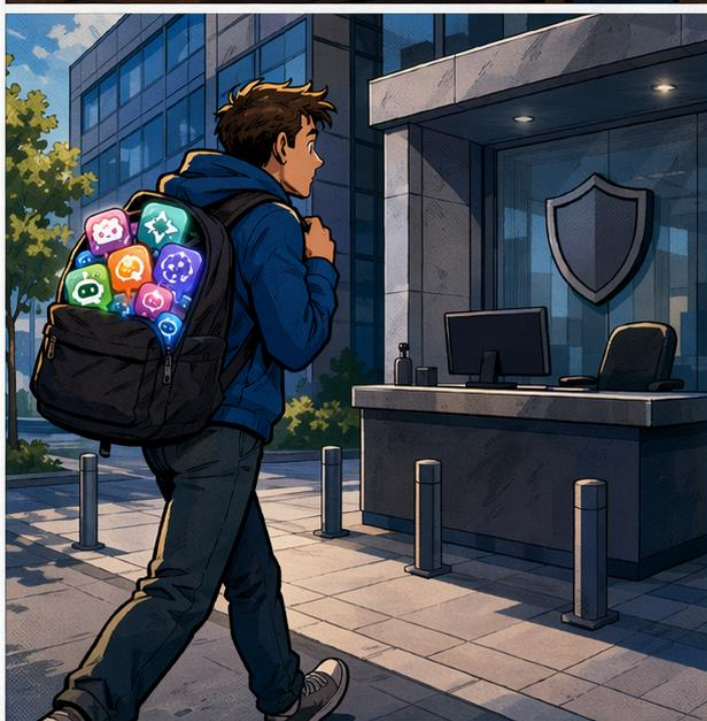






Thomas Schuster

Business Development Manager Microsoft Security



Andreas Wach

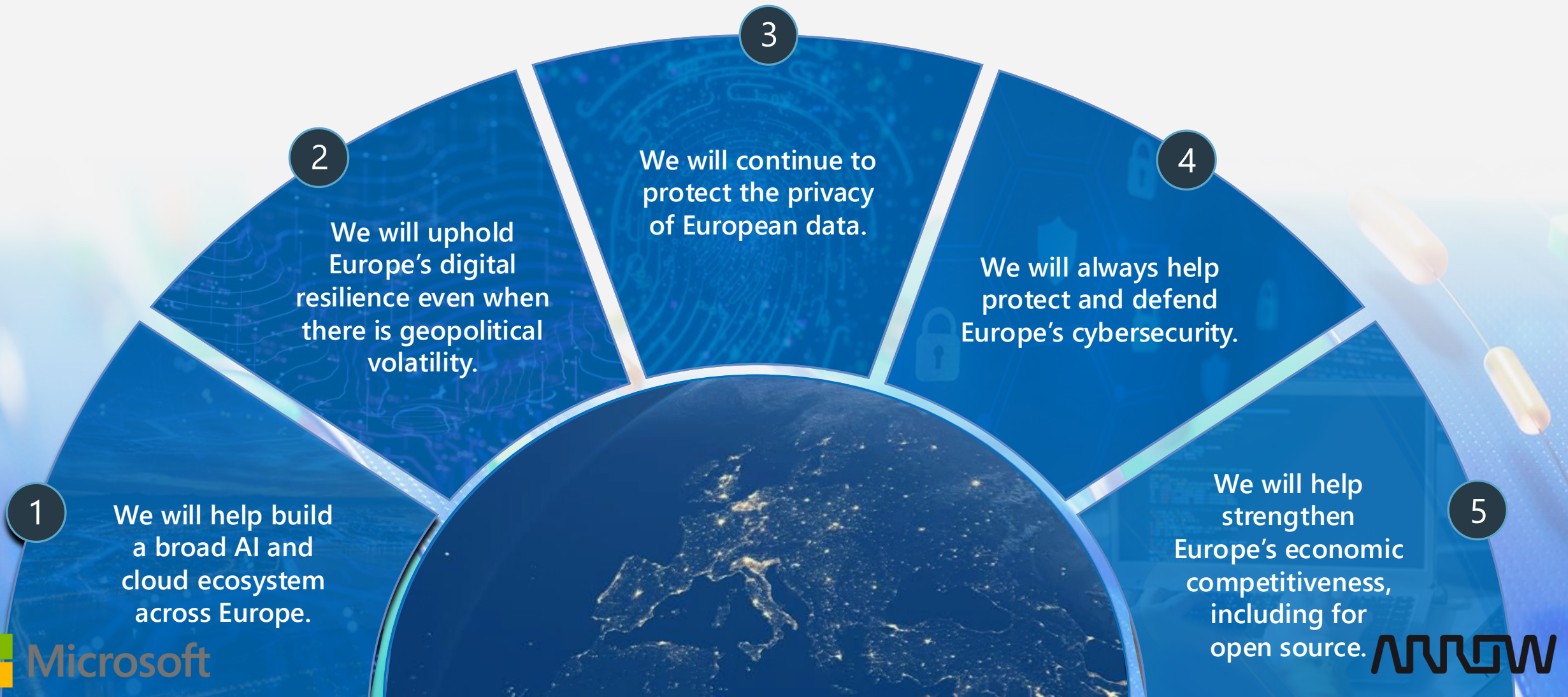
Security Architect
andreas.wach@microsoft.com

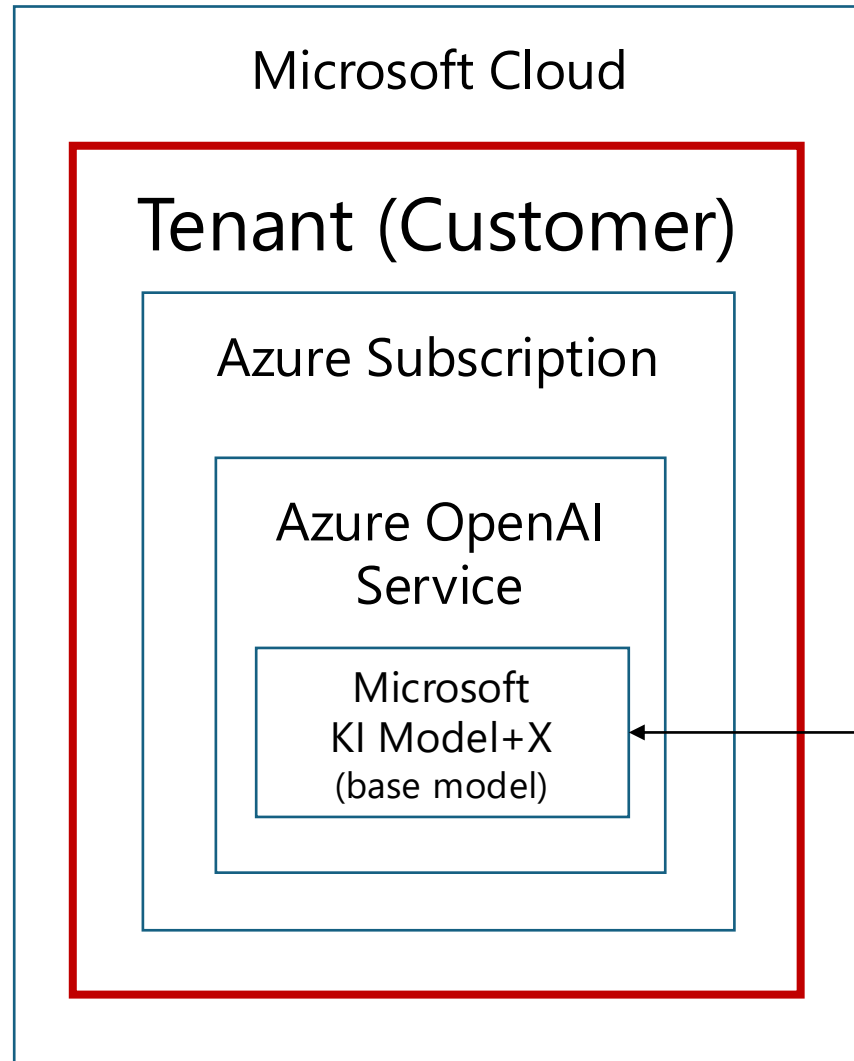


80% 

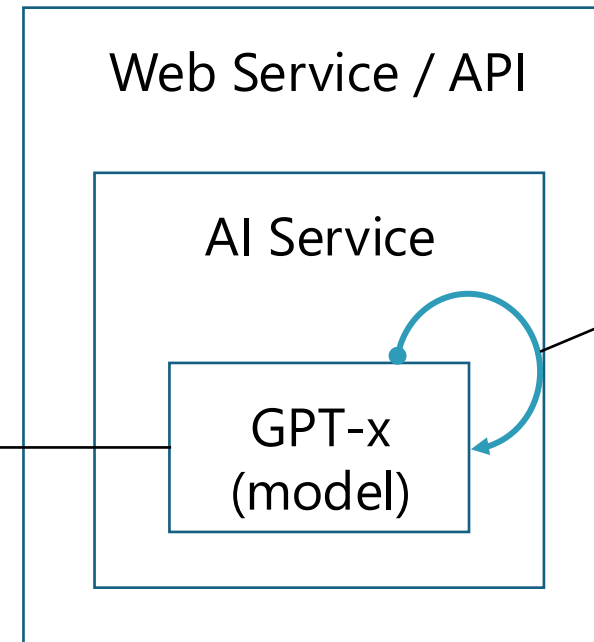
of SMB users are bringing their own AI tools to work.

Microsoft's European Digital Commitments





Copy
(Instance)



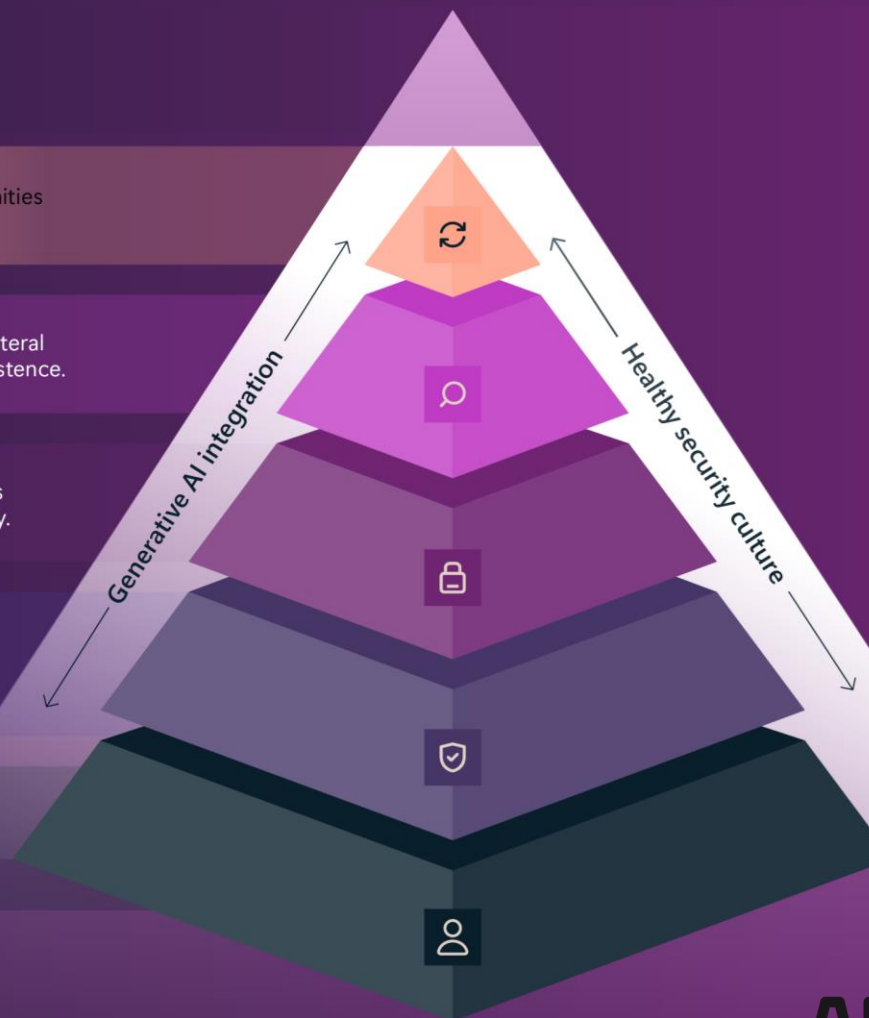
Tuning
by OpenAI



Hierarchy of cybersecurity needs

Drawing inspiration from Maslow's hierarchy of needs, this graphic illustrates a prioritization of cybersecurity, starting with the most basic need: protecting identities. AI has a role at each tier, underscoring its potential to enhance security measures.

Cultivating a robust security culture within the organization, helps ensure the technological defenses and human practices evolve in concert to mitigate threats effectively.



Materialherstellung



Rohstoffe & Bauteile

Produktion & Abnahme



Fertigung & Qualitätskontrolle

Übergabe an Kunden



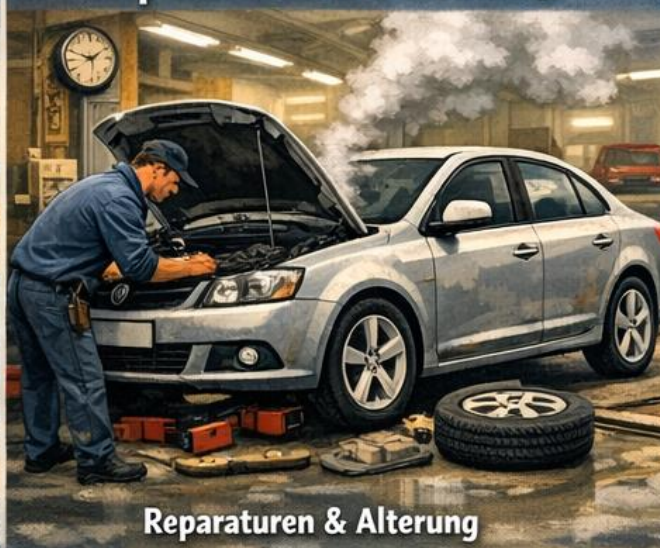
Fahrzeugübergabe

Werkstatt & TÜV



Wartung & Prüfungen

Reparaturen & Verschleiß



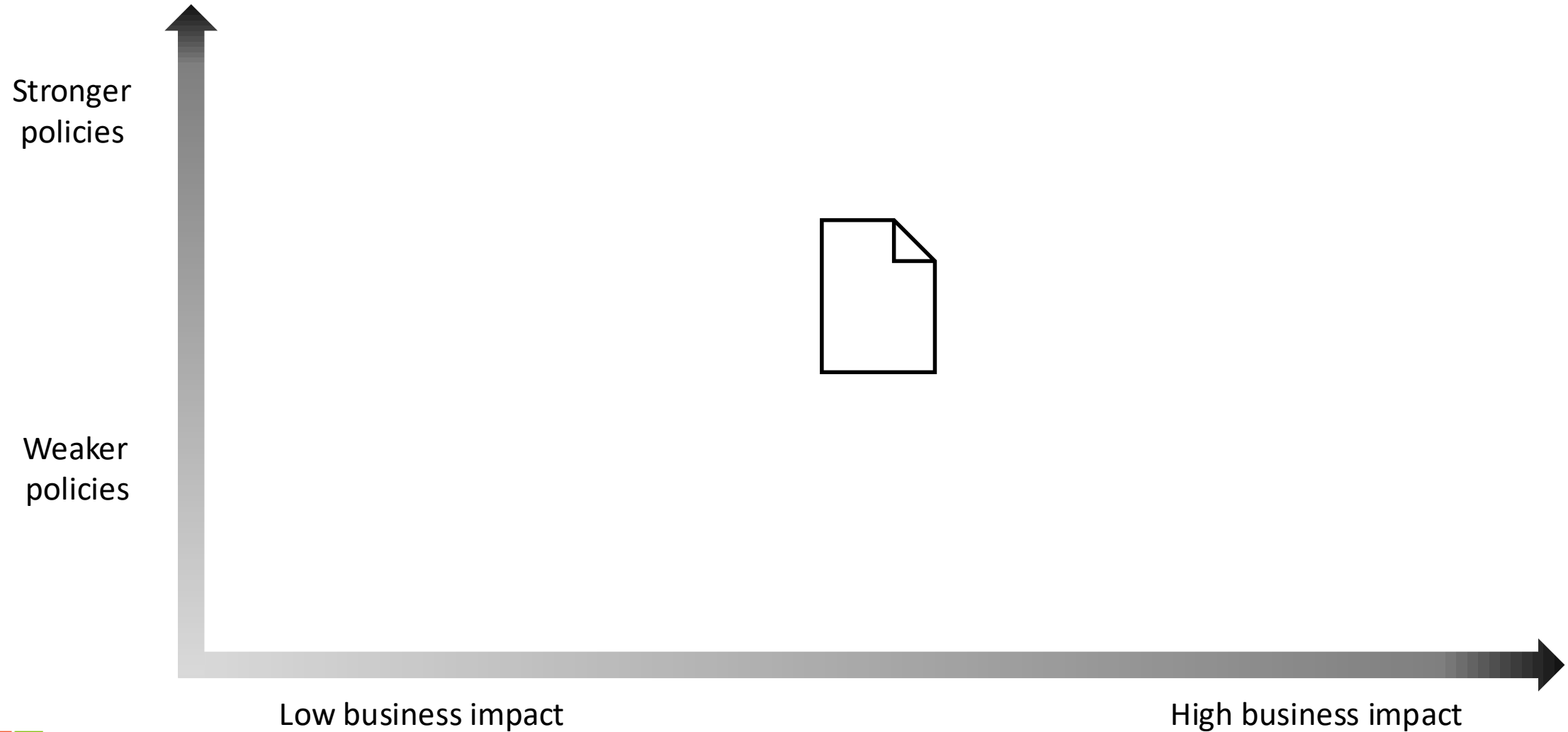
Reparaturen & Alterung

Altes Auto & Verschrottung

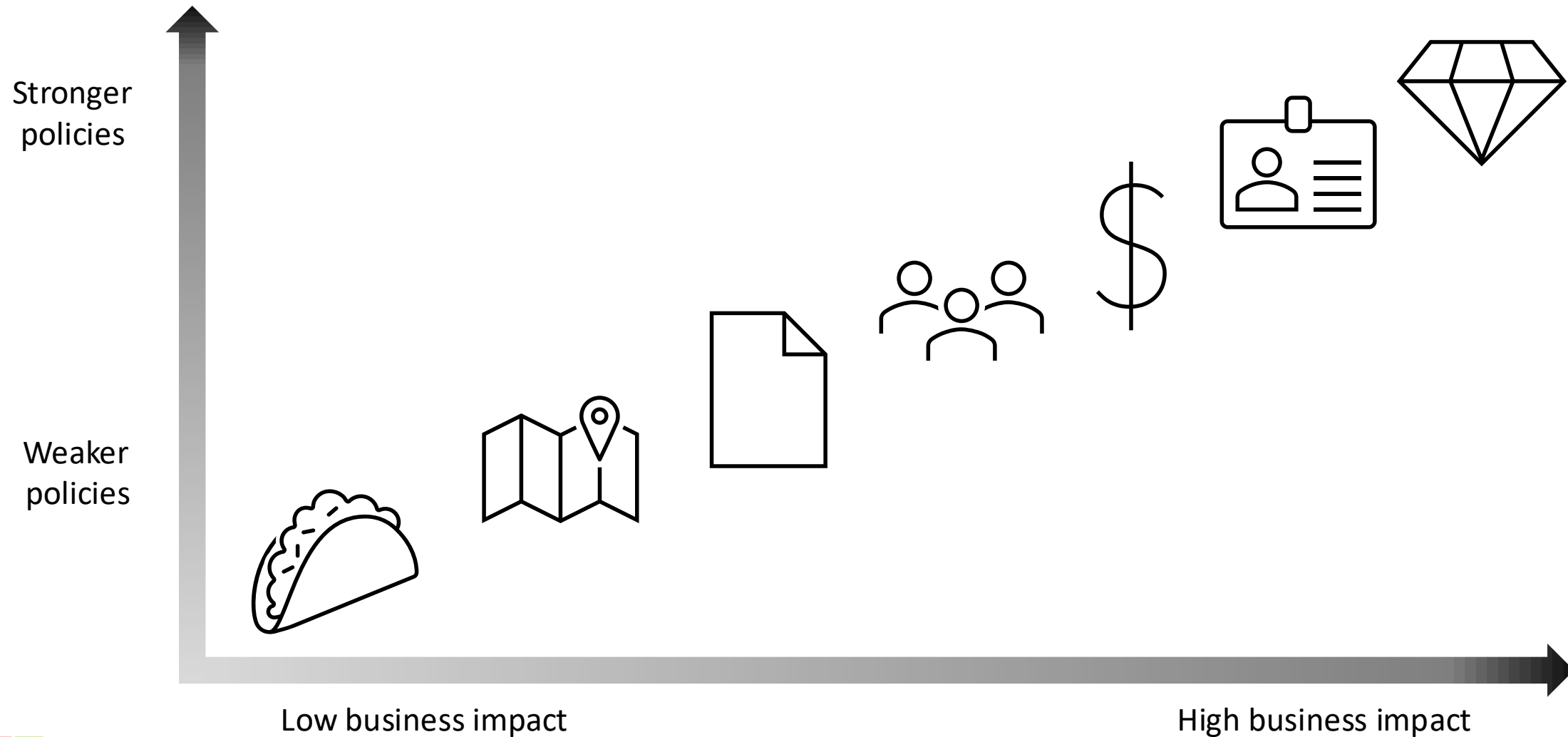


Entsorgung & Recycling

Org needs to pick one policy per-app



Yet, different data requires different security



- 
- Home

Exposure management

Investigation & response

Threat intelligence

Assets

Microsoft Sentinel

Identities

Endpoints

Email & collaboration

Cloud apps

Cloud discovery

Cloud app catalog

OAuth apps

Activity log

Governance log

Policies

Cloud app catalog

Filters:

Apps:

App tag:





None

Risk score:

010

Compliance risk factor: **Select factors**

Security risk factor: **Select factors**

☐ Advanced filters

Browse by category:

Generative AI

8

☐ Bulk selection

 New policy from search





 Table settings

App	Risk score	Actions
 Microsoft Copilot Studio Generative AI	10	
 Microsoft Designer Generative AI	10	
 Microsoft Copilot Generative AI	10	
 Microsoft 365 Copilot Chat Generative AI	10	
 Microsoft Security Copilot Generative AI	10	
 Microsoft Image Creator from Designer Generative AI	10	
 Grok Generative AI	5	
 Deepseek Generative AI	4	



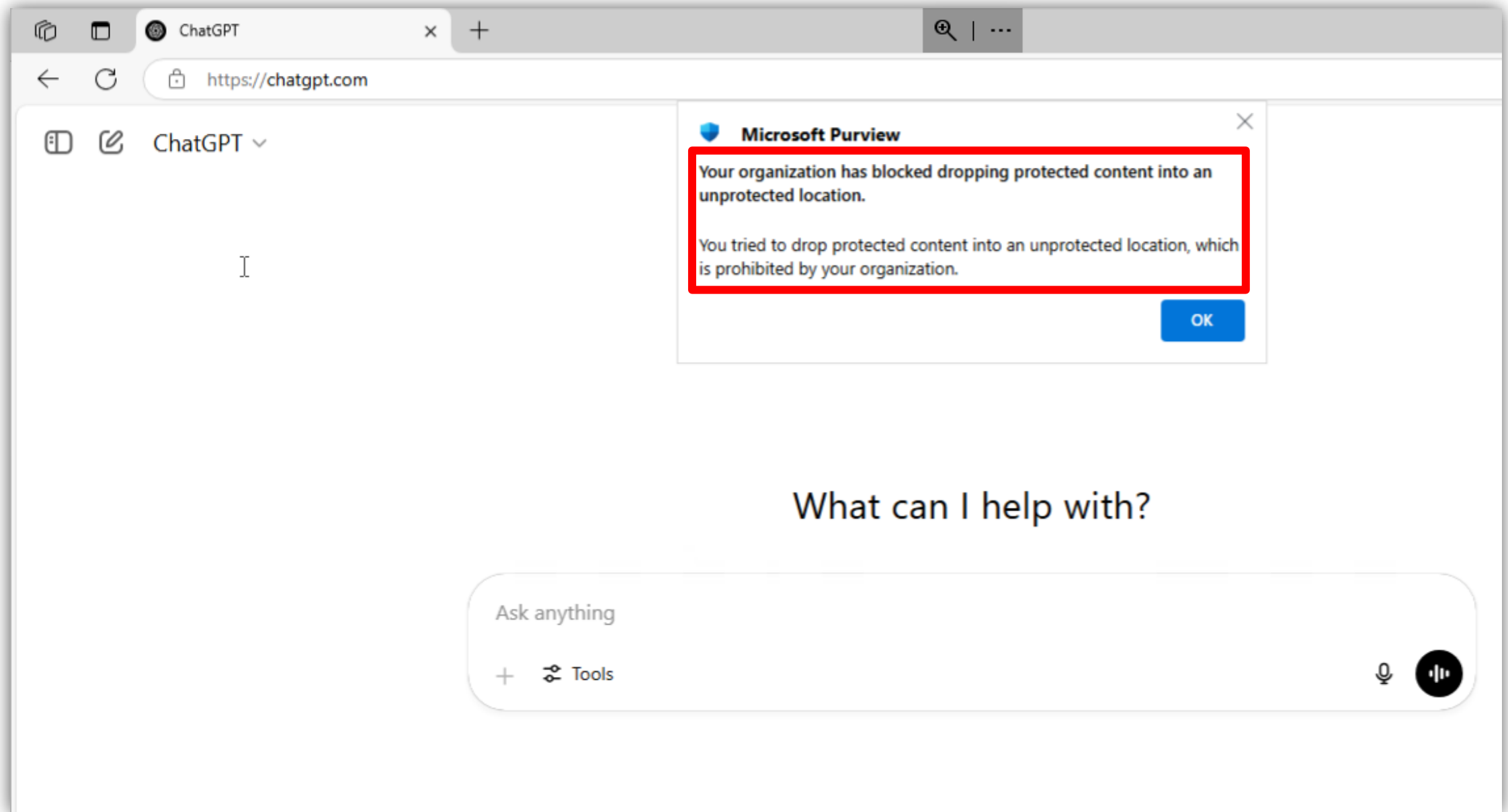
This website is blocked by your organization.

Hosted by www.deepseek.com

Contact your administrator for more information. [Visit the support page.](#)

Go back

Microsoft Security



Welche Bundles?

**Microsoft 365
Enterprise
E3**

**Microsoft 365
Business Premium**

Welche Bundles?

**Microsoft 365
Enterprise
E3**

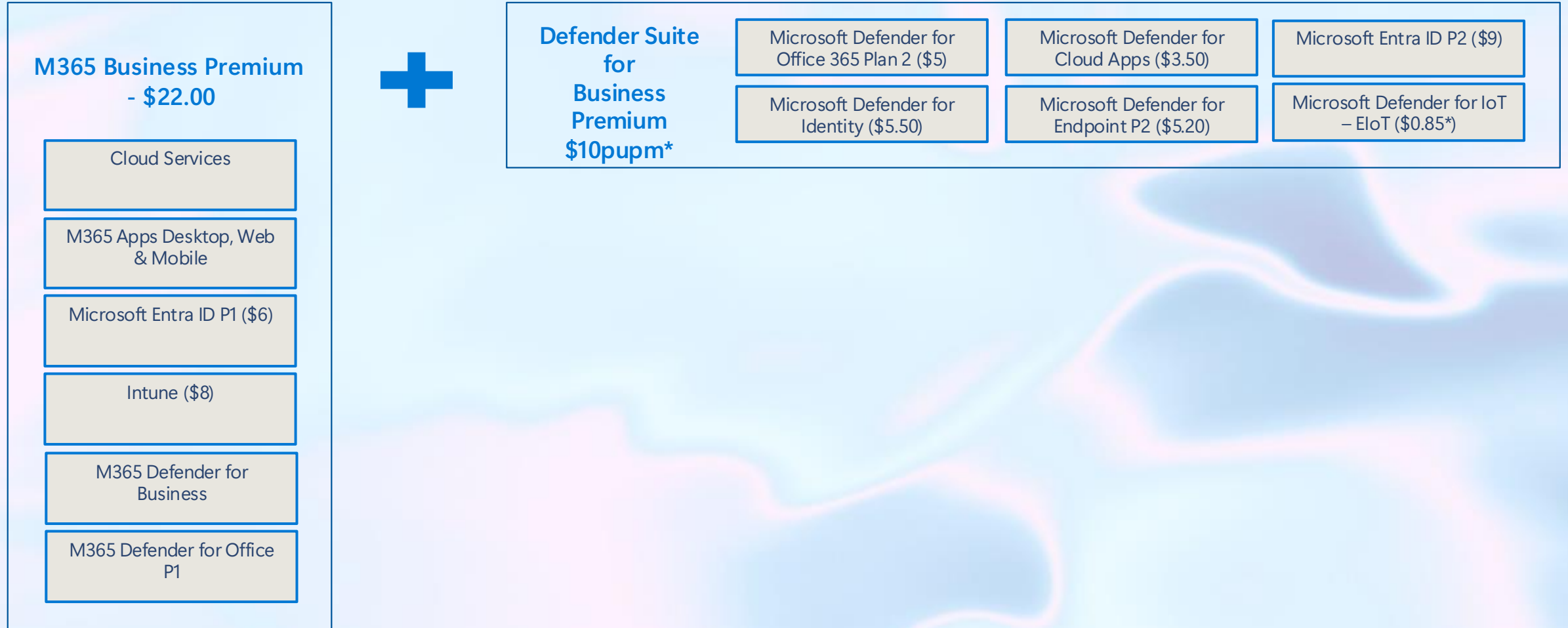
Defender Suite (M365 E5 Security)

Purview Suite (M365 E5 Compliance)

**Microsoft 365
Enterprise
E5**

**Microsoft 365
Business Premium**

Defender Suite for Business Premium



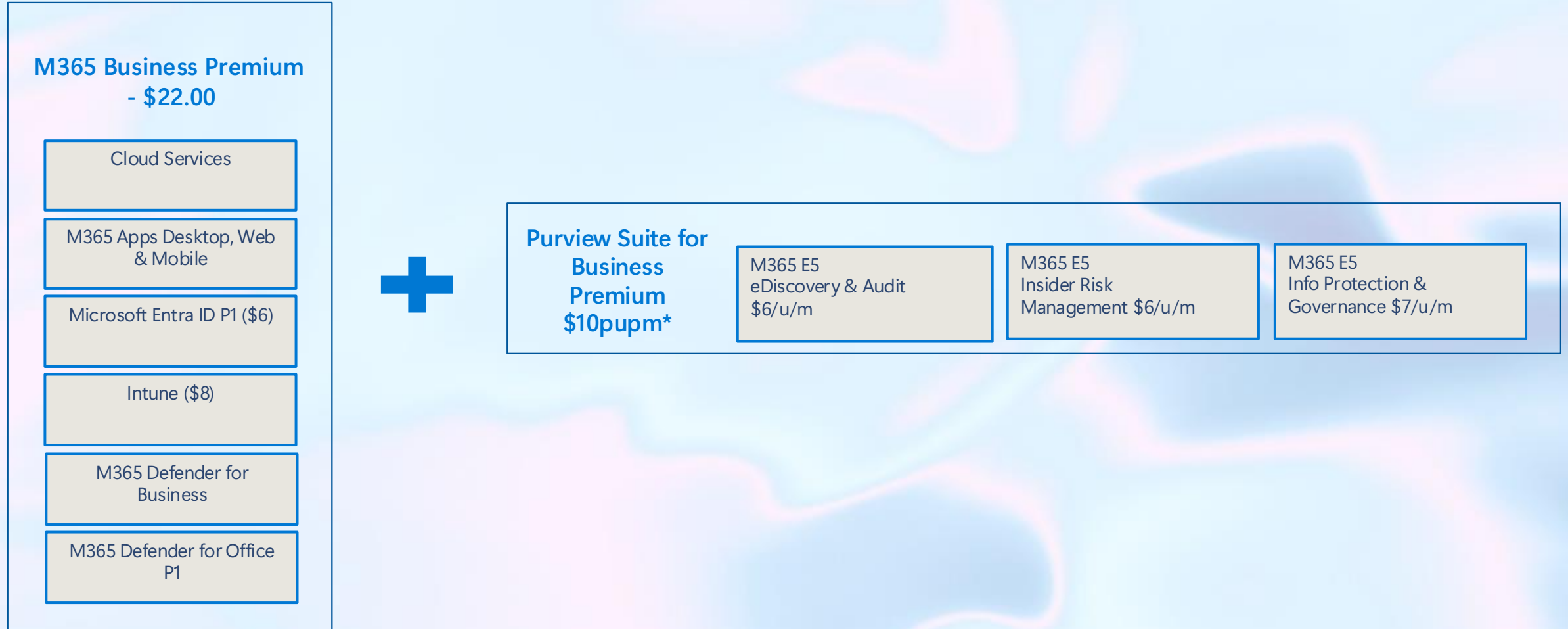
Partner-to-customers OFT <https://aka.ms/SMB-SKUs-CustomerOFT>

Partner Center Announcement – [Partner Center announcements - Partner Center announcements | Microsoft Learn](#)

Tech Community Blog- [Introducing new security and compliance add-ons for Microsoft 365 Business Premium | Microsoft Co...](#)

*CSP List Price

Purview Suite for Business Premium



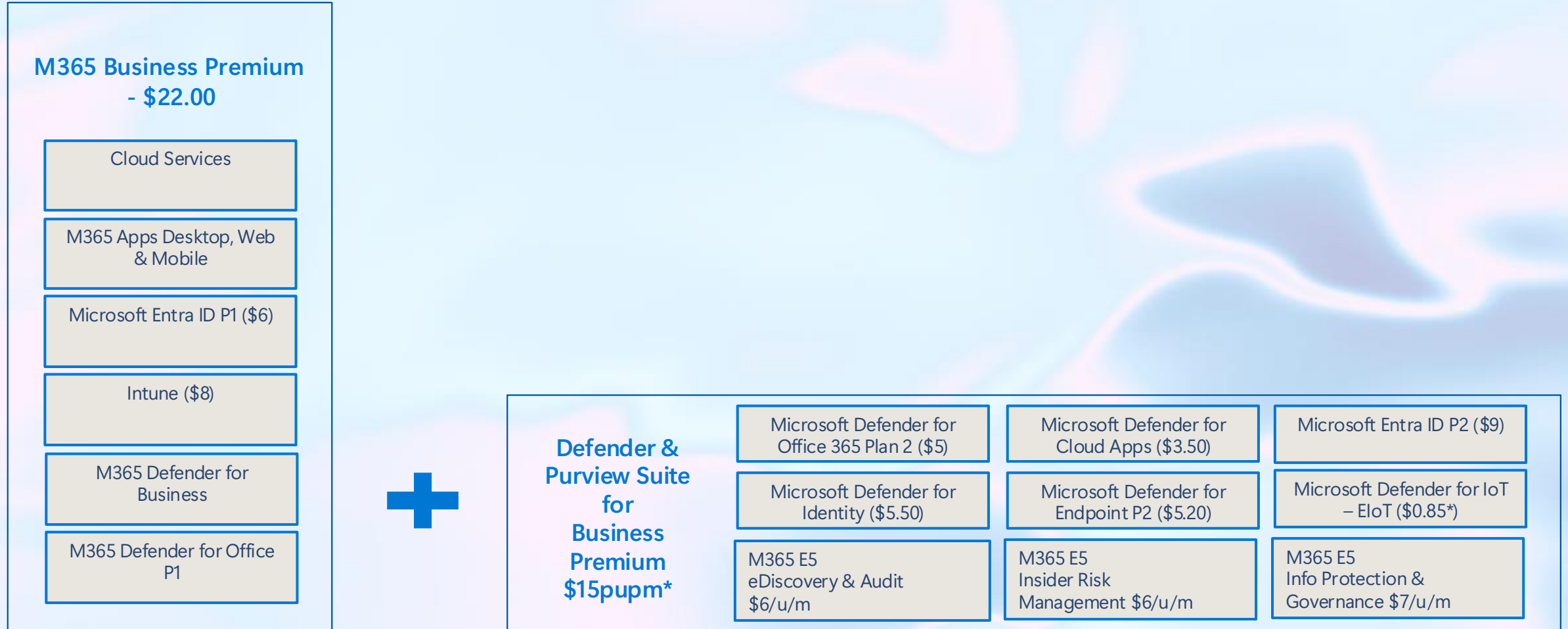
Partner-to-customers OFT <https://aka.ms/SMB-SKUs-CustomerOFT>

Partner Center Announcement – [Partner Center announcements - Partner Center announcements | Microsoft Learn](#)

Tech Community Blog- [Introducing new security and compliance add-ons for Microsoft 365 Business Premium | Microsoft Co...](#)

*CSP List Price

Defender/Purview Suite for Business Premium



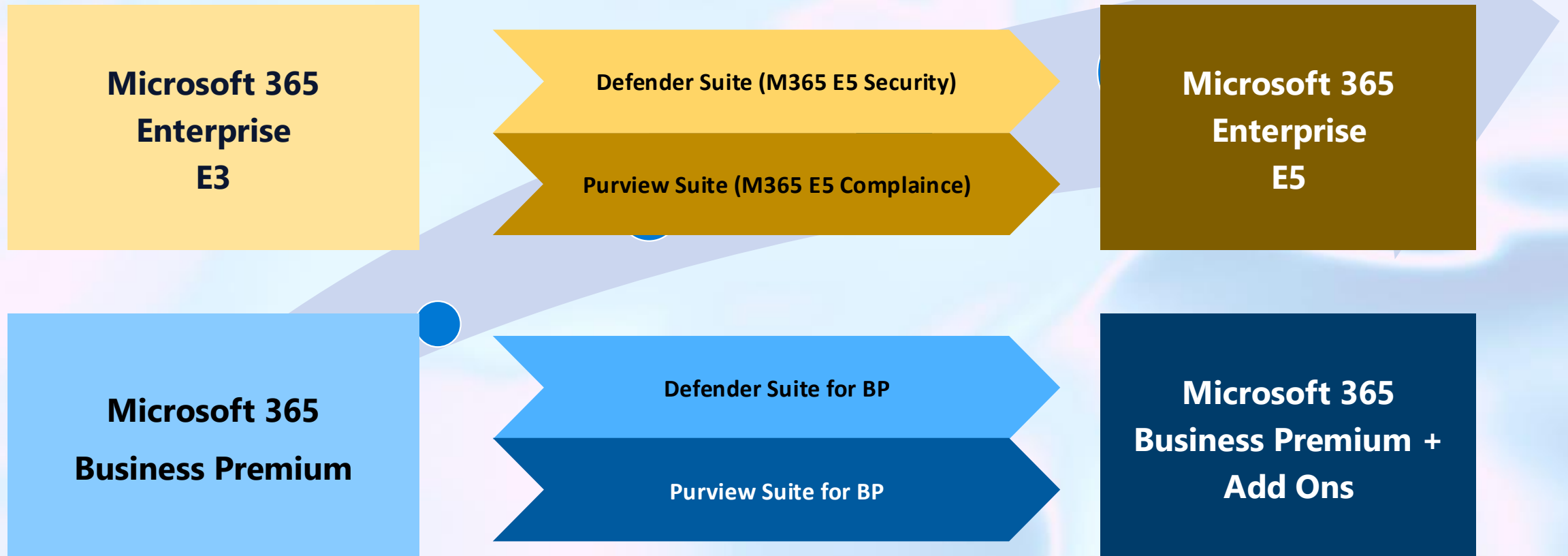
Partner-to-customers OFT <https://aka.ms/SMB-SKUs-CustomerOFT>

Partner Center Announcement – [Partner Center announcements - Partner Center announcements | Microsoft Learn](#)

Tech Community Blog- [Introducing new security and compliance add-ons for Microsoft 365 Business Premium | Microsoft Co...](#)

*CSP List Price

Welche Bundles?



Comprehensive security at a small business price*

Core Security Features	M365 Business Premium \$22	Business Premium + Defender Suite \$32	Business Premium + Purview Suite \$32	Business Premium + Defender & Purview Suite \$37	Microsoft 365 E5 \$57
Purview Communication Compliance Purview Compliance Manager Purview Data Lifecycle and Records Management (labels and rules) Purview Data Loss Prevention (Teams, browser, endpoint, Copilot) Purview eDiscovery and Audit (premium) Purview Insider Risk Management w/adaptive protection Purview Information Protection (automatic labels, advanced classifiers)			✓	✓	✓
Defender for Cloud Apps Defender for Endpoint P2 Defender for Office P2 Defender for Identity Entra ID P2		✓		✓	✓
Purview Data Loss Prevention (Email + Files) Purview Information Protection (Manual) Purview Data Lifecycle Management (org-wide only) Purview eDiscovery and Audit (Standard) Intune P1 Entra ID P1 Defender for Office 365 Plan 1 Defender for Business (EDR/XDR)	✓	✓	✓	✓	✓
Advanced Enterprise Productivity and Collaboration Capabilities					✓

*Price is pupm in USD and subject to change based on subscription term, currency and region. While Business Premium with Purview and Defender add-ons delivers advanced security and compliance for SMBs, Microsoft 365 E5 provides a more comprehensive suite of productivity, security, and governance tools designed for enterprise-level needs.

Defender/Purview Suite vs Business Premium

	Business Premium	Customer scenarios
Email Protection	Stops most phishing and malware before it reaches users.	A phishing email with a fake invoice bypasses initial filters • Business Premium: The email is delivered. If a user reports it, IT must manually investigate and remove it. • Defender Suite: detects the threat, deletes the email from every mailbox, blocks the attacker's domain, and checks for similar emails automatically.
Endpoint Protection	Strong baseline with AI-powered antivirus, EDR, vulnerability management, and some automated remediation.	A ransomware attack starts encrypting files on one laptop • Business Premium: Detects the attack and tries to stop it locally; IT may need to manually check other devices. • Defender Suite: Automatically isolates the infected device, hunts for similar activity across all endpoints, and removes the threat everywhere, without waiting for IT.
Identity Protection	Strong baseline with SSO, MFA, and basic conditional access.	An attacker steals a user's password and tries to log in from an unusual location • Business Premium: MFA might block the login, but if MFA fatigue occurs (user approves by mistake), the attacker gets in. • Defender Suite: Detects the sign-in as high risk, blocks access automatically, and alerts IT. If the account is compromised, it can force a password reset and revoke all sessions instantly.
Cloud Apps Security	No control over what cloud apps employees use.	An employee uploads confidential files to an unsanctioned file-sharing app • Business Premium: No alert, no control, the upload happens. • Defender Suite: Detects the upload, blocks it immediately, and alerts IT. It can also force the user to use an approved app like OneDrive.
Data Security & Compliance	Basic labeling and DLP, good for small businesses with simple compliance needs.	An employee tries to upload a doc with credit card numbers to a personal cloud app • Business Premium: Might block the email if a DLP policy exists, but no control over endpoints or cloud apps. • Purview Suite: Detects sensitive data, blocks the upload, alerts compliance, and logs the event for audit. If the user repeats the behavior, Insider Risk flags them for investigation.

New capabilities coming in 2026

	Business Basic Lightweight web and mobile apps to kickstart your business.	Business Standard Powerful web, mobile, and desktop apps to run your business.	Business Premium Everything your business needs to be more productive and secure.	Office 365 E1 Lightweight web and mobile apps, and basic security.	Office 365 E3 Powerful productivity apps, basic security, and identity management capabilities.	Microsoft 365 E3 Powerful Productivity apps with enhanced security and compliance capabilities.	Microsoft 365 E5 Best-in-class AI-powered productivity apps with advanced security, compliance, analytics, and AI readiness capabilities.
Copilot Chat enhancements	●	●	●	●	●	●	●
Security, management, and analytics for Copilot Chat	●	●	●	●	●	●	●
URL checks in Outlook and Office apps (web and mobile)	●	●		●			
+50 GB email storage	●	●	●				
Microsoft Defender For Office 365 P1					●	●	
Microsoft Intune Remote Help						●	●
Microsoft Intune Advanced Analytics						●	●
Microsoft Intune P2						●	●
Intune Endpoint Privilege Management							●
Intune Enterprise Application Management							●
Microsoft Cloud PKI							●
Microsoft Security Copilot							●

Microsoft 365 E7

The Frontier Suite

General Availability May 1, 2026



Microsoft 365

Microsoft 365 E5
+
Entra Suite

Secure productive work



Microsoft 365
Copilot

AI built for work



Microsoft
Agent 365

Control plane for agents

Work IQ

Available with or without Teams

Microsoft 365 E7: The Frontier Suite

		 Microsoft 365 E5 (w/Teams) \$60 ¹	 Microsoft Entra Suite \$12	 Microsoft 365 Copilot \$30	 Microsoft Agent 365 \$15	 Microsoft 365 E7 (w/Teams) \$99 ²
Productivity	Microsoft 365 apps: Create and refine work across the apps people know and love	•				•
	OneDrive & SharePoint: Share, manage, and collaborate on content across teams	•				•
	Teams: Meet, chat, and call	•				•
	Windows: Secure, manage, and run work across enterprise devices	•				•
	Teams Phone: Cloud-based phone system built into Teams	•				•
	Power BI Pro: Turn data into shared, actionable insights	•				•
Security & Compliance	Entra: Identity and access management	• P2	• Suite			• Suite
	Defender: Endpoint, email, identity, and cloud threat protection	•				•
	Purview: Data security and compliance (ex. information protection, DLP, insider risk)	•				•
	Intune: Endpoint and device management	•				•
AI	Copilot: AI built into core productivity apps and Teams	○		•		•
	Copilot Studio & Agent Builder: Build, deploy, and scale custom AI agents	○ Metered		•		•
	Agent flexibility: Choose from pre-built agent library or access 3P marketplace			•		•
	Work IQ: AI grounded in personal and work data (incl. 3P data via connectors)	○		•		•
Agent Management	Agent 365: Observe, monitor and manage agents in real time				•	•
	Agent 365: Govern agents throughout their lifecycle				•	•
	Agent 365: Secure and protect all agents across your enterprise				•	•

1: \$51.45 w/o Teams | 2: \$90.45 w/o Teams



Any employee

Cloud-based and on-premises identities, groups and roles



Any location

HQ, branch office, home, remote



Any platform

Android, iOS, Linux, MacOS, Windows



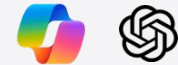
Any device

Corporate and personal

Microsoft Entra Suite

Complete Zero Trust access solution
for your workforce

Access to all apps and resources



AI



IaaS, PaaS, Datacenter



SaaS, websites



On-premises





Unterstützung durch Arrow

- ✓ Microsoft Security Überblick
- ✓ Technische Hilfestellung
- ✓ Events / Webinare
- ✓ Partner Enablement
- ✓ Copilot Adoption Schulung