

## 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.



**of all cyber attacks have targeted small and medium-sized enterprises (SMEs)**

ASBFEO Newsletter 2023 Report

### 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.<sup>1</sup>

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

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

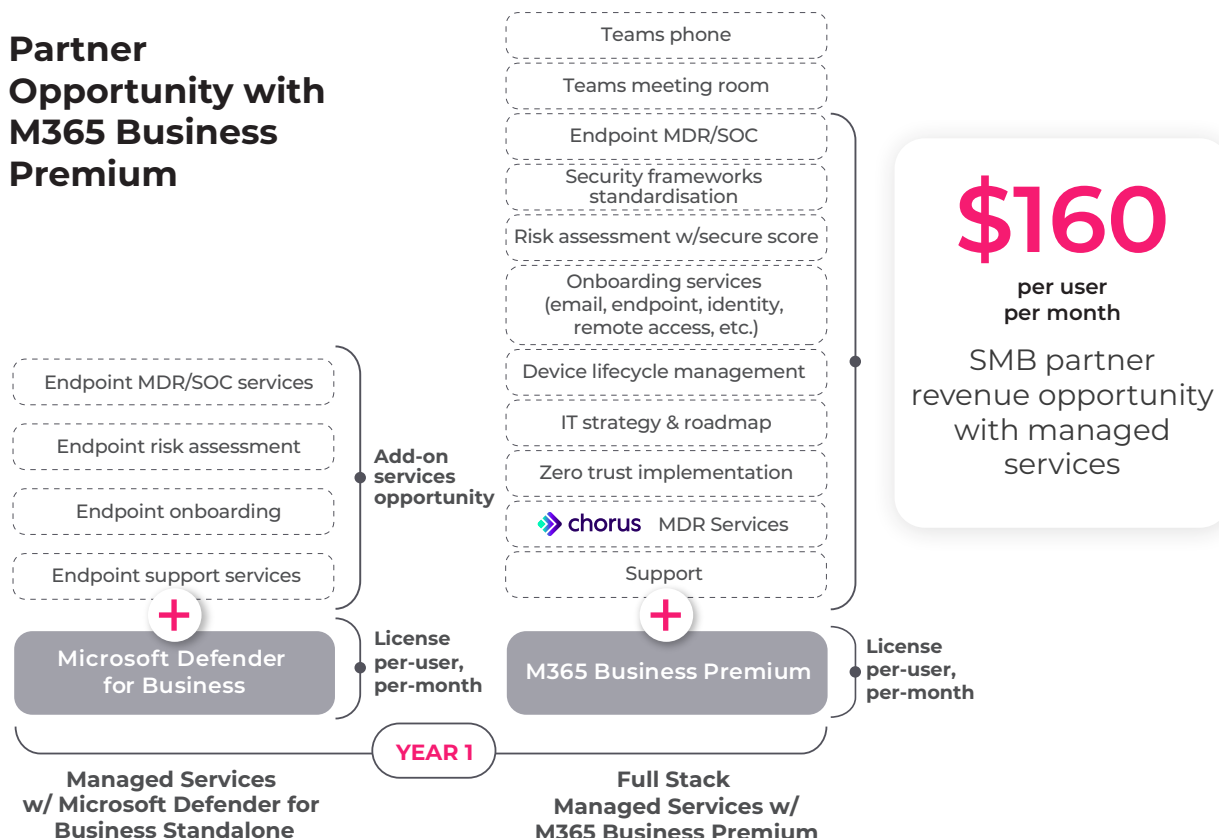
<sup>1</sup> Verizon 2023 Data Breach Investigations Report

<sup>2</sup> 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.
- ✓ **Include 24x7 Managed Cyber Security Services:** Pair this upgrade with Chorus MDR (Managed Detection & Response) for endpoints and identity. This is the first step into visibility and proactive response, giving SMBs 24x7 monitoring and rapid containment through their CSOC, built on Microsoft Security.

### Partner Opportunity with M365 Business Premium





## Why Chorus Cybersecurity Is the Partner of Choice for Microsoft Security

Chorus Cyber delivers Managed Detection and Response (MDR) and Managed Extended Detection and Response (MXDR) services through a channel partner model, enabling partners to offer enterprise-grade cybersecurity without building their own SOC.

### Partner Value Proposition

**Built for Microsoft Partners:** Chorus leverages Microsoft-native signals (Defender, Entra ID, Sentinel) to deliver full-spectrum threat management.

**No Additional Agents:** All services run within the customer's existing Microsoft investment—cost-effective and operationally simple.

**Verified Microsoft Security Partner:** Chorus is a member of MISA and holds Microsoft-verified MXDR status.

**Rapid Response Metrics:** <3 min MTTA and <17 min MTTC vs. 180 min industry median.

### Why Chorus Is a Winner

**24x7x365 CSOC:** Global coverage with some of the fastest response times in the industry.

**Established Channel Model:** Easy onboarding, no consumption commitment at stage one.

**Strategic Microsoft Alignment:** Services built entirely on Microsoft Security, maximizing licensing ROI and reducing third-party tool reliance.

**Proven Outcomes:** Real-world deployments show significant uplift in Microsoft licensing and Azure consumption.

### Packaged Cybersecurity Solutions That Are Easy to Position

#### MDR (Managed Detection and Response)

Focused protection at the endpoint level—detects, investigates, and contains threats quickly and effectively.

#### MXDR (Managed Extended Detection and Response)

Comprehensive threat coverage across identity, network, email, infrastructure, data, and applications—leveraging Microsoft-native and third-party telemetry.

SERVICE COMPARISON		MDR	MXDR
24x7x365 CSOC		✓	✓
Analysts available by phone 24x7		✓	✓
30 minute high severity SLA		✓	✓
Containment and response actions		✓	✓
Chorus proprietary analytic rules		✓	✓
Microsoft Security Suite coverage	Defender for Endpoint	✓	✓
	Defender for Identity		✓
	Defender for Cloud Apps		✓
	Defender for Office		✓
	Defender for Cloud		✓
	Azure services		✓
Microsoft Sentinel custom integration			✓
Custom security playbooks			✓
MITRE ATT&CK framework mapping			✓
External attack surface monitoring			✓
Threat Detection & Response Coverage	Endpoints	✓	✓
	Entra ID Identities	✓	✓
	Servers	✓	✓
	Active Directory Identities		✓
	Non-Azure cloud services		✓
	Networking log sources (Firewalls/Switching/APs)		✓
	3rd Party APIs/Logs		✓
Weekly security service reports		✓	✓
Cyber Essentials aligned TVM report		✓	✓
Endpoint threat hunting		✓	✓
Cyber Threat Intelligence		✓	✓
Standard security playbooks		✓	✓
Security recommendations & guidance		✓	✓
Service governance		✓	✓
Extended threat hunting			✓



**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  
AUD \$32.90  
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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