

One Bundle. Three Outcomes

Sell productivity, protection, and AI, without adding complexity.



MODERN WORK

- ✓ Work anywhere with Microsoft 365 + Teams
- ✓ Simplify IT with one integrated suite
- ✓ Drive measurable value with faster adoption



SECURITY

- ✓ SMBs are targeted—security can't be optional
- ✓ Built-in protection: Defender, identity, and data loss prevention
- ✓ Enterprise-grade security at SMB-friendly cost



COPILOT

- ✓ Draft, summarise, and analyse across Microsoft 365
- ✓ Reduce admin workload for small teams
- ✓ Improve output quality without adding headcount

PROVEN IMPACT. MEASURABLE RESULTS



223%
ROI



+1.5h
saved/user/week



1 in 3
attacked



From
\$3
per user
for security

- ✓ **29%** Faster
- ✓ **70%** More Productive
- ✓ **68%** Higher Quality



MYTHS

- ✗ “We’re too small to be targeted”
- ✗ “AI isn’t safe”
- ✗ “Copilot isn’t secure”

VS



FACTS

- ✓ SMBs are prime targets
- ✓ AI is safe in Microsoft Cloud
- ✓ Copilot is secure in Microsoft Cloud

REGIONAL INSIGHTS



Kenya

66% remote workforce



Nigeria

71% ransomware exposure



South Africa

69% working remotely



Mauritius

73% internet penetration

PARTNERS: BUNDLE BUSINESS PREMIUM + SECURITY + COPILOT.

START WITH A READINESS WORKSHOP

SMB Security Myths (Africa)

Objections you'll hear—answers that close deals.



MYTH 1

We're too small to be targeted



FACT: SMBs are prime cyberattack targets



MYTH 2

Security is too expensive



FACT: Enterprise-grade protection from just \$3/user



MYTH 3

Security is too complex



FACT: Built-in, integrated security in Microsoft 365



MYTH 4

One breach won't hurt us



FACT: A single breach can stop business operations



1 in 3

African businesses are hit by Cyber Attacks



SECURE PRODUCTIVITY STARTS WITH BUSINESS PREMIUM



How Copilot Helps SMBs (in Microsoft 365)

Real outcomes your customers can see immediately.



**Draft emails
in seconds**



**Summarise
documents
instantly**



**Turn
meetings into
action items**



**Analyse data
without
specialists**



**Brainstorm
ideas on
demand**



**Get answers
from your
business data**

PROVEN IMPACT



29%

faster task
completion



70%

more productive
users



68%

improved
work quality

BEFORE VS AFTER



BEFORE



Overwhelmed,
manual work,
slow output

VS



AFTER



Streamlined,
automated,
faster decisions



SECURE PRODUCTIVITY STARTS WITH BUSINESS PREMIUM



What SMBs Need vs What Microsoft Delivers



Align business pain to real outcomes.



MODERN WORK



Disconnected tools, slow collaboration



Microsoft 365 + Teams in one platform



223% ROI

+1.5h /user/week saved



SECURITY



Rising cyber threats, limited IT expertise



Built-in security across identity, endpoints and data



1 in 3 attacked

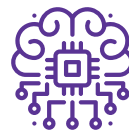
From **\$3**/user



COPILOT



Too much workload, too few resources



AI embedded across Microsoft 365 workflows



29% faster


70% more productive

PARTNERS: BUNDLE BUSINESS PREMIUM + SECURITY + COPILOT SERVICES.

Security Simplified for SMBs


Enterprise-grade protection—without complexity.






MODERN WORK


Foundation



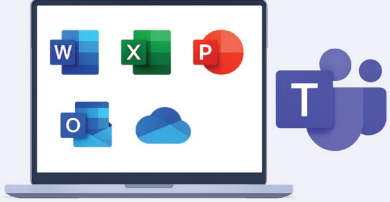
Standardise work on Microsoft 365 + Teams




Reduce shadow IT with one platform




Enable secure collaboration by default






SECURITY


Lead Pillar




Protect identities, endpoints, and data



Apply DLP to prevent data loss



Keep protection simple and cost-effective





COPILOT

Secure AI



AI built into Microsoft 365 workflows



Data stays protected in Microsoft Cloud



Enable safe, scalable AI adoption



1 in 3

SMBs targeted

KEY IMPACT

Security from

\$3

/user



MYTH

AI isn't safe

VS



FACT

Copilot is secured within Microsoft's trusted cloud

PARTNERS: LEAD WITH SECURITY. EXPAND WITH COPILOT.