Understanding your Business's IT in plain english

Software

This is why your business needs Microsoft 365 Business Premium

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Your team is juggling emails, managing client files, hosting online meetings, and working from different devices. Everything seems fine…

…until one day, an employee clicks on a suspicious email link. Suddenly your files are locked in a ransomware attack…

Or maybe you find out an ex-employee's login still works, and they've been snooping around…

Or your team's devices are so out of sync that half your staff can't access the tools they need remotely.

Sound familiar?

These kinds of challenges are surprisingly common. Especially for businesses that rely on basic tools to keep things running. And while a package like Microsoft 365 Business Standard might seem to have it all - emails, cloud storage, and Office apps - it doesn't always protect your business against security threats which, let's face it, are evolving at a pace.

That's where Microsoft 365 Business Premium comes in. Think of it as the VIP version of Business Standard. Yes, it costs a little more, but it's designed to tackle the exact problems that keep business owners awake at night. From safeguarding against cyber threats to managing devices across your team, Business Premium doesn't just offer tools, it offers peace of mind.

Business Premium takes it further

If you're already using Microsoft 365 Business Standard, you're in good company. It's the go-to choice for many businesses, and for good reason.

It provides the essentials: The familiar Office apps like Word, Excel, PowerPoint, and Outlook, which you probably use daily. You've got professional email hosting with your business's domain, keeping communication polished and organised. Microsoft Teams brings your team together with video calls, chats, and file sharing. And with OneDrive's cloud storage, you can access your files from anywhere, whether you're in the office or working remotely.

For a lot of businesses, this feels like enough… until it isn't.

As your business grows, so do the risks and challenges. Cyber attacks are on the rise, and businesses of all sizes are targets. Managing devices across a remote or hybrid workforce can quickly become a headache. And what about protecting sensitive information?

This is where Business Standard starts to show its limits.

Enter Microsoft 365 Business Premium. It's everything you love about Business Standard but with an extra layer of protection and control. Business Premium is designed for businesses that want to stay one step ahead of today's digital threats.

With Business Premium, your team's devices are better managed and more secure. Advanced threat protection shields you from phishing emails (that trick you into giving away sensitive information by posing as someone you trust) and ransomware attacks (where your data is stolen and locked until you pay to unlock it). Sensitive business data, like client details or financial records, is automatically classified and protected, even if it leaves your network.

It's a package built for businesses that can't afford to take chances with downtime or their data.

So, while Business Standard gives you the tools to get the job done, **Business Premium makes sure those tools are used securely and efficiently. It's a step up and should enhance any protections you already have in place. It solves the challenges businesses face before they even know they're facing them.**



The hidden risk of business growth

Running a growing business comes with its share of challenges. One day, you're celebrating a new client win or onboarding a new team member. The next, you're dealing with issues you never thought you'd face - like a suspicious email turning into a ransomware attack, or finding out a former employee's login is still active months after they left.

These are the kinds of risks that can sneak up on you as your business gets bigger.

While Microsoft 365 Business Standard is excellent for keeping your team connected and productive, it wasn't designed to handle some of the threats that businesses face every day.

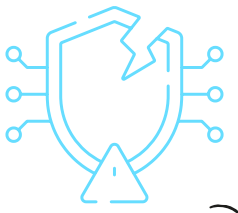
The truth is cyber criminals don't just target big corporations anymore. Small and medium sized businesses are often their prime targets because they're seen as less protected. Business Premium is built to help you tackle these risks.

Let’s talk cyber threats

Imagine you’re hit with a phishing attack.

One of your employees clicks on a link in what looks like a legitimate email from a supplier. Instead, malware (malicious software) enters your system.

With Business Standard, you’d be left relying on basic security software and hoping for the best. Business Premium, on the other hand, includes Microsoft Defender for Business. This is a robust solution that actively scans for threats across your apps, emails, and devices, detecting and neutralising them before they cause harm.



Managing devices with ease

As your team grows, so does the number of devices accessing your company’s data. Laptops, tablets, smartphones - it can feel like you’re juggling them all. What happens if a device is lost or stolen? Or if an employee downloads an app that compromises your security?



With Business Premium, Microsoft Intune gives you complete control. You can set up policies to secure devices, restrict access to sensitive data, and even remotely wipe a device if you need to. It’s like having a virtual IT manager making sure every device is a safe link in your company’s chain.

Keeping sensitive information safe

Every business has data it can’t afford to lose or share with the wrong people. Client contracts, financial records, or even internal strategies. Business Premium’s Purview Information Protection helps you safeguard this information.

It automatically labels sensitive files and emails, restricting who can view or share them. Even if someone forwards an email outside the company, the protections stay in place. It’s like a digital lockbox for your most important assets.

The reality is, as your business grows, the stakes get higher. While Business Standard gives you the basics to get work done, Business Premium builds on the security you already have in place and adds the protections and controls you need to work securely.



It’s not just about tools, it’s about confidence. Confidence that your data is safe, your team is protected, and your business is ready for whatever comes next.

Solving real-world problems

Now that you know what Microsoft 365 Business Premium offers, let's talk about how it works in real life situations.

These are the kinds of scenarios that could happen in any business, and they highlight why the extra cost of Business Premium is a smart investment.

Scenario 1: A suspicious email lands in your inbox

One of your employees receives an email from what looks like a trusted supplier. It asks them to update payment details, and there's a link to click. It seems harmless until they click it.

Suddenly, malware spreads through your system, locking your files and demanding a ransom.

With Business Standard, you might be relying on basic security software to handle the attack, which may not be enough. But with Business Premium, Microsoft Defender for Business springs into action. It detects the threat, isolates the infected files, and stops the malware from spreading. This advanced protection helps you recover faster, and could save you from losing money, data, and your reputation.

Scenario 2: A lost laptop creates panic

One of your employees leaves their laptop on a train. It's bad enough that they've lost an expensive piece of hardware, but now you're worried about the sensitive files on it. What if someone accesses client contracts or your company's financial records?

Business Premium's Microsoft Intune makes this problem manageable. You can remotely wipe the laptop, erasing all company data so it doesn't fall into the wrong hands. You can also track the device to see if it's recovered. Without this level of control, a lost device could turn into a major security breach.

Scenario 3: Managing access for ex-employees

You've just had an employee leave the company. A few weeks later, you discover they can still log in to their work email and access files. It's an unsettling situation. Whether it's accidental or intentional, you don't want former employees hanging onto sensitive company information.

Business Premium simplifies this with Conditional Access and advanced identity management tools. You can instantly revoke access to all apps, files, and emails the moment someone leaves your team. It's a quick, easy way to keep your data secure and prevent potential misuse.

Scenario 4: Collaboration with sensitive information

Your team is working on a confidential project for a high-profile client. You need to share files with the client, but you're worried about the information being forwarded or accessed by unauthorised people.

Built-in labels let you mark files as sensitive. And with Purview Information Protection you can restrict who can open, edit, or share them, even if they're emailed outside your business. The encryption and access controls ensure your information stays protected, no matter where it goes.

These scenarios matter

The situations aren't just what-ifs; they're common challenges that many businesses face. The difference is whether you're prepared to handle them. Microsoft 365 Business Premium gives you the tools to react and enhances any protections you already have in place, but it also helps you prevent problems from happening in the first place.

Is it worth the investment?

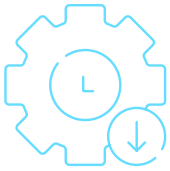
Let's address the big question:
Is Business Premium worth the higher price compared to Business Standard?

The answer lies in understanding what you're really paying for and how it translates into value for your business.



The cost of downtime

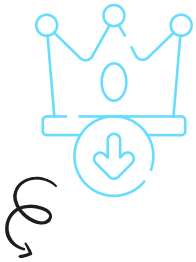
Imagine your business is hit with a ransomware attack, and your systems are down for days. The cost of that downtime - lost productivity, missed deadlines, and potentially lost clients - could be enormous. Business Premium helps protect you from these situations, minimising disruptions and making sure your team stays productive.



Compare that to the cost of upgrading from Business Standard to Business Premium. It's a small monthly increase per user, but it's an investment in keeping your business running smoothly, even in the face of unexpected challenges.

The cost of a breach

A data breach can damage more than just your finances, it can harm your reputation. Clients need to trust you with their information, and a single mistake could erode that trust.



With Business Premium's advanced security features, like Microsoft Defender for Business and Purview Information Protection, you're not just buying software; you're buying peace of mind. These tools help protect sensitive data, safeguard against cyber threats, and maintain your professional reputation.

Efficiency saves money

Managing devices, users, and access manually can be a logistical nightmare, especially as your team grows. Business Premium simplifies this with Microsoft Intune and Conditional Access, saving time and reducing the likelihood of human error.



The time your team spends dealing with security or device management issues is time taken away from serving clients and growing your business. Business Premium automates these processes, letting your team focus on what they do best.

An investment in your future



As your business grows, the challenges you face will evolve. Business Premium makes sure you're ready for that growth. It gives you the tools to protect your data, manage your team's devices, and to make sure your business is always running at its best.

Think of it as laying a strong foundation. You're not just solving today's problems but preparing for tomorrow's opportunities.



The bottom line

Microsoft 365 Business Premium is about adding value. It's a solution that protects your business, enhances productivity, and gives you confidence. While Business Standard is a solid option, Business Premium takes things further, solving problems before they arise and making sure your business is future ready.

If you're serious about protecting your data, empowering your team, and staying ahead in a competitive market, Business Premium is the upgrade your business deserves. It's not an expense, it's an investment in your business's long-term success.



If you're ready to see the difference Microsoft 365 Business Premium can make to your business, let's get you started. We can make it easy...

...get in touch.

Acuit

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