Get the MOST out of Business Premium as an MSP

Erik Loef & Lior Bela

Sponsors

onedeploy
Windows Deployment Reimagined

ZERO TOUCH

Insight

control up

PATCH MY PC

Rimo3

robopack

numecent

Microsoft

Erik Loef

Erik Loef
Microsoft MVP · Endpoint & Security

Role
CTO of PROXSYS

Focus
Intune · Security - MSP

Blog, Hobbies and more
Volleybal, Running

Lior Bela

Lior Bela
Microsoft Director of Intune

Role
Director of Intune

Focus
Microsoft Intune Growth and Community

Blog, Hobbies and more
Likes to talk anything technology
If he could snap his fingers and master a skill:
removing bureaucracy
Daydreams about: Time with the family

Follow Lior on LinkedIn:

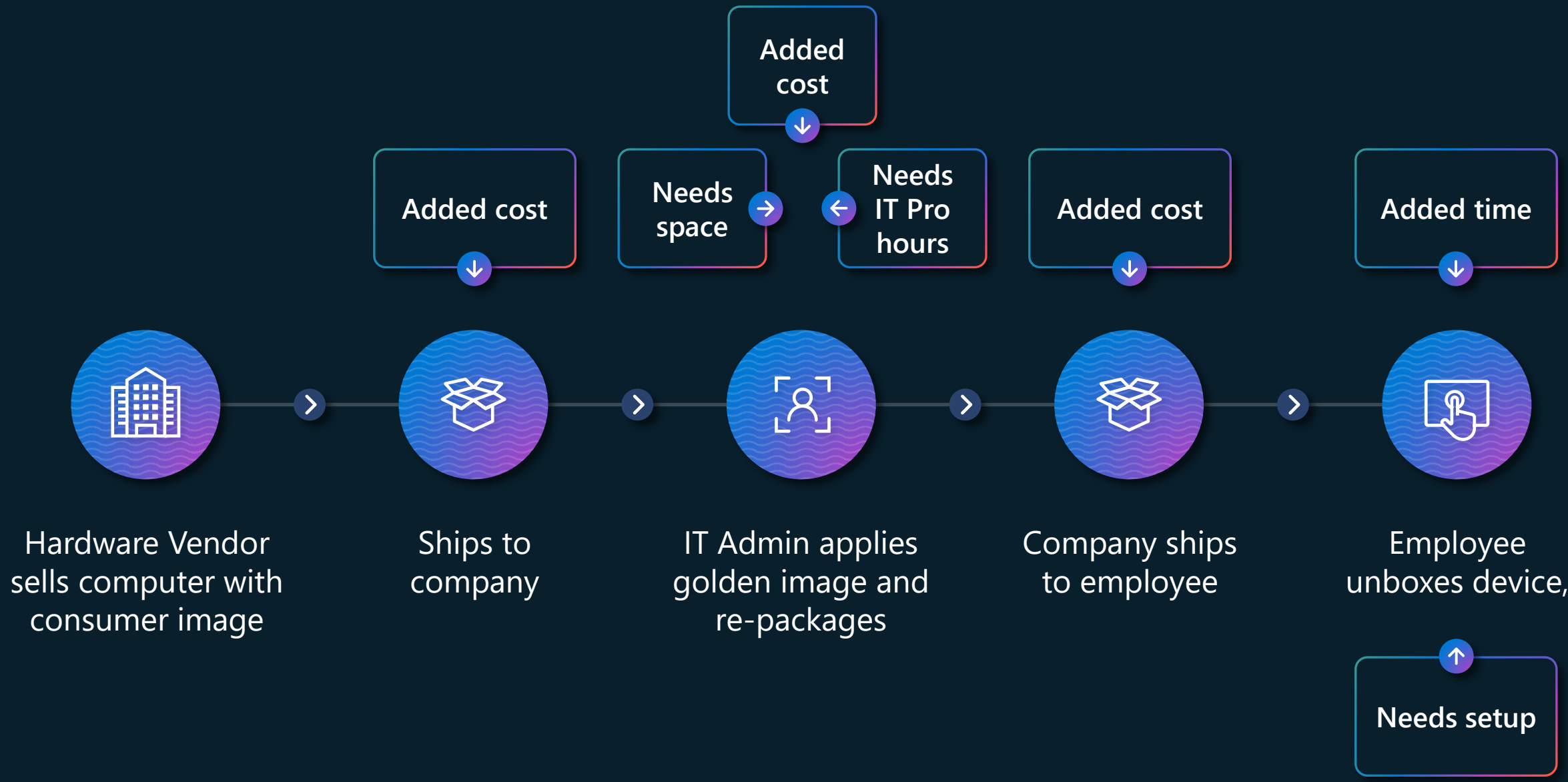
Agenda

- The future of MSPs
- Managing Modern Workplace is more than Windows
- The average toolbox of an MSP for Business Premium
- 24x7 automated SOC on Business Premium
- Reporting on Business Premium

The Future of MSPs


MOBILE IT
SUPPORT


Windows 2000
Professional
Getting Started


Added cost
Added cost
Needs space
Needs IT Pro hours
Added cost
Added time
Hardware Vendor sells computer with consumer image
Ships to company
IT Admin applies golden image and re-packages
Company ships to employee
Employee unboxes device,
Needs setup

Windows Autopilot

Hardware Vendor sends device hashes to IT

Ships to employee

Employee unboxes device connects to internet device self-deploys apps, settings

Life at an MSP Today

Day-to-day tasks

- ✓ Create update report
- ✓ Image laptop
- ✓ User account set up
- ✓ Server maintenance
- ✓ Report on non-compliant devices
- ✓ Respond to privilege elevation request
- ✓ Respond to support escalations
- ✓ Update scripts
- ✓ Configure firewalls
- ✓ Create ACLs
- ✓ Monitor SIEM
- ✓ IPSEC VPN routing troubleshooting
- ✓ Log checking
- ✓ Group Policy creation
- ✓ Printer issue resolution
- ✓ Password resets web filter exclusions

Might-dos and wish list

- ❑ Create documentation
- ❑ Plan upgrades
- ❑ Learn new tech
- ❑ Read security notices
- ❑ Read KB articles
- ❑ Generate End-of-life/service reports
- ❑ Aggregate status reports
- ❑ Update web site
- ❑ Create marketing campaign
- ❑ Train sales department

It won’t always be this way…

Life at an MSP Tomorrow

Day-to-day outcomes

- ✓ Client security assured
- ✓ Client compliance assured
- ✓ Client uptime assured
- ✓ Device health assured
- ✓ Incidents remediated
- ✓ Talent engaged in meaningful work

Value-added projects

- ✓ Develop relationships
- ✓ Train end users
- ✓ Create new agents
- ✓ Develop proprietary apps
- ✓ Deploy advanced solutions
- ✓ Advise and consult on business objectives

- ✓ GROW your business

There’s room to have a life, too!

What is cloud-native?

Microsoft Entra ID

Microsoft Intune

Windows – macOS – iOS/iPadOS - Android - Linux

Why cloud native?

Zero trust is the union of IT and security

Consolidated data for analysis + insight + action

Building with Copilot and AI ‘agents’

Why should you care?

Talent is precious

IT is a ‘commodity’

Margin is everything

Intune for MSPs multi-tenant management partners

AvePoint

cipp

inforcer

nerdio

SOFTWARE CENTRAL_TENANTMGR

aka.ms/IntuneForMSPs

The business premium journey *managing modern workplace is more than windows*

Navigating the modern work environment

Interconnected challenges surrounding modern work:

The productivity capacity gap

The pace of work is accelerating beyond human capacity, creating a need for new ways to enhance efficiency.

The AI security imperative

The adoption of AI and flexible work models expands the threat landscape, creating new data privacy and security challenges.

The cost of complexity

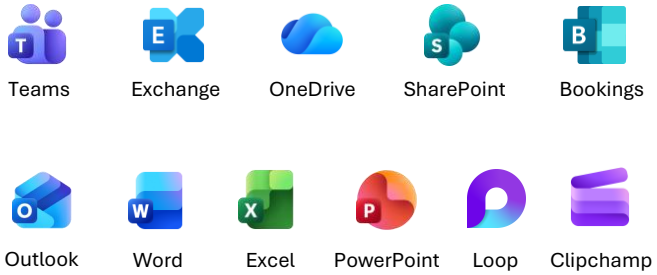
A fragmented landscape of single-point solutions can increase IT costs, operational complexity, and security risks.

Secure your productivity with Microsoft 365 Business Premium

Creating valuable work is the first step. Protecting it is the next. That's where Business Premium comes in.

Microsoft 365 Business Standard with Teams

A powerful suite of AI-enabled apps to help you create, collaborate, and run your business.



+ Microsoft 365 Business Premium with Teams

A comprehensive, enterprise-grade security layer to protect everything you've built.

- Defends against sophisticated external cyberthreats
- Safeguards sensitive internal data from accidental leaks
- Manages access for all users and devices securely

A professional foundation for growing your business

PLANS WITH MICROSOFT TEAMS		CLOUD SERVICES including, but not limited to: Teams, Exchange, OneDrive, SharePoint, Bookings	APPS including, but not limited to: Outlook, Word, Excel, PowerPoint, Loop, Clipchamp	SECURITY	AVAILABLE ADD-ON Microsoft 365 Copilot Business
Business Basic is an essential starting point, moving your collaboration and productivity to the cloud with web and mobile experiences.	$6 user/mo. (300 seats max)	✓ ✓ ✓ ✓ ✓	Web and mobile only ✓ ✓ ✓ ✓ ✗ ✗	ESSENTIAL • Identity and access control • Email threat protection • Mobile device management	✓
Business Standard provides the full power of the desktop applications your team is familiar with, adding richer creation tools.	$12.50 user/mo. (300 seats max)	✓ ✓ ✓ ✓ ✓	Desktop, web and mobile ✓ ✓ ✓ ✓ ✓ ✓	ESSENTIAL • Identity and access control • Email threat protection • Mobile device management	✓
Business Premium is our most complete offering, integrating advanced security and device management. Each of these plans serves as a foundation for Copilot, allowing you to add its AI capabilities when you're ready.”	$22 user/mo. (300 seats max)	✓ ✓ ✓ ✓ ✓	Desktop, web and mobile ✓ ✓ ✓ ✓ ✓ ✓	COMPREHENSIVE Intune, Purview Info Protection, Entra ID, Azure Virtual Desktop, Defender	✓

Note: Not all features/products shown. Additional apps include: Planner, To-Do, and Forms. Price is subject to change based on subscription term, currency and region.

Verify user identities with strong authentication

With passwords being a primary attack vector, multi-factor authentication (MFA) is essential. MFA can prevent 99.9% of identity attacks. Get AI-powered analysis and filtering to help protect against business email compromise.

Passwordless

Use the Microsoft Authenticator app, Windows Hello, or FIDO2 security keys for convenient and highly secure sign-in experiences.

Broad Support

Choose from a broad range of MFA options, from push notifications to biometrics to hard tokens, to fit the needs of your business and users.

[1] Based on a 2019 Microsoft internal study: "One simple action you can take to prevent 99.9 percent of account attacks," Microsoft Security Blog, August 20, 2019

Safeguard one of your most valuable assets: Your data

With **Microsoft Purview Information Protection**, you can protect against the accidental sharing of sensitive information.

Use pre-configured policy templates to identify and protect data like credit card or social security numbers.

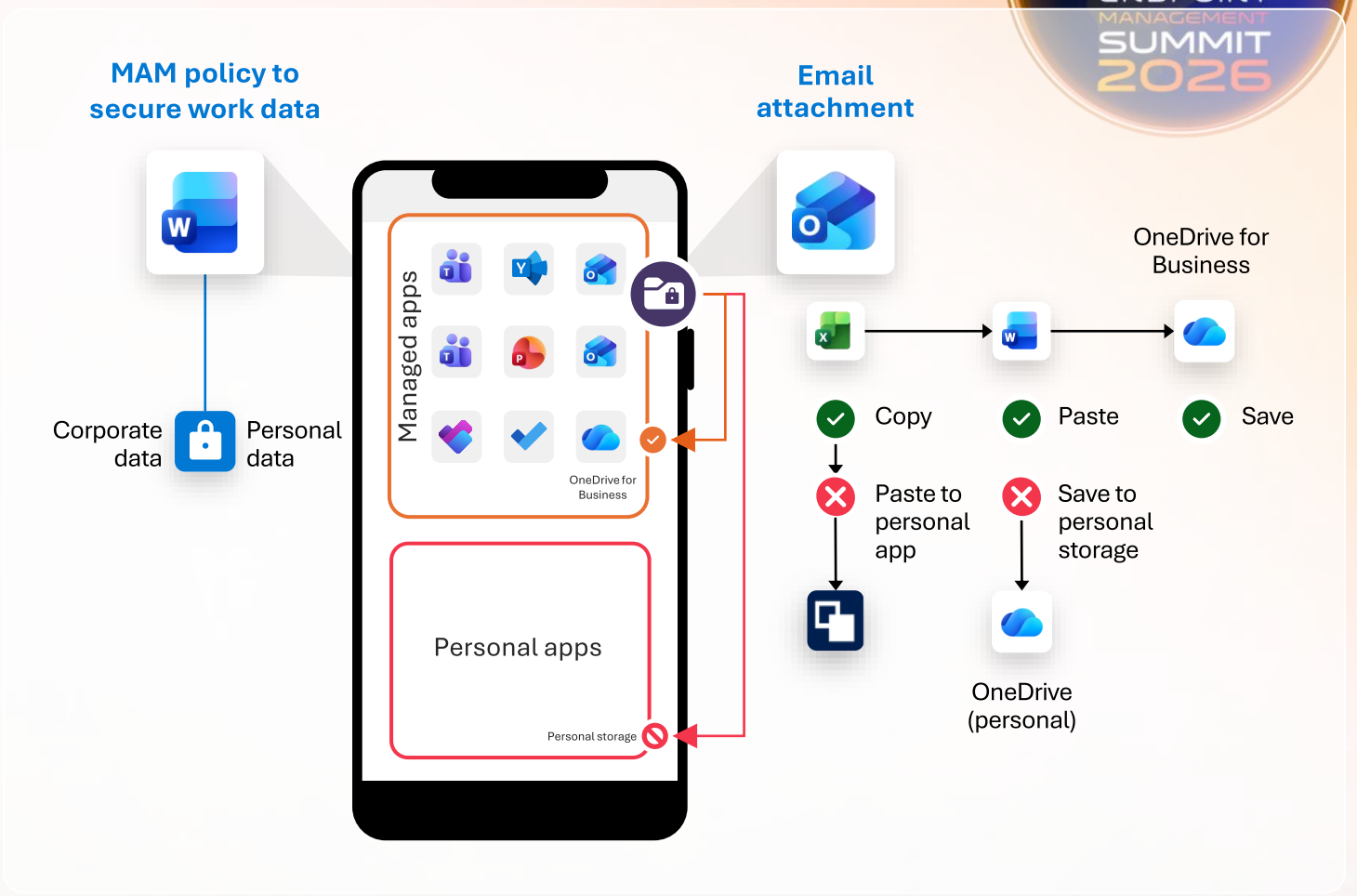
Control whether documents can be edited, printed, or forwarded by non-employees.

Classify and apply protection labels like "Do Not Forward" to sensitive emails and files.

Securing corporate data in a “BYOD” world

With Mobile Application Management (MAM) in **Microsoft Intune**, you can apply security policies directly to corporate apps and data on personal devices, without managing the device itself. This allows you to:

- Help prevent corporate data from being copied from a managed app (like Outlook) to a personal app (like a personal notepad).
- Create corporate files that can only be saved to a managed location, like OneDrive for Business.



Securely manage access from anywhere

Microsoft Intune and **Microsoft Entra ID P1*** work together to ensure the right people have the right access, on any device.

- Manage security policies on company-owned and personal mobile devices.
- Enforce Conditional Access policies, such as requiring multi-factor authentication from untrusted locations.
- Remotely wipe corporate data from lost or stolen devices.

*Microsoft Entra ID P1 was formerly known as Azure AD Premium Plan 1.

Automate deployment

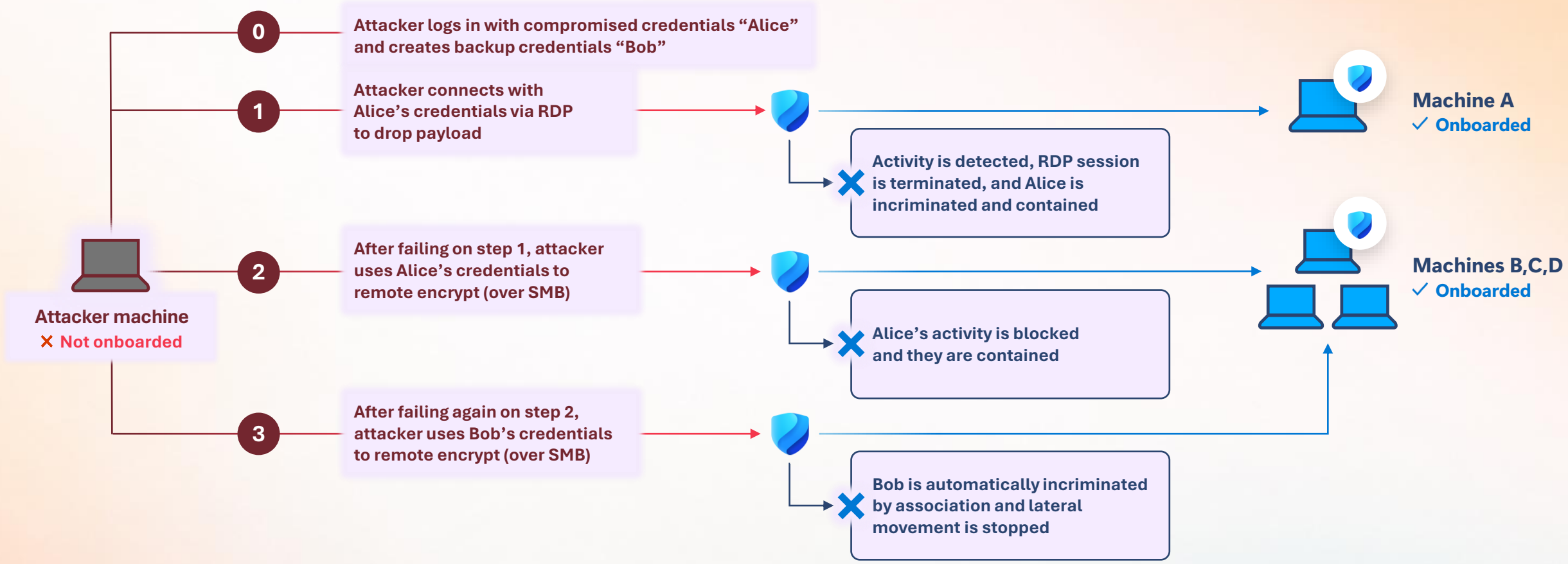
Streamline IT with automated device deployment

With **Windows Autopilot** and **Microsoft Intune**, you can reduce the time and effort needed to deploy new devices.

- Deploy and configure new Windows 11 devices with a "zero-touch" process for IT.
- Bypass traditional, time-consuming image-based deployment.
- Ensure devices are management-ready and secure right out of the box.

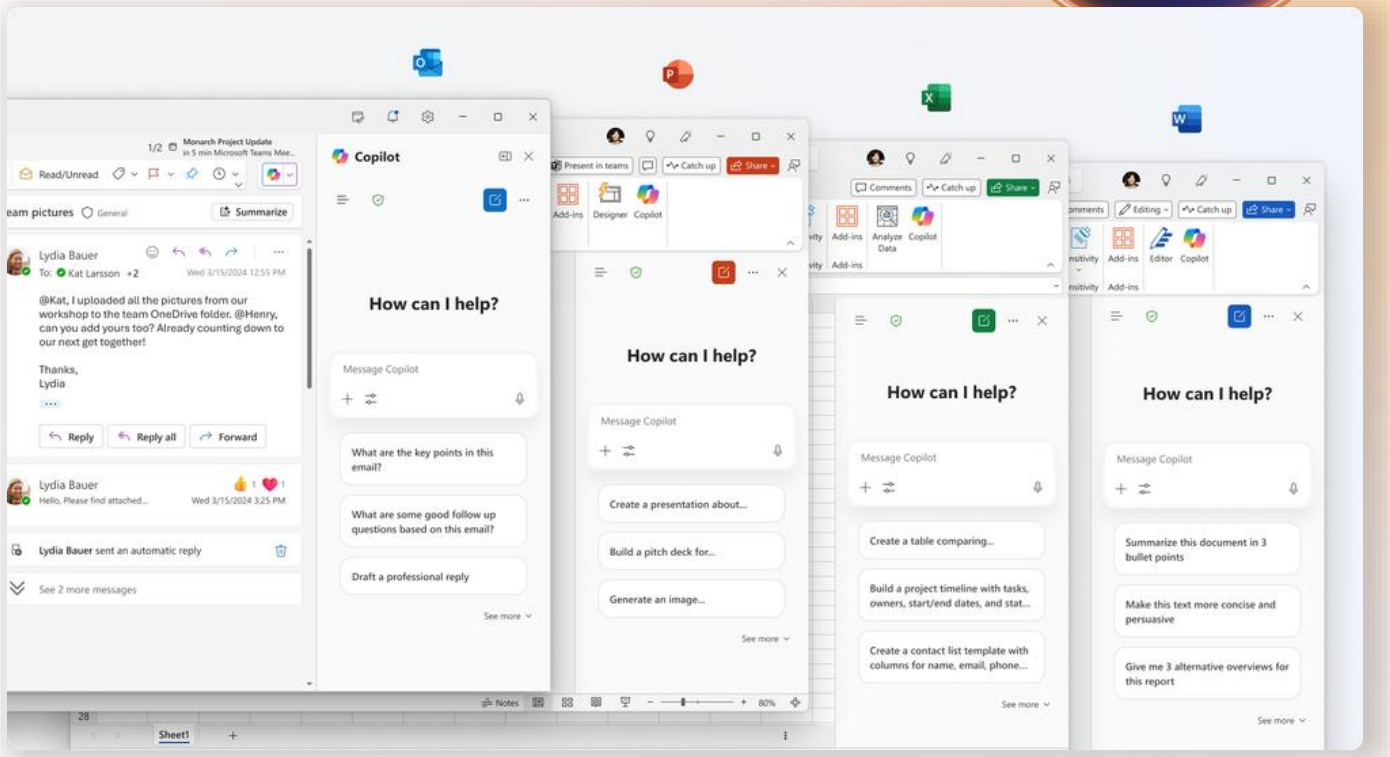
Go beyond detection with Automatic Attack Disruption

On by default, this AI-powered feature in Microsoft Defender for Business can disrupt in-progress ransomware attacks.



Adopt AI with confidence and control

Copilot Chat works alongside you in the apps you use every day. Business Premium provides the enterprise-grade data protection to ensure you can use AI with peace of mind, as Copilot inherits your existing security and data handling policies.[1]



[1] "Data, Privacy, and Security for Microsoft 365 Copilot," Microsoft, Inc., September 2025.

Extend your platform to meet your business needs

For businesses with advanced security, compliance, or communication requirements, specialized add-ons are available.

+ Security add-ons

Microsoft Defender Suite for Business Premium

Provides end-to-end security to safeguard your businesses from identity attacks, device threats, email phishing, and risky cloud apps.

$10 per user per month

Microsoft Purview Suite for Business Premium

Helps SMBs operate with the same level of compliance and data protection as large enterprises, but simplified for smaller teams and tighter budgets.

$10 per user per month

Microsoft Defender and Purview Suites for Business Premium

Unite the full capabilities of Microsoft Defender and Purview into a single, cost-effective package.

$15 per user per month

+ Productivity add-ons

Microsoft 365 Copilot Business

Your AI-powered assistant, designed to boost productivity by turning prompts into powerful workflows, insights, and content.

$21* per user per month

*Intro price

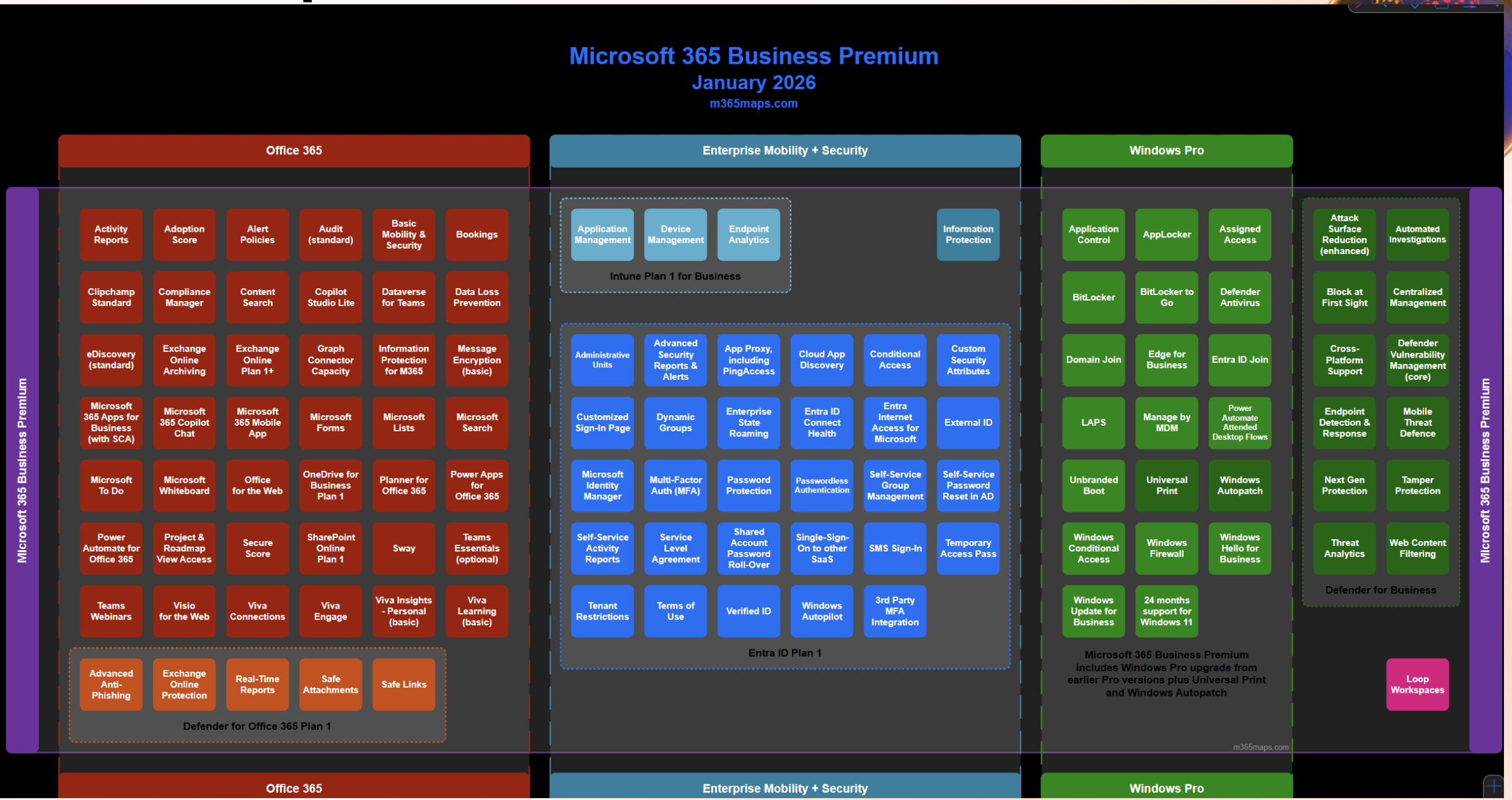
Teams Essentials

A professional meeting solution designed to help SMBs communicate and collaborate.

$4 per user per month

The MSP toolbox

M365maps.com



MSP toolbox

An average MSP has Monthly recurring offerings on:

- Server Management
- 365 Tenant management
- Endpoint Mangement
- Local LAN , Wan / Firewall Management
- Backup
- Security Services
- Ticket System
- SLA & Reporting

MSP toolbox – Security still needed?

ESET

SOPHOS

HUNTRESS

Microsoft Defender

SentinelOne

CROWDSTRIKE

MSP toolbox – Endpoint & Server management always needed ?

datto | RMM

CONNECTWISE

N-ABLE

ninjaOne

Quick Assist
App

TeamViewer

Remote Help

MSP toolbox – Tenant Management needed?

CoreView

robopack

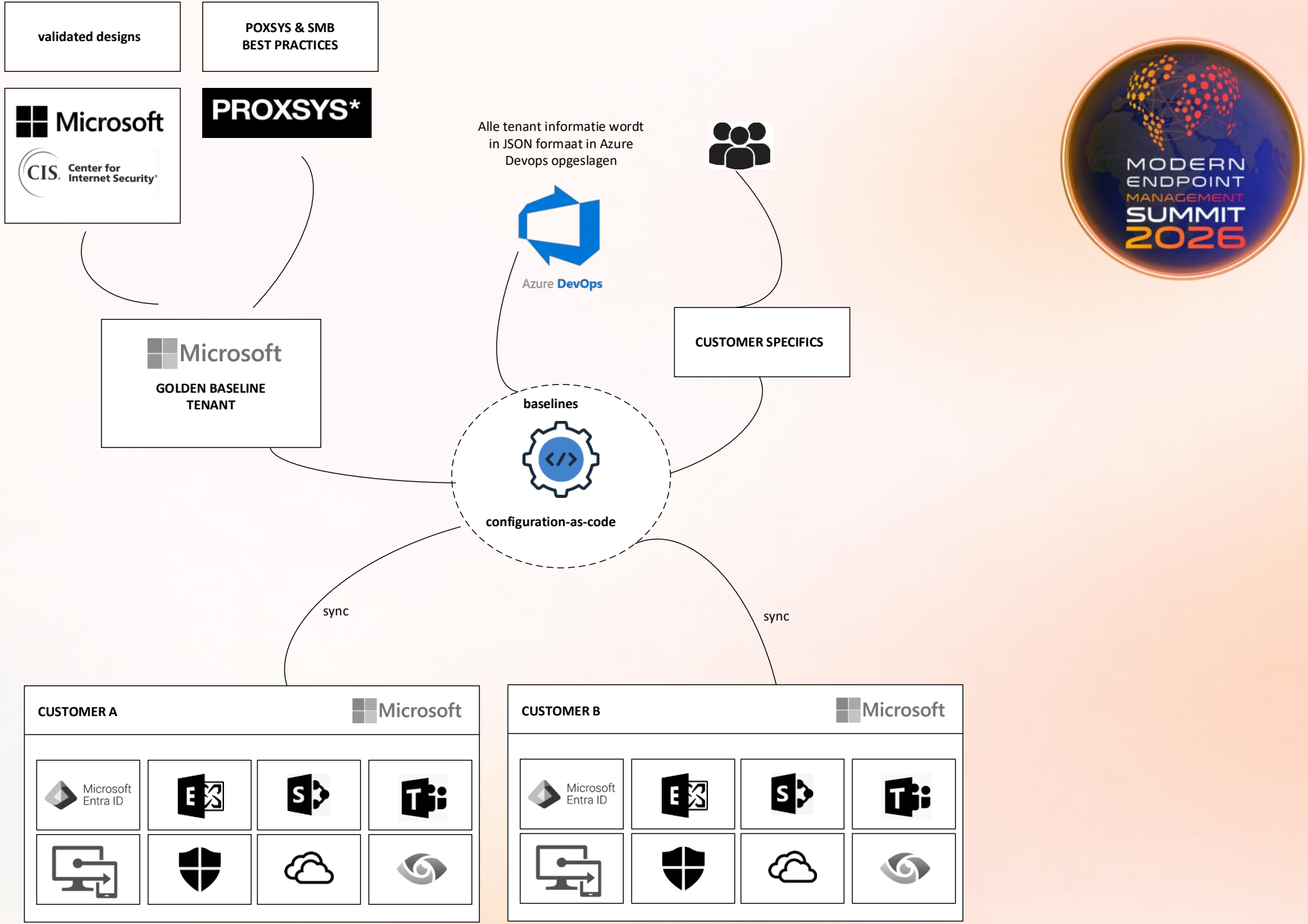
Microsoft 365 Lighthouse

ELEMENTS
PLATFORM
Powered by AvePoint

nerdio
The definitive Azure solution for MSPs

inforcer

cipp


validated designs
POXSYS & SMB BEST PRACTICES
Microsoft
CIS Center for Internet Security
PROXSYS*
Alle tenant informatie wordt in JSON formaat in Azure Devops opgeslagen
Azure DevOps
Microsoft
GOLDEN BASELINE TENANT
CUSTOMER SPECIFICS
baselines
configuration-as-code
sync
sync
CUSTOMER A
Microsoft
Microsoft Entra ID
CUSTOMER B
Microsoft
Microsoft Entra ID
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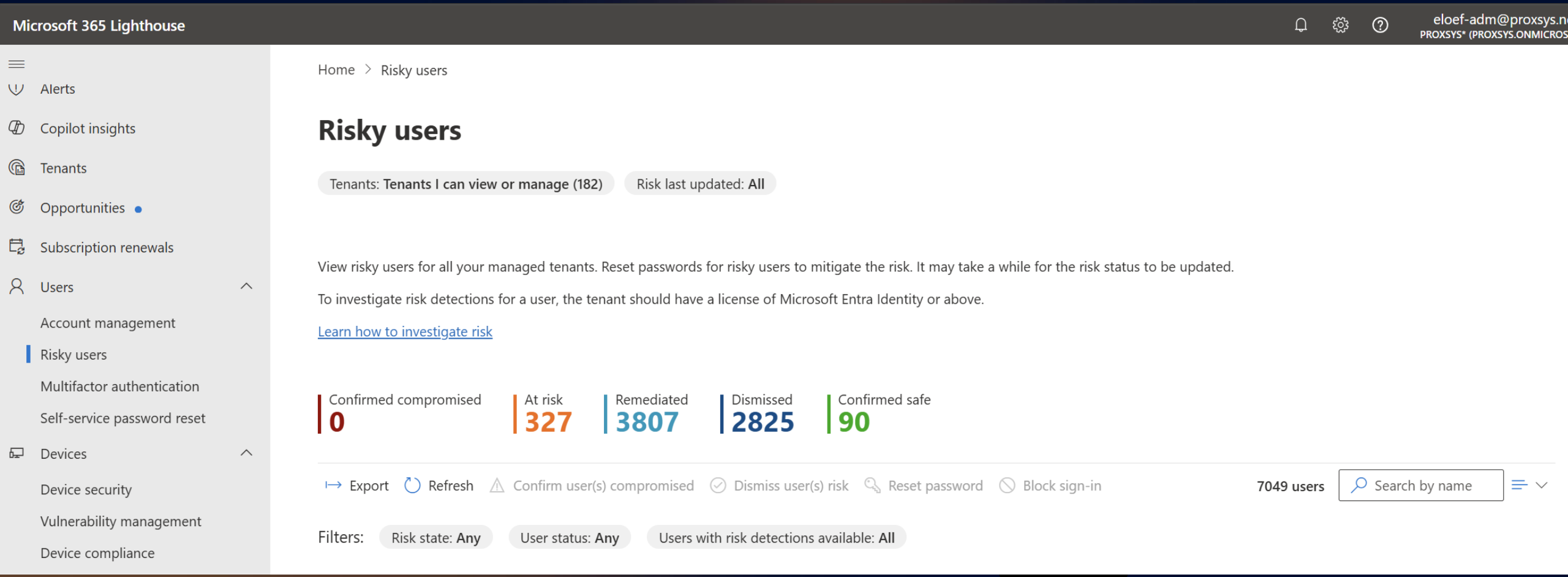
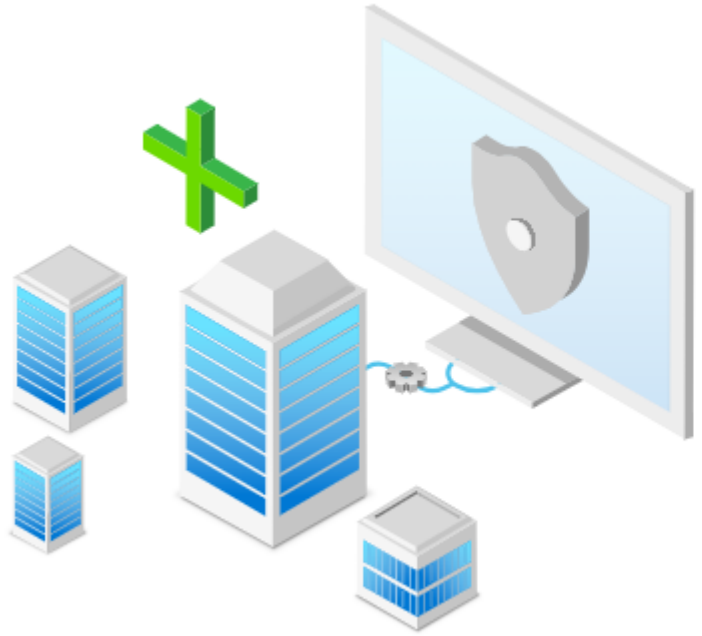
The MSP toolbox & Business Premium

Builing your own SOC on business Premium - options



Lighthouse.Microsoft.com

GDAP RELATION NEEDED!



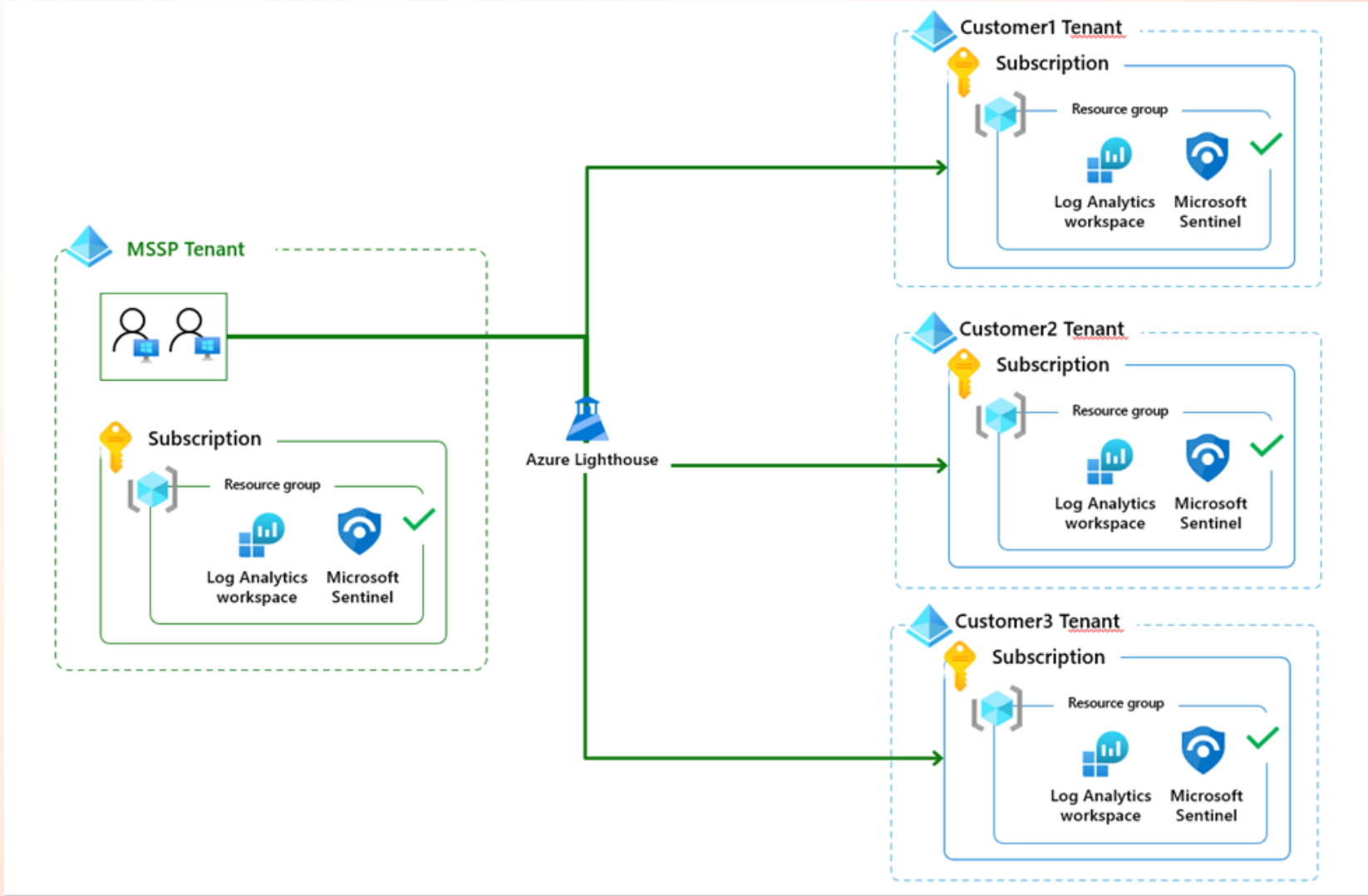
Welcome to multi-tenant management in Microsoft Defender

View and manage security data across all of your tenants.
Learn more about Microsoft Defender multi-tenant management

https://mto.security.microsoft.com/.

Max. 100 tenants

[Microsoft Defender portal implementation guide for Managed Security Service Providers (MSSPs) - Unified security operations | Microsoft Learn]



SENTINEL COSTS?

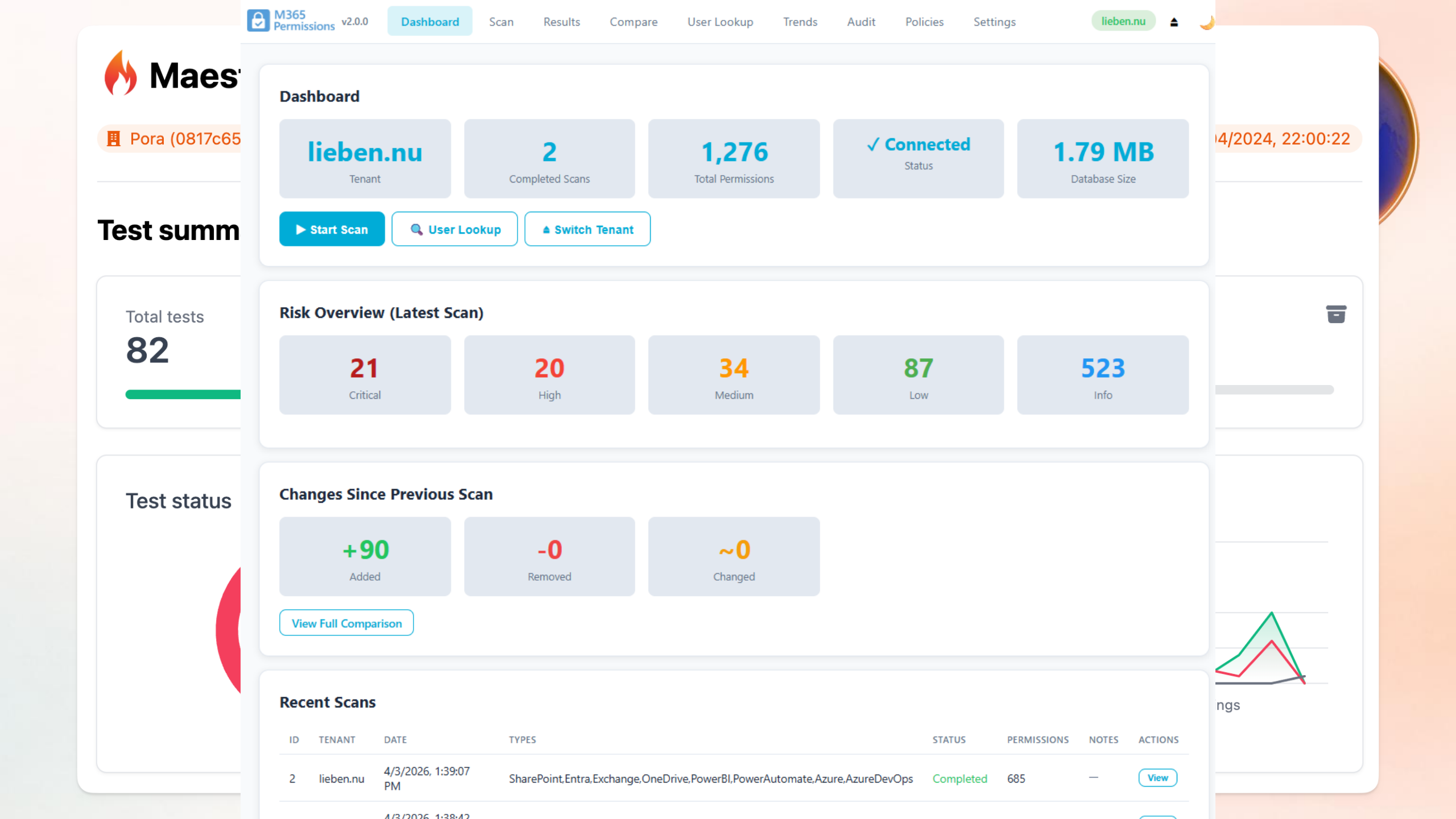
- **Free Data Sources in Microsoft Sentinel**
- Microsoft Sentinel offers several data sources that can be ingested at no additional Sentinel cost. However, there are important distinctions between what is free (alerts/incidents) and what may still incur costs (raw logs, retention, or Log Analytics charges). Below is a comprehensive overview of the free Sentinel sources, based on the latest information from Microsoft and community resources.
- **Core Free Data Sources**
- **Azure Activity Logs**
  All activity logs from Azure are free to ingest into Sentinel.
- **Office 365 Audit Logs**
  This includes logs from SharePoint, Exchange admin, and Teams activities. Only the audit logs are free; other data types may incur charges.
- **Security Alerts from Microsoft Defender Products**
  Free ingestion applies to security alerts (not raw logs) from:
  - Microsoft Defender for Cloud
  - Microsoft Defender for Endpoint
  - Microsoft Defender for Office 365
  - Microsoft Defender for Identity
  - Microsoft Defender for Cloud Apps
  - Microsoft Defender for IoT
  - Microsoft 365 Defender (incidents and alerts)
- **Azure AD Identity Protection Alerts**
  Alerts from Azure AD Identity Protection are also free.
- **Additional Free Data Ingestion Allowances**
- **Microsoft 365 E5, A5, F5, G5 and Equivalent Security SKUs**
  - Up to 5MB of free data ingestion per user per day for:
    - Entra ID (Azure AD) sign-in and audit logs
    - Microsoft Defender for Cloud Apps Shadow IT Discovery logs
    - Microsoft Information Protection logs
    - Microsoft 365 Advanced Hunting data
- **Microsoft Defender for Servers Plan 2**
  - Provides 500MB of free data ingestion per day per node, covering specific security-related tables.

[Microsoft Defender portal implementation guide for Managed Security Service Providers (MSSPs) - Unified security operations | Microsoft Learn]

Demo

24x7 SOC Automation How does it look ?

REPORTING
& business premium


M365 Permissions v2.0.0
Dashboard
Scan
Results
Compare
User Lookup
Trends
Audit
Policies
Settings
lieben.nu
Dashboard
lieben.nu
Tenant
2
Completed Scans
1,276
Total Permissions
✓ Connected
Status
1.79 MB
Database Size
▶ Start Scan
User Lookup
Switch Tenant
Risk Overview (Latest Scan)
21
Critical
20
High
34
Medium
87
Low
523
Info
Changes Since Previous Scan
+90
Added
-0
Removed
~0
Changed
View Full Comparison
Recent Scans
ID
TENANT
DATE
TYPES
STATUS
PERMISSIONS
NOTES
ACTIONS
2
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SharePoint,Entra,Exchange,OneDrive,PowerBI,PowerAutomate,Azure,AzureDevOps
Completed
685
—
View
Total tests
82
Test status
ngs

Reporting

Community – most used

- CIPP Reports
- Maester
- M365permissions

- HomeBrew PowerBI

Demo

Reporting over your customers
with HomeBrew PowerBI

Multi Tenant Management

CyberDrain

Home About Products Blog Pricing Brand

Transform Your **MSP Operations** with CIPP

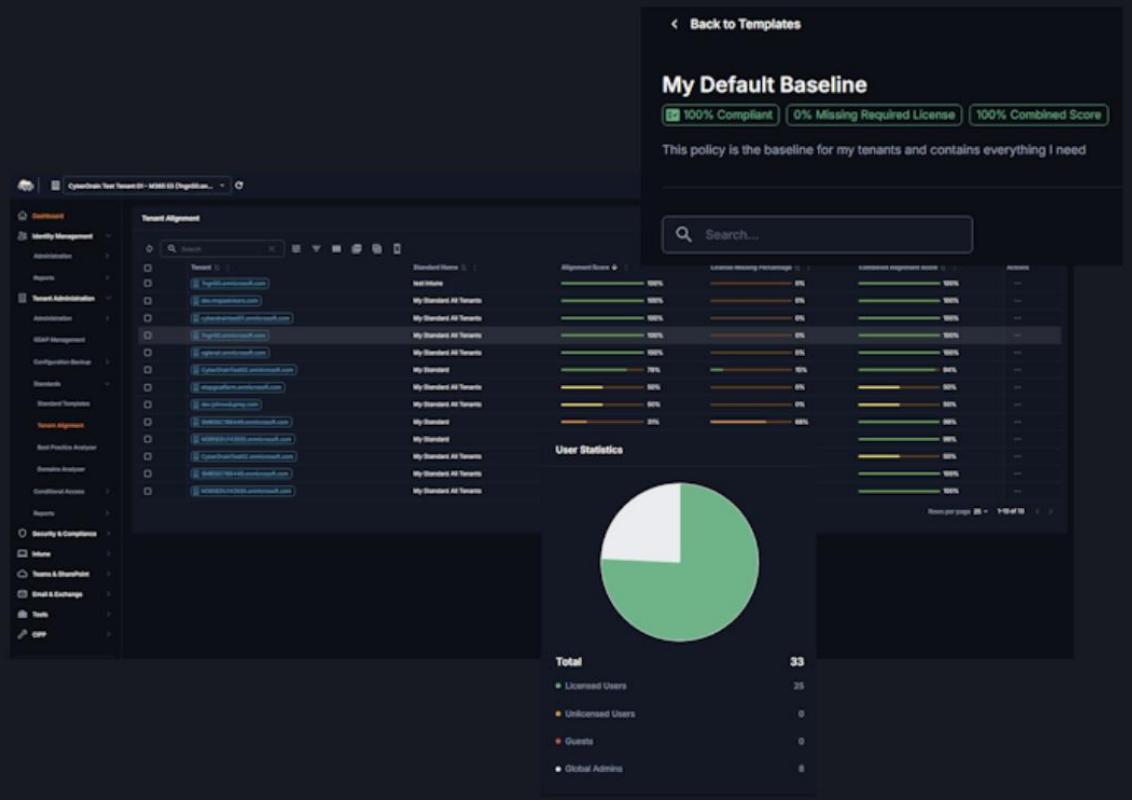
The CyberDrain Improved Partner Portal (CIPP) is a comprehensive management platform designed specifically for Managed Service Providers working with Microsoft 365 and Azure environments. Born from 'Spite Driven Development' - we built what the industry actually needs.

Get CIPP | Github

OR

Join Our Discord

8,000+ CIPP users. Also available: Documentation & GitHub



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Wrap Up

- Business Premium is **THE** license for SMB
- Don’t pay double for the same functionality
- Not all tools can be replaced by Business Premium

Please rate this session on Sched.com

We would love to hear what you liked and how we could improve!

Thanks!


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Microsoft

Michael Scott
Microsoft MVP · Endpoint & Security

Role
Manager

Focus
Intune · Windows 365 · Security

Blog, Hobbies and more
Being awesome

Agenda

- My First Point
- My Second Point
- And so on...

Demo

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