

# Why your SMB clients need Microsoft 365 Business Premium

Most of your SMB clients are running Microsoft 365 Business Standard, giving them a suite a productivity apps (Outlook, Teams, Word, Excel, etc.). It feels like a complete Microsoft setup, but it leaves them almost entirely unprotected: no device management, no endpoint detection, no access policy enforcement.

M365 Business Premium delivers the same productivity tools SMBs expect with the added security infrastructure that Business Standard doesn't include—all in one license and at a price point built for organizations under 300 users.

## THE GAP

### What Business Standard was built for

M365 Business Standard gives SMBs access to Microsoft's core productivity apps and email. What it doesn't include is the security tooling SMBs need to protect those apps and the data inside them.

#### Microsoft 365 Business Standard \$14.00/user/month

- ✔ **Manual policy management**  
Visual policy builder and templates

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- ✔ **Exchange Online**  
Business email with 50 GB mailbox

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- ✔ **Teams, SharePoint, & OneDrive**  
Collaboration and file storage

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- ✔ **Exchange Online Protection**  
Basic spam and malware filtering

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- ✘ **Microsoft Intune**  
No device management or MDM

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- ✘ **Defender for Business (EDR)**  
No endpoint detection and response

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- ✘ **Conditional Access**  
No Zero Trust access enforcement

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- ✘ **Safe Links & Safe Attachments**  
No advanced email threat protection

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- ✘ **Enforceable Sensitivity Labels & DLP**  
Labels available but cannot apply encryption or enforce access controls without AIP P1

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- ✘ **Azure Information Protection P1**  
No Rights Management, document encryption, or label-based protection policies

#### Microsoft 365 Business Premium \$22.00/user/month

- ✔ **Everything in Business Standard**  
All productivity apps included

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- ✔ **Microsoft Intune**  
MDM—device compliance, configuration profiles, remote wipe, Windows Autopilot

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- ✔ **Defender for Business**  
EDR, next-gen AV, attack surface reduction, automated investigation & response

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- ✔ **Entra ID P1/Conditional Access**  
Conditional Access policies, SSPR, named locations, group-based licensing

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- ✔ **Defender for Office 365 Plan 1**  
Safe Links, Safe Attachments, advanced anti-phishing & impersonation protection

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- ✔ **Azure Information Protection P1**  
Sensitivity labels with encryption enforcement, rights management, basic DLP

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- ✔ **Intune App Protection—MAM**  
Protect company data on personal devices without full MDM enrolment (BYOD)

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- ✔ **Defender for Cloud Apps (limited)**  
Shadow IT discovery, SaaS app risk scoring, OAuth governance via endpoint telemetry

## The risk your clients are carrying

SMBs are a primary target for cyberattacks. They hold the same types of valuable data as enterprise customers but typically have fewer controls in place. Three key numbers illustrate where Business Standard's gaps create real exposure:

# 99.9%

**of account compromises can be blocked by MFA<sup>1</sup>**

Business Standard allows MFA but cannot enforce it through Conditional Access

# \$2.9B

**lost to Business Email Compromise in 2023<sup>2</sup>**

BEC attacks use impersonation and spoofing that Exchange Online Protection alone does not catch.

# 180%

**YoY increase in vulnerability exploitation<sup>3</sup>**

Without Intune, there is no centralized patch management, device compliance enforcement, or device security verification.

## Six capabilities Business Premium adds

Business Premium includes six security capabilities that don't exist in Business Standard. Each one covers a gap that Business Standard leaves open.



### Microsoft Intune

Full MDM for Windows, Mac, iOS & Android—the foundation of every device security control.



### Defender for Business

Enterprise-grade endpoint protection for SMBs. Stops advanced attacks that AV alone misses.



### Entra ID P1 & Conditional Access

Zero Trust access enforcement—verify every identity and every device before granting access.



### Defender for M365 Plan 1

Advanced email threat protection that goes far beyond what basic spam filtering catches.



### Azure Information Protection P1

Classify, label, and protect documents and emails—wherever they travel outside the business.



### Intune App Protection (MAM)

Protect company data on personal devices without enrolling the whole device—BYOD done right.

## The cost of waiting

Business Premium is \$22.00 per user per month, while Business Standard is \$14.00. But clients who try to add a security layer to Business Standard after the fact end up paying more in total... and get a worse experience. Bolt-on security means separate consoles, separate policies, and no native integration between tools.

The integration gap matters as much as the cost gap. Business Premium's security capabilities were designed to work together: The identity signals that Entra ID evaluates feed into Conditional Access, Defender, and Intune simultaneously to generate more value from your clients' existing Microsoft environments.

### Microsoft 365 Business Standard + Add-ons

Microsoft 365 Business Standard	\$14.00
+ Microsoft Intune Plan 1	\$8.00
+ Defender for Business	\$3.00
+ Entra ID P1 (Azure AD P1)	\$6.00
+ Defender for M365 Plan 1	\$2.00
+ Azure Information Protection P1	\$2.00
<b>Total per user/month</b>	<b>\$35.00</b>

### Microsoft 365 Business Premium

All productivity apps (Standard)	Included
Microsoft Intune (incl. Autopilot & MAM)	Included
+ Defender for Business	Included
+ Entra ID P1 (Azure AD P1)	Included
+ Defender for M365 Plan 1	Included
+ Azure Information Protection P1	Included
<b>Total per user/month</b>	<b>\$22.00</b>

**\$13.00 /user/month saved**

Business Premium is \$13.00 cheaper per user per month than purchasing the equivalent components separately as standalone add-ons. For a 50-user business that's \$7,800 saved per year—while getting a single, integrated license that's simpler to manage and less likely to have gaps.

## Manage M365 BP at scale with Nerdio Manager for MSP

Of course, that integration story is only as good as your ability to deploy and maintain Business Premium across every client. Nerdio Manager for MSP is what makes that possible at scale.

Every capability included in Business Premium—Intune policy deployment, Conditional Access configuration, Defender endpoint management—can be configured, deployed, and maintained across all your clients from a single pane of glass within Nerdio Manager, without logging into each tenant individually. For MSPs managing 10 clients or a 100, that means security that scales.

For clients who ask why they need to upgrade: The apps are the same. What changes is their devices are managed, their identities are protected, and their endpoints are monitored. Those are the baselines for any business storing data in the cloud.

Business Premium gives your clients the security foundation they need, Nerdio Manager gives you the operational layer to deliver it across every tenant, without the overhead.

**Ready to see it in action? Contact us for a personalized demo.**

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## Sources

<sup>1</sup> Microsoft Security Blog — Alex Weinert, “Your Pa\$\$word doesn’t matter” (2019). [security.microsoft.com](https://security.microsoft.com)

<sup>2</sup> FBI Internet Crime Complaint Center (IC3) — 2023 Internet Crime Report. [ic3.gov/AnnualReport](https://ic3.gov/AnnualReport)

<sup>3</sup> Verizon Data Breach Investigations Report (DBIR) 2024 — *exploitation of vulnerabilities as an initial access vector*. [verizon.com/business/resources/reports/dbir](https://verizon.com/business/resources/reports/dbir)

## About Nerdio

Nerdio is a leading provider of powerful, simplified cloud management solutions for businesses of all sizes. Trusted by managed service providers (MSPs) and enterprise IT departments alike, Nerdio equips organizations with seamless, cost-effective management tools for Azure Virtual Desktop (AVD), Windows 365, and comprehensive Modern Work solutions.

With thousands of customers worldwide, Nerdio accelerates cloud adoption, enabling companies to thrive in an era of hybrid work by providing modern, future-proof technology that adapts to evolving workplace needs.

For more information, please visit [www.getnerdio.com](https://www.getnerdio.com).