Microsoft 365

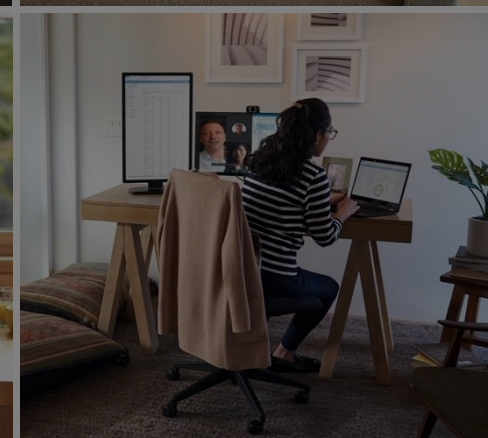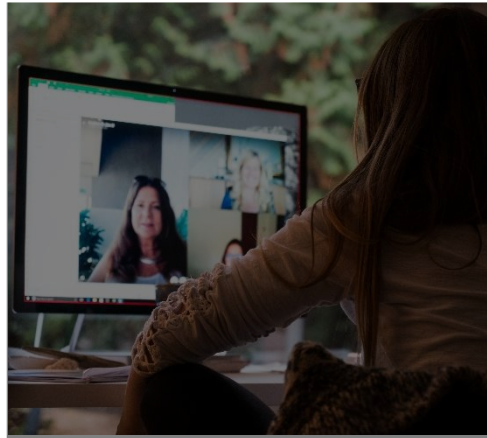# Do More with Microsoft 365

Microsoft SMB Briefing

Businesses has been permanently transformed by the pandemic.

PEOPLE are the driving force behind progress.

Passionate PEOPLE drive success
of small and medium-sized companies.

Thriving in the face of change requires resilience

Top of mind for our customers...

How do you meet employee needs for remote flexibility AND in-person collaboration?

How do you enable seamless work from anywhere?

How do you keep data secure when it's now everywhere?

43%
of remote workers do not feel included in meetings[1]

54%
of leaders fear productivity has been negatively impacted since the shift to hybrid work[1]

64%
of small and medium businesses allow employees to access work data on personal phones and computers[2]

The people who went home to work in March 2020 aren't the same as those coming back to the office in 2022. Today's employees have great expectations for what they want out of work, and flexibility and wellbeing have become non-negotiables. Understanding and keeping pace with new expectations are key to making hybrid work *work*.

1

2

3

Everything becomes more complex, not less complex, in hybrid work. As Microsoft moves to hybrid, we're sharing what we're learning at scale from around the world to help customers make the shift."

Satya Nadella
Microsoft CEO

As we embrace the new normal and leaders tackle making hybrid work *work*, big questions loom: What is the role of the office?

How do we ensure remote meeting participants feel included? How do leaders empower employees to fight burn out? How do companies build social capital in a digital-first world? The challenge ahead for every leader and organization is to set the standard for flexible work in a way that balances business needs

with new employee expectations in a post-pandemic job market.

Hybrid work requires a deliberate, thoughtful approach. Leaders need a strategy that activates the whole

organization and puts forth a plan to embrace new cultural norms with technologies designed for the hybrid world – ones that bridge the digital and physical, ensuring every employee can engage and contribute, regardless of where, when or how they're working.

In this guide, we'll share what we're learning as Microsoft embraces a hybrid work model—and the keys to success we're discovering along the way.

1

2

3

Employees' priorities are changing when it comes to work. They are now rethinking what they want from their job and how it will impact newfound priorities around health, family, time, and purpose.

Based on findings from the 2022 Annual Work Trend Index, we've identified 5 key trends every business leader needs to know to make hybrid work work.

Five trends business leaders need to know in 2022

1. **Employees have a new "worth it" equation.**

2. **Managers feel wedged between leadership and employee expectations.**

3. **Leaders need to make the office worth the commute.**

4. **Flexible work doesn't have to mean "always on."**

5. **Rebuilding social capital looks different in a hybrid world.**

Learn more about these trends in the latest Work Trend Index report.

Source: Microsoft's annual Work Trend Index, March 2022.

" **Every organization operates differently, but it's the physical, digital, and culture of the company coming together to create the experience you need for your employees to be productive, creative, and innovative."**

Michael Ford
CVP, Global Workplace Services at Microsoft

Our goal is to help business leaders learn from our experience keeping over 190,000 people productive, connected, and empowered around the world. In this guide, we will share how we're preparing Microsoft and our customers for the hybrid workplace across three key areas: Culture, Space, and Technology.

1

2

3

Culture

- Prioritize culture to enable hybrid work.
- Empower managers to lead the shift.
- Make Microsoft Viva your Employee Experience Platform.

- Rebuild social capital in hybrid work.
- Help people learn and make an impact in the flow of work.
- Focus on culture to attract and retain talent.
- Combat digital exhaustion from the top.

Space

- Design for the people not in the room.
- Transform your physical spaces with intelligent, cloud-powered services.

- Prepare for the metaverse.

Technology

- Use Teams to transform your business.
- Work securely from anywhere with Windows 11 and Windows 365.
- Move everything to the cloud — as quickly as you can.
- Digitize every business process — from operations to sales.
- Mandate zero-trust security from cloud to edge.

Before hybrid, attendees who joined meetings remotely may not have done so on equal footing. Now we need to pause and create an environment that works for the team as a whole—as well as each individual employee, regardless of where they are working.

You may already be using Microsoft Teams to collaborate. But Microsoft offers much more, and now we're trying to help companies redefine how they do business by offering an evolved, end-to-end suite of tools and features aimed at meeting the needs of a hybrid workforce.

INGRAM MICRO CLOUD

Hybrid is Here to Stay
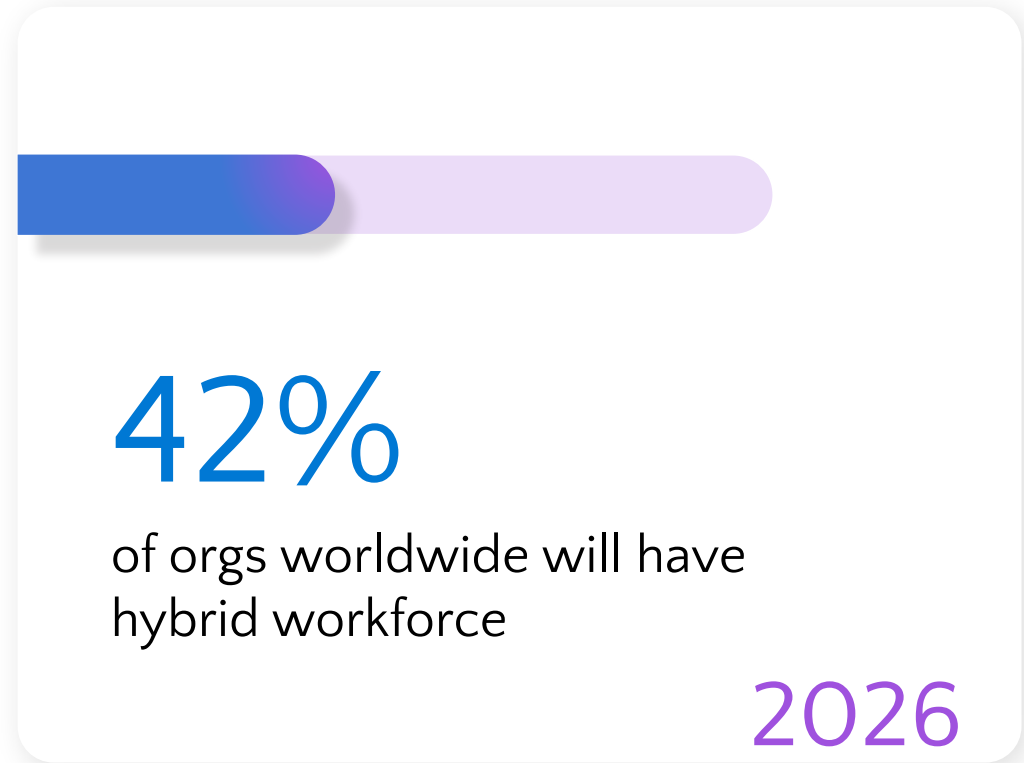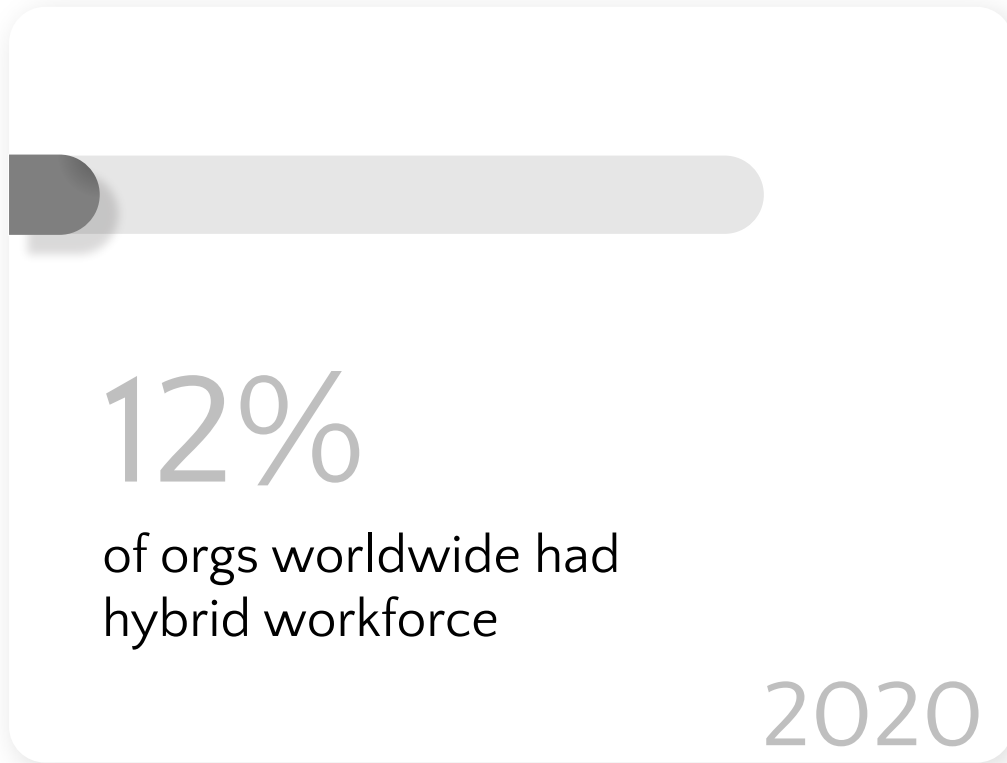
12%
of orgs worldwide had
hybrid workforce

2020

42%
of orgs worldwide will have
hybrid workforce

2026

How Microsoft can
help you enable teamwork anywhere

Meeting experiences to connect teams remotely and onsite

Simplify day-to-day work with apps and workflows

Sustain employee wellbeing and productivity

Connect people to drive culture, change, and communication

Manage and secure any device and user

Enable rich device experiences for remote and onsite work scenarios

Access desktops and applications from any device

AI-powered tools represent an enormous opportunity

64%

of people have struggled with finding time and energy to get their work done.

3x

Amount by which time spent in Microsoft Teams meetings and calls has increased per week since February 2020.

70%

Share of people who would delegate as much as possible to AI to lessen their workloads.

2x

Likelihood of a leader to say AI will provide value by boosting productivity vs. cutting headcount.

Microsoft Teams

300+M
monthly active users

181markets
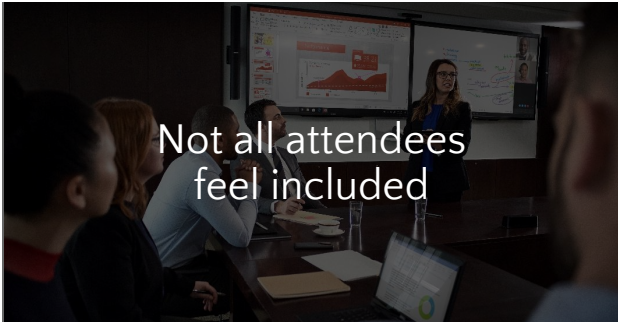
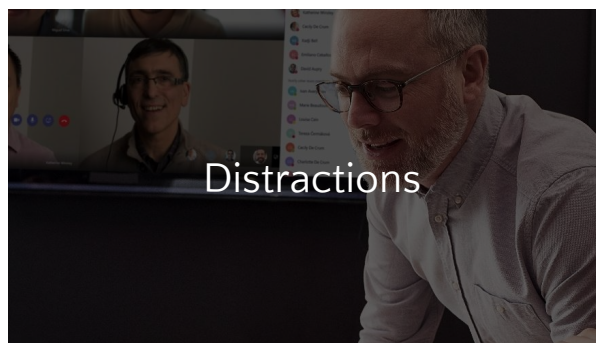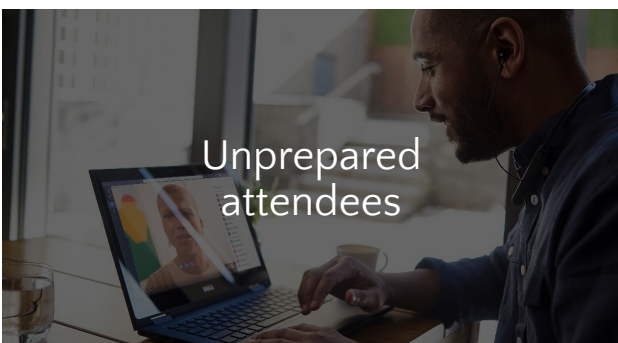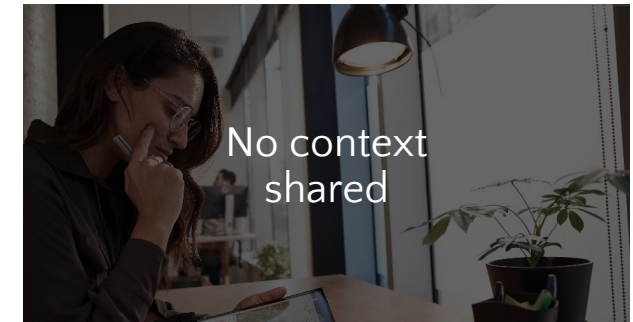**53** languages supported

1B+
monthly 1:1 calls

10x
Direct routing minutes since the start of 2020

Monthly active users using ISV and custom app–built solutions on Teams **grew nearly 10x** since the start of 2020

Lack of follow-through after the meeting

Not all attendees feel included

No context shared

More online meetings than ever.
But how productive are they?

Unprepared attendees

Distractions

Microsoft 365 is your comprehensive, secure, cost-effective and reliable solution providing real-time collaboration and secure work from virtually anywhere.

Microsoft 365 continues to evolve with new capabilities:

AI

Powerful intelligent productivity embedded in apps that create a whole new way to work.

Security

An easy-to-use device security solution to help protect against, detect, and respond to cyberattacks.

Collaboration Tools

New tech innovations across AI, payments, and collaboration tools to help small and medium businesses up their game.

Challenges customers face and how they've adapted

Real–time collaboration

Need to get work done from virtually anywhere, with anyone

Change in team culture and ways people interact

Maintaining efficiency and staying connected with their business partners and clients

Transforming the way they work to rely on digital products for business operations and collaboration

Security

Risk of cyberattacks and phishing threats

Employees using free or consumer solutions with minimal security

Employees accessing work data from personal devices

Recognizing the need to strengthen cyber–security

Cost

Use of solutions that don't play well together

Increased necessity to save

Desire for simplified experience and management

Needing to reduce the complexity of IT operations and tools, and save cost

Legacy solutions don't solve challenges.
Mixed vendor environments add complexity.

Market trends

Small and medium-sized businesses

Focus on digital strategies

84% of global BDMs are accelerating digital transformation to accommodate demands for more flexibility[1]

Security is top of mind

88% SMBs feel their business is vulnerable to an attack[2]

Extended financial stability needs

1 yr cash reserves recommended to sustain core operations, up from 3–6 months historically[3]

[1] cioandleader.com
[2] sba.gov
[3] inc.com

Microsoft 365 empowers you to Do More W

"No company is better positioned than Microsoft to help organizations deliver on their digital imperative so that they can **do more with less**. From infrastructure and data to business applications and hybrid work, we provide unique differentiated value to our customers."

– Satya Nadella, CEO

Benefits of Microsoft 365 solution

All in one place

⌄

Enables people led transformation
with real-time collaboration tools

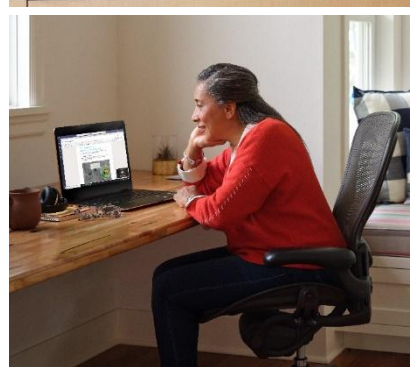**Safeguards your business**
with technology you can trust

Helps reduce costs
with increased ability to save

Market trends

Focus on digital strategies

Security is top of mind

Financial stability

Microsoft 365 is a secure, cost-effective and reliable cloud solution for real-time collaboration and secure work from virtually anywhere.

It includes Microsoft Teams, cloud storage, and familiar Office apps with advanced security options. You can use it to chat, call, host online meetings, and collaborate in real time.
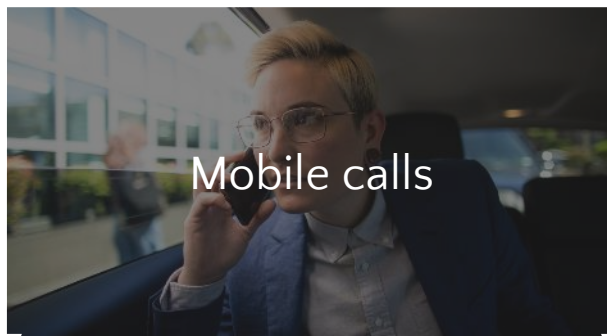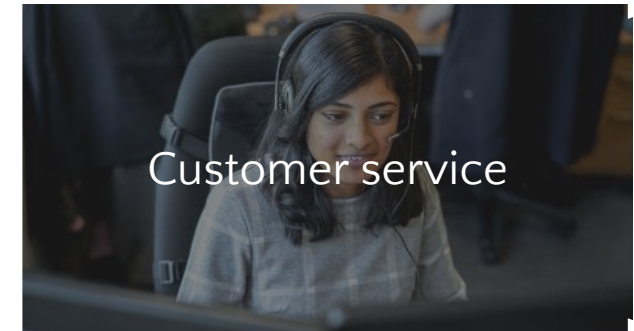
Telephony today
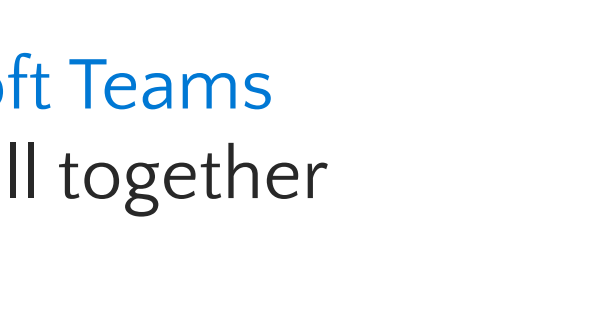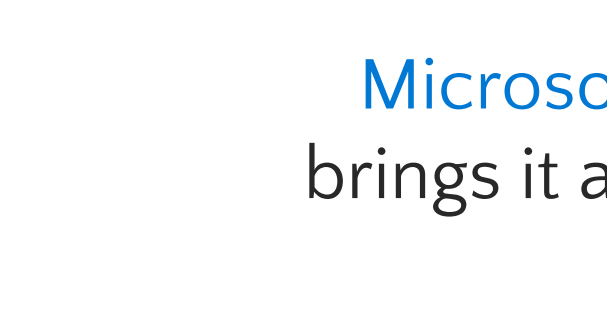## in small and mid–size businesses

On-premises

Phone tied to office
Forwarding to mobile phones
Costly to use and manage

Cloud

Multiple apps to use
Multiple providers to manage
Costly to use and manage

PBX

Online meetings

Audio conferencing

Telephony

Instant messaging

File sharing and co-authoring
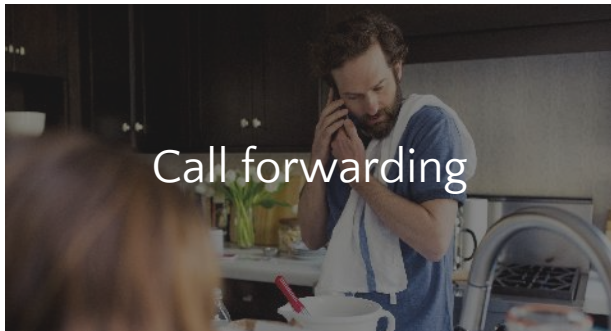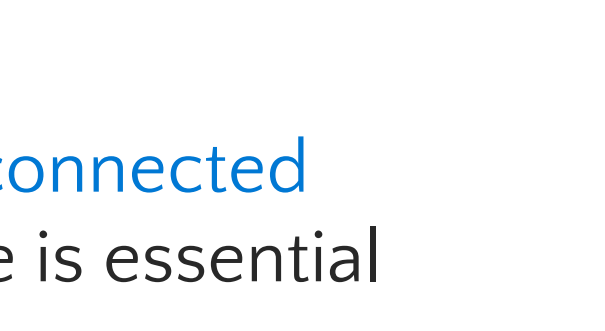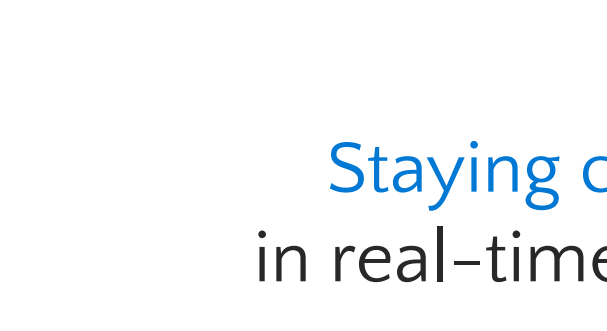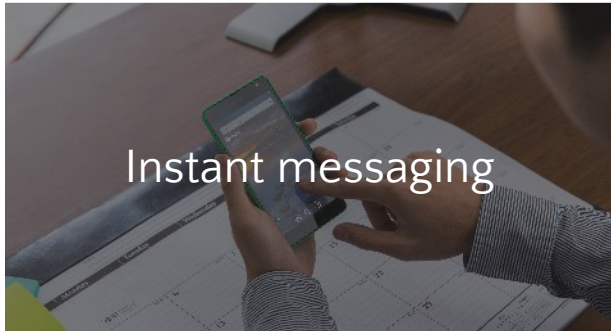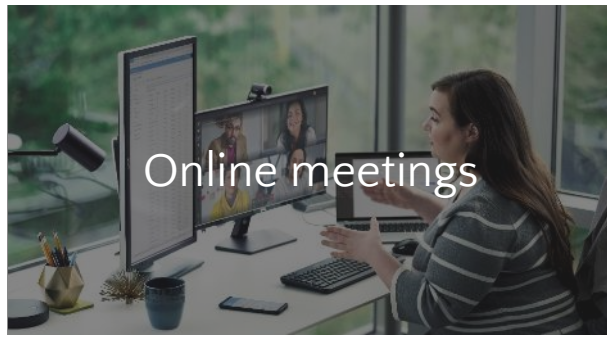
Staying connected
in real-time is essential

Microsoft Teams
brings it all together

Call forwarding

Customer service

Calling attendants and Call Queues

Mobile calls

Task and project management

Conference room systems

Calling made simple

Simplify communications with an all-in-one solution

Call from anywhere, on any device

Secure, reliable, and rich calling

Streamline management

Challenges of secure remote **work**

Disjointed collaboration and file sharing

Online Meetings experience less than ideal

Difficult to collaborate with external parties

Concerns about security and manageability

Enabling remote work with Microsoft Teams
in small and mid-size businesses
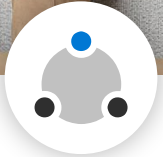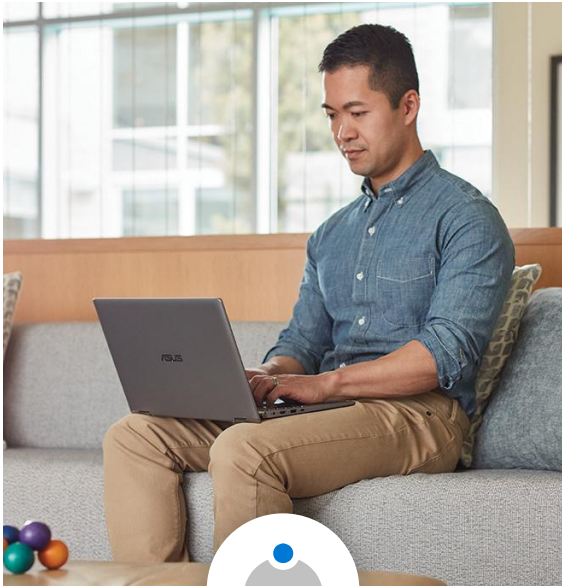
Real-time teamwork

Work together in one solution for real-time communications and collaboration.

Online meetings from anywhere

Host audio, video and web meetings with anyone within or outside your organization
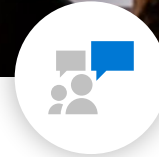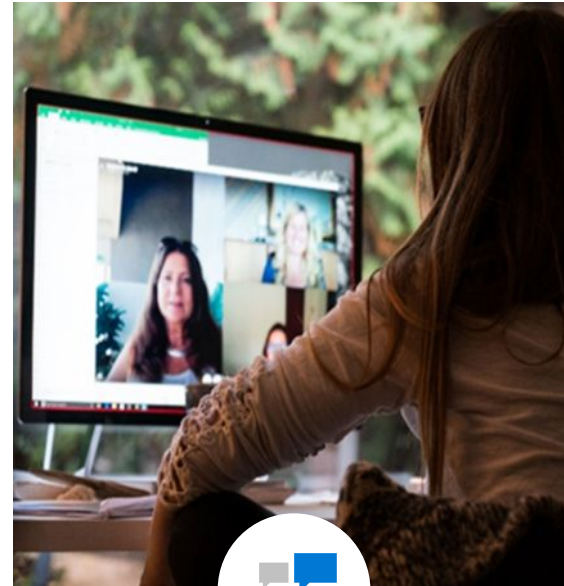
External collaboration

Engage with your customers and suppliers to chat, meet, call, and collaborate all in one place
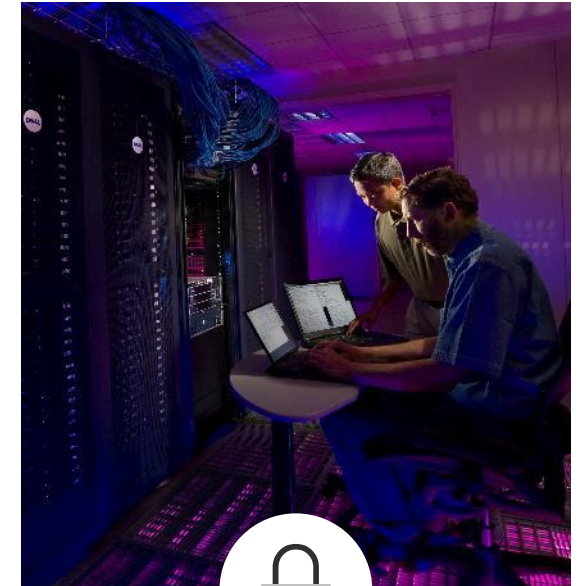
Security teams trust

Keep your information secure with enterprise-grade security, compliance and manageability

Enable real-time collaboration from virtually anywhere

Safeguard your business with built-in security you can trust
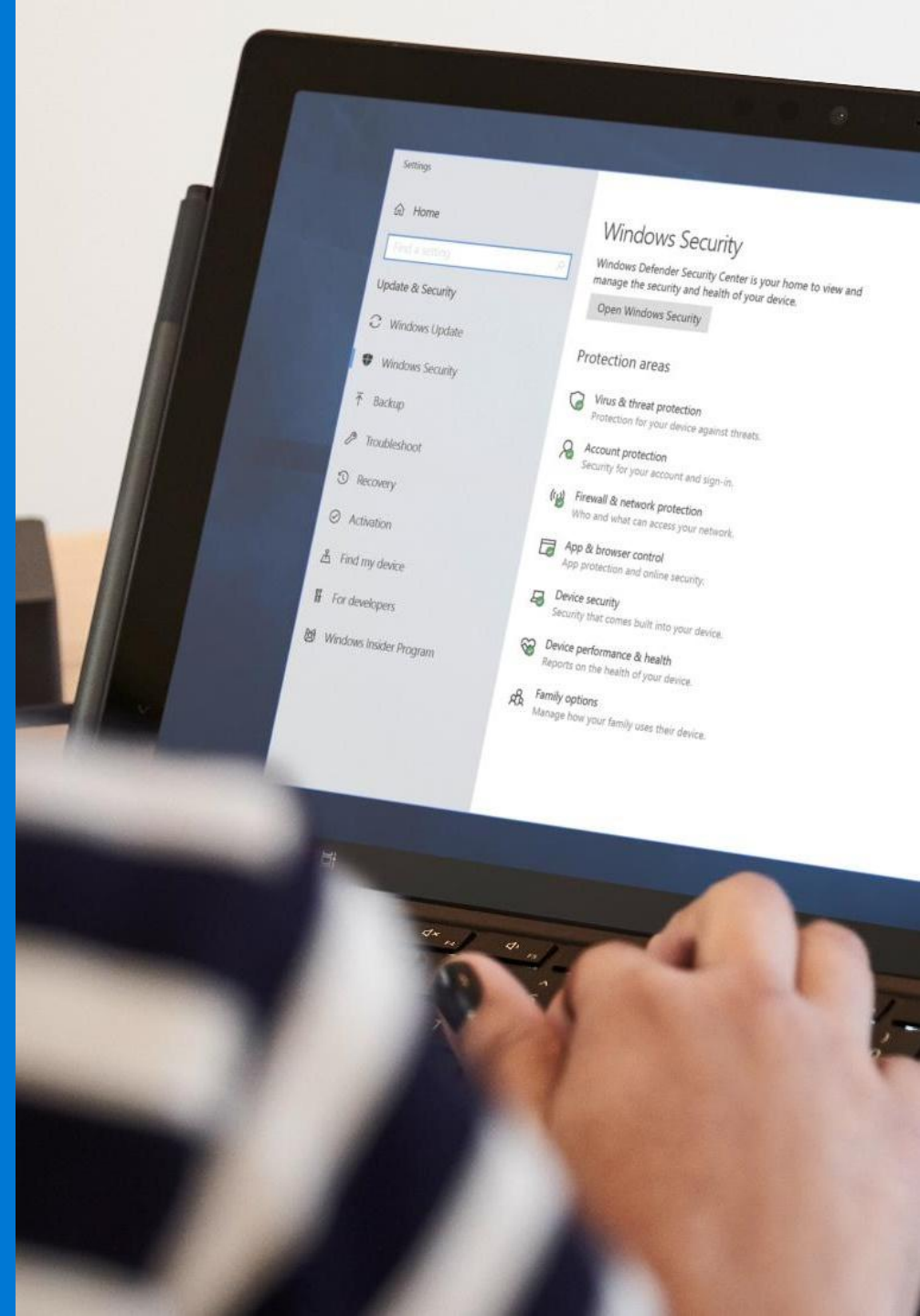
Security is top of mind for every business

Employees are working from more locations than ever. Are you confident that your data is safe?

+300%

Ransomware attacks in the past year, with more than 50% targeted at small businesses [1]

1 in 4

Nearly one in four small or medium businesses state that they had a security breach in the last year [2]

70%

Over 70% think cyber threats are becoming more of a business risk [2]

$108K   average cost of a SMB data breach [3]

1. Homeland Security Secretary Alejandro Mayorkas, 06 May 2021 ABC report
2. Microsoft commissioned research, April 2022, US SMBs 1–300 employees
3. Kaspersky Global Corporate IT Security Risks Survey, 2019

Secure Productivity with Microsoft 365

Safely run your business from anywhere with a secure, comprehensive, AI–powered cloud solution that makes hybrid work, work.

Build a Zero-Trust foundation

Keep your data safe from unauthorized access when passwords are lost or stolen with multi-factor authentication.

Defend against advanced cyberthreats and safeguard business data with enterprise-grade protection against phishing, ransomware, and data loss.

Simplify endpoint management

Easily enable remote desktop access for employees on any device, while you maintain central management and security of your users' desktops.

Control which devices and users can access your work data with options to block users from logging in from home computers, un-approved apps, or outside of work hours.
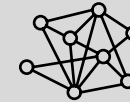
Unleash intelligent productivity

Save money and do more with Microsoft 365 by consolidating vendors and hybrid work apps into one platform.

Build your foundation for the next generation of AI. Available in the coming months, Microsoft 365 Copilot* will uplevel skills and unleash creativity and productivity. Stay tuned for more details coming soon.

Most common security threats
As defined by the US Small Business Administration

Cyber attacks are constantly evolving, but business owners should be aware of the most common types:

> **Malware**

Software intentionally designed to cause damage to a computer, server, client, or computer network.

> **Viruses**

Viruses are harmful programs intended to spread between computers to give cybercriminals access to your system.

> **Phishing**

Phishing is a type of cyber attack that uses email or a malicious website to infect your machine with malware or collect your sensitive information.

> **Ransomware**

Ransomware is a specific type of malware that infects and restricts access to a computer until a ransom is paid.

SMBs and Security

80% of SMBs

have antivirus in place, but 93% still have Security concerns

70% of SMBs

believes security is becoming more of a risk

Nearly 1 in 4

have experienced a cyber attack

Microsoft 365 Business Premium

Comprehensive security and productivity solution, designed for businesses with 1-300 employees

Collaborate in real time

Enable secure access and protect identity

Defend against cyberthreats and data loss
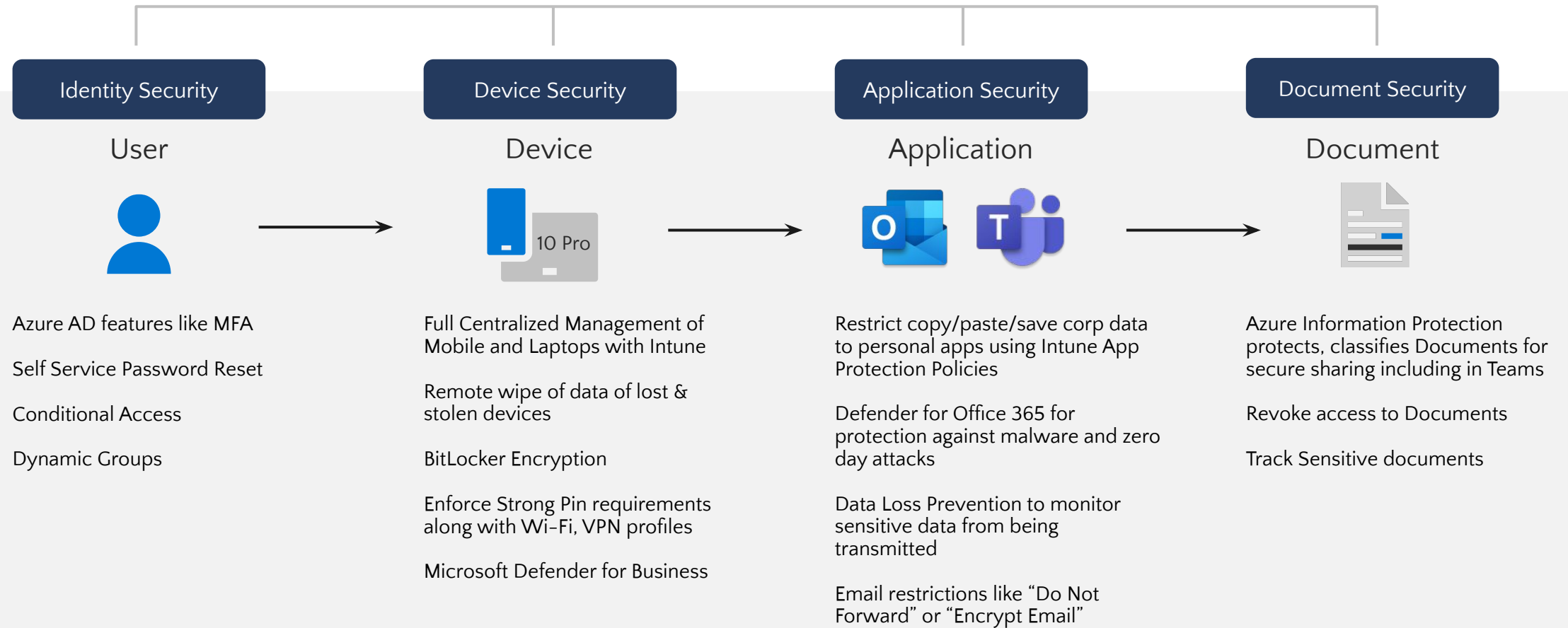
Easily secure and manage devices

"Having a best-in-class platform like Microsoft 365 addresses multiple challenges in one go, something that was missing earlier. Today, I can say that we have all the tools in place for significantly improving business productivity and collaboration while providing a much higher level of security."

—Praveen Vashishta, Chairman and CEO at Howden India

Today's sophisticated attacks call for Layered security

Microsoft 365 Business Premium

Identity Security	Device Security	Application Security	Document Security
User	**Device**	**Application**	**Document**

User

Azure AD features like MFA

Self Service Password Reset

Conditional Access

Dynamic Groups

Device

Full Centralized Management of Mobile and Laptops with Intune

Remote wipe of data of lost & stolen devices

BitLocker Encryption

Enforce Strong Pin requirements along with Wi-Fi, VPN profiles

Microsoft Defender for Business

Application

Restrict copy/paste/save corp data to personal apps using Intune App Protection Policies

Defender for Office 365 for protection against malware and zero day attacks

Data Loss Prevention to monitor sensitive data from being transmitted

Email restrictions like "Do Not Forward" or "Encrypt Email"

Document

Azure Information Protection protects, classifies Documents for secure sharing including in Teams

Revoke access to Documents

Track Sensitive documents

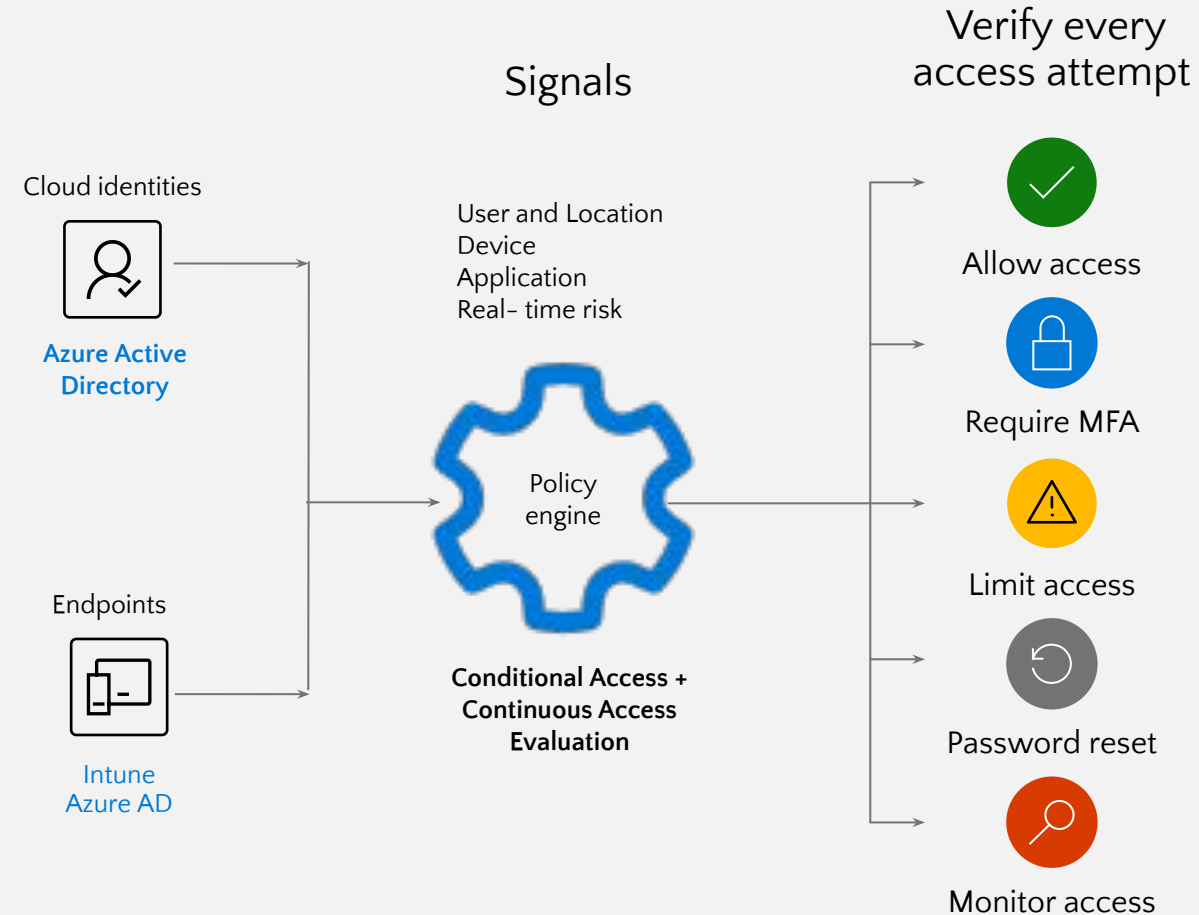# Unified identity management

Manage all your identities and access to all your applications across your hybrid environment

Employees

Frontline workers

Customers

Partners

Azure Active Directory

SaaS apps

Cloud-hosted apps

Microsoft Azure

Amazon Web Service

Google Cloud

On-premises and web apps

HR user data

Active Directory

Secure & manage identities

1 **Enable strong authentication** and Conditional Access policies

2 **Use Multifactor Authentication** (MFA) methods; including phishing-resistant and passwordless

3 **Facilitate single sign-on** and access control over all apps and information

4 **Perform Continuous Access Evaluation** to remediate potential compromise in real-time

Azure Active Directory
part of Microsoft Entra

Cloud identities

Azure Active Directory

Endpoints

Intune Azure AD

Signals

User and Location
Device
Application
Real- time risk

Policy engine

**Conditional Access +
Continuous Access
Evaluation**

Verify every access attempt

Allow access

Require MFA

Limit access

Password reset

Monitor access

Delivering endpoint security across platforms

Windows · macOS | Android · iOS | Windows 365 · Azure Virtual Desktop

Endpoints and servers · **Mobile device OS[1]** · **Virtual desktops**
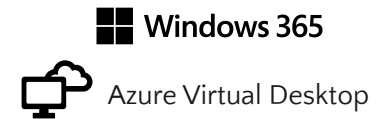
[1] iOS, and Android requires Microsoft Intune. Intune is included in Microsoft 365 Business Premium. Please see   for more detail.

Microsoft Defender
for Endpoint

Threats are no match.

THREAT & VULNERABILITY MANAGEMENT

ATTACK SURFACE REDUCTION

NEXT GENERATION PROTECTION

ENDPOINT DETECTION & RESPONSE

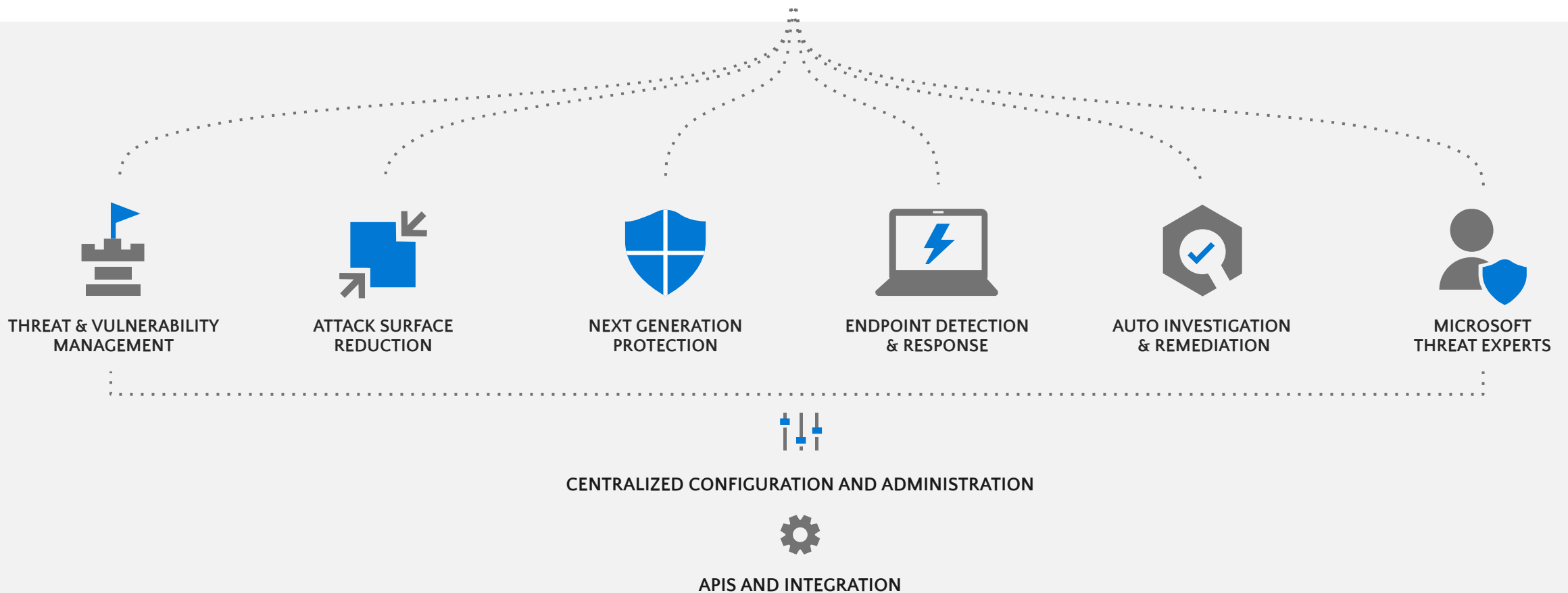AUTO INVESTIGATION & REMEDIATION

MICROSOFT THREAT EXPERTS

CENTRALIZED CONFIGURATION AND ADMINISTRATION

APIS AND INTEGRATION

Defend against threats across all your endpoints

1 **Get security across platforms** – iOS, Android, Linux, macOS & Windows devices

2 **Use industry leading antimalware** to stop ransomware, malware, and other threats

3 **Reduce the attack surface** with capabilities to harden devices, prevent zero-day attacks

4 **Enable device-based conditional access** for an additional layer of data protection and breach prevention

Microsoft Defender for Endpoint
*part of Microsoft 365 Defender*
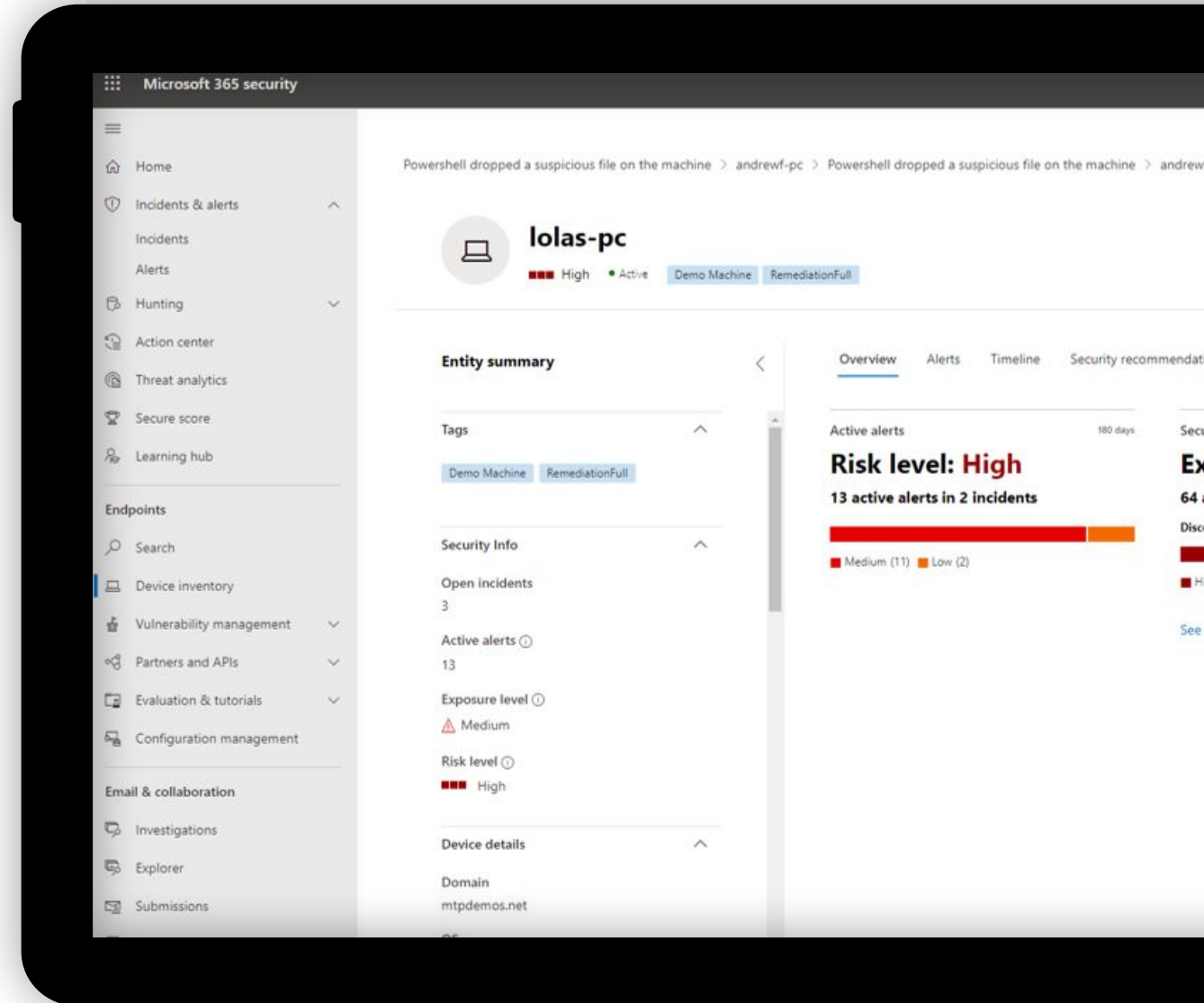
Protect sensitive information across your data estate

1. **Use encryption built into Microsoft 365** – data is encrypted at rest, in transit, and in use

2. **Discover and classify sensitive** content at scale & extend protection to Microsoft and non–Microsoft apps

3. **Prevent accidental sharing** of sensitive information

4. **Preserve content** by custodian and send hold notifications

BitLocker

Microsoft Purview Information Protection
part of Microsoft Purview

Cloud

On–premises
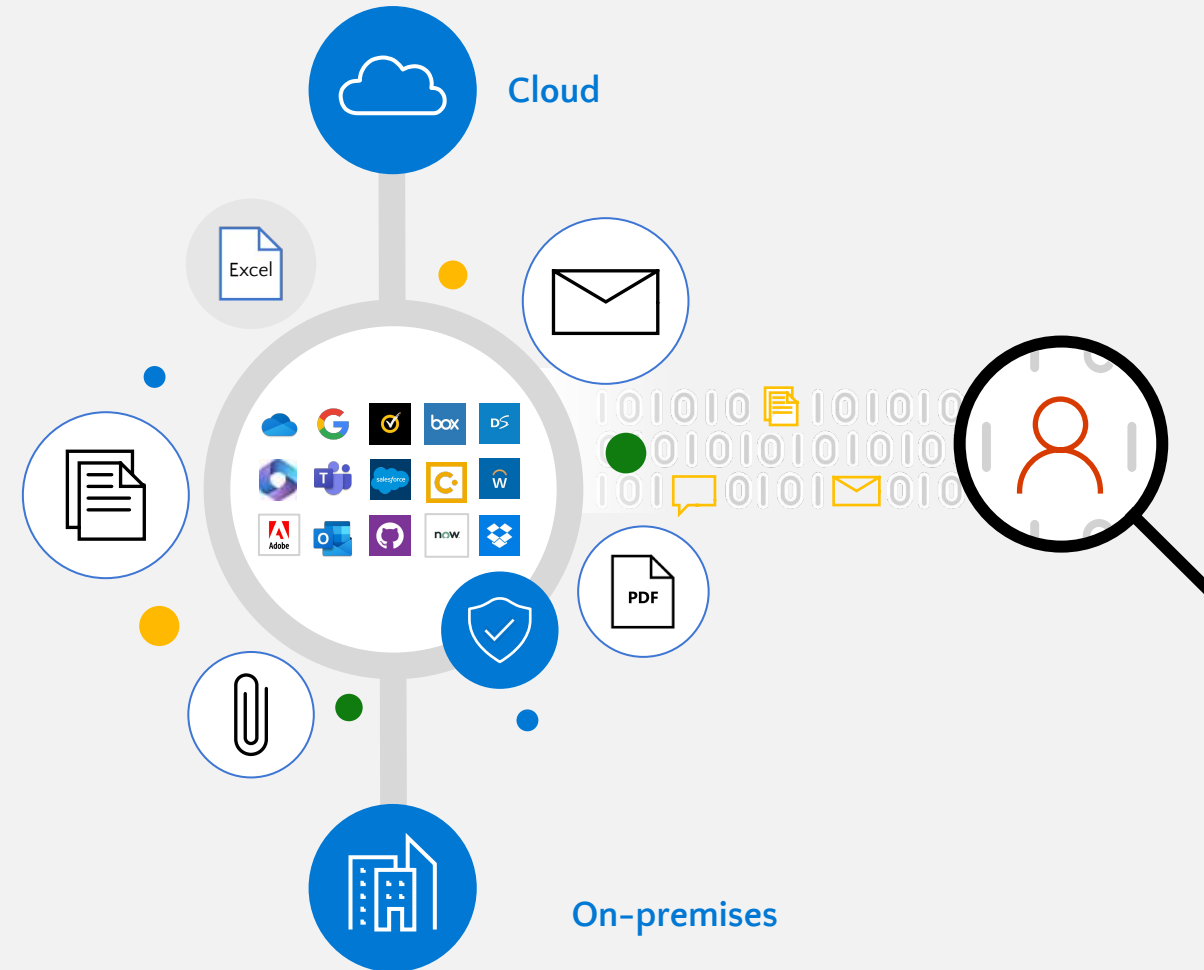
Demo – Microsoft 365

Get one cost effective and easy to use solution

Microsoft 365 cost savings areas

Vendor license cost consolidation

Reduce total cost of risk

IT administration and deployment savings

Physical and travel cost displacement

Save on automation and process improvements

Capex to Opex cash flow and increased flexibility

Savings enabled by Microsoft 365 for business recognized in TEI[1] study

"

With Microsoft 365 for business, small and medium-size businesses can enhance collaboration, improve productivity, and seamlessly support secure remote work."

To better understand the benefits, costs, and risks associated with investing in Microsoft 365 for business , Forrester interviewed nine customers with experience using Microsoft 365 for business. The companies Forrester interviewed found that with Microsoft 365 for business:

The shift to secure, remote work was seamless

All employees use the same version of the Microsoft Office Suite

Files are stored securely in the cloud

Travel time and cost were reduced

E-mail was more secure

The IT team could focus on higher-valued added work

Smaller companies now have an enterprise look and feel"[1]

Microsoft 365 for business benefits[1]

Improved business user productivity
1 hour per week per employee

Improved IT management efficiency
4 hours per week per IT manager

Reduced travel costs
$900 per year per traveling employee

Avoided technology costs
$29 per month per employee

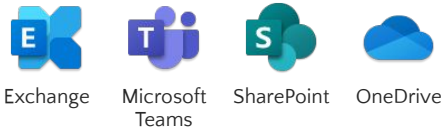| ROI	BENEFITS PV	NPV[2]
163%	$3,143 per user	$1,948 per user

[1]The Total Economic Impact™ Of Microsoft 365 For Business (Microsoft 365 Business Basic, Microsoft 365 Business Standard, And Microsoft 365 Business Premium); Commissioned by Microsoft, December 2020. Forrester Consulting. Full study HERE
[2]Return on Investment (ROI), Benefits Present Value (Benefits PV) and Net Present Value (NPV) are calculated over a three-year period.
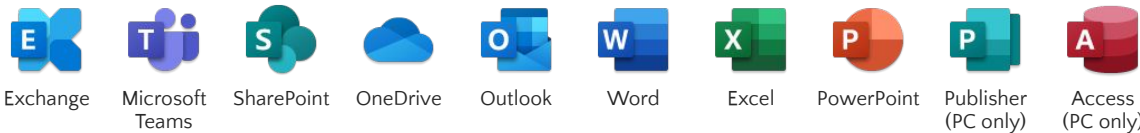
Microsoft 365 plans for small & medium businesses
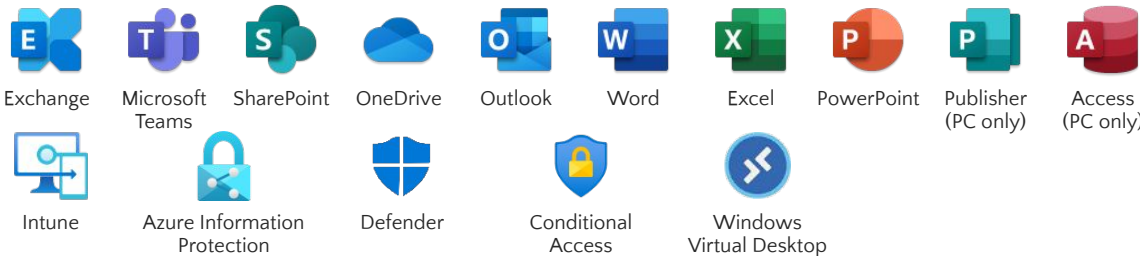
Microsoft 365 Business Basic
Cloud services

Exchange · Microsoft Teams · SharePoint · OneDrive

Microsoft 365 Business Standard
Cloud services and desktop apps

Exchange · Microsoft Teams · SharePoint · OneDrive · Outlook · Word · Excel · PowerPoint · Publisher (PC only) · Access (PC only)

Microsoft 365 Business Premium
Cloud services, desktop apps, and advanced security

Exchange · Microsoft Teams · SharePoint · OneDrive · Outlook · Word · Excel · PowerPoint · Publisher (PC only) · Access (PC only)

Intune · Azure Information Protection · Defender · Conditional Access · Windows Virtual Desktop

Note: Not all features/product logos shown.

Thank you!

Abby Hanson and David Groth