

Business Upselling from M365 Business Standard to M365 Business Premium

Questions to ask:

Acquiring new customers can be time-consuming and expensive. But there is another way to meet your revenue targets...

Why not use your database of current clients to assist in advancing them up the Microsoft stack instead?

By moving your customers to more premium SKUs you're empowering them with tools for better collaboration and security whilst also increasing your 'per seat' revenue and opening the doors to additional ongoing advisory, adoption and managed services which increase your margins and make your customers stickier.



Have you experienced any cyber-attacks?



How do you help ensure confidential data is not leaked accidentally?



How do you manage Shadow IT in your organisation?



How do you protect work data on personal devices?



How much are you paying for *point solutions*?



Microsoft 365 Business Standard



Microsoft 365 Business Premium



Why might a customer upgrade?

Microsoft Intune - Mobile Device and Application Management to help secure, deploy, and manage all users, apps, and devices without disruption to existing processes.

Information Protection - Protects important information from unauthorized access, enforces policies that improve data security, and helps enable secure collaboration.

Conditional Access - A capability of Azure Active Directory that enables you to enforce controls on the access to apps in your environment, all based on specific conditions and managed from a central location.

Defender for O365 - Safeguard your organisation against malicious threats posed by email messages, links (URLs), and collaboration tools.

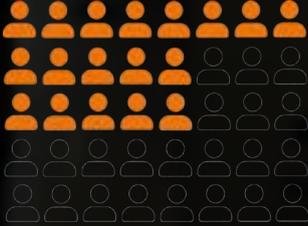
Defender Antivirus - Next-generation protection brings together machine learning, big-data analysis, in-depth threat resistance research, and the Microsoft cloud infrastructure to protect devices in your organisation.

Cloud App Security - Identify and combat cyberthreats across all your cloud services with Microsoft Cloud App Security, a cloud access security broker (CASB) that provides multifunction visibility, control over data travel, and sophisticated analytics.

Defender for Business - Enterprise-grade endpoint security specifically for SMBs. With this endpoint security solution, your company's devices are better protected from ransomware, malware, phishing, and other threats.

Help small and medium size businesses understand why they are most vulnerable

Most of the headlines talking about cyber attacks are about big, well-known businesses. Yet small and medium size (SMB) organizations are especially vulnerable. Discounting this real threat can lead to inadequate security protections.



\$120k

62%

58% of breaches took place at small businesses.

average cost of an SMB data breach.

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

Drive home the value proposition



Defend against cyberthreats

Protect against phishing, ransomware, malware, and other advanced threats.



Protect business data

Control who has access to sensitive information.



Manage your devices

Manage the security of the devices that access your business information.

Do more with less

16.7% discount off Monthly NCE sku across any of the following products:

- Microsoft 365 Business Basic
- Microsoft 365 Business Standard
- Microsoft 365 Business Premium

For net new customers or existing customers upselling to a more premium product.

Win over your customers with a **FREE** Cybersecurity Assessment from Microsoft:

- 1.** Evaluate how secure your customer's organisation is
- 2.** Identify security objectives
- 3.** Assess current security state and identify vulnerabilities
- 4.** Provide recommendations and best practices
- 5.** Create an actionable security roadmap

Contact the intY Modern Workplace Practice to find out more!

[Find out more](#)