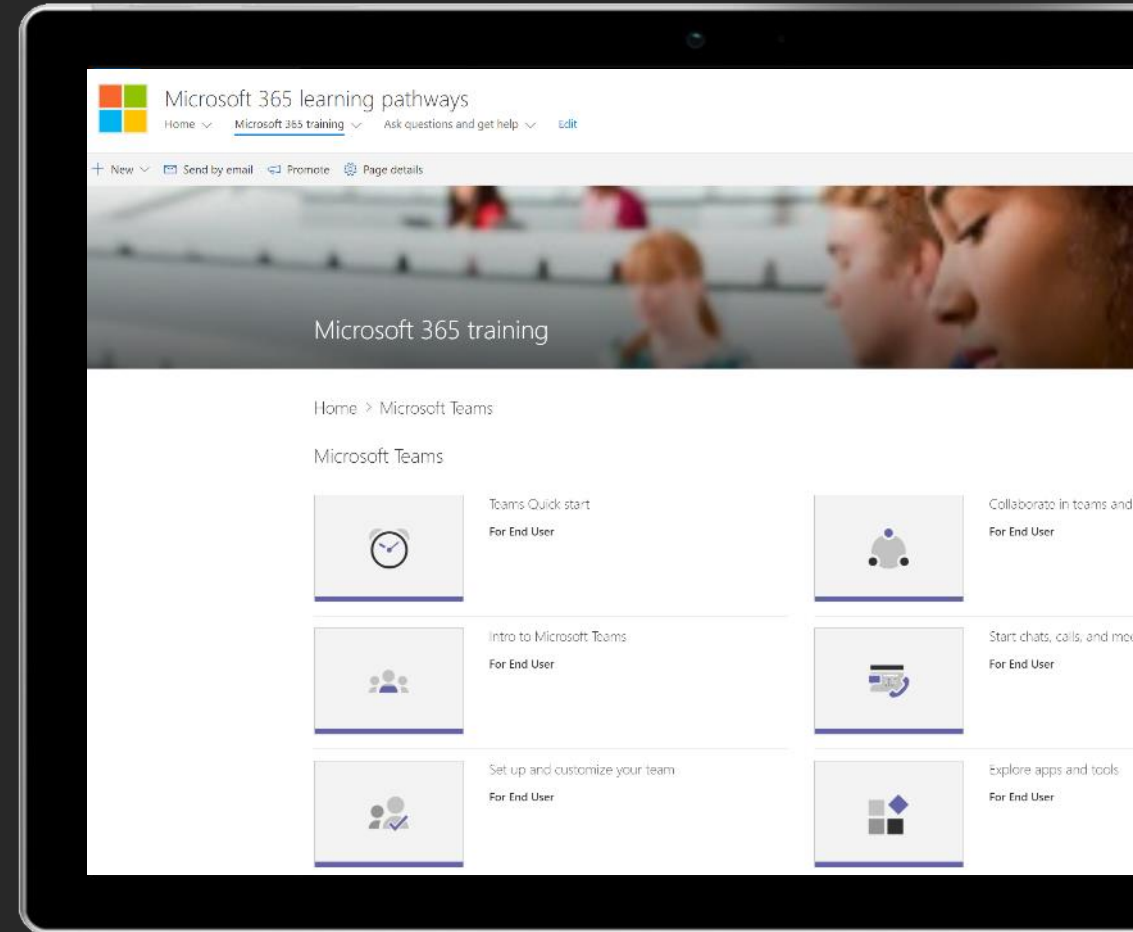


**Teams solutions**  
Connect LOB apps and automate workflows

# Microsoft 365 learning pathways

- ✓ SharePoint Communication site template
- ✓ Online catalog of end-user training content
- ✓ Customizable Microsoft 365 learning pathways
- ✓ Easily installed via SharePoint Provisioning Service

Learn more at [aka.ms/M365LP](https://aka.ms/M365LP)





# Bringing it together: driving profit with Teamwork

**\$180**

## Win the foundation

Sell Office 365 Business Essentials

- Email migration
- Set up users on Office
- 24\*7 support

**+\$310**

## Attach services

Add high-value, easy-to-sell services based on deployment of Office 365 Business Essentials

- Migrate files to OneDrive
- Establish meetings on Teams
- Package meeting room services
- Bundle adoption services

## Continuing services

- 24\*7 Support

**+\$115**

## Deepen relationships

Standardize on Teams and grow the lifetime value through differentiated services

- Standardize collaboration on Teams
- Move intranets to SharePoint Online
- Customize with Teams solutions
- Modernize and integrate LOB apps
- Monetize with Teams enabled devices

## Continuing services

- 24\*7 Support
- Change management services

3-6 months

6-12 months

Three-year **average revenue** per SMB seat from Office 365 Business Essentials



# Accelerate customer acquisition with Teams



## Utilize Teams Assessment to start the conversation

- Understand customer challenges
- Create alignment with BDM's
- Drive roadmap to purchase and use



## Announcing Teams Trial\* to help unblock dark customers

- Full Teams product functionality
- 6 months trial duration
- Ease of transition to paid SKU

New

# Accelerate customer acquisition with Teams



## Utilize Teams Assessment to start the conversation

- Understand customer challenges
- Create alignment with BDM's
- Drive roadmap to purchase & use



## Sell the value to close the deal

- Empower with modern collaboration
- Customizable to suit needs
- Only \$1 more than Exchange



## Use Teams Trial\* to help unblock customers

- Full Teams product functionality
- 6 months trial duration
- Ease of transition to paid SKU

\*Announced on July 1 | Available for use on August 1

# \$7.50 for peace of mind that reduces operational costs & increases margin

Advanced Threat Protection

Device Management

Data Archiving

Conditional Access

Azure Multi-Factor Authentication

Data Loss Prevention

Device Antivirus

\$12.50 for Office 365 Business Premium

+ **\$7.50** for these security features

= **\$20.00** for Microsoft 365 Business



Reduce your operational costs with an all-in-one solution that is better integrated with Office 365 and Windows



Increase your margin with security offerings that tie into these features over and above the licensing cost

# Teams devices for every need

## Spaces



Personal workspace



Mobile workspace



Shared collaboration spaces



Small or large conference rooms

## Personal devices



Headset



Desk phone



Mobile phone station



Speaker puck



Mobile phone

## Shared devices



Conference Room  
Phone



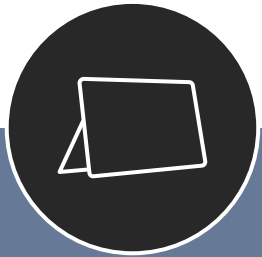
Microsoft Teams Rooms



Interactive whiteboard

# Device as a Subscription

A modern workplace solution that provides devices, accessories, software, and support options, on a subscription basis, all under one monthly bill



## Devices

Windows 10 Pro  
Windows 10  
Enterprise



## Software

Microsoft 365  
Dynamics 365  
Azure Cloud Services  
Industry-specific  
software



## Accessories

Pens  
Keyboards  
Mice  
Headsets  
And more



## Services + support

Imaging  
Asset tagging  
Warranty  
On-site support  
And more

Customized software + hardware offerings

# Use end of support deadlines to spur action

Initiate conversations on moving to cloud based security solutions

NOTE: Microsoft 365 Business includes a free upgrade to Windows 10 Pro\*

## Windows 7

January 2020

## Office 2010

October 2020

## Office 2013 and earlier Office 365 connectivity

October 2020



69%

of SMBs are not  
aware or only  
slightly aware  
of the end of  
support dates

\*Upgrade available for existing Windows 7 or Windows 8.1 Pro users

# What is End of Support?

Every product has a lifecycle. It begins when the product is released and ends when the product is no longer supported.

When Windows 7 and Office 2010 reach end of support, they will continue to work but new security and feature updates will stop. Knowing end of support timelines will help you keep your business and employees productive and secure.

## Windows 7 End of Support

PCs running Windows 7 after **January 14, 2020** should not be considered protected.

It is important that you migrate to a current supported operating system such as Windows 10 so you can receive regular security updates to help protect your device from malicious attacks.

## Office 2010 End of Support

Computers running Office 2010 after **October 13, 2020** should not be considered protected.

Office 2010 will have no additional feature or security updates. To receive support and updates, you'll need to upgrade your software. You'll be unable to receive free or paid support for Office 2010.



Learn more at [aka.ms/shift](https://aka.ms/shift)



No new features

No security updates

No support



# Use **end of support** deadlines to spur action

Deadlines offer a compelling moment to help SMBs continue to modernize the way they work

## Windows 7

January 2020

## Office 2010

October 2020

## Office 2013 and earlier Office 365 connectivity

October 2020



# 69%

of SMBs are not aware or only slightly aware of the end of support dates.

Help customers avoid security risks caused by unsupported solutions

Start early to retain customers that are ripe for change

Q&A





Thank you!



# Comparison of Business Premium, Microsoft 365 Business and Office 365 E3

	Features	Office 365 BP	Microsoft 365 Business	Office 365 E3
	Estimated retail price per user per month \$USD (with annual commitment)	\$12.50	\$20	\$20
	Maximum number of users	300	300	unlimited
Office Apps	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access), Office Online	Business	Business	ProPlus
Email & Calendar	Outlook, Exchange Online	50GB	50GB	100GB
Hub for Teamwork	Chat-based workspace, online meetings, and more in Microsoft Teams	●	●	●
File Storage	OneDrive for Business	1 TB/user	1 TB/user	Unlimited
Social, Video, Sites	Stream, Yammer, Planner, SharePoint Online <sup>1</sup> , Power Apps <sup>1</sup> , Flow <sup>1</sup>	●	●	●
Business Apps	Scheduling Apps – Bookings <sup>2</sup> , StaffHub	●	●	●
	Business Apps – Outlook Customer Manager, MileIQ <sup>2</sup>	●	●	
Threat Protection	Office 365 Advanced Threat Protection		●	
	Windows Exploit Guard Enforcement		●	
Identity Management	Self-service password reset for hybrid Azure Active Directory accounts		●	
	Azure Multi-Factor Authentication, Conditional Access Policies		●	
Device & App Management	Microsoft Intune, Windows AutoPilot, Windows Pro Management		●	
	Shared Computer Activation		●	●
	Upgrade rights to Windows 10 Pro for Win 7/8.1 Pro licenses		●	
Information Protection	Office 365 Data Loss Prevention		●	●
	Azure Information Protection Plan 1, BitLocker Enforcement		●	
On-Prem CAL Rights	ECAL Suite (Exchange, SharePoint, Skype)			●
Compliance	Unlimited email archiving <sup>3</sup>		●	●

[1] Indicates Office 365 Business Premium has Plan 1 of the functionality and Office 365 E3 has Plan 2

[2] Available in US, UK, Canada

[3] Unlimited archiving when auto-expansion is turned on

# Premium add-ons and their eligibility by plan

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	Office Advanced Threat Protection P1	Add-on	Included	Add-on	Add-on	Included	Included	\$2
	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 <sup>1</sup>
	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>2</sup>

[1] 5,000 Seat Minimum. \$6pupm for E1/E3, \$2pupm for E5

[2] 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](#).