SME&C
Small Medium Enterprises and Channel

Cloud Champion

Pitching the new Defender Suite to SMBs

Microsoft

Agenda

1 How to pitch Microsoft Defender effectively, with messaging tips to sharpen your delivery

2 Which customers to target and how to profile them

3 How to handle objections

4 Resources to get started

Staying secure is more challenging for businesses

More ransomware

More phishing

Mora data exfiltration

Cyber threats are 10X harder to tackle

67%
of all phishing attacks utilized some form of AI

Source: Microsoft

41%
of users are signing in with MFA

Source: Microsoft

292
days to identify and contain breaches involving stolen credentials

Source: IBM Cost of a Data Breach Report, IBM, p. 6

Why Choose Microsoft Defender Suite?

Enhanced security

Protect your business from cyber threats across devices, email, identities, and apps

Reduced costs

Save more compared to standalone licenses

Industry recognized

Recognized as a leading security vendor for businesses by independent industry experts

Microsoft Defender Suite for Business Premium
Business Premium + Defender Suite

Microsoft 365 Business Premium
Productivity and Security Suite

- Entra ID P1: **Conditional Access** based on predefined conditions like device compliance, location, and app sensitivity

- MDO P1: Email and collaboration security, including **anti-phishing, anti-malware**, and **safe links/attachments.**

- MDB: AI-powered, SMB optimized **endpoint security with EDR and automatic attack disruption.** Across Windows, macOS, Linux, Android, and iOS.

- Purview Information Protection: **Encrypt emails** and discover, classify, and manually label sensitive data.

- Intune P1: Manage **devices and work data** on company-owned and employee devices. Remove business data from lost or stolen devices

+

Microsoft Defender Suite
Enterprise-Grade Security Solution

- Entra ID P2**: Risk-based conditional access**, visibility into risky sign-ins and user behavior anomalies. **ID Governance** and **Privileged Identity Management**

- Defender for Identity: A **cloud-based identity security solution** that leverages your on-premises Active Directory signals to identify, detect, and investigate **advanced threats, compromised identities, and malicious insider actions** directed at your organization

- MDO P2: Advanced email and collaboration security with **automated investigation and response,** and **end user phishing simulation trainings**

- MDE P2: **Endpoint security and EDR with advanced threat hunting,** as well as access to threat experts for additional investigations

- Defender for Cloud Apps: **SaaS security solution to automatically discover and block apps** based on risk level, unusual user activity, or data-sharing behavior to protect against sophisticated SaaS-based attacks

Defender Suite vs Business Premium

	Business Premium	Defender/Purview Suite	Customer scenarios
Email Protection	Stops most phishing and malware before it reaches users.	Automatically removes the malicious email from all inboxes, investigates related threats, and blocks similar attacks without waiting for IT to act.	**A phishing email with a fake invoice bypasses initial filters** • **Business Premium**: The email is delivered. If a user reports it, IT must manually investigate and remove it. • **Defender Suite**: detects the threat, deletes the email from every mailbox, blocks the attacker's domain, and checks for similar emails automatically.
Endpoint Protection	Strong baseline with AI-powered antivirus, EDR, vulnerability management, and some automated remediation.	Adds proactive threat hunting, advanced automation, and expert-driven investigations, ideal for organizations needing enterprise-grade security.	**A ransomware attack starts encrypting files on one laptop** • **Business Premium**: Detects the attack and tries to stop it locally; IT may need to manually check other devices. • **Defender Suite**: Automatically isolates the infected device, hunts for similar activity across all endpoints, and removes the threat everywhere, without waiting for IT.
Identity Protection	Strong baseline with SSO, MFA, and basic conditional access.	Adds real-time risk-based policies, identity threat detection, and governance tools, critical for Zero Trust and compliance.	**An attacker steals a user's password and tries to log in from an unusual location** • **Business Premium**: MFA might block the login, but if MFA fatigue occurs (user approves by mistake), the attacker gets in. • **Defender Suite**: Detects the sign-in as high risk, blocks access automatically, and alerts IT. If the account is compromised, it can force a password reset and revoke all sessions instantly.
Cloud Apps Security	No control or visibility over what cloud apps employees use.	Gives full visibility, risk scoring, and the ability to block or control risky apps in real time.	**An employee uploads confidential files to an unsanctioned file-sharing app** • **Business Premium**: No alert, no control, the upload happens. • **Defender Suite**: Detects the upload, blocks it immediately, and alerts IT. It can also force the user to use an approved app like OneDrive.

Microsoft Defender Suite for Business Premium

Monthly cost

Microsoft Defender

Defender for Endpoint P2	**$5.20**
Defender for Office 365 P2	**$5.00**
Defender for Identity	**$5.50**
Defender for Cloud Apps	**$3.50**

Microsoft Entra

Entra ID Plan 2	**$9.00**

>$28.20
value of individual licenses

$10
Microsoft Defender Suite for Business Premium*

~65%
cost reduction per license with end-to-end security

*CSP List Price
¹Price is pupm and subject to change based on subscription term, currency and region.

Defender/Purview Suite for Business Premium

M365 Business Premium - $22.00

- Cloud Services
- M365 Apps Desktop, Web & Mobile
- Microsoft Entra ID P1 ($6)
- Intune ($8)
- M365 Defender for Business
- M365 Defender for Office P1

+

NEW

Defender Suite for Business Premium $10pupm*

Microsoft Defender for Office 365 Plan 2 ($5)	Microsoft Defender for Cloud Apps ($3.50)	Microsoft Entra ID P2 ($9)
Microsoft Defender for Identity ($5.50)	Microsoft Defender for Endpoint P2 ($5.20)	Microsoft Defender for IoT – EIoT ($0.85*)

NEW

Purview Suite for Business Premium $10pupm*

M365 E5 eDiscovery & Audit $6/u/m	M365 E5 Insider Risk Management $6/u/m	M365 E5 Info Protection & Governance $7/u/m

NEW

Defender & Purview Suite for Business Premium $15pupm*

Microsoft Defender for Office 365 Plan 2 ($5)	Microsoft Defender for Cloud Apps ($3.50)	Microsoft Entra ID P2 ($9)
Microsoft Defender for Identity ($5.50)	Microsoft Defender for Endpoint P2 ($5.20)	Microsoft Defender for IoT – EIoT ($0.85*)
M365 E5 eDiscovery & Audit $6/u/m	M365 E5 Insider Risk Management $6/u/m	M365 E5 Info Protection & Governance $7/u/m

Partner-to-customers OFT https://aka.ms/SMB-SKUs-CustomerOFT
Partner Center Announcement – Partner Center announcements - Partner Center announcements | Microsoft Learn
Tech Community Blog- Introducing new security and compliance add-ons for Microsoft 365 Business Premium | Microsoft Co...

*CSP List Price

Which customers to target and how to profile them

Business Premium

Are they running multiple security vendors for different things

Are they looking to automate more of their security?

Are they high users of the BP features like MDO, Entra ID P1, etc?

Are they looking at certain addons like Entra ID P2?

Have they suffered a cyberattack?

Are they looking to adopt gen AI?

Typical Objections I hear & how to position Microsoft

Objection 1:

I am too small to be attacked

Answer:

The likelihood of an attack is much higher now. In 2024 almost 50% of attacks was on SMBs

Objection 2:

What is the ROI on this?

Answer:

On avg. a cyberattack can cost an SMB $250K or could actually cost them their business

Objection 3:

I don't want to put all my eggs in one basket

Answer:

Typically, we see efficiency and cost savings. For example, **72%** reduction in likelihood of a breach, up to **60%** saving by consolidating**, 15%** reduction in time spent on device management tasks

Things to think about as a Partner

New Whitespace

- Your Business Premium base has now become a new whitespace area

Services Opportunity is expansive

- Customers need support for services such as 24/7 SOCs, Audit/Assessments, Compliance Management, etc

Call to Action

Have the end-to-end Security conversation with your customers

- Customers are more likely to buy into the platform when sold together

SMB SKU Renewal Attach

- Work with your BP customers up for renewal to upsell to the new SMB Security SKUs. Q3 is a busy time so Q2 is a great time to get ahead

Work with us on your opportunities to drive them forward

- If you have a disti work with them and your aligned PSS if you have one

Get your Security Partner Designation

- Opens our core programmes like pre sales workshops & post sales funding

Resources to get started with Defender Suite, Purview Suite, & Defender and Purview Suites*

Business Premium

Customer resources

- **Visit our website [Microsoft Security for Business](#)**
- **Check out our [Tech Community blog](#)**
- **Learn more on [Microsoft Purview website](#)**

Partner resources

- **Security Partner Playbook:** https://assetsprod.microsoft.com/mpn/en-us/fy26-security-commercial-partner-playbook.pdf
- **Business Premium Partner Playbook:** https://aka.ms/M365BPPartnerPlaybook
- **Microsoft Security for Partners:** https://aka.ms/MicrosoftSecurityPartners

*Available for organizations of up to 300 users, with Microsoft 365 Business Premium as a prerequisite.

Microsoft Security SMB GTM Learning path

Join us to explore the various Microsoft investments, programs and resources to help you build differentiated practices and deliver impactful customer outcomes.

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Microsoft Security SMB GTM Learning Path