



Conversation Guide

# Microsoft 365 Business Premium Defender and Purview Bundles

## Opening prompts

“Would you be interested in enterprise-grade security with SMB-friendly pricing?”

“Cyber threats and compliance demands are rising. Are you confident your business is secure?”

“How confident are you in your current security and compliance posture?”

### Lead with what SMBs might be worried about:

- > 1 in 3 SMBs experienced a breach last year.
- > 82% of ransomware attacks target small businesses.
- > 94% of SMBs say cybersecurity is critical to their business.
- > 8% plan to increase cybersecurity spend.

**Guide Conversation:** “Cyber threats are evolving fast, and small businesses often struggle to keep up. Limited time and tight budgets make staying ahead a challenge. That’s where we step in. With the new Business Premium security bundles, you get enterprise-grade protection and compliance tools without the complexity. Focus on growing your business while we keep it secure.”



## Discovery Questions

“What are your biggest concerns: ransomware, phishing, insider threats, or regulatory compliance?”

“How do you currently manage data loss prevention and sensitive information?”

“Are you using multiple tools for security and compliance, would you prefer a cost effective all-in-one solution?”

“How do you handle onboarding and offboarding users, especially with rapid workforce changes?”

“Are you experimenting with AI or GenAI apps, and do you know about the associated risks?”



# Discovery Questions

## Why Defender Suite?

- > End-to-end protection: Identity, endpoint, email, and SaaS security in one bundle.
- > Advanced threat detection and response (XDR) with AI-driven automation.
- > Cost savings: Up to 65% less than buying individual licences.
- > Recognised by industry experts as a leading security solution for SMBs
- > **Guide Conversation:** “Defender Suite gives SMBs the same tools Microsoft uses to protect its own business, from phishing-resistant MFA to AI-powered threat detection across email, devices and cloud apps.”

## Why Purview Suite?

- > Enterprise-grade compliance and data governance for SMBs.
- > Data loss prevention, insider risk management, eDiscovery, and audit tools.
- > Simplifies regulatory compliance and reduces risk of data leaks.
- > Up to 47% cost savings compared to separate tools.

**Guide Conversation:** “Purview Suite helps SMBs stay compliant, protect sensitive data and respond to regulatory requirements, without needing a legal team or compliance officer.”

## Why Both?

- > Unified security and compliance, managed together.
- > Up to 68% savings versus buying separately.
- > Designed for SMBs: Easy to deploy, manage, and scale (25–300 seats)



## FAQs

**Q: What's included in the Defender Suite for Business Premium?**

Identity protection (Entra ID P2), endpoint security (Defender for Endpoint P2), email and collaboration security (Defender for Office 365 P2), SaaS security (Defender for Cloud Apps), and more.

**Q: What's included in the Purview Suite?**

Information protection, data loss prevention, insider risk management, eDiscovery, audit, and data governance tools.

**Q: How does this differ from what's already in Business Premium?**

Business Premium includes strong baseline security, but these add-ons bring advanced, enterprise-grade features previously only available in E5 licences.

**Q: Is it complicated to deploy?**

No, these suites are designed for SMBs and MSPs, with simplified deployment and management.

**Q: What's the cost?**

Each suite is around £9.24/user/month, or £13.80/user/month for both (up to 300 seats).

**Q: Can I mix and match licences?**

For best results, standardise across users. Mixed environments default to the lower feature set unless all users are upgraded.

## Talk value

Suite	Add-on Price	Value of Individual Licenses
Defender Suite	£9.24 pupm	£28+ pupm
Purview Suite	£9.24 pupm	£19+ pupm
DS + PS Combined	£13.80 pupm	£47+ pupm



## Objection Handling

**Objection:** “It’s too expensive.”

**Response:** “Bundling these suites saves up to 68% compared to buying separate licences, and helps avoid the much higher costs of a breach or compliance failure.”

**Objection:** “We already have security tools in place.”

**Response:** “Many tools are siloed and don’t talk to each other. Defender and Purview Suites offer unified, AI-driven protection and compliance, reducing management burden and improving outcomes.”

**Objection:** “We don’t have the resources to manage complex solutions.”

**Response:** “These suites are built for SMBs and MSPs, with automation, easy deployment, and centralised management—no large IT team required.”

**Objection:** “We’re not worried about compliance.”

**Response:** “Regulations are evolving fast, and even small businesses are being targeted. Purview Suite makes compliance simple and affordable, reducing risk.”

**Objection:** “We’re too small to be targeted.”

**Response:** “Actually, SMBs are the #1 target for ransomware. Attackers know smaller businesses often lack the tools to detect and respond quickly.





## Close with action

### **If they're already on Business Premium:**

"You're already halfway there. Defender and Purview plug straight in and give you the protection and compliance tools you're missing."

### **If they're not:**

"Business Premium is the foundation. Defender and Purview build on it to give you full coverage across users, devices, data and apps."

Help your SMB customers stay secure and compliant with Defender and Purview Suites for Business Premium.

Start offering these bundles today and unlock new revenue opportunities. Got questions?

**Contact your Giacom account manager or call us on 03304 333 888**