

Why You Need Microsoft Business Premium in Your SMB

With SMBs embracing the hybrid working environment, demands for on-the-go applications and cloud solutions are increasing. Yet many are still falling foul to the efforts of cyber criminals, who are taking advantage of often-overlooked gaps in the cloud workplace's security posture.

Did you know?

343,338,964

The number of cyberattack victims in 2023¹

49 Days

The average length of time it takes to identify a cyber attack²

94%

The percentage of businesses that reported email security incidents in 2023³

\$4.88 million

The average cost of a data breach for businesses in 2024⁴

For many modern workplaces, Microsoft 365 is the go-to cloud environment of choice, adopted by over 2 million businesses and more than 270 million users worldwide. Its suite of tools is perfectly designed for the growing SMB, giving organizations a choice of business packages to choose from. Yet with the tech landscape evolving – and cybercrime alongside it – adopting the correct Microsoft Business 365 package is no longer a choice, but a necessity.

Microsoft 365 Business Premium provides all the benefits of those familiar office applications, plus extra, enhanced features that keep your users secured. That means no additional third-party security tools, saving time, money, and complexity in managing your IT stack.

Let's take a look at why Microsoft Business Premium is well worth the upgrade.

Tackling Security

As a business, cybersecurity barely leaves the top of your priority list. And that's no surprise, as cybercriminals are constantly adapting to your protections. Yet as the threat mounts, so does the number of security solutions we rely on. Does protecting your business mean investing in an increasing number of protections – or could a business simplify their security with their choice of M365 package?

With Business Premium:



All internet-enabled devices are equally secure with the protection of Microsoft Intune



Users can connect in confidence with Entra ID, keeping their identification and security permissions protected



Businesses have a suite of enterprise-level security available with Microsoft Defender

How Microsoft 365 Business Premium Keeps You Protected

- Exchange Online Protection (EOP)**
Auditing of emails and protection from malware
- Defender**
Enterprise-grade protection against malicious software downloads and outside infiltration
- Email Phishing Prevention**
Taking care of suspected phishing emails before they have a chance to compromise user security
- Microsoft Purview**
Find, classify, and discover data across storage and endpoints, protecting it from the threat of data loss.
- Microsoft Intune**
Protecting remote workplaces and ensuring connected devices are recognized, approved, and aligned to your security policies.
- Data Loss Prevention (DLP)**
To review and remediate potential exposure through DLP alerts
- Entra ID**
Cloud-based identity management that identifies users – not just their credentials – and keeps their workplace capabilities consistent wherever they connect from.

While Business Standard provides surface-level protection with its malware auditing, it doesn't offer the same cloud-centric protections as Business Premium. For companies that have ambitions for growth, Business Premium is far better suited to the modern, remote workplace.

Simply put, upgrading to Business Premium provides enterprise-scale security within a single license, keeping your security manageable.

Enabling your Enterprise

- 70%**
The number of UK businesses intending to leverage cloud-based solutions in 2024⁵
- 98%**
The number of US workers that favour flexible working environments⁶
- 80%**
The number of businesses investing in process automation⁷

Companies that choose to adopt Business Standard as their Microsoft environment will find their protective options limited, having only surface-level malware auditing as their security. With Business Premium, however, a business' security needs can be assessed by their IT or Managed Service Provider, and configured for broader, more flexible security responses; essential for any SME anticipating business growth or expanding upon their flexible workspace options.

With Business Premium:

- Remote working is made safer and more manageable with extra security for out-of-office devices and users
- Both your business and its technologies benefit from PowerBI's insights and abilities
- Manual processes are automated with Microsoft Power Automate operating your every connected Microsoft application

How Microsoft 365 Business Premium Improves Productivity

- Desktop versions of all your productivity apps** – including Word, PowerPoint, Excel, and Outlook
- Collaborative Workspaces** – Including Loop, Teams and SharePoint
- Remote Working** – Enable a more flexible working environment with the added cloud security benefits of Defender, Intune, and Purview.
- PowerBI** – Connecting all your Business Premium assets for data-driven decisions and interactive reports that share your bigger business picture
- Microsoft Power Automate** – Automating tasks across several apps at once, shortening sequences and simplifying processes.

Business Premium not only provides SMBs with key productivity apps and web-based collaborative workspaces users are familiar with, but it also provides safer and more flexible remote working options.

Business Premium or Business Standard – Which is Best for Your Business?

The landscape of your technology, security, and business strategies is evolving rapidly – so a solution that adapts and responds to all three is essential for the growing enterprise.

While Microsoft 365 Business Standard provides the perfect starting point for a small business, those seeking to secure, simplify, and expand their business processes will find Microsoft Business Premium a far more suitable and powerful package.

At a Glance: Your Quick Guide to Microsoft Business Standard and Premium Packages

	STANDARD	PREMIUM	
Access to common productivity apps	✓	✓	With the expected office applications available locally and online via the cloud, users can access their 365 apps wherever they work from
Communication and collaboration solutions	✓	✓	Keep teams connected with apps such as Teams, SharePoint, and Loop that keep their files, conversations, and collaborations connected
Microsoft 365 Copilot as an optional extra	✓	✓	Leverage Microsoft's optional AI for fast task automation across all your 365 productivity apps
1TB of cloud storage per employee	✓	✓	Plenty of personal disk space lets users create, download, and store their vital collateral.
Microsoft Entra ID	—	✓	With Business Standard, you can store top-level user identification including names, emails and passwords. Upgrading to Business Premium provides additional protections by securing and identifying users – not just their credentials – and keeps their workplace capabilities consistent wherever they connect with cloud-based identity and access management.
Enterprise-grade security against malware and ransomware	✗	✓	Business Premium's added security features, such as Defender, keep users protected against malicious software, downloads, and infiltration via data leaks
Email protection against phishing	✗	✓	With Microsoft Defender's Phishing detection, suspect emails are taken care of before they have a chance to compromise your users' security.
Microsoft Intune	✗	✓	Protect your remote workplace with Microsoft Intune, ensuring endpoint devices are recognized, approved, and match your tight security policies
Microsoft Purview	✗	✓	Know your data, govern it, protect it, and prevent data loss. Microsoft Purview helps you find, classify, and discover your data across storage and endpoints.
Data Loss Prevention (DLP)	✗	✓	Build, manage, and oversee your data loss prevention policies with Microsoft Purview, and remediate potential exposure through DLP alerts.
Microsoft Power BI integration	✗	✓	Connect your every compatible Microsoft asset, make data-driven decisions, and share interactive reports that give a broader business picture.
Microsoft Power Automate	✗	✓	Maintain momentum with Microsoft Power Automate. Automate tasks that span multiple applications, shortening sequences and simplifying processes.

LET US HELP

With Frontrow Technologies, the hardest thing you'll have to do with your Microsoft package is choose it. With our Microsoft experts managing your technical challenges, the next step is simply asking where we can take your business next. Get in touch and let us help make your Microsoft environment a business powerhouse.

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Sources: ¹ITRC Annual Data Breach Report, ²239 Cybersecurity Statistics (2023), ³Email Security Risk Report 2024, ⁴IBM Cost of Data Breach Report 2024, ⁵TechUK Technology Insights Report 2024, ⁶Buffer | State Of Remote Work 2023, ⁷Unleash the Power of Business Process Automation: A Complete Guide 2024