Microsoft SMB Advanced Security Opportunity for Partners

Maximize recurring revenue by helping SMBs protect against threats

Jason Winecoff and Robert Saville

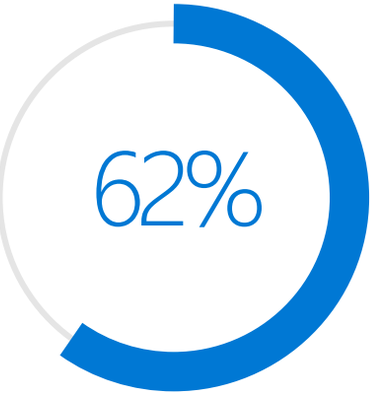
STELLR

October 10, 2019

Small businesses are most vulnerable

58% of breaches take place at small businesses.[1]

average cost of a SMB data breach.[2]



62% lack the skills in-house to deal with security issues.[3]

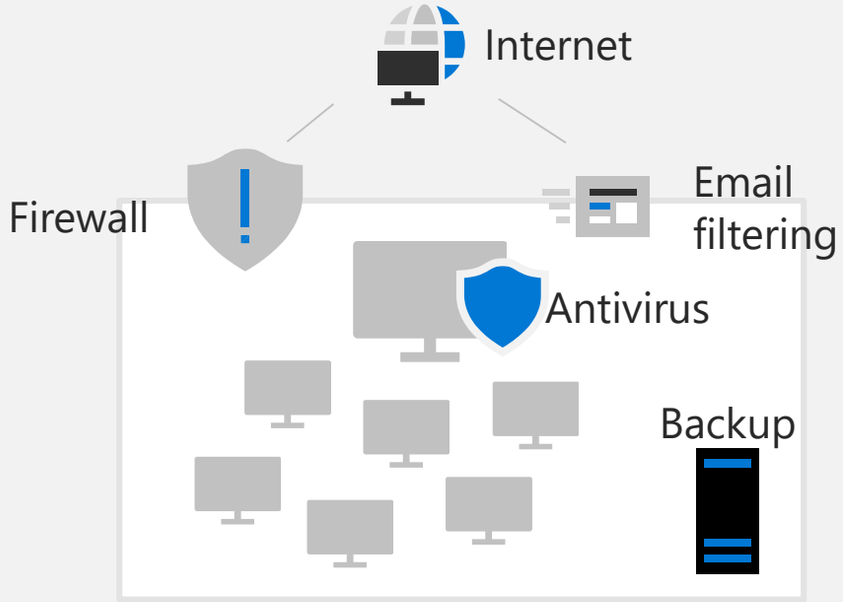
[1] Verizon 2018 Data Breach Investigations Report

[2] Kapersky Lab study, 2018

[3] Underserved and Unprepared: The State of SMB Cyber Security in 2019, Vanson Bourne for Continuum

Today's SMB IT environment is challenging

Once a firewall, PC antivirus, email filtering, and backup were enough to protect your business



More mobile devices

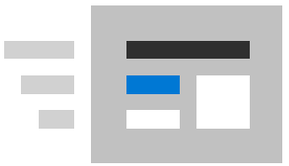
Employees working from more places

Phishing
Ransomware
Social engineering

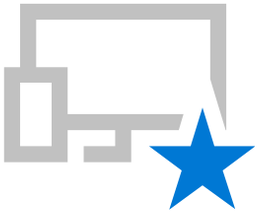
With data moving to the cloud, increased mobile access, and cybercriminals getting more and more sophisticated, times have changed.

Build your business around cloud security

How will this help your customers?



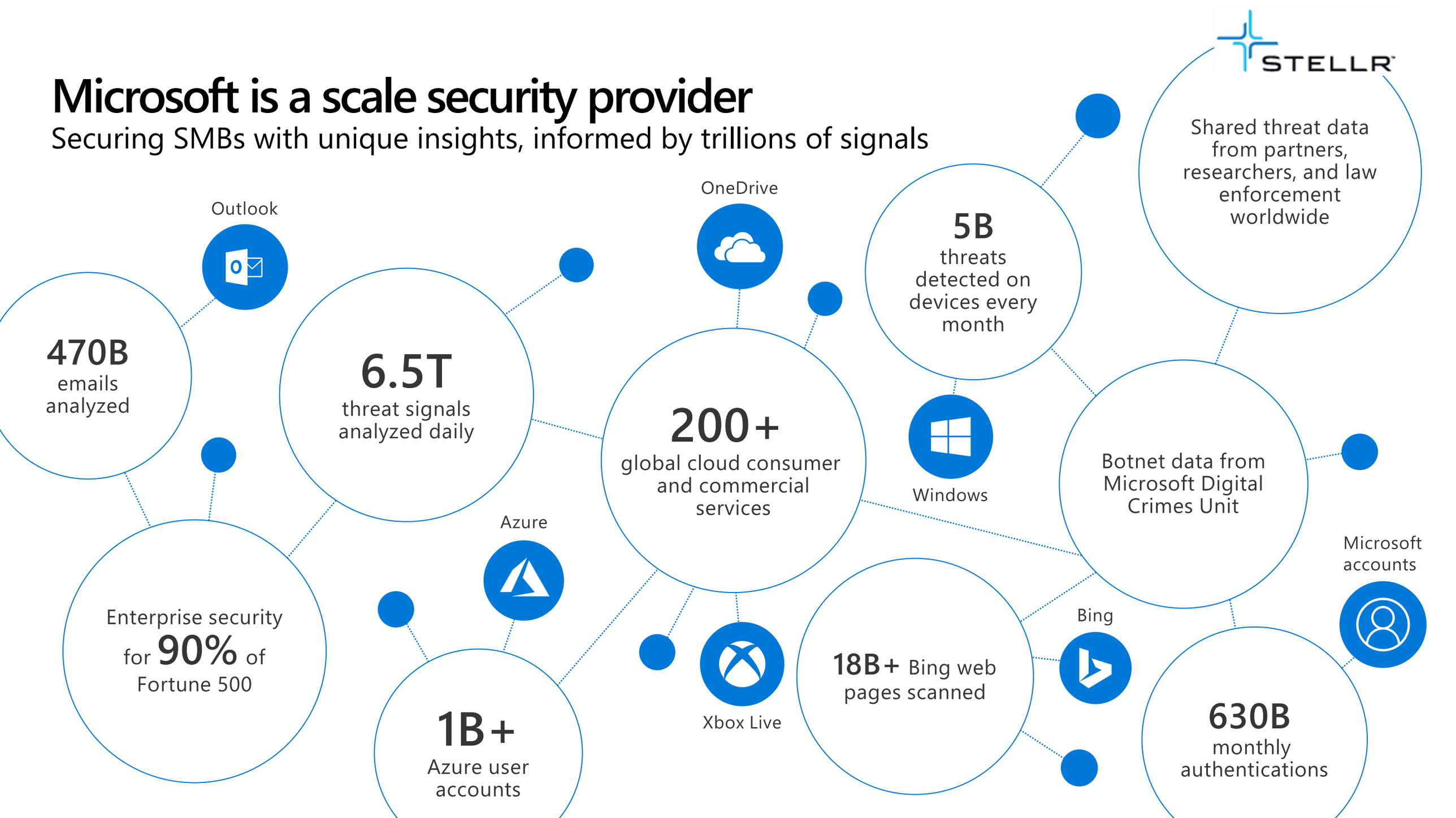
Why add Advanced Security services?



What to do next

Microsoft is a scale security provider

Securing SMBs with unique insights, informed by trillions of signals



What is Microsoft 365 Business?

A comprehensive security solution that is integrated with Office 365

Defend against cyberthreats

+

Protect business data

+

Secure your devices

All the capabilities of Office 365 Business Premium, plus advanced cybersecurity, data protection, and device management

Provide comprehensive security against advanced cyberthreats with Microsoft 365 Business

Defend against threats

- Check links at time of click to combat advanced phishing
- Detect malware with sandbox analysis of email attachments
- Enable anti-phishing policies that use machine learning
- Enable advanced multi-factor authentication
- Enforce features that help protect Windows 10 devices

Protect business data

- Encrypt sensitive emails
- Block sharing of sensitive information like credit card numbers
- Restrict copying and saving of business information
- Enable unlimited cloud archiving

Secure your devices

- Control which devices and users can access business information
- Apply security policies to protect data on iOS and Android devices
- Keep company data within approved apps on mobile devices
- Remove business data from lost or stolen devices with selective wipe

"We don't wait for customers to talk about security, we lead with it as something that's critical.

We don't use fear-mongering, though. Our approach is to ask 'Have you thought about these things? Here's what could happen, and our recommendation.'"

Jason Fox
Product Architect, Rackspace

Simplify SMB technology investment

Security	
Cloud identity management	$3
Information rights management	$2
Email anti-virus and DLP	~$3
Device management	$4.25
Productivity	
Productivity apps and file storage	$8
Chat-based workspace, meetings	$13.50
Surveys and forms	$8
Team planner	$10

Monthly cost of 3rd party solutions **> $50**

Microsoft 365 Business

Comprehensive security against advanced cyberthreats

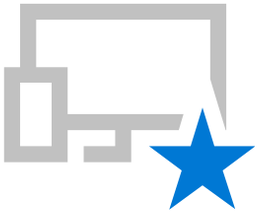
$20 monthly

Layer under existing point solutions from Microsoft security partners

Build your business around cloud security

How will this help your customers?

Why add Advanced Security services?



What to do next

SMB security challenges

Partners can help plug gaps

Lack of expertise
in the face of sophisticated cyber threats

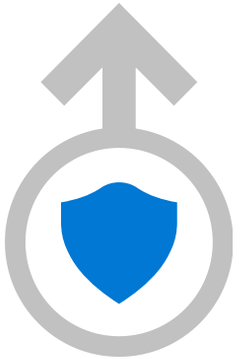
Not enough resources
to identify, assess, and mitigate security risks

Less familiar
with security best practices and little time to educate employees

Overwhelmed
with available offerings

Secure and grow your customer base

Value Prop	Description
Comprehensive	Add new customers by helping SMB's protect themselves across vectors
Complementary	Complement existing security practice using integration with key security providers
Rewarding	Increase incentives with differentiated CSP rebates through the strategic product accelerator



"Nearly 90% of small- to midsized businesses (SMBs) would consider hiring a new managed services provider (MSP) if they offered the right cybersecurity solution."

The State of SMB Cybersecurity in 2019- Vanson Bourne

*Based on FY20 Microsoft CSP incentives

Reduce operational cost

Value Prop	Description
Easy to manage	Manage your productivity and security tools from one location
Seamless to activate	Reduced set up time with streamlined activation for common scenarios
Reduced support cost	Reduced support calls as it's built for Windows and Office and doesn't overload system resources

"Microsoft 365 Business is a great combination for us. It's a fundamental security platform…you get more value out of O365 without bolting on a ton of stuff."

Nathan Taylor, Director, MachineLogic

Increase your services revenue

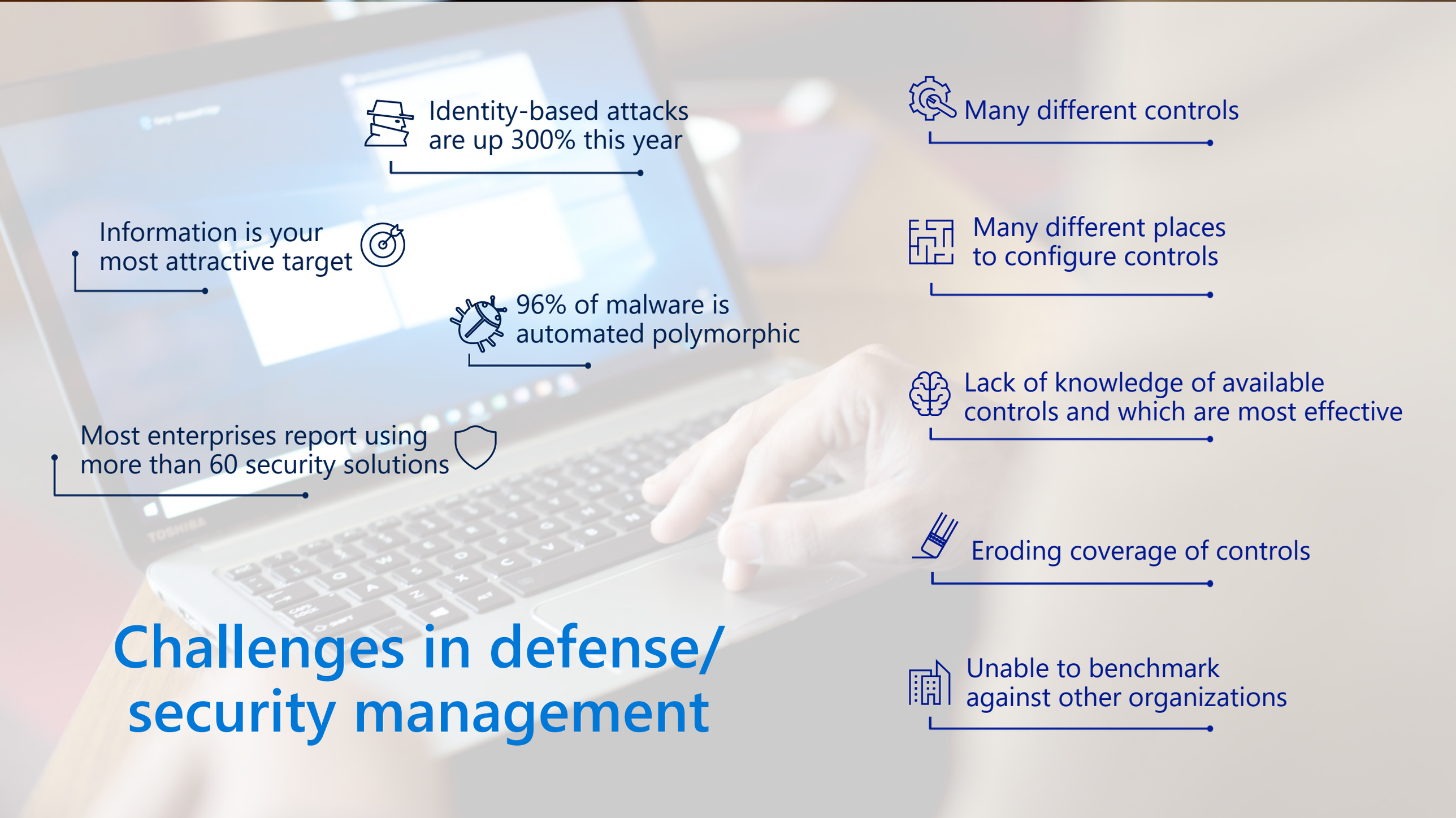
Value Prop	Description
Monetize assessments	Start with SecureScore and go deeper with CSAT from QSSolutions to build a roadmap for customers
Start with monitoring	Start offering security managed services with remote monitoring and management using Defender
Move into identity	Help customers modernize their identity through offering IAM and device policy management
Provide advanced services	Finalize through offering or partnering to offer remediation or compliance services for customers

"Our fully outsourced managed service offering for SMB includes helpdesk, onsite support, updates management, security and usage monitoring, and ongoing maintenance. It sells for $120 per user per month."

Forrester TEI Study, 2019

Microsoft

Microsoft Secure Score



Challenges in defense/ security management

Identity-based attacks are up 300% this year

Information is your most attractive target

96% of malware is automated polymorphic

Most enterprises report using more than 60 security solutions

Many different controls

Many different places to configure controls

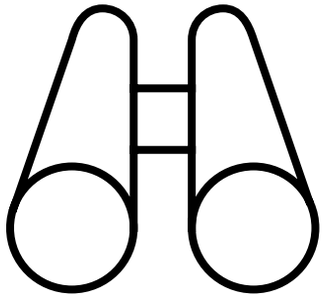
Lack of knowledge of available controls and which are most effective

Eroding coverage of controls

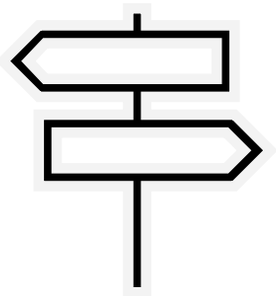
Unable to benchmark against other organizations

Microsoft Secure Score

Visibility into your Microsoft security position and how to improve it



Insights into your security position



Guidance to increase your security level

Insights

One place to understand your security position and what features you have enabled.

- Visibility into Office 365, EMS, and Windows 10.
- View historical score and trends.
- Easily compare score against other days and other organizations.

Support for Office 365, EMS, & Windows 10

Office 365 and Windows 10 scores part of summary

Azure Active Directory, MCAS, and Intune controls supported

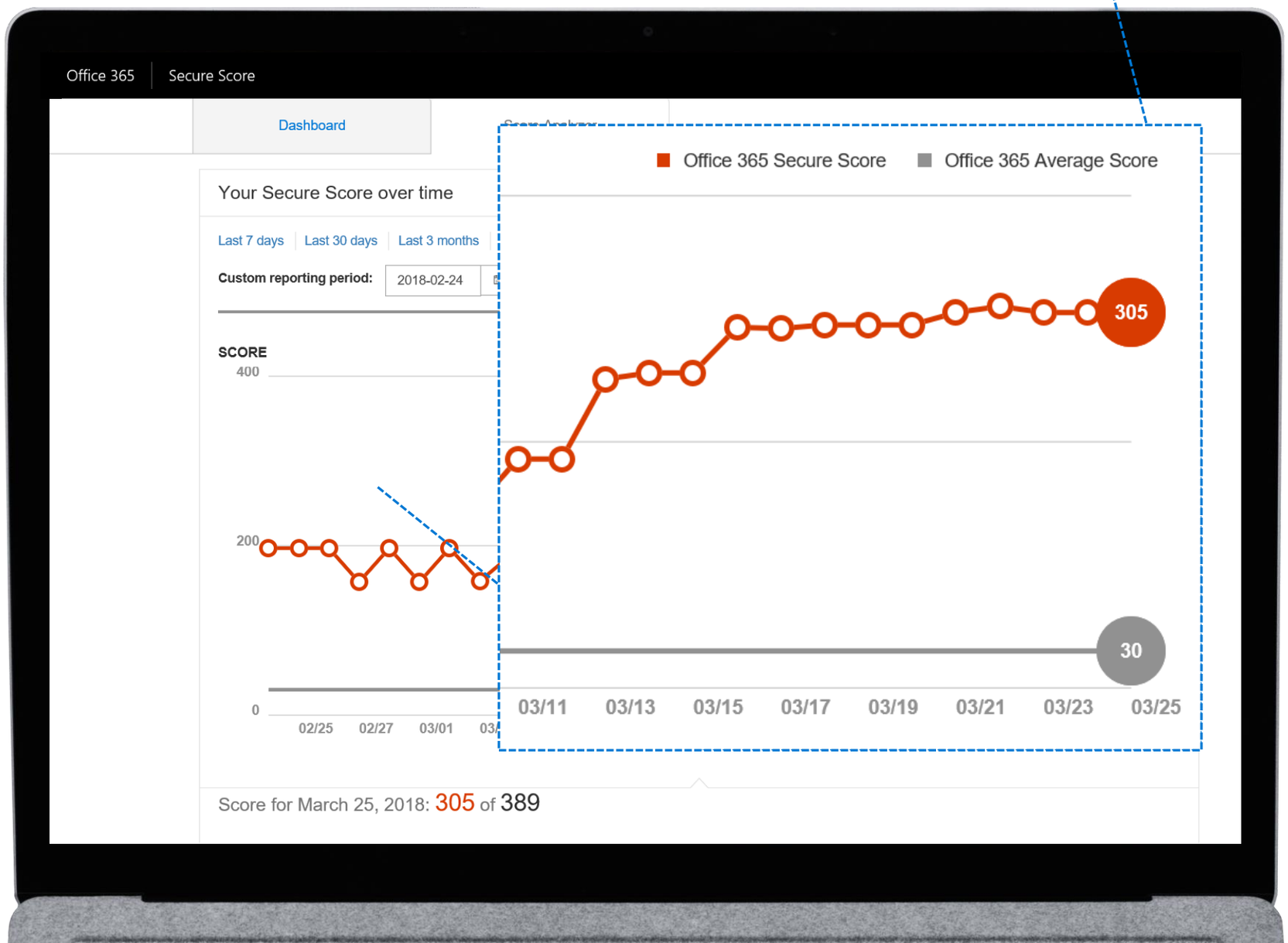
89 controls supported

Historical score and trends

View score over the past 7, 30, or 90 days, or select a custom range

Detailed list of how you obtained points

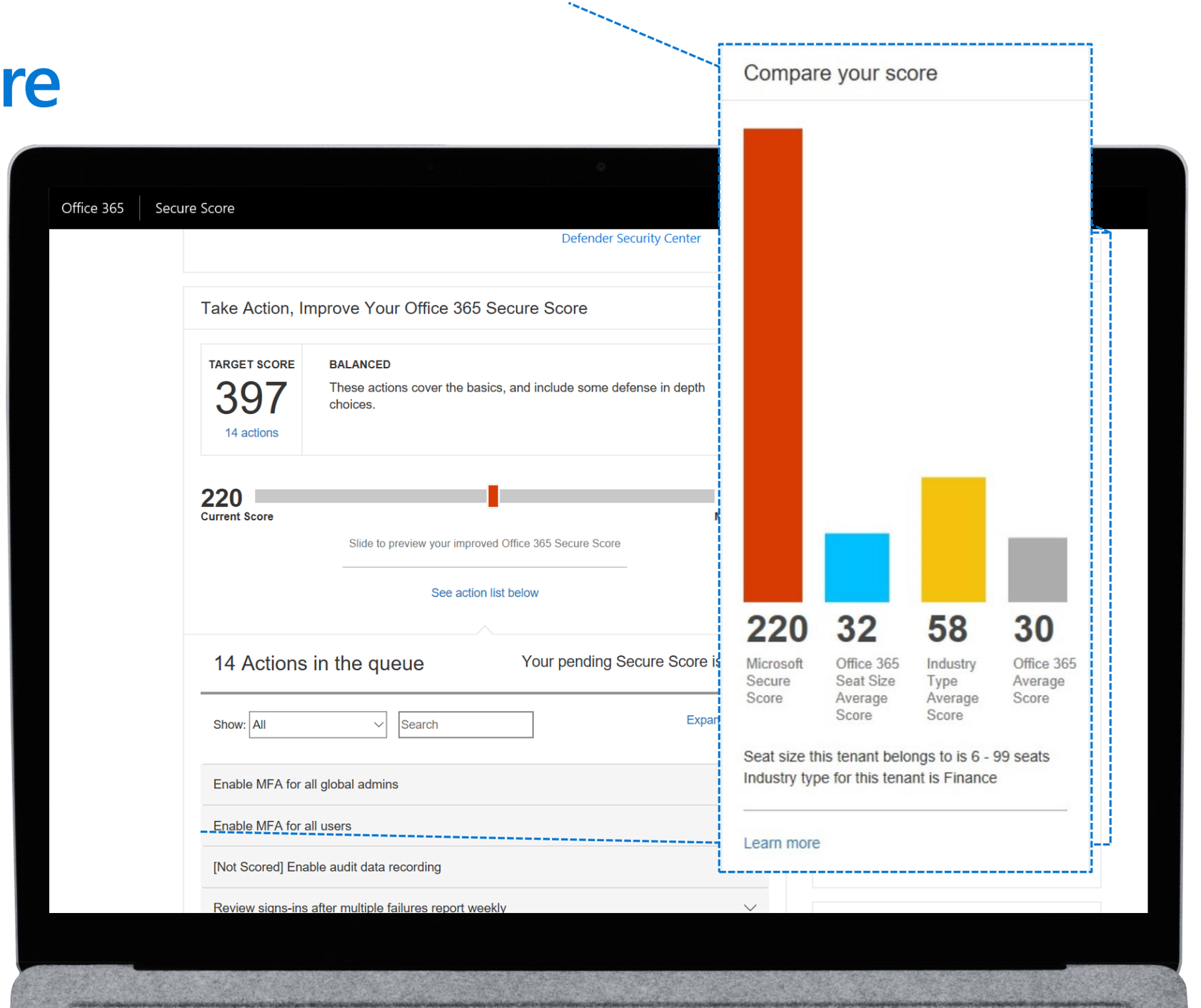
Export data to pdf, csv, or via API



Compare your score

Compare score from previous days to see what exactly changed

Benchmark against other organizations based on Office 365 average, size, and industry



Guidance

Learn what security features are available to reduce risk while helping you balance productivity and security.

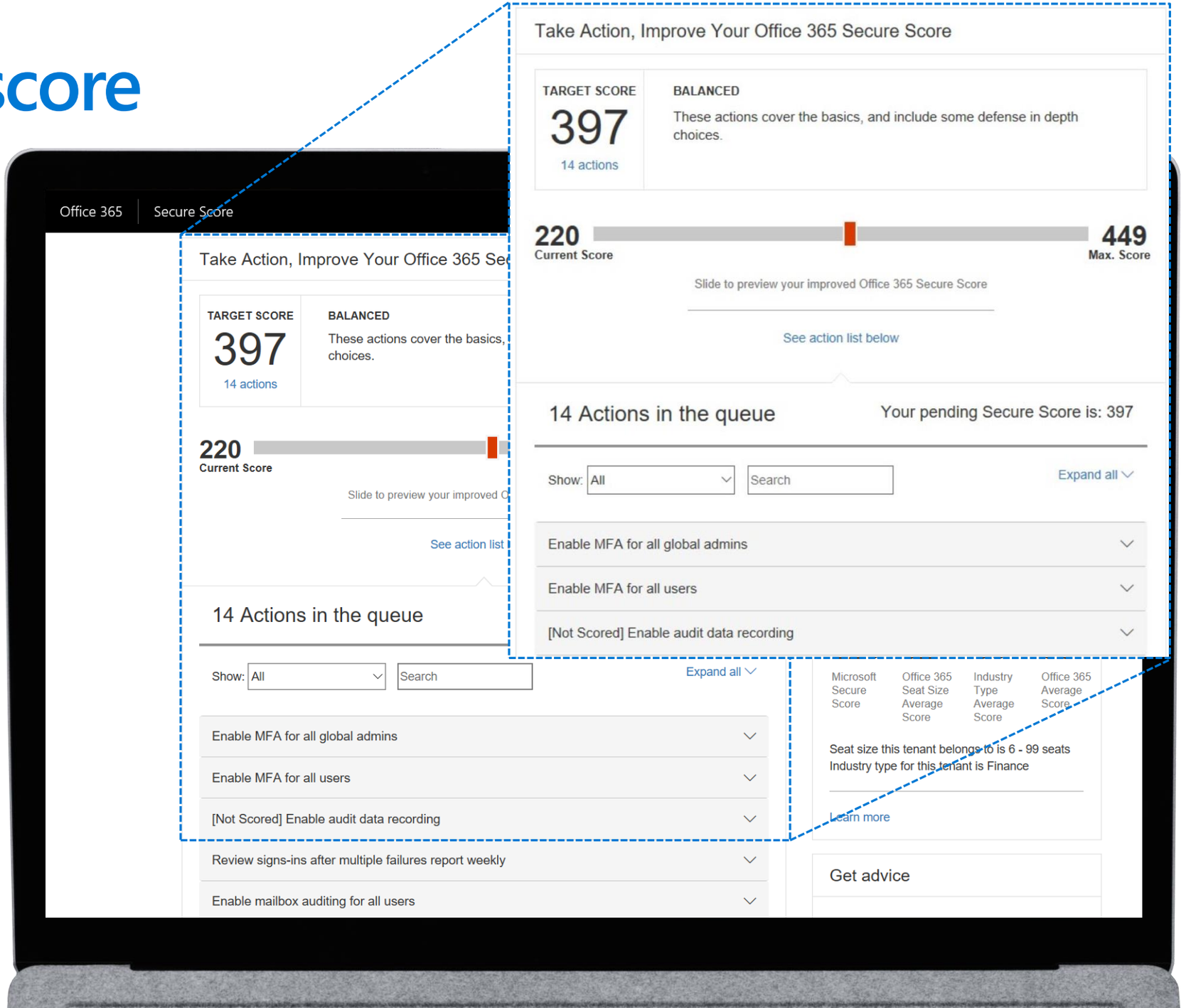
- Model your ideal score.
- Filter actions that meet your criteria.
- Ignore controls that are not valid for you.
- 3rd party product support.

Model your ideal score

Find the right balance of productivity and security

Prioritized actions based on effectiveness

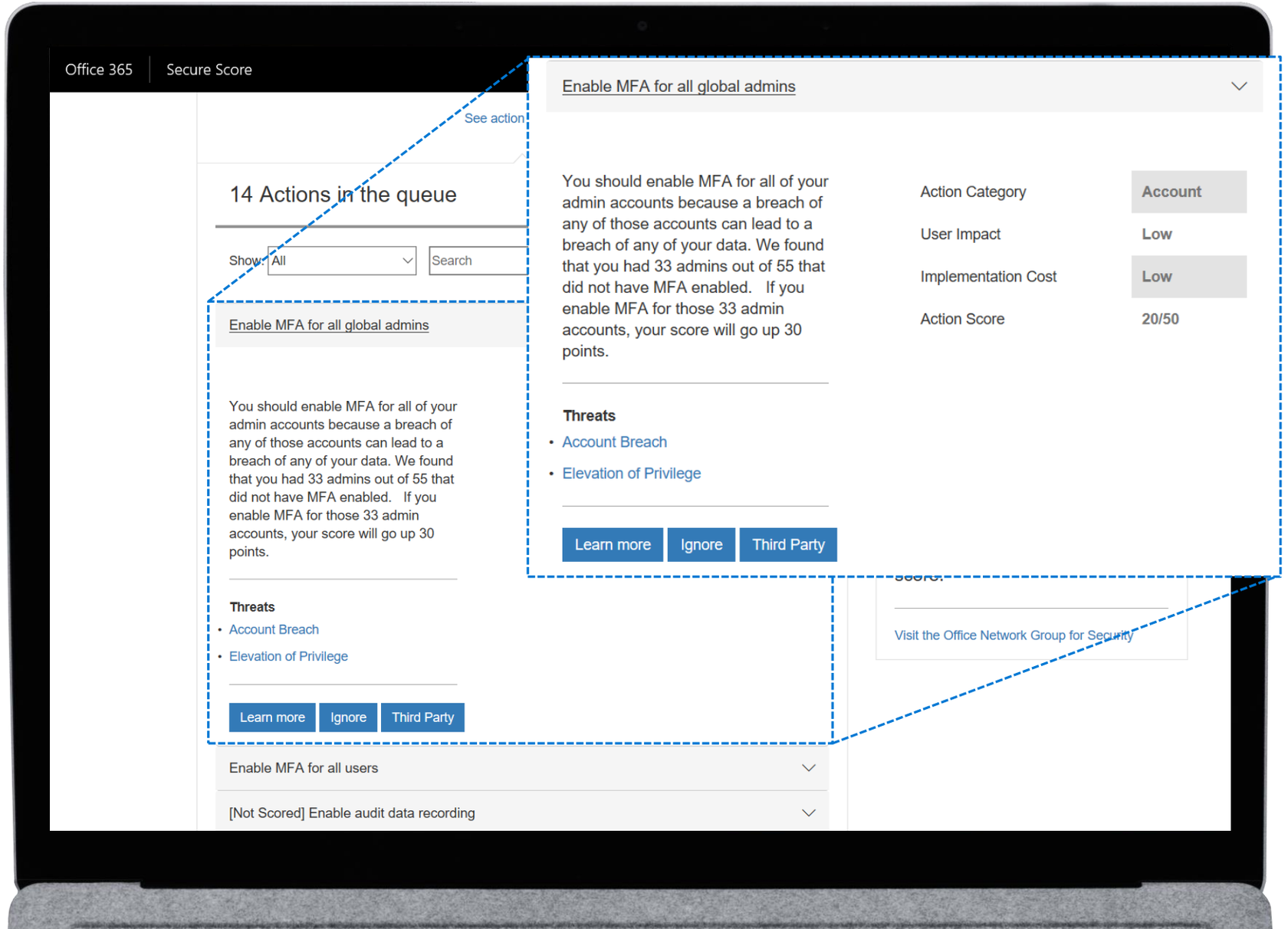
Filter and search for specific controls



Enable controls through Secure Score

Short description when you expand action

Get more details and enable control or take you to where you can enable

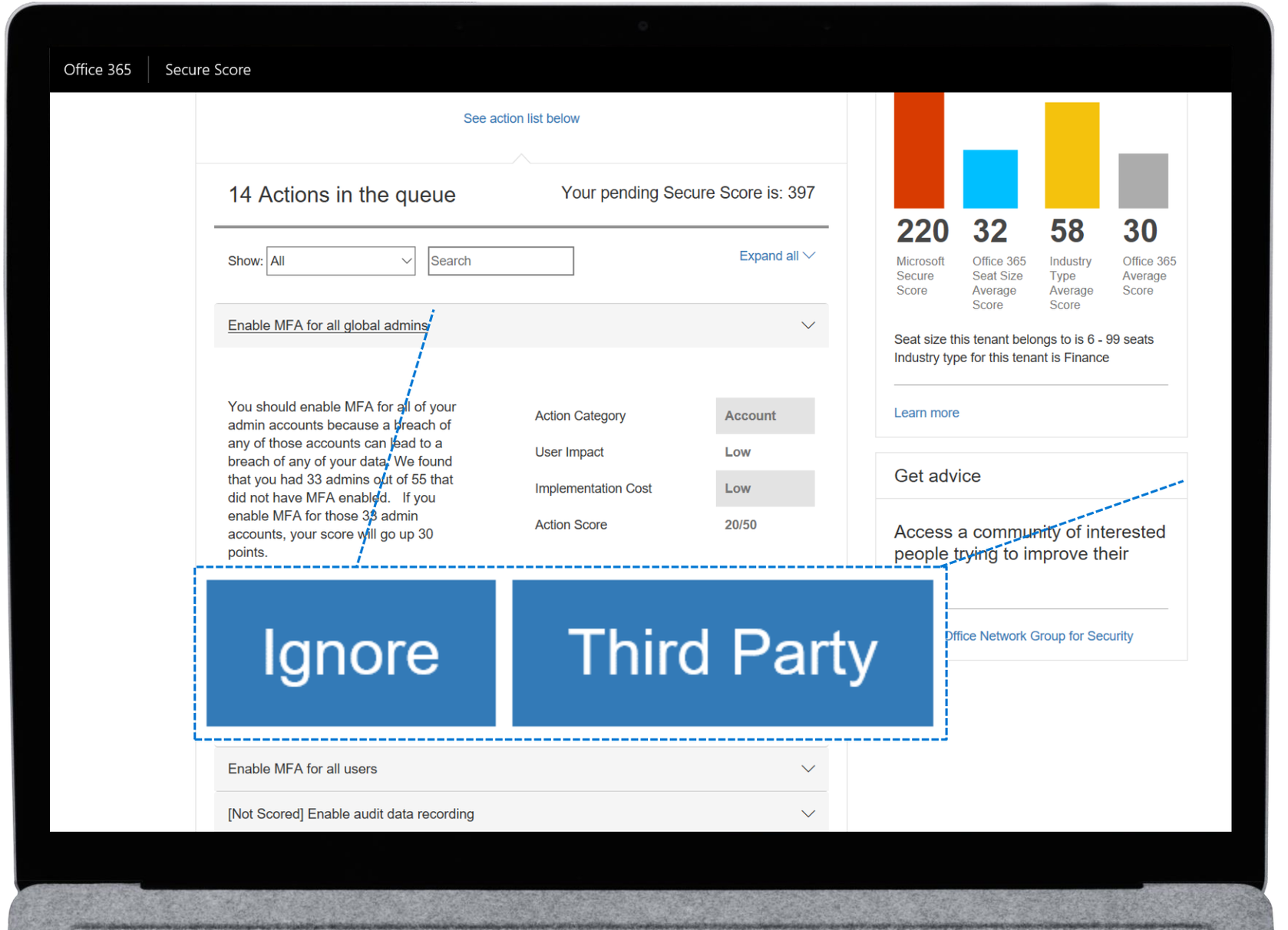


Getting credit for 3rd party solutions

Third party button provides points for controls meet though other solutions

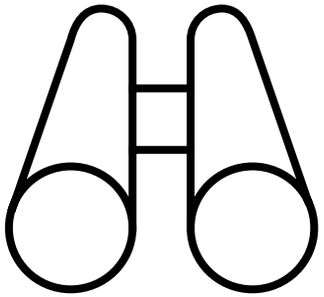
Ignore controls that are not valid for you

Can remove designation though Score Analyzer

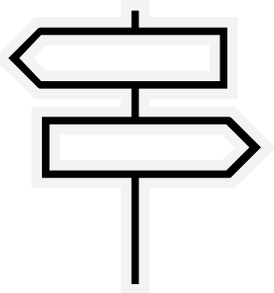


Microsoft Secure Score

Visibility into your Microsoft security position and how to improve it



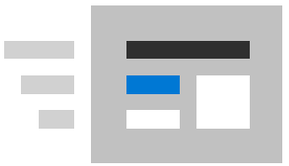
Insights into your security position



Guidance to increase your security level

Build your business around cloud security

How will this help your customers?



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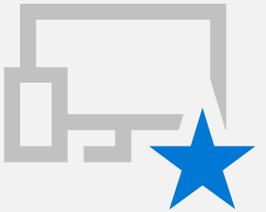


What to do next

Target SMBs that need Advanced Security services

	Upsell	
Target audience (in order of prioritization)	1. Existing Office 365 Business Premium customers in your base 2. SMB customers considering Office 365 E3 3. SMB customers currently using EM+S and/ or third-party security solutions to converge technology investment 4. Customers on end-of-support Office and Windows should have a roadmap to get to Microsoft 365 Business	
Customer opportunity	• Millions of SMB customers on the Office 365 Business SKUs that are ready to move to Microsoft 365 Business • 50% of SMB's would pay at least 20% more for the right security solution from a new MSP	
Compelling events	• Security breach event • End of support for: Office 2010, Windows 7	• Device refresh • Regulatory requirements such as GDPR
Conversation starters	• Cybercriminals can get employee passwords, steal money, and take your important files hostage • Data can be accidentally leaked, deleted, or accessed by someone not authorized	• Phones, tablets, and laptops with your company data can be lost or stolen
GTM tools (see detail in next few slides)	• Microsoft 365 Launchpad for offer creation, pricing, profitability analysis and customized sales asset creation • SecureScore for Office 365 security assessment and monitoring	• Cyber Security Assesment Tool (CSAT) for more comprehensive, hybrid security assessment • Microsoft 365 Deployment Kit for standardized deployment of Microsoft 365 Business security technology

Understand SMB's current security position with CSAT

Intake and preparation
15 minutes

Send welcome email for onboarding process and include system requirements and URL for questionnaire to be answered before the call.

CSAT server recommended requirements:

OS	Windows 10 Windows 8 Windows server 2016 Windows server 2012
CPU	2 cores
Memory	4GB
HDD	40GB

Interview and Installation
2.5 hours

Conduct interview questionnaires and discuss with IT officer or business Unit manager.

Establish a secure remote desktop session by using other software (e.g. Team Viewer).

Install and configure CSAT on a client machine during the interview.

Run the scan
30 minutes

Collect relevant data includes:

- Endpoint scan: accounts, firewall rules, applications installed, OS/services pack, shares and the registry.
- Active Directory Domain System.
- CSAT scanning logs (no password or credentials).

Presentation of the report
15 minutes

Conduct presentation and discussion of findings, conclusions and recommendations.

Advise on urgent actions and quick wins.

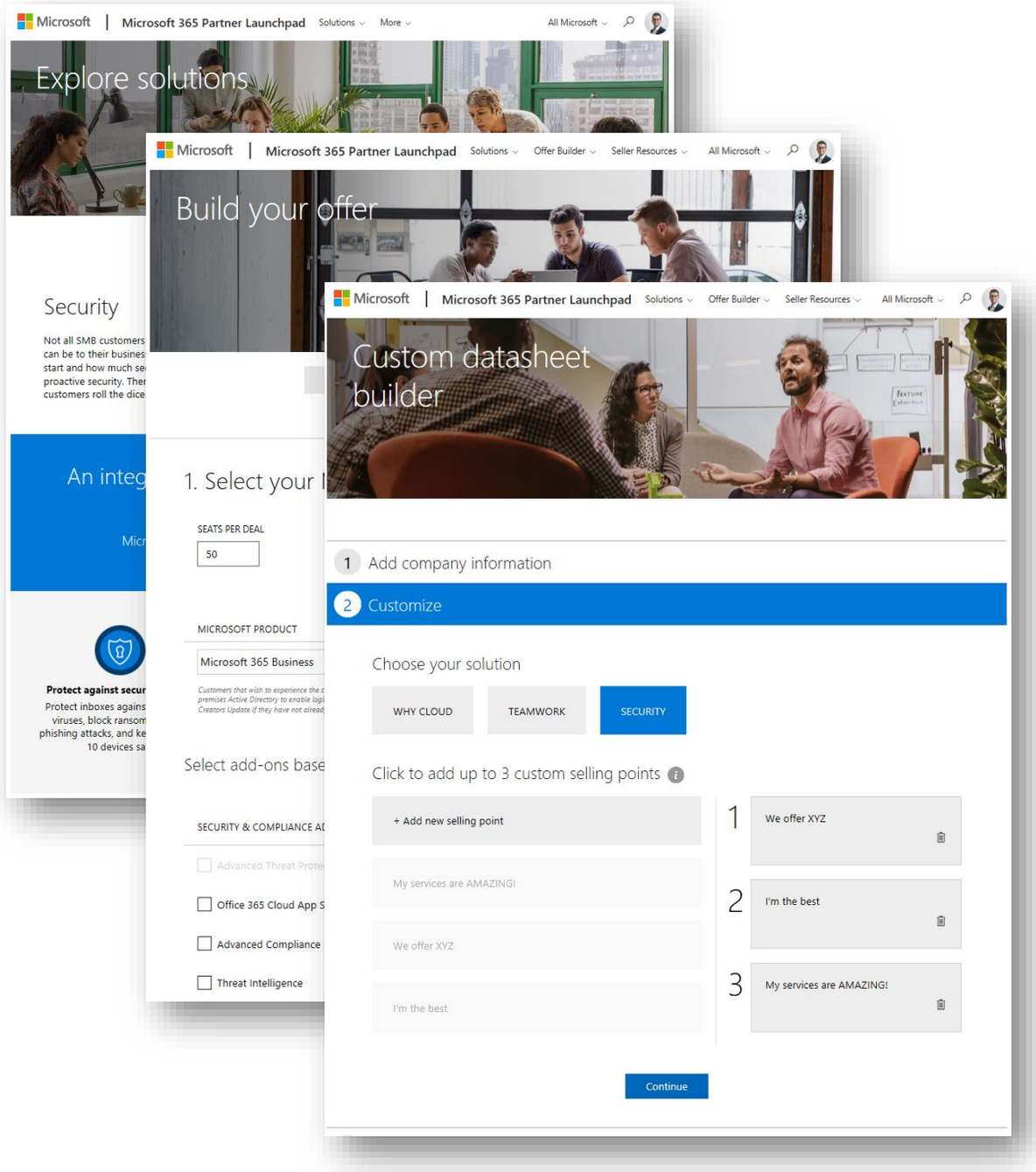
Send "Final report" and "QS solutions letter of confirmation POE" for signing off.

Available @ https://cybersecurityassessmenttool.com

Build holistic SMB offers

Price and build offers using the tool on Partner Launchpad.

- Insert license details and add your own services.
- Bring example offer to your first meeting.
- Build custom sales assets to close the deal.



Available @ aka.ms/partnerlaunchpad

Bring it all together with Advanced Security resources

Learn

- Advanced Security play card
- Product service description
- Product licensing deck
- Product technical readiness
- SMB guided product tour
- Demo platform
- Certification

Market

- Conversation guide
- Email kit
- Day-in-the-life infographic
- Social assets kit
- Flyers
- Offer builder
- Cyber Security Assessment
- Microsoft security assessment

Sell

- Customer pitch deck
- SOW and Proposal
- Partner Smart Office
- SecureScore

Deploy

- Technical training
- Adoption library
- Microsoft 365 Deployment Kit

Market and Sell content available @ aka.ms\mwsmb

Pick the right solution for your business

Compare & choose best-in-class solutions

		MICROSOFT 365 BUSINESS $20.00 user/month (annual commitment)	MICROSOFT 365 ENTERPRISE E3 $32.00 user/month (annual commitment)	MICROSOFT 365 ENTERPRISE E5 $57.50 user/month (annual commitment)
Max # of Users		300	unlimited	unlimited
Office Apps	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access)	•	•	•
	Web versions of Word, Excel, PowerPoint, OneNote	•	•	•
Email & Calendar	Outlook	•	•	•
	Online Exchange	50GB	100GB	100GB
Meetings & Voice	Microsoft Teams	•	•	•
	Audio Conferencing, Phone System			•
File Storage	OneDrive for Business[1]	1TB	unlimited	unlimited
Social, Video, Sites	Yammer, SharePoint Online, Planner	•	•	•
	Stream		•	•
Business Apps	Scheduling Apps - Booking	•	•	•
	Business Apps - Outlook Customer Manager, MileIQ[2], Invoicing[2]	•	•	•

Continued

Continued		MICROSOFT 365 BUSINESS	MICROSOFT 365 ENTERPRISE E3	MICROSOFT 365 ENTERPRISE E5
Threat Protection	Microsoft Advanced Threat Analytics, Device Guard, Credential Guard, App Locker, Enterprise Data Protection		•	•
	Office 365 Advanced Threat Protection Plan 1	•		•
	Office 365 Advanced Threat Protection Plan 2			•
	Windows Defender Advanced Threat Protection			•
	Windows Exploit Guard Enforcement	•	•	•
Identity & Access Management	Azure Active Directory - SSPR Cloud Identities, MFA, SSO[3]	•	•	•
	Azure Active Directory - Conditional Access, SSPR Hybrid Identities, Cloud App Discovery, AAD Connect Health		•	•
	Credential Guard, Direct Access		•	•
	Azure Active Directory Plan 2			•
Device & App Management	Microsoft Intune, Windows AutoPilot		•	•
	Microsoft Desktop Optimization Package, VDA		•	•
Information Protection	Unlimited Exchange Archiving[4], Office 365 Data Loss Prevention	•	•	•
	Azure Information Protection P1, BitLocker Enforcement		•	•
	Office 365 Cloud App Security			•
	Azure Information Protection Plan 2, Microsoft Cloud App Security			•
On-Prem CAL Rights	ECAL Suite - Exchange, SharePoint, Skype for Business		•	•
	ECAL Suite - Windows, SCCM, Windows Rights Management		•	•
Compliance	eDiscovery Search, Compliance Manager, Data Subject Requests	•	•	•
	Litigation Hold, eDiscovery Export			•
	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance			•
Analytics	MyAnalytics		•	•
	Power BI Pro			•

1. Unlimited for 5 users or more
2. Available in US, UK, Canada
3. Up to 10 apps
4. Unlimited when auto-expanding turned on

To compare M365 and O365 options visit https://www.microsoft.com/microsoft-365/partners/launchpad/builders/product-comparison

Thank you