Microsoft

SMB Go Big
with Teams Essentials

February 2022

"We've seen two years' worth of digital transformation in two months. From remote teamwork and learning, to sales and customer service, to critical cloud infrastructure and security—we are working alongside customers every day to help them adapt and stay open for business in a world of remote everything."

Satya Nadella, April 30, 2020

The way we work is still changing

40.6B
Increase in emails delivered in February 2020 VS February 2021.

148%
Weekly meeting time has more than doubled for Teams users since February 2020.

73%
of employees want flexible remote work options to stay: hybrid work is a durable trend.

5X
Remote job postings on LinkedIn have increased over 5X since the pandemic.

32K
Security incidents in 2020, resulting in around 4K confirmed breaches (almost doubled from previous year)

67%
Of breaches are caused by . Credential theft and social attacks such as phishing and business email compromises .

33%
1/3rd of all cyberattacks are targeted at small businesses; resulting in the impossibility for them to operate their business.

$180K
average cost of data breaches for small and medium businesses.

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Latest trends | Small-sized Businesses

Moving to remote work

In the last several months, many businesses have experienced a rapid—
and abrupt—digital transformation. As a result, many have closed their physical offices, and **76% of US SMBs have adapted to remote work**. As companies gradually recover, they will need continued flexibility to navigate both
remote and onsite operations.

Source: AMI | Business Survey 2020: the impact of COVID-19 on SMBs in the USA - June 2020; 2. McKinsey, Analysys Mason; 3 Harvard Business School Survey;
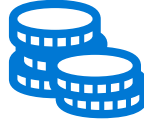
Increasing IT investments

As SMBs strive to work from anywhere while protecting their devices and data, they are seeing the need to increase their IT investments in security and other areas. As they transition to remote work, SMBs are expected to **boost security spending by 11% over the next year**. 4 Likewise, SMBs are searching for ways to simplify IT complexity as they struggle to manage multiple online tools.

Source: The impact of COVID-19 on SMB ICT demand - March 2020;

Defending against security attacks

Our research shows that **50% of small businesses have experienced an attack in the past year.**6 Moreover, most say cyberattacks against their organizations are severe and sophisticated. 7 The average cost of a security hack for SMBs is $149K.

Source: US and Canada avg recovery costs, Kaspersky Lab Report 2018

Embracing new collaboration tools

Videoconferencing tools are playing an increased role as SMBs seek to maintain productivity, collaborate efficiently, and improve business agility. As they adjust to the new reality, **video collaboration is expected to surge by 184%.**

Source: Techaisle | US SMB and Midmarket video collaboration adoption - March 2020

Microsoft 365 Portfolios

Consumer → **For Home**
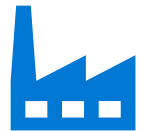- Microsoft 365 Personal
- **Microsoft 365 Family**

SMB (<300) → **For Business**
- Microsoft 365 Business Basic
- Microsoft 365 Business Standard
- **Microsoft 365 Business Premium**

Frontline → **For Deskless**
- Microsoft 365 F1
- **Microsoft 365 F3**

Enterprise (>300) → **For Enterprise**
- Office 365 E1
- Office 365 E3 / EMS E3 / Windows E3
- Office 365 E5 / EMS E5 / Windows E5
- Microsoft 365 E3
- **Microsoft 365 E5**

Academic → **For Education**
- Microsoft 365 A1
- Microsoft 365 A3
- **Microsoft 365 A5**

MW offering for SMB Customers

Microsoft 365 **Apps**
Desktop Applications (+OneDrive)

OneDrive

Outlook | Word | Excel | PowerPoint | Publisher | Access

Microsoft 365 **Business Basic**
Cloud Services

Exchange | Teams | Sharepoint | OneDrive | Forms | Web versions of Word, Excel, PPT | Planner | Power Automate & Power Apps

Microsoft 365 **Business Standard**
Cloud Services

Desktop Applications

Exchange | Teams | Sharepoint | OneDrive | Forms | Web versions of Word, Excel, PPT | Planner | Power Automate & Power Apps | Bookings | Outlook | Word | Excel | PowerPoint | Publisher | Access

Microsoft 365 **Business Premium**
Cloud Services

Desktop Applications

Advanced Security & Device Management

Exchange | Teams | Sharepoint | OneDrive | Forms | Web versions of Word, Excel, PPT | Planner | Power Automate & Power Apps | Bookings | Outlook | Word | Excel | PowerPoint | Publisher | Access

Endpoint Manager | Information Protection | Conditional Access | Windows Virtual Dsktp | Defender Antivirus | Defender for O365 | Cloud App Security

New!

Microsoft **Teams Essentials**
Cloud Services

Exchange | Teams | OneDrive | Web versions of Word, Excel, PPT | Power Automate & Power Apps

Introducing
Microsoft Teams Essentials

- ✓ Flexibility is crucial for all-sized organizations

- ✓ Growing organic demand for Teams rather than Office

- ✓ Microsoft wants to provide Small and Medium-sized Businesses with what they need, whenever they need it

- ✓ Teams is a platform enabler for broader innovation with partners

SMB SKUs

	Teams Essentials Web-direct only (MSA)	Teams Essentials Partner only (AAD)	Microsoft 365 Business Basic	Microsoft 365 Business Standard	Microsoft 365 Business Premium
CSP net price ($/u/m)	N/A	$3.20	$4.00 $4.80 (after March 1st)	$10.00	$16.00 $17.60 (after March 1st)
ERP price ($/u/m)	$4.00	$4.00	$5.00 $6.00 (after March 1st)	$12.50	$20.00 $22.00 (after March 1st)
Seat cap	300	300	300	300	300
Unlimited chat	●	●	●	●	●
1:1 calls/meetings and screen sharing	●	●	●	●	●
Group meetings (3+ attendees)	●	●	●	●	●
Group meeting participants	300	300	300	300	300
Meeting duration	30 hrs.	30 hrs.	30 hrs.	30 hrs.	30 hrs.
3rd party Teams integrations		●	●	●	●
Channels		●	●	●	●
Web and Mobile Microsoft 365 Apps	●	●	●	●	●
Desktop Microsoft 365 Apps				●	●
File and document cloud storage (per user)	10 GB	10 GB	1 TB	1 TB	1 TB
Email			50GB	50GB	50GB
Yammer, Planner, Stream			●	●	●
Advanced security (e.g., DLP, IP, CA)					●
Ability to add-on offers like phone system		●	●	●	●

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Teams Essentials | SMB Opportunity

Microsoft Teams Essentials provides a new entry into Microsoft 365 ecosystem for customers specifically for rich meetings and collaboration experiences.
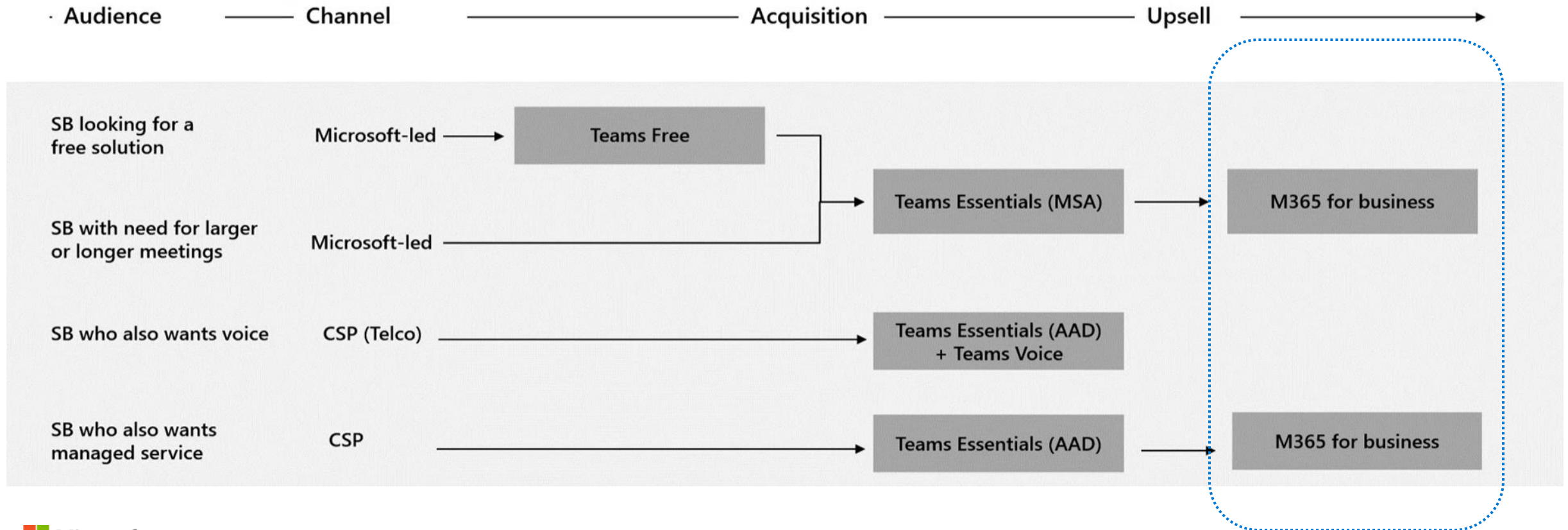
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Teams Essentials | SMB Opportunity

Microsoft Teams Essentials Teams Essentials appeals to new SMB customer segments

First cloud workload

Teams Essentials works seamlessly with on-premises or hosted Exchange and provides access to Office apps on the web so that perpetual Office customers can get Teams in the cloud.

Standalone meetings and calling

Teams Essentials delivers a full Teams experience without deploying the full Microsoft 365 suite, enabling customized targeted motions for Teams Phone System and Calling Plans.

Frontline workers in SMB

Teams Essentials enables the right scenarios at the right price point for existing SMB customers to expand their coverage to all Frontline Workers.
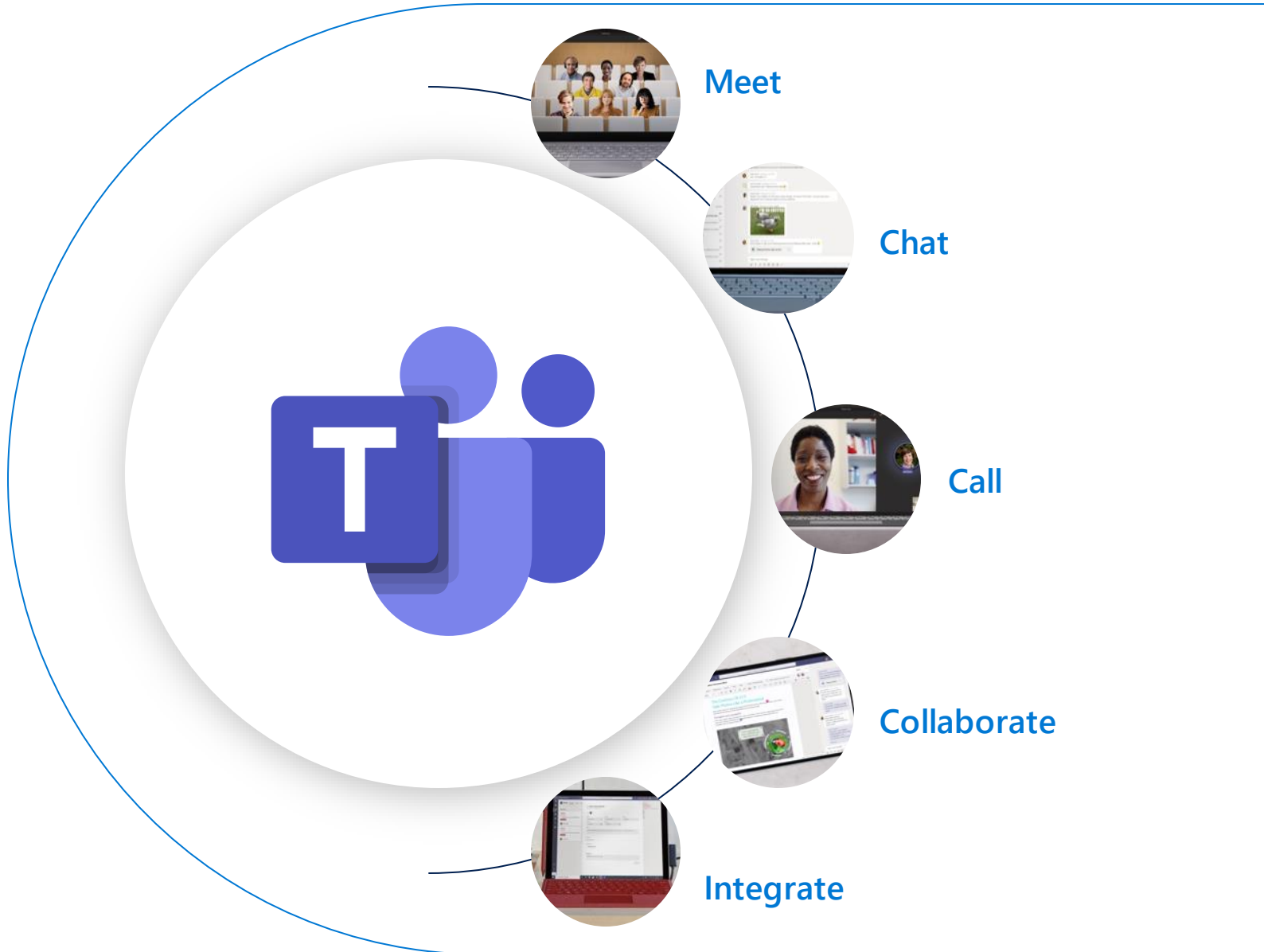

ISV Solutions

Teams Essentials enables partners to offer customized apps, integrations, and solutions to a large and growing SMB customer base.

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Work better with the tools you already know

A **collaborative app** is a solution integrated or built into Teams to help your team connect more, automate processes, and easily work from anywhere.

Meet

Chat

Call

Collaborate

Integrate

Microsoft

Customer Pitch | Qualifying questions

1. Do you want to improve your meetings and collaboration but are constrained by your budget?

2. Do you put off buying a better meeting solution because it seems like they're too complex to manage?

3. Do you use multiple applications to meet communication and collaboration needs?

4. Do your teams sometimes struggle with your current meeting and collaboration tools?

5. Would you like to reduce the number of apps you use?

6. Do you want every employee to have their own meetings account, so they don't have to worry about sharing?

7. Would you benefit from centralizing how you manage users, devices, and security settings?

8. Are you concerned about sensitive data being lost because files get shared via email?

9. Do you have frontline workers who need to participate in meetings and collaboration but don't need traditional desktop-installed Office apps?

Day in a Life Guides | Microsoft Teams

SMB Teamwork
Day in the life – Small Business Owner

Melissa is a Small Business Owner with twenty employees; some are based in a neighboring city while others work from home. She uses Microsoft Teams to help manage client relationships and new business efforts for her consulting business, MC Consulting.

7:45 AM
@Melissa
Melissa starts the day at home by checking her Activity Feed for notifications.

8:30 AM
While commuting to the office, she uses Microsoft Teams smartphone app to join the daily status meeting.

9:30 AM
Once in the office, she accesses the latest version of their new business proposal for BN Finance in the Files tab. Melissa spends the next hour working with team members who sit in the other office to co-edit their PowerPoint proposal.

10:30 AM
She checks the Planner tab to ensure assigned tasks and due dates are completed for key milestones for their upcoming new business presentation.

11:45 AM
Melissa schedules a meeting to discuss Smith Interior Design's project, and creates a new channel within Teams. She posts a link to the proposed plan and invites key team members to provide feedback.

12:00 PM
Within the Teams channel, she checks the status of BN Finance's plan via Trello, which is integrated into Teams.

1:00 PM
While grabbing lunch Melissa @mentions David and asks him to add slides to their new business proposal.

1:45 PM
Melissa hops on a video call and shares her screen with the client to discuss their plan for an upcoming new project.

3:00 PM
She reviews her activity feed and sees she has been @ mentioned requesting approval on the most recent version of BN Finance's proposal.

4:30 PM
Melissa leaves the office to pick up her son from basketball practice. While waiting, she uses the Microsoft Teams smartphone app to send David a chat to discuss next steps on finalizing their new business proposal.

5:00 PM
On her way home, she jumps on a quick call with David via Teams to walk through the proposal details together.

8:00 PM
After dinner, Melissa finalizes the proposal by searching Teams to locate all conversations and files related to the project and synthesizes the feedback.

Microsoft Teams
Day in the Life – Small Business Sales Scenario

April is the sales leader at Contoso Foods responsible for growing the customer base and closing deals to grow revenue and retain highly satisfied customers.

7:45 AM
@April
April starts her day planning her sales strategy on ways to exceed sales goals for the quarter. While working in Teams, April receives a private chat from Darek, the owner of Contoso Foods indicating a potential lead from Fabrikam.

8:30 AM
April responds immediately with a Teams call using her laptop and asks for Darek's help with an introduction. Darek agrees and includes her in a Teams meeting with the director at Fabrikam.

9:30 AM
April and Darek join their meeting on Teams. With the director's permission, they record the meeting and document his vision in the notes section of the meeting.

11:00 AM
April is excited about this opportunity to grow sales with Fabrikam. To communicate and collaborate efficiently, April creates a new team in Teams with her sales associate and Darek. She also includes guests from Fabrikam.

1:00 PM
April has her recurring sales team meeting from a video-enabled Microsoft Teams Room to include in-person and remote team members. She discusses the Fabrikam opportunity and posts a link of the meeting recording with her notes in Teams.

2:30 PM
April creates new OneNote and Planner tabs in their sales team channel. She assigns tasks with owners and due dates and @mentions her team asking them to review and share their feedback.
@April

4:00PM
April calls the Fabrikam director on her mobile phone using Teams mobile app to provide an update on the agreed next steps and schedules the proposal meeting.

5:00 PM
Excited with the prospect of a new sales opportunity, April sends a channel chat to Fabrikam team members and updates progress and meeting details.
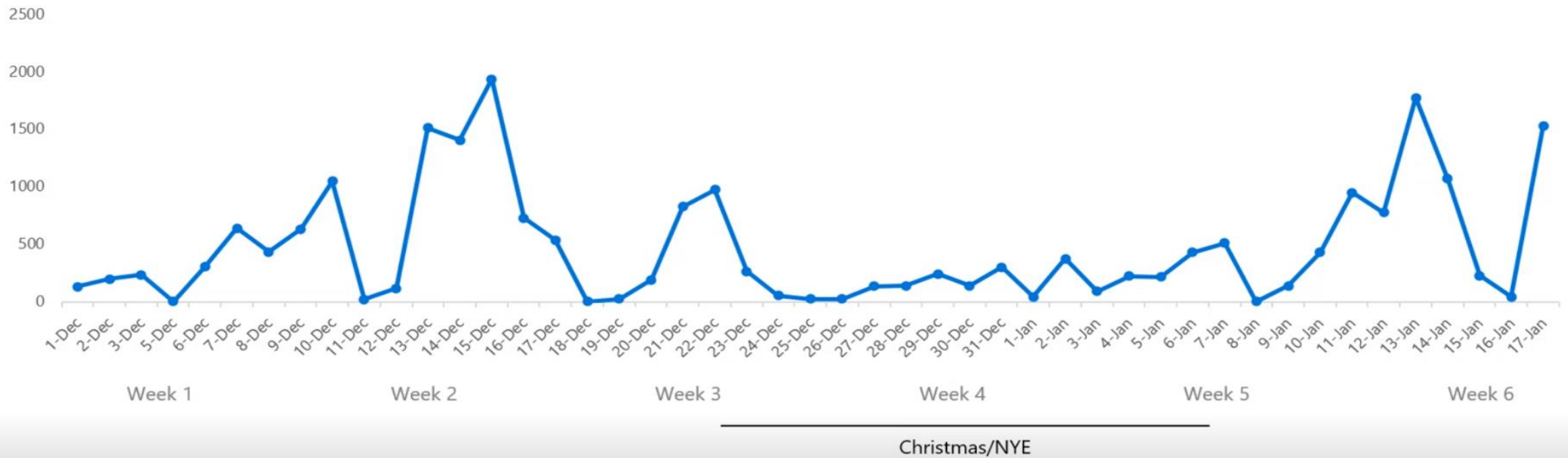
Teams Essentials | Early insight from GA (Dec 1ˢᵗ)

Teams Essentials AAD current runrate 10+ vs Business Premium

88% customers below 25 seats (average seat size is 18 seats)

Good traction with bigger customers

Daily Teams Essentials Initiated Units (Paid + Trial)

Teams Essentials | Early insights from GA (Dec 1st)

Partners Best practices

- New customer acquisition campaign focusing on Meetings and Calling (new Teams Phone with calling plan !)
- On-premise customers (ExO and/or Office)
- Win-back motions targetting COVID-19 Promo customers who failed to convert or chose competitors solutions
- Partners bundle Teams Essentials + existing remote work features (i.e. TE+Voice, TE+Data plan, TE+ISV, TE+Surface/windows Device, TE+ecommerce, etc..)
- FLW Espansion in MM+ customers

AAD Teams Essentials audience

- IT Services
- Architects
- Real Estate Developers
- Civil Engineerings
- Marketing agency
- Medical clinic
- Retail shop
- Real estate mgmt firm
- Industrial

Teams Essentials | Early insights from GA (Dec 1st)

Partners Best practices

Deutsche Telekom

Ingram

Rhipe

Crayon

ALSO