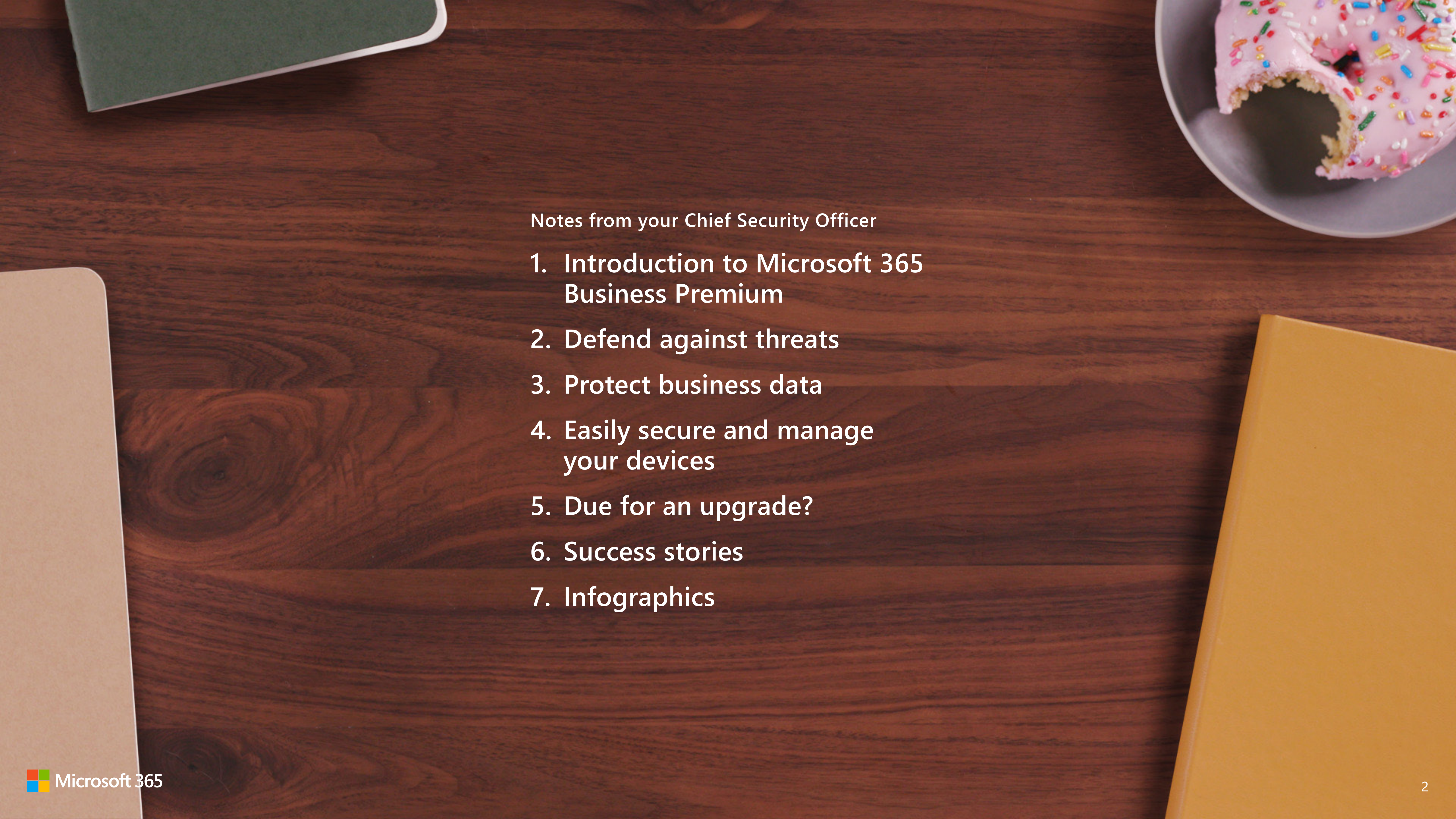




Notes from your Chief Security Officer

I know that handling IT for a small/medium business is a big job since you're juggling many responsibilities. I've put together a few quick notes about how you can improve security and productivity with Microsoft 365 Business Premium—the comprehensive solution for your IT needs.



Notes from your Chief Security Officer

1. Introduction to Microsoft 365 Business Premium
2. Defend against threats
3. Protect business data
4. Easily secure and manage your devices
5. Due for an upgrade?
6. Success stories
7. Infographics

1

Notes from your Chief Security Officer

Introduction to Microsoft 365 Business Premium

Microsoft 365 Business Premium



OK, so here's the situation:

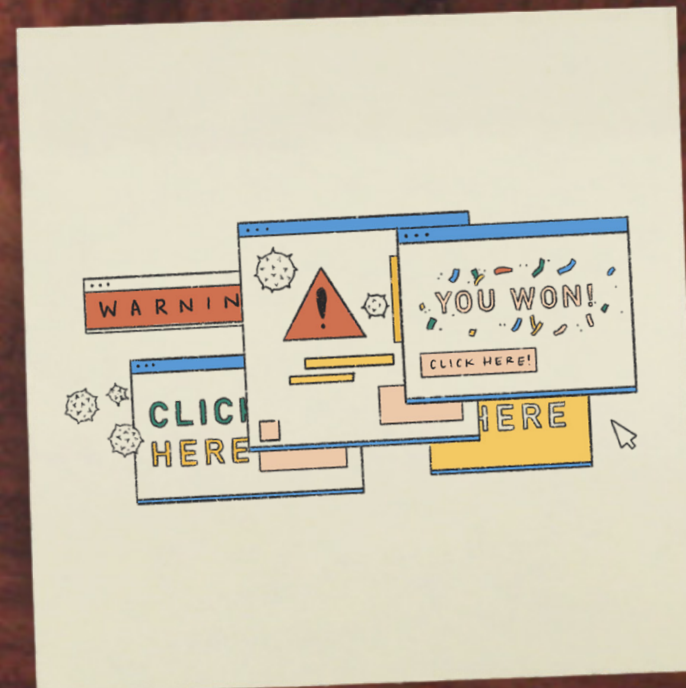
Microsoft spends billions of dollars every year on cybersecurity R&D. On top of this, Microsoft employs thousands of cybersecurity experts to constantly improve the speed, responsiveness, and strength of our security services. Then there's the thousands of other people monitoring and neutralizing the threats and attacks spreading around the globe.

The result is a global cloud with [more security certifications](#) than anyone else. Right now, the largest organizations in the world store their most sensitive data in Microsoft's cloud—and they don't lose a minute of sleep.

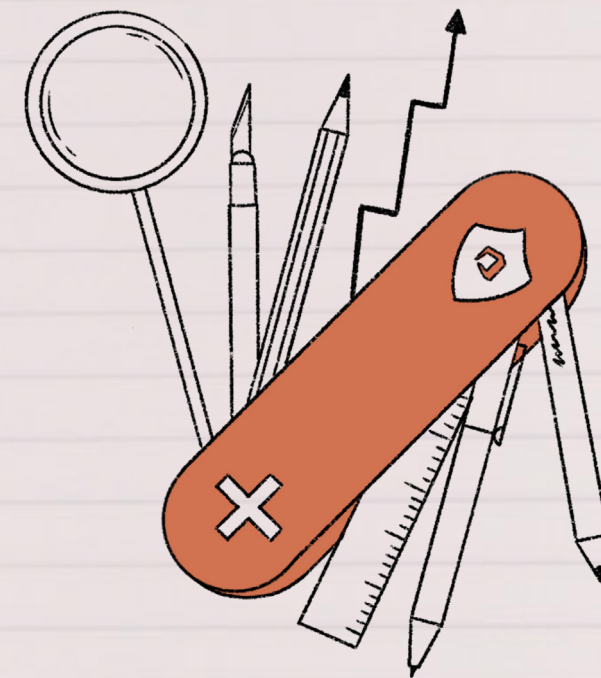
Infographics:



A brief introduction to Microsoft 365 Business Premium



How to defend against cyber threats with Microsoft 365 Business Premium



After building out this security apparatus, Microsoft had another idea:

Packaging all of this together into a single product tailored for businesses with 300 employees or fewer. It's called **Microsoft 365 Business Premium** (formerly Microsoft 365 Business).

It integrates Office apps and services like Microsoft Teams with a cloud-based security solution that helps you defend against threats, protect your business data, and secure your devices.

Microsoft 365 Business Premium improves collaboration and efficiency, and it makes IT management simple. It also narrows down how you manage things, there's one support team, and there's one monthly bill.

I know you're very capable when it comes to using different software to meet your company's needs, but you're going to be doing a lot more work than necessary if you're using stand-alone products for device management, identity protection, encryption, information protection, and all your other security needs.

Things you may be wondering about:

Q: Where can I learn more about specifics of what capabilities are in Microsoft 365 Business Premium?

A: The [service description](#) or the [content hub](#) are the best official sources of information. The [FAQ](#) is pretty good, too.

Q: What if I don't want to use the simplified UI?

A: Microsoft 365 Business Premium includes the ability to use full administration centers if needed.

Q: What is the difference between Microsoft 365 Business Standard and Microsoft 365 Business Premium?

A: Microsoft 365 Business Premium includes everything in Microsoft 365 Business Standard plus advanced security and management.

Microsoft 365 Business Premium helps you:

- **Defend** against cyberthreats
- **Protect** business data
- **Secure** and easily manage your devices

2

Notes from your Chief Security Officer

Defend against threats



Your top security threat today can be summarized in one word: phishing. For SMBs, between 90-98 percent of all cyber attacks start with phishing.

Personally, I miss the days when phishing attacks were easy to spot: The bad grammar, the unearned but freely given compliments, and the claims of royal affiliation in countries without monarchies. Back then, only the very lonely or gullible were falling for it.

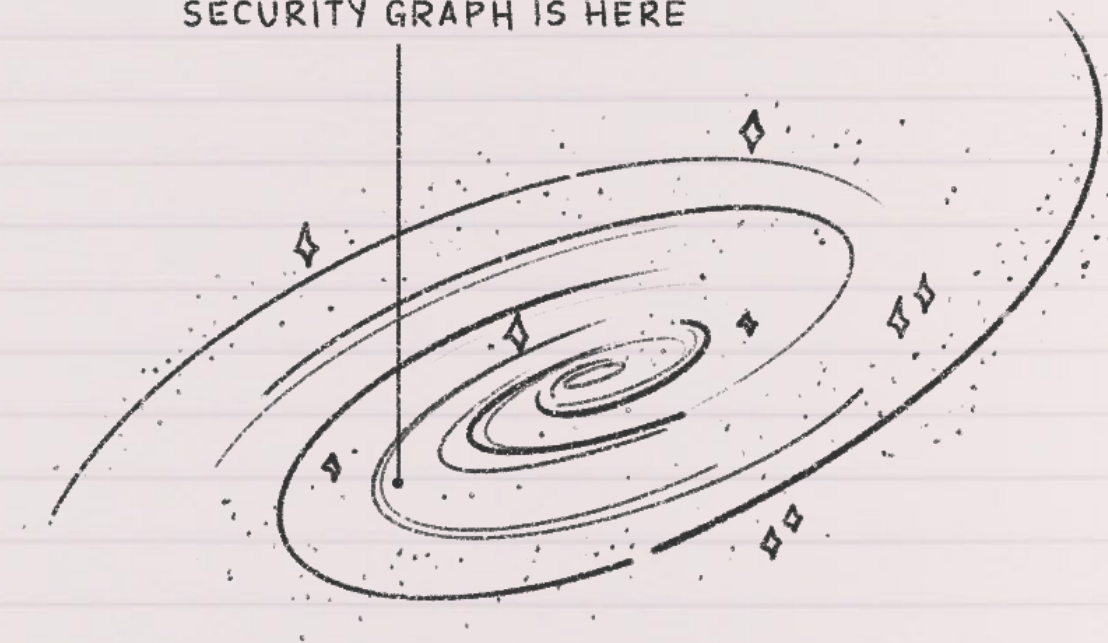
But today, the phishing attacks are so perfectly designed that many of the experts trained to find them can be fooled. In addition to that, many pieces of malware are so brilliantly engineered that they can sweep the globe before conventional anti-virus or security tools even know they exist. Plus, these programs know how to hide, re-write themselves, and cover their tracks once they're in your system.

I believe that to combat advanced threats, you need protection that's even more sophisticated. In my opinion, this is where **Microsoft 365 Business Premium** (formerly Microsoft 365 Business) can make a big difference.

The cyber defenses of Microsoft 365 Business Premium are built on something called the **Intelligent Security Graph**—and if you're not familiar with that, [there's a whole website devoted to it](#).

The short version is this: Anytime a new threat is detected anywhere on earth, the rest of the network is automatically updated—these billions of updates pile up into what I think is the single best source of cybersecurity in the world—arguably the best in the universe.

YOUR INTELLIGENT
SECURITY GRAPH IS HERE



Office 365 Advanced Threat Protection

One of the security tools offered by Microsoft 365 Business Premium is called **Office 365 Advanced Threat Protection**. That's a bit of a mouthful, but it does something remarkable in the three ways it combats the cyber criminals that are pretty relentlessly treating small/medium businesses like piggy banks.



1. Safe links

Any security software will scan the links in your emails to see if they'll redirect to a malicious site. But a particularly clever phishing attack will send an email that contains harmless links. Then, after that message hits your inbox, will detect that it passed your filters and change those links to something **malicious**. It's brilliant, and it's going to wreck stuff.

Safe Links double-checks every link at the time you click on it to see if you're about to be sent somewhere dangerous.



2. Safe attachments

Similar to Safe Links, this opens every email attachment that your company receives in a virtual environment and watches what happens next. If strange behavior indicates that a cyberweapon is deployed, that file will never reach your inbox. **Obviously**.

Safe Links also works great on Office documents, too—not just email.



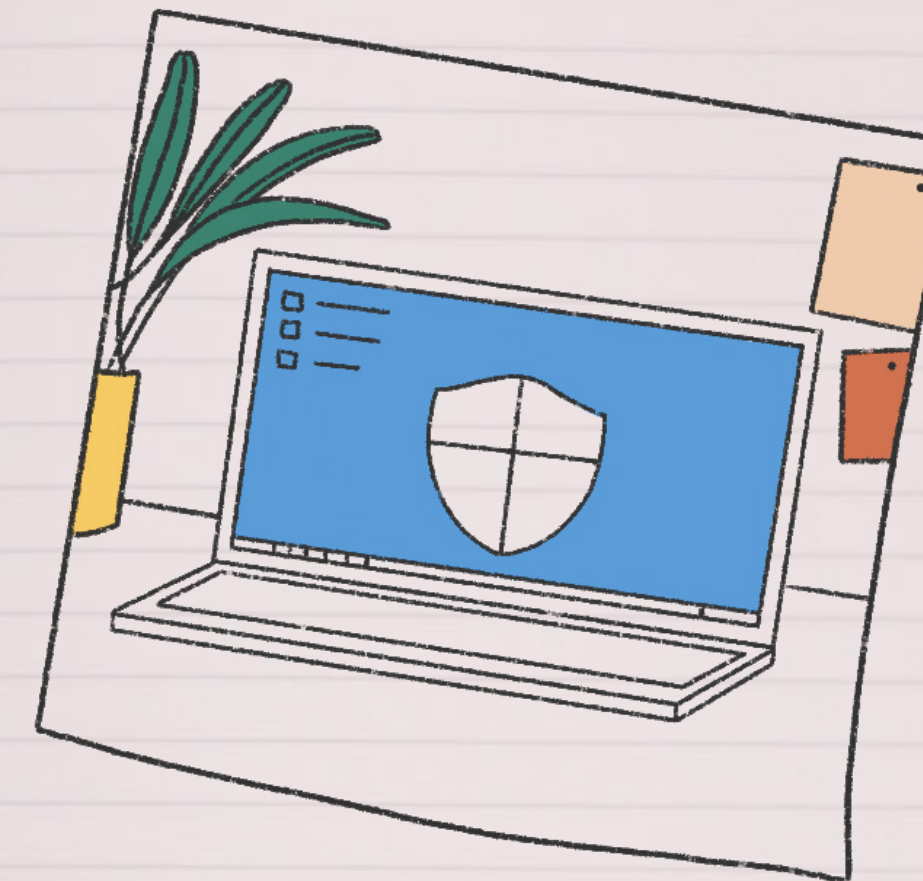
3. Anti-phishing intelligence

This is another multi-syllabic name for something very cool: This tool learns the way everyone in your organization communicates (and who they communicate with) so that when an unnatural or unusual string of communications begins, the system can accurately gauge that one of those accounts is being controlled by an attacker.

There are **two** other big ways Microsoft 365 Business Premium can help defend against cyber threats:

1. You get **advanced multi-factor authentication** (MFA) beyond what's already available in Microsoft 365 Business Standard.

For example, you can choose to bypass MFA from trusted locations (like your own office IP address), or you can completely prohibit access from places you don't have any employees. This helps block attempted attacks and data loss since you'll know immediately that those people logging on from North Korea (probably?) aren't part of a shareholder ski trip.

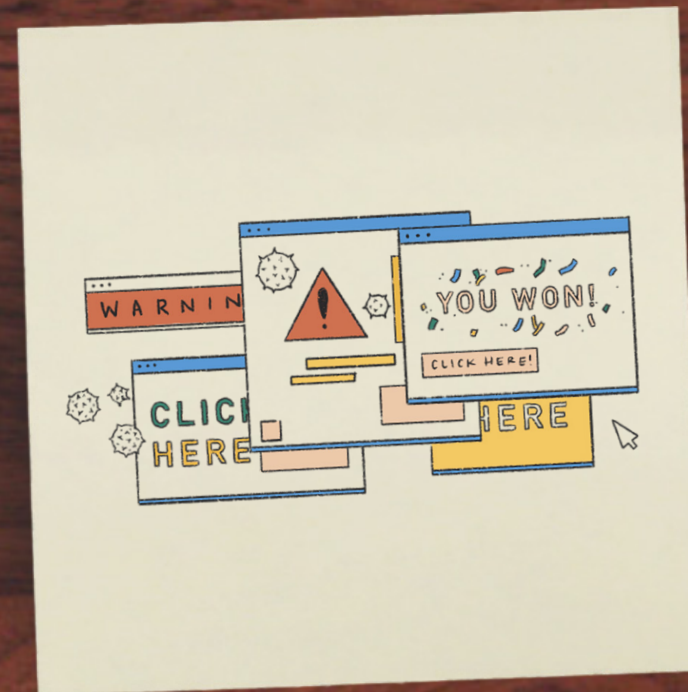


2. You can enforce Microsoft Defender on your Windows 10 PCs with enhanced protection against ransomware and malware.

You can learn more about Defender [here](#).

In the meantime, start planning what you'll do with the money you save by cancelling your subscription to other third-party antivirus products once you have Defender up and running.

Infographics:



How to defend against cyber threats with Microsoft 365 Business Premium

Things you may be wondering about:

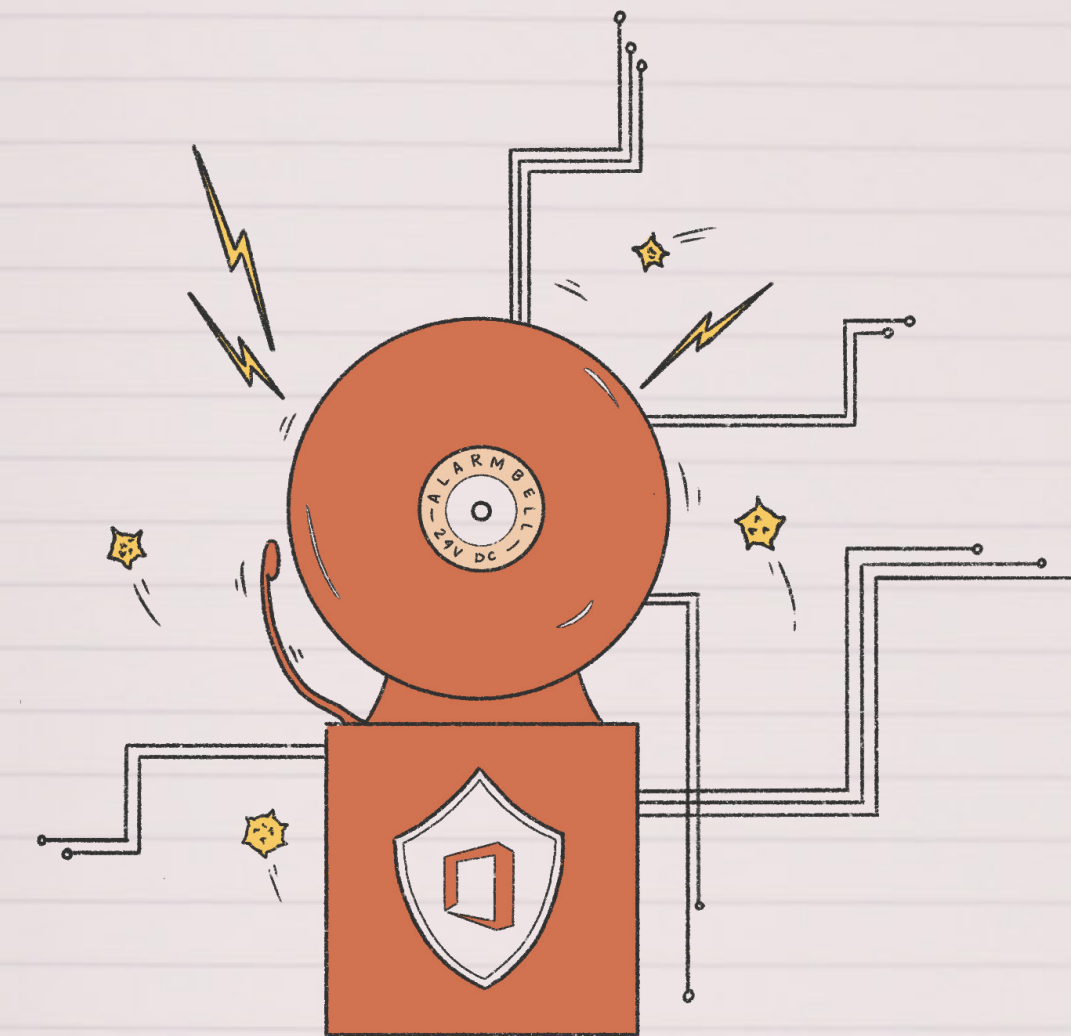
Q: Which Office 365 Advanced Threat Protection capabilities are included in Microsoft 365 Business Premium?

A: Everything in Office 365 Advanced Threat Protection (Plan 1)

Q: What specific multi-factor authentication capabilities are included?

A: Full featured use of Azure Multi-Factor Authentication.

See the Microsoft 365 Business Premium [service description](#)—“Identity and Access management features” section and this [Azure Multi-Factor Authentication article](#).



3

Notes from your Chief Security Officer

Protect business data



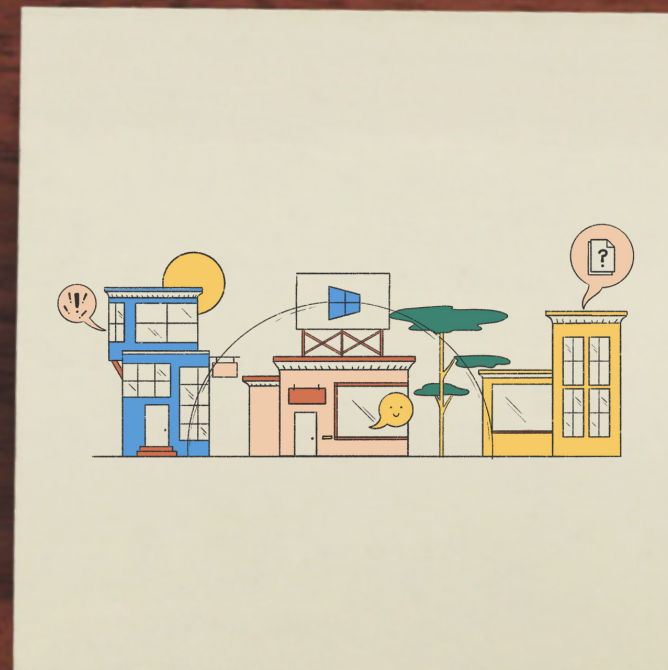
Every business—from a taco truck to hedge fund—has information it doesn't want exposed online. It might be customer data, secret recipes, transcripts of interdimensional contact, or financial records.

No matter the type of data, you have an obligation to your customers to protect it—and Microsoft 365 Business Premium (formerly Microsoft 365 Business) believes it has an obligation to make this possible.

Managing each piece of data security is a full-time job. Trust me, I know. Instead of spending all your time managing a catalog of different products to cover your security needs, Microsoft 365 Business Premium offers an automated, AI-powered data protection solution that monitors the way data is moving inside your organization and helps prevent sensitive data from being stolen or accidentally shared.

And, frankly, it's kind of fun to work with an AI that isn't doing something nefarious.

Infographics:



How to protect data with Microsoft 365 Business Premium

Here are four key ways that Microsoft 365 Business Premium can protect your most important data right now:

1. [Data Loss Prevention](#)

Microsoft 365 Business Premium can automatically detect when an email you're about to send includes sensitive data like credit card info, social security numbers, and dozens of other confidential data types. If you're just conducting normal business, then you carry on as normal. But, if you're about to do something dumb, it's a welcome safety net. There are even templates that can conform to geographic or industry-specific regulatory requirements.

2. [Encryption of email and documents](#)

If you need to send sensitive data to a partner or customer outside your organization (like an accountant or a hospital) you can encrypt that email with just one click. This ensures that only the intended recipient with the right credentials can open the email—no matter where it goes.

3. [Information protection](#)

You can use this function to control who has access to company information—whether it's in an email or a document—by applying restrictions that prevent people from forwarding, copying, or printing.

4. [Archiving](#)

This is another function that's been made simple for when you need to preserve email and documents for legal reasons, or if you need to access an employee's email/files after they leave the company.

Things you may be wondering about:

Q: Will these information protection features stop an employee determined to steal information from my company?

A: No. Although they may make it more difficult for an employee to steal data, they are primarily designed to protect against accidental leaks. A motivated employee can bypass protections such as "Do not Print" by taking a photo of the computer screen, for example.

Q: What encryption and information protection features are included in Microsoft 365 Business Premium?

A: Everything in Azure Information Protection [Premium P1](#).

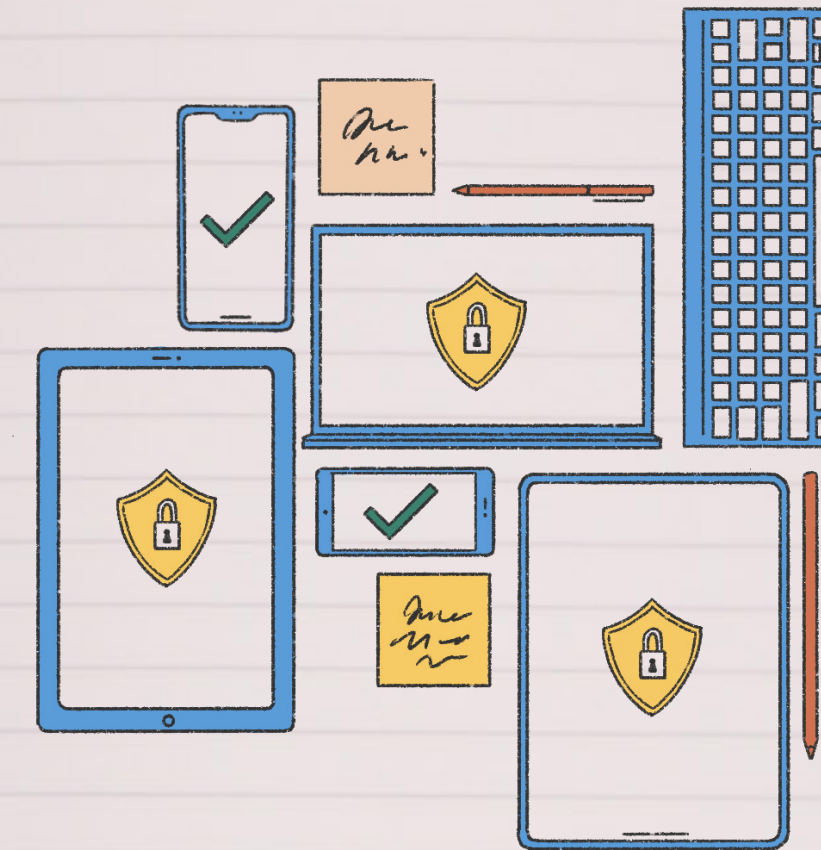
Q: Are the data loss prevention and archiving capabilities in Microsoft 365 Business Premium the same as in Office 365 Enterprise E3?

A: Yes, they are the same.

4

Notes from your Chief Security Officer

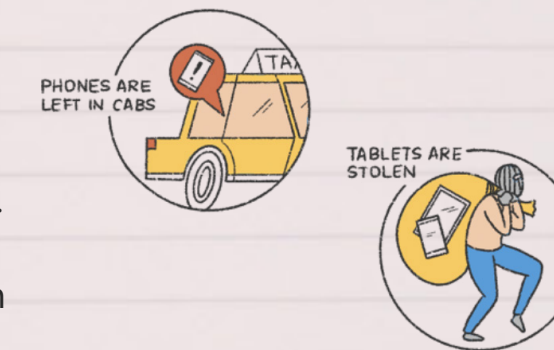
Easily secure and manage your devices

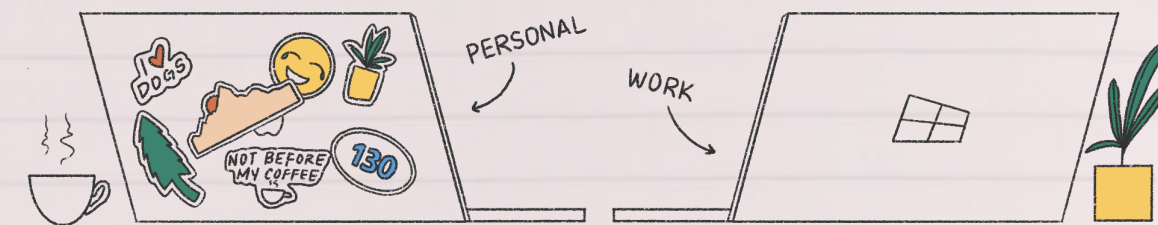


Considering how many different phones, tablets, and laptops your company is using, it's a full-time job just keeping track of how they're all being managed, secured, and knowing what data is moving from Point A to Point B.

Point A is usually somewhere in your network, so that's fine. The real problems start when Point B is suddenly deep within a country that is not particularly impressed with the limited nature of our cyberterrorism jurisdiction.

Also keep in mind that not only is data constantly in motion and moving between devices, but those devices are always in motion, too. Laptops are easy to steal, tablets get lost all the time, and phones are constantly being left in cabs, planes, parks, and free-range alpaca ranch visitor centers. Whenever those devices go missing, the company information on them is at risk.





Device management solution

Microsoft 365 Business Premium brings with it a comprehensive yet easy to use [device management solution](#) powered by Microsoft Intune that helps keep your devices and data secure and your workers productive.

And, when I say “powered by Intune,” I don’t mean some watered-down version—I mean the full power of the product that’s used by Fortune 100 companies and which works across iOS, Android, Mac, and Windows.

Intune is a great solution whether you need to wholly manage company-owned devices with Mobile Device Management or you’re using a lighter touch to manage company information on personal devices with *Mobile Application Management*.

EITHER WAY YOUR ORGANIZATION WORKS, YOU’RE COVERED.

MAM

[Mobile Application Management](#) is typically used for devices that aren’t owned by your employees, like personal phones or laptops.

This type of management gives you control of company-owned email and files—but personal “data,” like pictures and texts, are not controlled with MAM.

With MAM, your workers can use their personal devices to do their job without worrying that IT is controlling it.

If a MAM device is ever lost or stolen, it’s simple to wipe all the corporate data from it.

MDM

[Mobile Device Management](#) is the best option if your organization issues company-owned devices to your employees for work use.

With MDM, you can centrally manage everything on the device, install apps on it, restrict the functions or usage, block recreational usage (kind of a buzzkill, but ok), just to name a few options.

As with MAM, if an MDM device is ever stolen, wiping the corporate data or doing a full factory reset is easy.

Easily secure and manage your devices

Infographics:



How to secure your devices with
Microsoft 365 Business Premium

With Microsoft 365 Business Premium device management, you can enforce **minimum security requirements** for any device connecting to your network. This allows you to **apply security policies** and control where data is saved on a device, and you can **selectively wipe** the corporate data off a device if it's lost or stolen.

Using [Conditional Access](#), you can control which devices reach your Office apps and services data, and allow or deny access depending on when the user is logging in, their location while attempting to access it, what apps they are using, and if it is outside of normal working hours. Parameters like these can automatically eliminate thousands of inbound threats.

The list of other security features just keeps going—and, with the regular security updates to Microsoft 365 Business Premium, the list keeps getting better and longer. Like a friendly anaconda.

Things you may be wondering about:

Q: How does this solution know what data on a mobile device is company data vs personal data, when a selective device wipe is performed?

A: The solution restricts company data to approved apps and accounts: so that work email is kept in Outlook and work files are kept in OneDrive for Business. This is the data that is deleted when a device wipe is triggered.

Q: Does Microsoft 365 Business Premium include support for Windows Virtual Desktop?

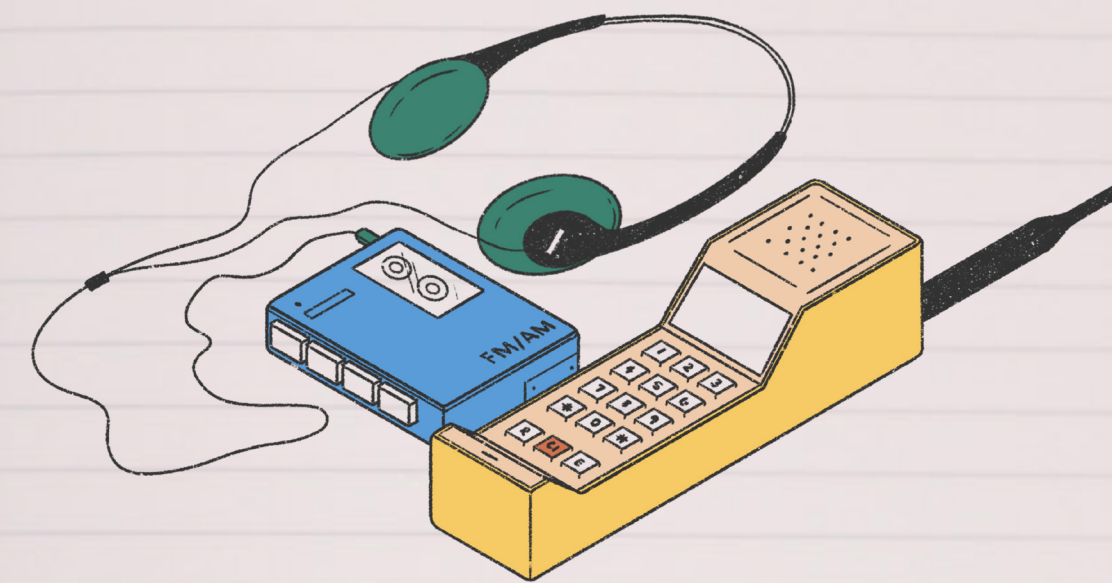
A: Yes. Microsoft 365 Business Premium gives subscribers access to Windows Virtual Desktop which delivers multi session Windows 10, Office optimizations, and support for Remote Desktop environments. For more details, see our blog [here](#).

Due for an upgrade?

5

Your new Chief Security Officer

Due for an upgrade?



In an effort to make this content more interactive, please turn on some sad music while you read the next three sentences:

In January 2020, support for Windows 7 came to an end, and, in October 2020, so will support for Office 2010. These products have had a good run, but, like the steam engines and VHS tapes which preceded them, new technology has improved upon their core functions.

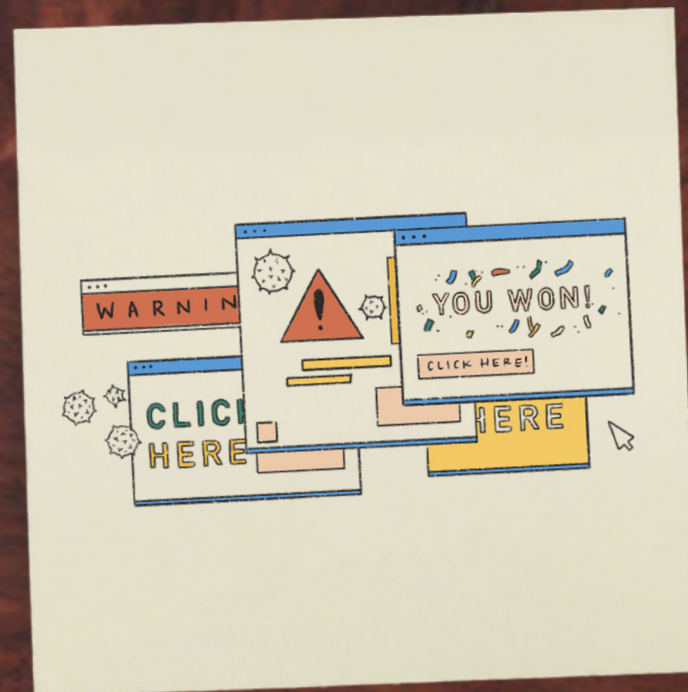
I'm sure I wasn't the only person who shed a tear putting my VCR in the garbage or donating it to a preschool with a vigorous STEM curriculum, but the technology I replaced it with was both far superior and, after a few moments of use, a very welcome change.

Now change the song to something hopeful and refreshing...

Infographics:



A brief introduction to Microsoft 365 Business Premium



How to defend against cyber threats with Microsoft 365 Business Premium

Due for an upgrade?

This is what Microsoft 365 Business Premium can do for you:

- Windows 10 has been built from the ground up with security in mind. This operating system has been hardened against malware and cyberterrorism, and it is powered by the AI of the [Intelligent Security Graph](#).
- The Windows 10 experience is also purposefully built to give your users an experience that's designed for the modern workplace—rather than one [first introduced to the world by the cast of "Friends"](#) back in 1995
- Moving to Microsoft 365 Business Premium (formerly Microsoft 365 Business) is easy because it includes the upgrade from Windows 7 Pro and 8.1 Pro, and, because this is subscription based, you'll always have the most current version of Office moving forward.
- Once you have Microsoft 365 Business Premium, you can use [Windows Autopilot](#) to automatically configure the way you want to set up Windows 10 on every new PC you buy. This saves lots of IT hassles, and it gets new users up and running in a fraction of the time. You can learn more [here](#).

To be clear, Microsoft 365 Business Premium doesn't require you to upgrade to Windows 10—in the same way you order the 38-scoop "Deep Freeze Face Xplosion" ice cream sundae but just eat the sprinkles. If you do stick with an older version of Windows, you'll get all the benefits mentioned on this site except for modern Windows management and some cybersecurity features of Microsoft Defender.

But c'mon, don't just eat the sprinkles.

Learn more [here](#), and see what you might be missing [here](#).

Things you may be wondering about:

Q: Is the license for Windows 10 included in the price of Microsoft 365 Business Premium?

A: No, just the rights to upgrade from Windows 7 Pro or 8.1 Pro to Windows 10. Not the full Windows license.



6

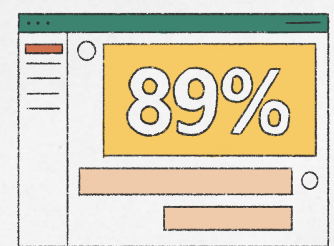
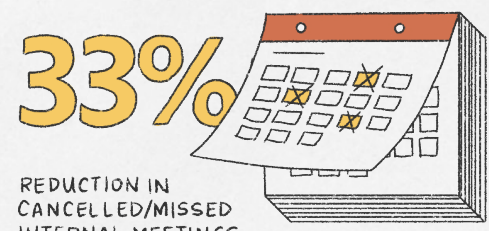
Success stories

I've seen small/medium businesses all over the world doing some incredible things with Microsoft 365 Business Premium tools—here are some notes I've taken about the very best ones.

The full list of customer stories is [here](#). Try filtering to see what small and large companies in your industry are doing with Microsoft 365 Business Premium.

Future of StoryTelling

FROM THE DESK OF
APPROVED BY
YOUR CSO

A HOME: New York City		D PROBLEM: FoST needed a way to help workers collaborate on more projects, be mobile and productive, and make information easier to access—all while improving security.
B EMPLOYEES:	15	
C ABOUT: Future of StoryTelling (FoST) hosts an annual event for media and technology leaders to create curated exhibitions, short films, and technology showcases.		E SOLUTION: By deploying Microsoft 365 Business Premium, FoST could better communicate with Microsoft Teams, improve security with cloud-based devices management, and centralize all their data.
F BENEFITS:  SIMPLE, CONSISTENT DEVICE SECURITY  89% OF EMPLOYEES ACTIVELY USING MICROSOFT TEAMS  33% REDUCTION IN CANCELLED/MISSED INTERNAL MEETINGS  ADVANCED MALWARE PROTECTION  25% INCREASE IN REAL-TIME COLLABORATION WITH MICROSOFT TEAMS		
G FUN FACT: RIDING TO EVERY STOP ON THE NYC SUBWAY SYSTEM WILL TAKE ABOUT 22 HOURS		
H COMMENTS: "Microsoft was not only willing to support us in our transition but also to understand our business needs and show us how best to align our software with what we wanted to accomplish." — Julia Hawkins President and Chief Revenue Officer		I TO LEARN MORE: aka.ms/FoST 
G Microsoft 365 Business Premium Office apps and services Advanced Security + Management For 1-300 employees		

Cardel Homes

A

HOME:

Calgary, Canada

B

EMPLOYEES:

250

C

ABOUT:

Cardel Homes is one of the largest privately owned home builders in North America and operates hundreds of construction sites at any given time.

D

PROBLEM:

Traditional on-premises IT could not keep up with the needs of this rapidly growing business:

- The flexibility required to manage work in two countries.
- Mobility for workers spread across hundreds of sites.
- The need to constantly collaborate.

E

SOLUTION:

Microsoft 365 Business Premium offered a flexible, efficient, and cost-effective cloud infrastructure with threat protection and data-privacy tools.

F

BENEFITS:

UPDATE MANAGEMENT WITH MICROSOFT 365 BUSINESS PREMIUM IMPROVED FROM 2 MONTHS TO

1 week

UPLOAD COMPLETE!

(FOREVER UP-TO-DATE)

UPDATES NOW OCCUR AUTOMATICALLY AND WITH ZERO SYSTEM DOWNTIME

COMMUNICATION AND COLLABORATION TOOLS SAVED

\$50,000

IN TRAVEL COSTS

IT IS ALERTED TO MALWARE AND PHISHING ATTACKS IN REAL TIME

1 OUT OF EVERY 13 WORKERS IN CANADA IS IN THE CONSTRUCTION INDUSTRY

MIGRATION TO MICROSOFT 365 BUSINESS PREMIUM COMPLETED OVER THE WEEKEND

G

Microsoft 365 Business Premium

Office apps and services

Advanced Security + Management

For 1-300 employees

H

COMMENTS:

"We analyzed our options and found that having everything bundled in Microsoft 365 Business Premium is an excellent cost value."
— Catrinia Cook
VP of Management Information Systems

I

TO LEARN MORE:

aka.ms/Cardel

Microsoft

FROM THE DESK OF
APPROVED BY
YOUR CSO

Microsoft 365

18

iSalon

A

HOME:

Lincoln, England

B

EMPLOYEES:

37

C

ABOUT:

iSalon is a software developer that builds customized apps for hairdressers, spas, and tanning salons.

D

PROBLEM:

When the new parent company mandated enhanced security policies — like improved encryption, identity protection, and device security — iSalon knew their existing infrastructure couldn't keep up. To stay competitive, they also needed better ways to collaborate, work remotely, and share data.

E

SOLUTION:

Collaboration and mobility were easy with the help of Microsoft 365 Business Premium, and Azure Active Directory made their security needs—as well as device, app, and data management—simple.

F

BENEFITS:

GDPR COMPLIANCE

MICROSOFT TEAMS USED TO STREAMLINE ONBOARDING AND COMPANY-WIDE COLLABORATION

50 hours each year SAVED BY ELIMINATING DAILY BACKUPS

(FORMERLY 90% WHEN ON SELF-HOSTING SERVERS)

100%

10 MOST POPULAR STARTUPS IN THE UK

£7,500 SAVED ANNUALLY BY ELIMINATING SELF-HOSTING SERVERS AND OTHER INFRASTRUCTURE

G

MICROSOFT 365 BUSINESS PREMIUM

Office apps and services

Advanced Security + Management

For 1-300 employees

H

COMMENTS:

With Microsoft 365 Business Premium, "We now have all we need in one portal — I sign in and manage everything from one place. I can track and control what I need to meet GDPR standards and implement IT policies across the company in minutes."
— Ryan Taylor
IT Manager

I

TO LEARN MORE:

aka.ms/iSalon

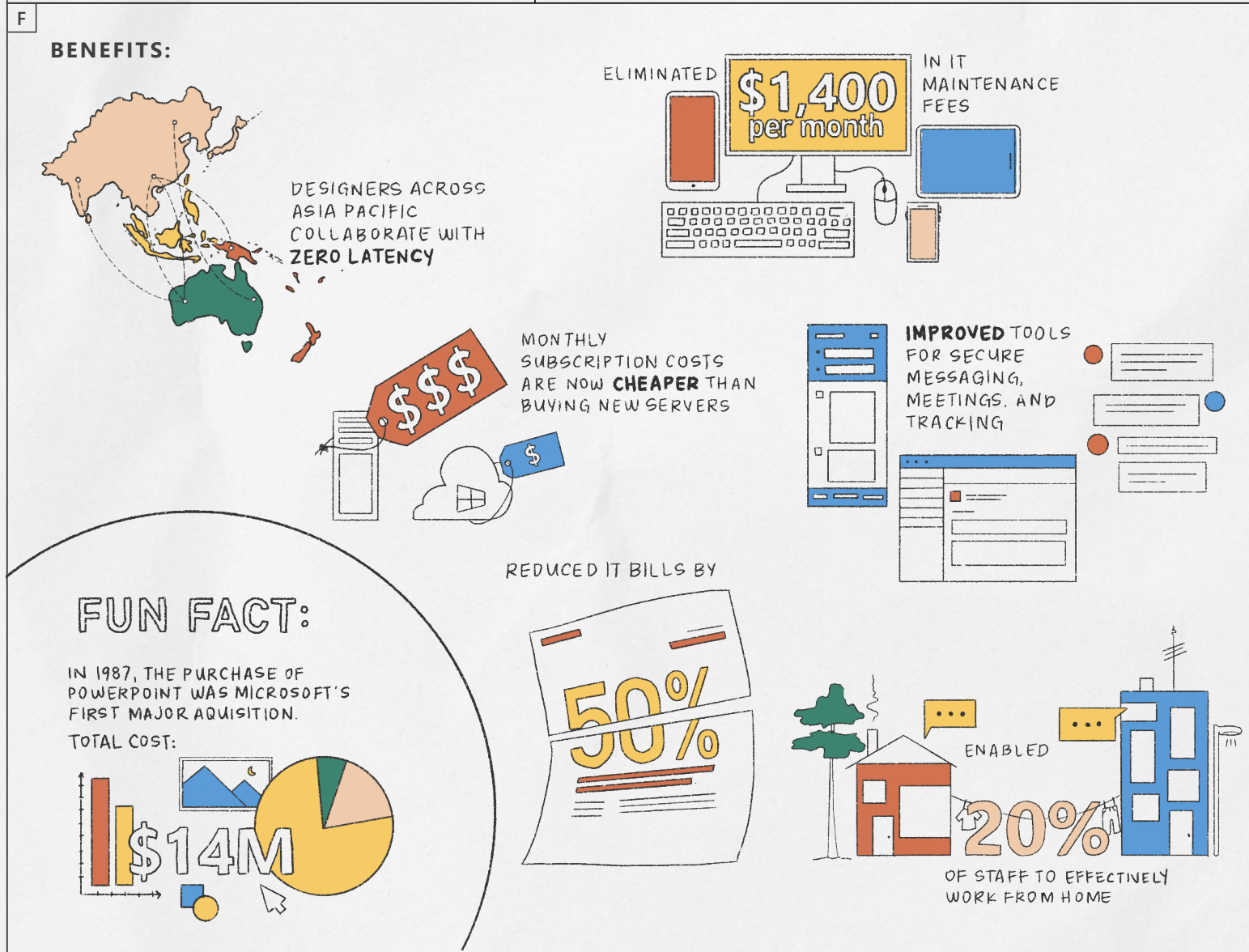
Microsoft

FROM THE DESK OF
APPROVED BY
YOUR CSO

Microsoft 365

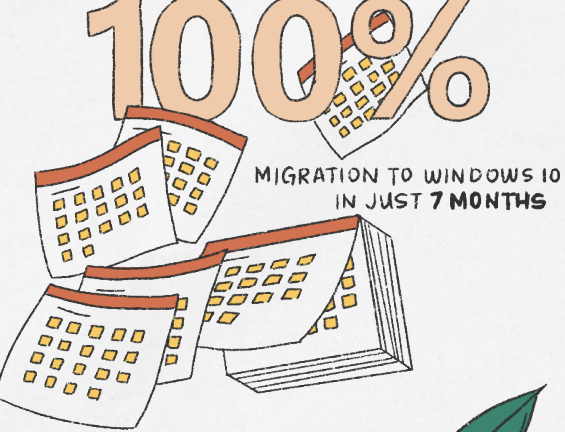
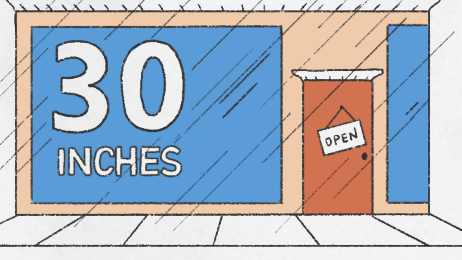
19

Presentation Studios

A	HOME:	Sydney, Australia	D	PROBLEM:	They needed a way to let employees work remotely, collaborate more efficiently, and co-author documents from any device. They also required improved security for managing sensitive customer data.	
B	EMPLOYEES:	34	E	SOLUTION:	Microsoft 365 Business Premium offered a holistic set of cloud-based tools that give a small business the IT advantages of much larger companies—without the need to make a big investment.	
C	ABOUT:					
		Presentation Studios is a rapidly growing graphic design company that wants their workplace to meet business needs as well as inspire and attract top talent.				
F	BENEFITS:					
						
G	Microsoft 365 Business Premium				I	TO LEARN MORE:
Office apps and services Advanced Security + Management For 1-300 employees					H	COMMENTS:
					"Our growth strategy calls for more creative teams in more places, but, to attract and retain the best employees, we need to deliver first-class remote work options." — Emma Bannister Founder	
						

FROM THE DESK OF
APPROVED BY
YOUR CSO

Live Oak Bank

A HOME: Wilmington, NC		D PROBLEM: To keep up with rapid growth, Live Oak Bank needed cloud-based tools that would reduce IT costs, improve productivity, and boost efficiency—without compromising security.
B EMPLOYEES: 550		
C ABOUT: Live Oak Bank wanted to enhance data and network security, accelerate connectivity, do away with on-premises infrastructure, and reduce costs.		E SOLUTION: Microsoft 365 Business Premium offered a flexible, cost-effective cloud infrastructure with threat protection and data-privacy tools.
F BENEFITS:  70% CUSTOMER SATISFACTION DUE TO IMPROVED REACTION TIME  100% MIGRATION TO WINDOWS 10 IN JUST 7 MONTHS  CLOUD-BASED INFRASTRUCTURE ALL OWS RAPID EXPANSION IN NEW MARKETS  A "LIVE OAK" IS A TYPE OF OAK TREE THAT KEEPS ITS LEAVES YEAR-ROUND  HURRICANE FLORENCE DROPPED 30 INCHES OF RAIN AND FLOODED WILMINGTON, BUT LIVE OAK CONTINUED OPERATING WITH NO DISRUPTIONS  50% IMPROVED USER EXPERIENCE: IT HELP DESK REQUESTS REDUCED BY 50%  OVER 400 MOVIES AND TV SHOWS HAVE BEEN FILMED IN WILMINGTON		
G Microsoft 365 Business Premium Office apps and services Advanced Security + Management For 1-300 employees		H COMMENTS: "With Microsoft 365 Business Premium, we have actually changed the mentality of our people. We're in the cloud. We're more secure. We're that advanced organization that sets the stage for everyone else." — Thomas Hill Chief Information Security Officer
		I TO LEARN MORE: aka.ms/LiveOak 

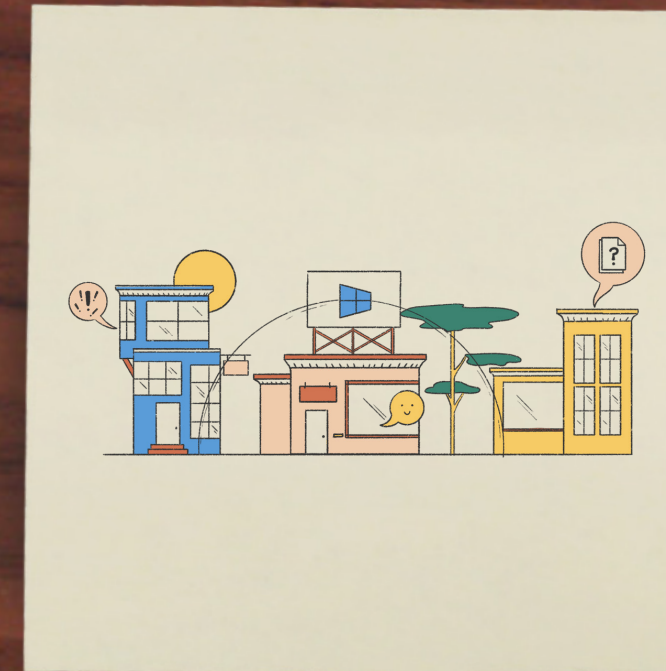
FROM THE DESK OF
APPROVED BY
YOUR CSO

7

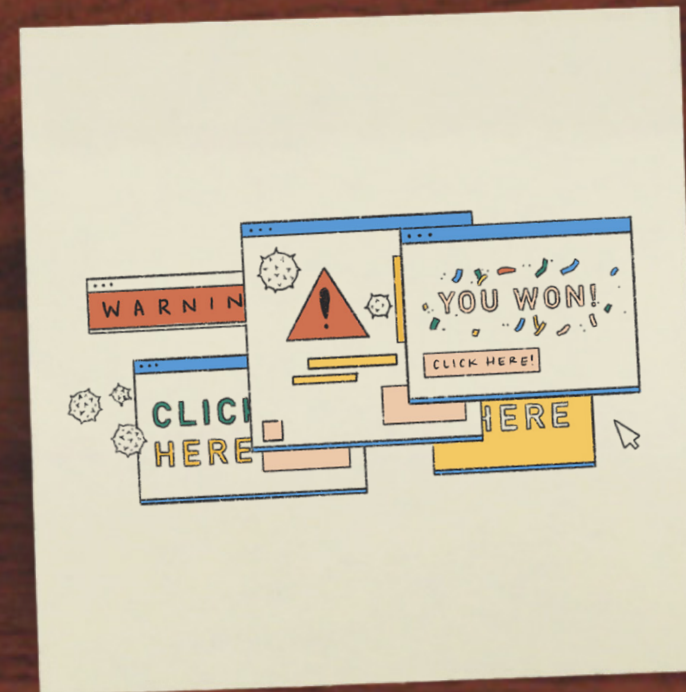
Infographics:



A brief introduction to
Microsoft 365 Business Premium



How to protect data with
Microsoft 365 Business Premium



How to defend against cyber threats
with Microsoft 365 Business Premium



How to secure your devices
with Microsoft 365 Business Premium

FROM THE DESK OF
APPROVED
YOUR CSO

A brief introduction to Microsoft 365 Business Premium

ONCE UPON A TIME...



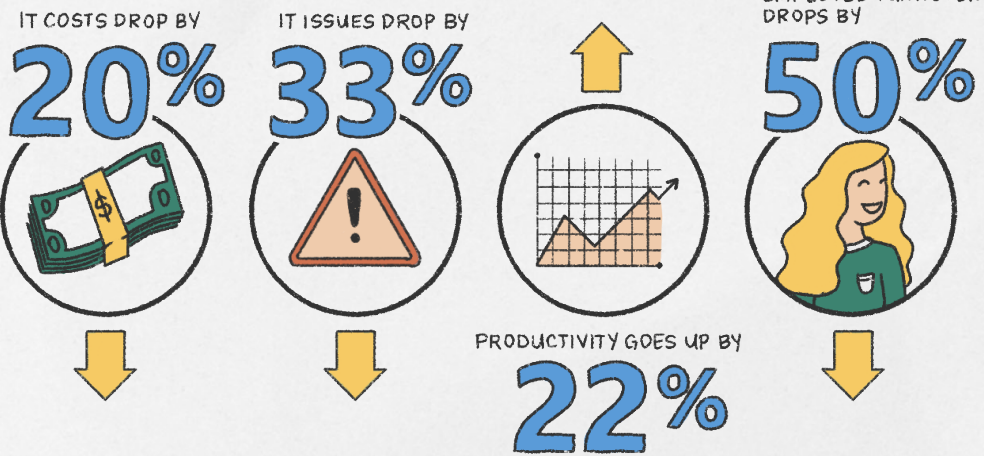
BUT NOW...



C FORTUNATELY:

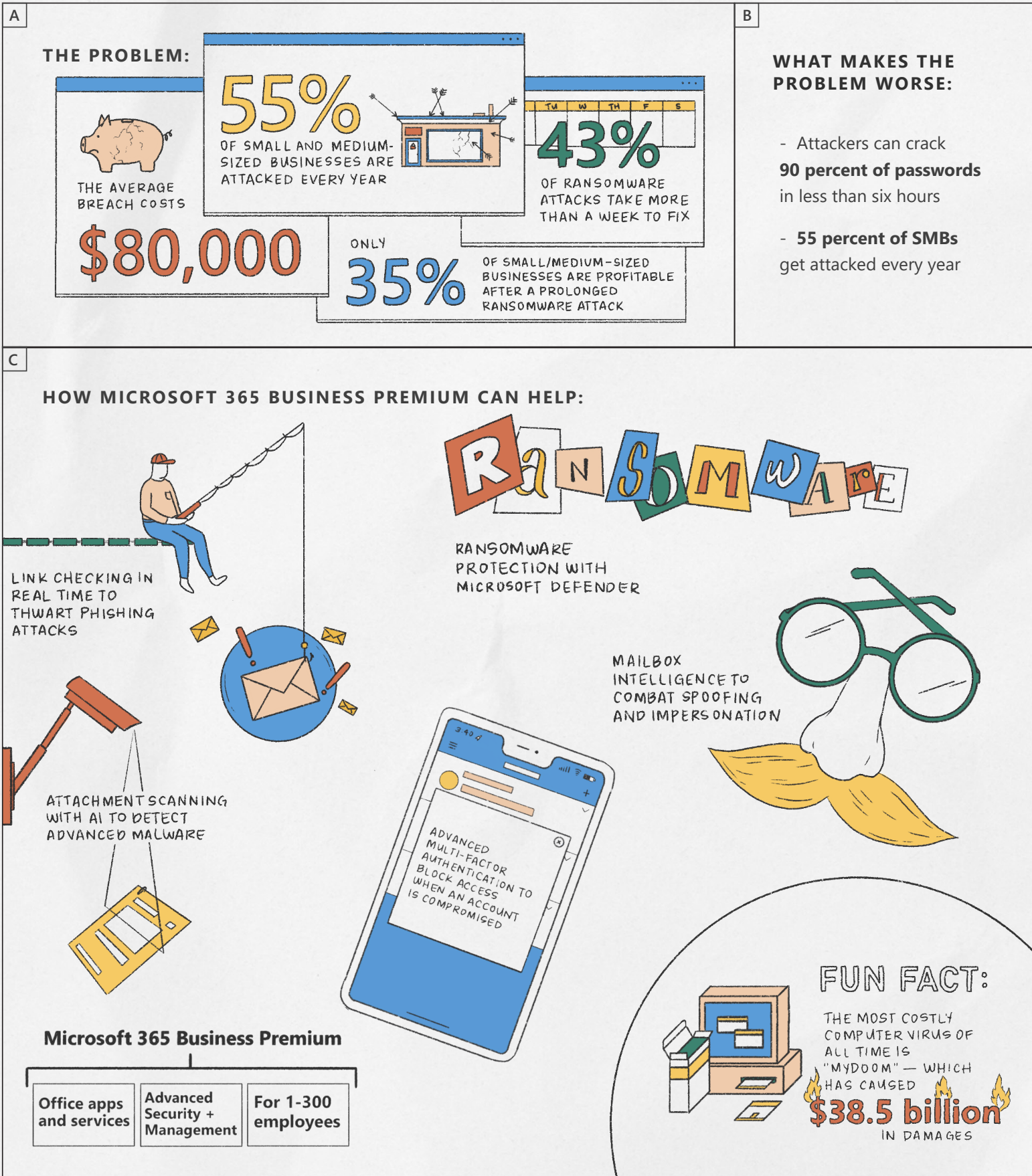
- Microsoft 365 Business Premium offers a solution for these challenges
- Microsoft 365 Business Premium helps provide comprehensive security for your data and devices
- You also get the best-in-class security/productivity tools of Microsoft 365 Business Standard

Microsoft 365 Business Premium		
Office apps and services	Advanced Security + Management	For 1-300 employees



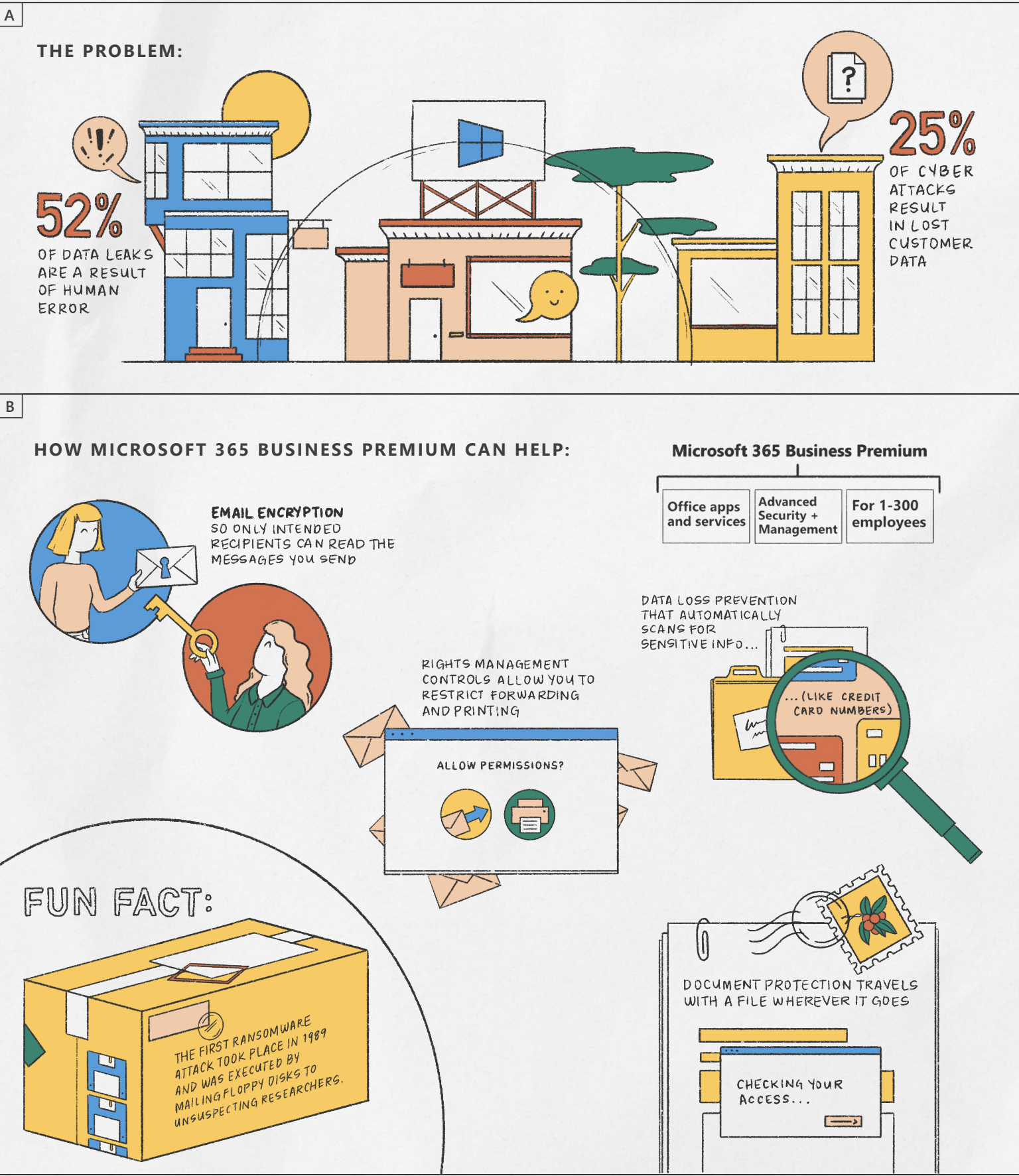


How to defend against cyber threats with Microsoft 365 Business Premium



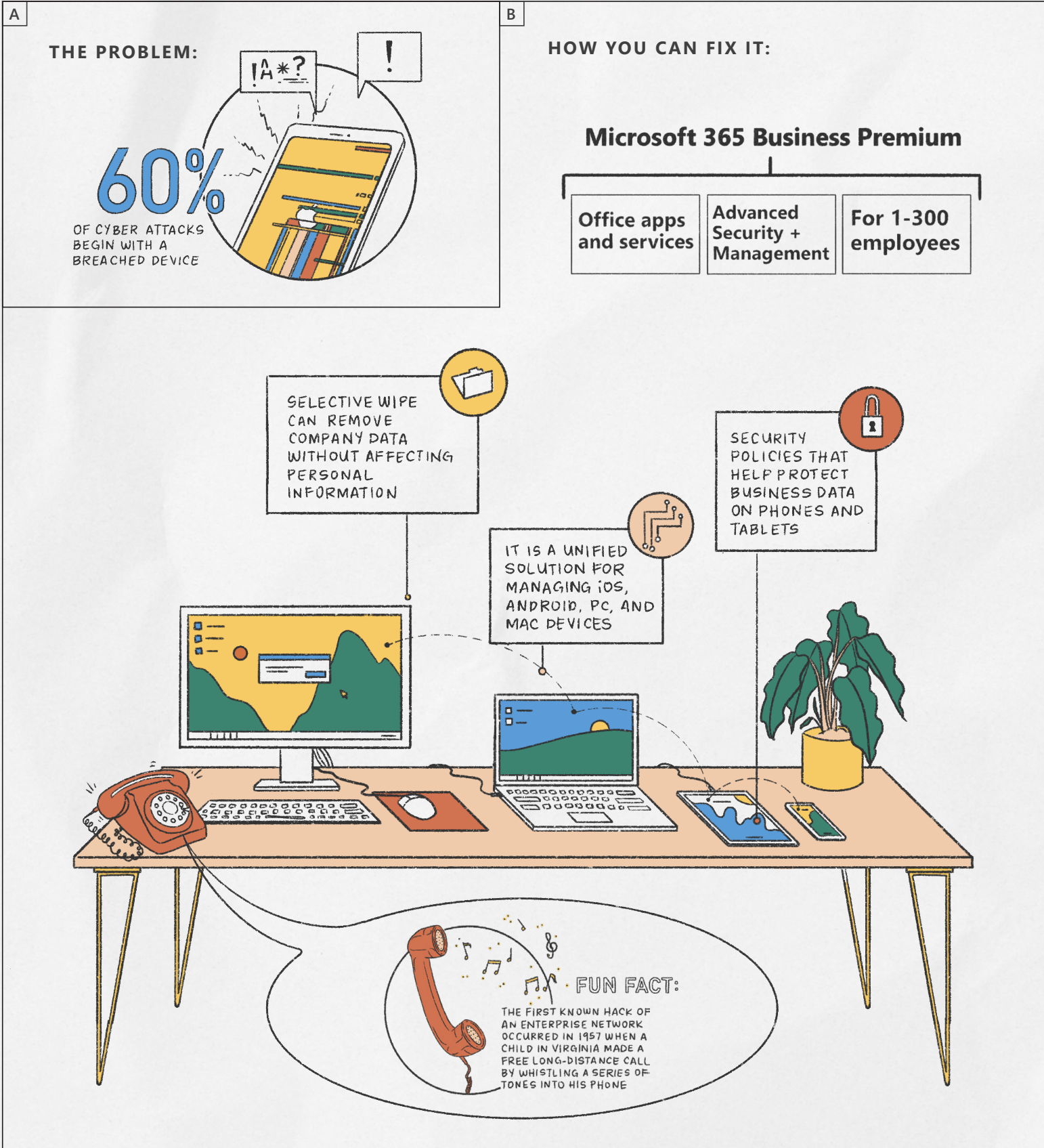


How to protect data with Microsoft 365 Business Premium





How to secure your devices with Microsoft 365 Business Premium



Contact your IT services
provider to learn more about
Microsoft 365 Business Premium.

They will love discussing how to make your business more secure.

