

Sales Play 1d: Information Protection M365 Business Premium + Information Protection

Add Microsoft E5 Information Protection to M365 Business Premium to help customers fortify their data security and safeguard sensitive information with data classification, encryption and monitoring, ensuring AI-ready data foundations.

SMB Challenges

Limited Visibility into Sensitive Data:

SMBs often struggle to identify and classify sensitive information across their growing digital environments, leading to potential compliance and security gaps.

Inadequate Data Protection Measures:

Many SMBs lack advanced encryption, lifecycle management and DLP solutions, making it difficult to safeguard data against unauthorised access or accidental exposure.

Complexity in Managing Compliance:

Small businesses face challenges in automating retention policies, secure deletion and demonstrating regulatory compliance, often relying on manual or fragmented processes.

Transformative Actions for IT Partners/ MSPs

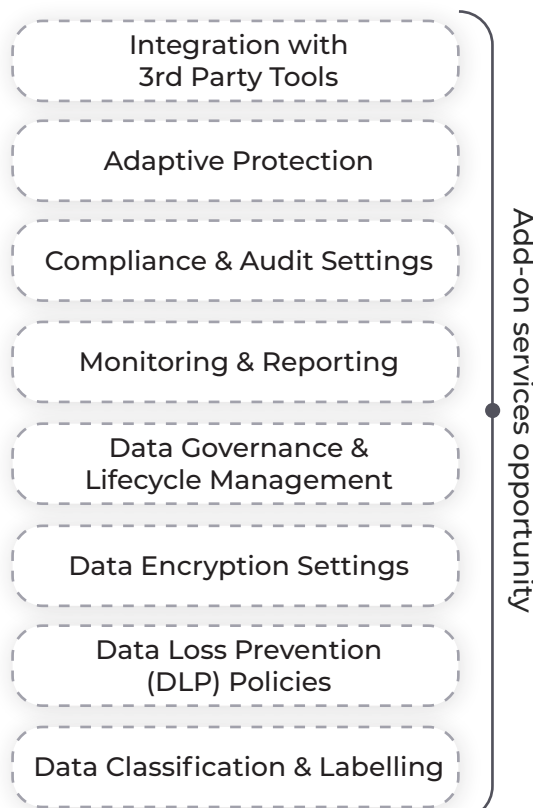
- ✓ **Data Visibility Solutions:** Partners can offer tools and expertise to help SMBs discover and classify sensitive data, bridging visibility gaps and ensuring compliance with data regulations.
- ✓ **Comprehensive Data Protection Services:** MSPs can deliver tailored encryption, DLP and lifecycle management solutions to enhance SMB security while reducing complexity and risk.
- ✓ **Compliance Enablement and Management:** IT partners can provide end-to-end compliance support, automating retention policies and secure deletion while helping SMBs meet regulatory requirements efficiently.



of organisations experience more than one data breach in their lifetime

IBM Security 2022 Cost of a Data Breach Report

Partner Opportunity with Microsoft E5 Information Protection



**\$7.5K-
\$20K**

SMB partner professional services opportunity

Example of partner-managed services for Microsoft E5 Information Protection: Secure sensitive data, monitor compliance, implement data loss prevention (DLP) and ensure lifecycle management.



Main Resource

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

Other Resources

- Microsoft E5 Information Protection Overview Deck
- Microsoft E5 Information Protection Ninja Training



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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