



Microsoft 365 Business: Security Targeting customers with My Insights

Make the case for proactive security. With Microsoft 365 Business as the foundation of your security solution, you can help your SMB clients protect their business and their assets, simplify their security strategy, and confidently embrace new technology—all while growing your own business.

As a starting point, target those SMB customers who have higher security risk profile which includes sensitive financial data, personal health information, and compliance requirements.
(view chart below).

Start by segmenting your current customer base and active prospects into the following three buckets.
Prioritize as follows:

1. Office 365 Business Premium customers with higher risk needs > Microsoft 365 Business
2. SMB customers (under 250 seats) who are interested in purchasing Office 365 / Microsoft 365 E3
3. Your current on-premises customers with higher risk needs who are looking to move to the cloud



Partner Launchpad Solution Assessment

The Partner Launchpad is an integrated tool to help partners attract customers, build offers, and drive sales. Within Launchpad, you will find the Customer Business Needs assessment, with a few simple questions you can determine the right product for your customer's needs.

Use this assessment to get your team comfortable identifying customers who have one of the following scenarios and therefore, a need for more advanced security features:

- Highly sensitive financial data
- Personal health information
- Extensive IP requiring advanced threat protection
- Extensive cloud app usage
- Extensive compliance requirements (ex: GDPR)

In addition, Launchpad has an Offer Builder and Sales Resources to help you build and market your Security offering.

Visit <http://aka.ms/partnerlaunchpad>



1 Tell us about your customer

How big is your customer's company?

2-249 EMPLOYEES	250+ EMPLOYEES
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What is the company's security risk profile?

LOWER RISK	<ul style="list-style-type: none">No sensitive financial dataMinimal customer informationLimited IP to protect	<ul style="list-style-type: none">No unauthorized cloud app usageMinimal compliance requirements
HIGHER RISK	<ul style="list-style-type: none">Highly sensitive financial dataPersonal health informationExtensive IP requiring advanced threat protection	<ul style="list-style-type: none">Extensive cloud app usageExtensive compliance requirements (ex: GDPR)

Identify opportunities with My Insights reports

The My Insights dashboard provides a convenient location for you to see a full view of your customers' tenants and understand how you are utilizing Office 365. This can help you uncover opportunities within your existing customer base.

My Insights provides you with data to help identify and target specific customer profiles that are most ready to take the next steps in their security journey.

How to use My Insights dashboard to uncover opportunities for the security focus of Microsoft 365 Business:

1. Log in to your MPN account at <https://partner.microsoft.com>
2. Under the Membership menu, select Your Accounts and Reports
3. Select My Insights to view the dashboard
4. In your My Insights dashboard, select the **Cloud Product Performance tab**
5.
 - a) Select **Office 365** to explore all of your customers' usage by tenant and workload
Scroll to "Tenant ID" and expand to view the workload and SKU details.
Export the details into Excel to identify opportunities within your current customer base.
 - b) Select **Enterprise Mobility** to explore all of your customers' usage by tenant and workload
Scroll to "Subscription Details", change view to Customer Tenant and expand to view. Scroll across to the right to see details on active entitlements for specific workloads.
Export the details into Excel to identify opportunities within your current customer base.

For more information watch this video: <https://partner.microsoft.com/en-US/membership/my-insights>

Microsoft Secure Score

Once you've identified your target customers, use the Microsoft Secure Score to analyze your customer's current security behaviors based on their use of Office 365. Secure Score figures out what Office 365 services your Customer is using (like OneDrive, SharePoint, and Exchange) then looks at their settings and activities and compares them to a baseline established by Microsoft. They'll get a score based on how aligned they are with best security practices.

Your Secure Score Summary

Your Secure Score is:

79

Of 273

Take action to see how you can improve your score today



For more information about your Secure Score go to: [Score Analyzer](#).

To start a conversation around Security needs, you can review the action queue to see what you can do to help increase security and reduce risks, helping your customers improve their score.

Learn more at: <https://support.office.com/en-us/article/Introducing-the-Office-365-Secure-Score-c9e7160f-2c34-4bd0-a548-5ddcc862eaf>