



of SMBs in NZ have reported being targeted by a cyber-attack.

[Media One NZ](#)

Sales Play 1: Security Foundations M365 Business Standard to M365 Business Premium

Upgrade your customers from M365 Business Standard to M365 Business Premium to simplify their business security with comprehensive endpoint protection, integrated identity and data security, and optimised threat management.

SMB Challenges

Security is a Top Concern: Over 60% of SMBs cite cyber security threats as a major risk but often lack the resources to tackle them effectively.¹

ROI-Driven Technology Investments Matter: 74% of SMBs prioritise technology investments that demonstrate measurable ROI while staying cost-effective.²

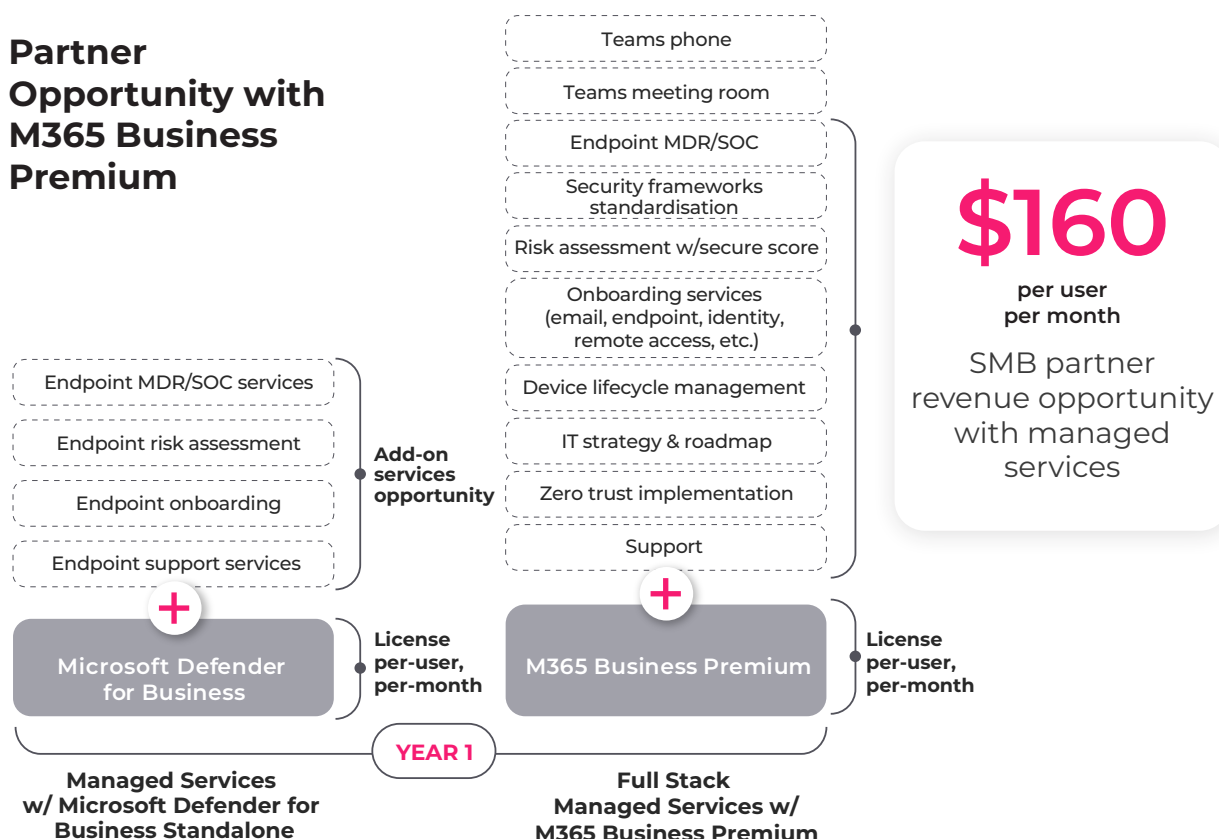
Compliance Pressure Is Intensifying: Stricter compliance standards like Essential 8 and SOCI expose SMBs to significant penalties and risks if not addressed.

¹ Verizon 2023 Data Breach Investigations Report
² Deloitte Insights: Technology Trends for SMBs

Transformative Actions for IT Partners/ MSPs

- ✓ **Deliver Managed Security Services:** Provide affordable, tailored solutions for SMBs, including advanced threat detection, monitoring and response. Ensure security aligns with their budgets and operational goals.
- ✓ **Offer Bundled Solutions:** Leverage M365 Business Premium to deliver integrated productivity, security and compliance tools at a competitive price. Highlight cost savings and added value.
- ✓ **Simplify Compliance Management:** Act as a trusted advisor, breaking down complex regulations and implementing tools to streamline compliance and reduce liability.

Partner Opportunity with M365 Business Premium



**Example of partner-managed services for M365 Business Premium:
Secure endpoints, data, identities, apps and seamless M365 monitoring.**

Managed endpoint

- Vulnerability monitoring & fix
- Endpoint detection & response

Managed data security

- Set up and manage sensitivity labels
- Compliance with retention & removal requirements

Managed endpoint

Managed identity

Email & app security

Managed data security

Add-on services example

Managed identity

- Onboarding/offboarding
- MFA & risky sign-ins

Email & app security

- Respond to phishing
- Manage app security

M365 Business Premium

**License
NZD\$35.60
per-user,
per-month**

**Multi-customer management
with Microsoft 365 Lighthouse**

Main Resource

- Access the full sales toolkit, including a customer-ready brochure and pitch deck [here](#).

Other Resources

- Security Managed Services Partner Kit
- M365 Business Premium Partner Playbook
- Microsoft Defender for Business Partner Kit
- Get started with Microsoft 365 Lighthouse

51%

of SMBs expect technology partners to proactively suggest new solutions and help them shape their technology strategy

Microsoft small and medium business (SMB) voice and attitudes to technology study

Supercharge
your security offering

Dicker Data's local team of specialist people, practices and programs are here to help you serve your customers and capitalise on the surging demand for security services.

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