



WESTCOAST CLOUD

UNDERSTANDING THE MODERN WORKPLACE

YOUR GUIDE TO BUSINESS TRANSFORMATION USING MICROSOFT 365

To include your logo on this asset, please email shelley.hackwood@westcoastcloud.co.uk and supply either a high resolution .png or a vector file of your logo. You may also send a company overview (max. 630 characters inc. spaces) to replace the 'Why Westcoast Cloud?' statement on page 14.

Gold
Microsoft Partner



CONVERTING THE OPPORTUNITY →

APPROACH TO PARTNER SELLING →

TEAMWORK WITH MICROSOFT 365 →

SECURITY →

MICROSOFT 365 BUSINESS →

MODERN WORKPLACE PILLARS →

INTRODUCTION →

EMPLOYERS AREN'T KEEPING UP WITH THE MODERN WORKFORCE

You know how it is. Today's workplaces are transforming rapidly thanks to new work styles, digital-native generations, and the latest connected devices.

And though change is what keeps us innovating, it doesn't come without challenges.

To stay competitive, organisations need to attract (and keep) the best people by giving them the digital tools they need to do their best work. That's why tomorrow's market leaders are creating modern workplaces, today.

But what does the modern workplace look like? And how can you help your customers deliver truly incredible employee experiences that get the brightest talent to bring their A-game every day?

WHAT DOES A MODERN WORKPLACE ACTUALLY LOOK LIKE?

If your customers aren't up to speed on why they need to modernise their operations and embrace digital transformation, here are the pain points you should be looking for:

- When inefficiency impacts productivity – due to repetitive and outdated workflows that slow things down.
- When resource management is too difficult – because no one has a real grip on assigned tasks and overall progress monitoring.
- When security and compliance issues impact operations – such as unauthorised access to sensitive information, loss or theft of customer data, and brand damage.
- When employee engagement, learning, and development is lacking – because people simply don't have the time to organise these activities manually.
- When communication is poor – because busy employees work wherever's most convenient.

But with the right digital tools, you can help your customers support their employees wherever they are to boost productivity, engagement, and collaboration – all while staying a key player in the market.

THE FOUR CORE PILLARS OF THE MODERN WORKPLACE

ALWAYS-ON ACCESS TO FILES AND DATA

Enabling anywhere, anytime working starts with putting the right tools and information your people need in their hands whenever they need it.

Cloud services and storage give them easy access to files and productivity tools at any time – 24/7/365.

REAL-TIME COLLABORATION

When you're working in a wide-spread team, there's nothing worse than having poor document version controls and unnecessarily doubling-up on workloads.

That's why it's important to have the ability to co-author files in real time and talk with teams on any device your employees choose.

WORK ANYWHERE

Whether people want to work at home, a coffee shop, or even on the move, they need the same access to tools they'd expect from their office desktops.

That translates into a single dashboard that works on all devices, contains all their day-to-day apps, with a simple, single login to help employees do their best work – wherever they are.

SAFETY AND SECURITY

If employees don't have access to the right tools at work, they'll just use their own devices and apps as a workaround – fact.

But often, those devices aren't secure. So, the best way to protect company and customer data is by using a unified platform with security at its heart.

With Microsoft 365, you can offer your customers a unified solution that hits each of these key pillars to deliver the best productivity applications. What's more, it's backed by intelligent cloud services, which means they can transform how people work.

WHAT IS MICROSOFT 365?

Microsoft 365 is the combination of Office 365, Enterprise Mobility and Security, and Windows 10. It's designed to meet all the requirements of a modern workplace.



UNLOCK CREATIVITY

Make professional-looking slides in PowerPoint; help data to come alive in Excel and Power BI; and now introducing Visio Online, a web-based diagramming tool that helps users to clearly communicate information, create impactful visualisations, and collaborate on diagrams easily and securely.



ACCELERATE TEAMWORK

Bring your people and clients face to face, wherever they are, with Microsoft Teams, a chat-based workspace.

And manage projects like a boss with Project Online, a flexible, cloud-based, end-to-end collaboration solution.



ENCOURAGE SIMPLICITY

Picture this: a single source of truth for all users, devices, apps, and services. Well, now it's possible with Microsoft 365. (It even works with existing IT, so compatibility's rarely an issue.)



BOOST SECURITY

Deliver comprehensive, cloud-based, and scalable security across all your customers' solutions to help them guard against constantly changing threats.

With security built into each layer of Microsoft 365, your customers can be safe in the knowledge that their people, data, and devices are protected 24/7/365.

MICROSOFT 365 BUSINESS: THE FIRST AND LAST WORD IN SMB MOBILITY

What's better than Business Premium? Microsoft 365 Business, of course. It features unique capabilities specific to SMBs with up to 300 users and is designed to solve the biggest problem in the modern workspace: balancing security against employee productivity and mobility.

And the best news is your customers already know these apps – they've been using them for years – so there's no risk of costly and time-consuming onboarding.



PRODUCTIVITY

Office Applications

Word, Excel, PowerPoint, Outlook, and more

Online Services

Exchange, OneDrive (1TB), Teams, and more

Advanced Services

Exchange Online Archiving

Additional benefits

Consistent security configuration across Windows 10, macOS, Android, and iOS devices.



ADVANCED SECURITY

External Threat Protection

Office 365 Advanced Threat Protection, Conditional Access, Enforce Windows Defender Exploit Guard, Enforce BitLocker encryption

Internal data leak prevention

Data Loss Prevention, Azure Information Protection

Additional benefits

Upgrade from Windows 7 Pro or Windows 8.1 Pro to Windows 10 Pro at no additional cost.



DEVICE MANAGEMENT

Device management

Microsoft Intune, Single Sign On (SSO) > 10 apps

Deployment assistance

Windows Autopilot, Auto-installation of Office apps, AAD Auto-enrol, Shared Computer Activation

Additional benefits

99.9% financially backed uptime guarantee; 24x7 online and phone support.

MICROSOFT 365 BUSINESS: THE FIRST AND LAST WORD IN SMB MOBILITY

What's more, Microsoft 365 Business is more cost effective than your customers may think.

Customers can choose from two purpose-built plans: Microsoft 365 Business and Office 365 Business Premium. Both are designed to meet the needs of a wide range of SMBs.

	Features	Office 365 Business Premium	Microsoft 365 Business
	Maximum number of users	300	300
Office Apps	Install Office on up to 5 PCs/Macs + 5 tablets + 5 smartphones per user (Word, Excel, PowerPoint, OneNote, Access), Office Online	Business	Business
Email & Calendar	Outlook, Exchange Online	50GB	50GB
Hub for Teamwork	Chat-based workspace, online meetings, Visio, Project and more in Microsoft Teams	•	•
File Storage	OneDrive for Business	1 TB/user	1 TB/user
Social, Video, Sites	Stream, Yammer, Planner, SharePoint Online, Power Apps, Flow	•	•
Business Apps	Scheduling Apps – Bookings, StaffHub	•	•
	Business Apps – Outlook Customer Manager, MileIQ	•	•
Threat Protection	Office 365 Advanced Threat Protection		•
	Windows Exploit Guard Enforcement		•
Identity Management	Self-service password reset for hybrid Azure Active Directory accounts		•
	Azure Multi-Factor Authentication, Conditional Access Policies		•
Device & App Management	Microsoft Intune		•
	Shared Computer Activation		•
	Windows Autopilot, Windows Pro Management		•
	Upgrade rights to Windows 10 Pro for Win 7/8.1 Pro licenses		•
Information Protection	Office 365 Data Loss Prevention		•
	Azure Information Protection Plan 1, BitLocker Enforcement		•
Compliance	Unlimited email archiving		•

SECURITY IS AT THE HEART OF MICROSOFT 365

Just like locking the door at the end of a day, businesses need to know their security is being taken care of round the clock – even when they're not working. And with new regulations for safeguarding consumer and company data, the thought of non-compliance can easily cause sleepless nights.

There are four things organisations need to think about when they assess their current security processes:

1 If organisations make security a chore that impacts productivity, employees will find ways round it – like using their own unsanctioned devices.

3 It's common, and even encouraged, for employees to work wherever they want. It means that no matter what devices they use or where they are, they need to be covered.

2 As devices and software continue to develop at an astonishing pace, cyberattacks are following suit; meaning threats are more sophisticated. That puts every business, regardless of size or industry, at risk.

4 With so many threats just a click away, humans simply can't sift through the data and effectively monitor and manage cyberattacks. That's why it's vital your customers have access to AI-backed security that can analyse trillions of threat signals every day.

Microsoft 365 is the go-to hub for your customers' information. From consumer data to financial records, every crucial bit of information remains safe with:

- Multi-factor authentication.
- Enterprise-grade encryption for vital files and documents.
- Information protection to automatically classify files.
- Information rights access.

Microsoft is an industry leader in cloud security with policies and controls that can support even the most forward-thinking brands. Microsoft 365 is constantly updated to deliver a highly secure cloud productivity service that meets the toughest compliance standards.

Office 365 has been certified as compliant with ISO 27001 standards, has undergone SAS70 Type I and II audits, and has achieved the EU-U.S. Safe Harbor seal – ensuring Microsoft 365 users are compliant with the latest international data protection regulations.

WHERE TO START: HAVING THE CONVERSATION AROUND SECURITY

	ISSUE	SOLUTION
 USER	<ul style="list-style-type: none"> Compromised user credentials – weak user passwords 	<ul style="list-style-type: none"> Multi-factor authentication – conditional access Risk-based conditional access
 DEVICE	<ul style="list-style-type: none"> Compromised device Unmanaged device – BYOD – has your corporate data Weak pin – anyone can access the device 	<ul style="list-style-type: none"> Full, centralised management of mobiles and laptops with Intune Remote wipe of data of lost & stolen devices Enforce strong pin requirements along with WiFi, VPN profiles
 APPS	<ul style="list-style-type: none"> Users can copy/paste/save corporate data to personal apps Using third-party apps with weak security 	<ul style="list-style-type: none"> Intune application management restricts copy/paste/save of corp data to personal apps Azure information protection
 EMAIL	<ul style="list-style-type: none"> Email malware vulnerabilities Ransomware threats/phishing Protecting sensitive data from being shared 	<ul style="list-style-type: none"> Office 365 Advanced Threat Protection (safe links, safe attachments, anti-spoofing) Data loss prevention Email restrictions (do not forward)
 DOCS	<ul style="list-style-type: none"> Important documents need to be protected internally and externally Making sure only the right people have access Making sure departing employees don't have access 	<ul style="list-style-type: none"> Azure Information Protection protects, classifies documents for secure sharing Revoke access to documents Track sensitive documents

EVERYONE ON THE SAME PAGE: TEAMWORK WITH MICROSOFT 365

Your customers work with people across the globe. In fact, their employees probably don't all work in the same office either, meaning they need state-of-the-art tech that works.

By giving your customers the latest cloud-based collaboration tools, you'll give them the power to not only boost productivity, but also unlock new opportunities to innovate and grow.



ACTIVITY

Tailored notifications show you only what you want



CHAT

Private communication for 1:1 or 1:M chats



MEETINGS

Get things done, get decisions made, fast



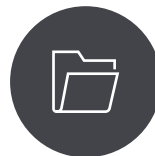
TEAMS

The main hub of collaboration



CALLS

The complete call solution for instant communication



FILES

SharePoint, built directly into Microsoft Teams

But here's the thing: just knowing Microsoft Teams exists is only half the battle. Without the right support and end-user training, your customers may find it difficult to get the best out of it.

To gain the most benefit, you may want to draw your customers' attentions to these key Microsoft Teams features:

- **Cloud recording** – calls transcribed and saved in Microsoft Stream, available for as long as they're needed.
- **Private channels** – collaboration areas for selected users only. Perfect when dealing with sensitive information.
- **Inline translation** – no more language barriers thanks to one-click message translation capabilities.
- **Pop-out chats** – easy-to-manage collaboration windows for separate projects.
- **App integration** – limitless possibilities with third-party application integrations.

OUR APPROACH TO PARTNER SELLING

We're passionate about partners – it's in our DNA. Which is why we want you to go from strength to strength with sales. Our five-pillar approach will help you knock your targets out the park.



SMARTER DISCOVERY

Train hard, fight easy – that's our motto. That's why the right preparation is vital to fully understand customers' pain points and technical needs, so you can offer the most effective solutions.



FASTER DEPLOYMENT

Implementing a solution is the easy bit. Without ongoing support to make the process more straightforward, it can be all for nothing – and that's where we come in.

Based on your customers' requirements, we can help you deliver migrations yourself, collaborate with us in our partner ecosystem, purchase and utilise our professional services, or simply resell licences.



SHARPER APPLICATIONS

If you're overwhelmed by Microsoft's product range, don't worry, you're not the only one.

That's why we do the legwork for you to offer-up the most innovative and cost-effective solutions.



STRONGER SECURITY

Security is often the biggest fear customers have about moving to the cloud – and that's no surprise. As a partner, you have access to our team of security experts and security portfolio.



GREATER SUPPORT

Imagine the time and money you'll save having the right support on hand, exactly when you need it. With Westcoast Cloud, the power's in your hands with our automated ticketing platform and 24/7 dedicated Microsoft support team.

EMS FEATURES MICROSOFT 365

	Microsoft 365 Business	Microsoft 365 F1	Microsoft 365 E3	Microsoft 365 E5	
IDENTITY AND ACCESS MANAGEMENT	Simplified access management and security: Centrally manage single sign-on across devices, your datacentre, and the cloud.	•	•	•	
	Multi-factor authentication: Strengthen sign-in authentication with verification options, including phone calls, text messages, or mobile app notifications, and use security monitoring to identify inconsistencies.	•	•	•	
	Conditional access: Define policies that provide contextual controls at the user, location, device, and app levels to allow, block, or challenge user access.		•	•	•
	Risk-based conditional access: Protect apps and critical data in real time using machine learning and the Microsoft Intelligent Security Graph to block access when risk is detected.				•
	Advanced security reporting: Monitor suspicious activity with reporting, auditing, and alerts, and mitigate potential security issues using focused recommendations.		•	•	•
	Privileged identity management: Provide timely, on-demand administrative access to online services with access-related reporting and alerts.				•
	Windows Server Client Access License (CAL): Provide each user access to server functions from multiple devices for a single fee.		•	•	•
MANAGED MOBILE PRODUCTIVITY	Mobile device management: Enrol corporate and personal devices to provision settings, enforce compliance, and protect your corporate data.	•	•	•	
	Mobile application management: Publish, configure, and update mobile apps on enrolled and unenrolled devices, and secure or remove app-associated corporate data.	•	•	•	
	Advanced Microsoft Office 365 data protection: Extend management and security capabilities across users, devices, apps, and data, while preserving a rich, productive end-user experience.	•	•	•	•
	Integrated PC management: Centralise management of PCs, laptops, and mobile devices from a single administrative console, and produce detailed hardware and software configuration reporting.	•	•	•	•
Integrated on-premises management: Extend your on-premises management to the cloud from a single console with Microsoft System Center Configuration Manager and Microsoft System Center Endpoint Protection integration for enhanced PC, Mac, Unix/Linux server, and mobile device administration.	•	•	•	•	
INFORMATION PROTECTION	Persistent data protection: Encrypt sensitive data and define usage rights for persistent protection regardless of where data is stored or shared.	•	•	•	
	Document tracking and revocation: Monitor activities on shared data and revoke access in case of unexpected events.	•	•	•	
	Intelligent data classification and labelling: Configure policies to automatically classify and label data based on sensitivity and then apply persistent protection.				•
	Encryption key management per regulatory needs: Choose default key management options or deploy and manage your own keys to comply with regulations.				•
IDENTITY-DRIVEN SECURITY	Microsoft Advanced Threat Analytics: Detect abnormal behaviour in on-premises systems and identify advanced targeted attacks and insider threats before they cause damage.		•	•	
	Microsoft Cloud App Security: Gain visibility, control, and protection for your cloud-based apps, while identifying threats, abnormal usage, and other cloud security issues.			•	
	Azure Advanced Threat Protection: Detect and investigate advanced attacks and suspicious behaviours on-premises and in the cloud.				•

LICENSING MICROSOFT 365

	Microsoft 365 Business	Microsoft 365 F1	Microsoft 365 E3	Microsoft 365 E5
Office 365	Office 365 Business Premium			
	Office 365 ATP	Office 365 F1	Office 365 E3	Office 365 E5
	Exchange Online Archiving			
Enterprise Mobility & Security	Microsoft Intune			
	Azure Information Protection Plan 1	EMS E3	EMS E3	EMS E5
	Limited Azure Active Directory Features inc. Conditional Access			
Windows	Windows 10 Business	Windows 10 Enterprise E3 (Local only)	Windows 10 Enterprise E3 per user (Including VDA rights)	Windows 10 Enterprise E5 per user (Including VDA rights)

Sold standalone

Not sold standalone

CONVERTING THE OPPORTUNITY

Q *"Microsoft 365 is too expensive."*

A Your employees need the latest tools to be more efficient, right? By providing some of the best productivity apps on the market, Microsoft 365 will save your company both time and money.

And because everything lives in the cloud, you don't need to invest in expensive IT infrastructure.

Q *"Our industry is different, it has strict data compliance standards."*

A Microsoft 365 is compliant with ISO 27001 standards, has undergone SAS70 Type I and II audits, and has achieved the EU-U.S. Safe Harbor seal to ensure all users are compliant with the latest international data protection regulations.

Q *"I don't trust the cloud – it's not secure."*

A Microsoft is an industry leader in cloud security – and they're investing over \$1 billion a year in it. Microsoft 365 is constantly updated to deliver a highly secure productivity platform in the cloud that will give you complete peace of mind that your data's being looked after.

Q *"Migrating to a new system in the cloud would cause too much disruption."*

A We migrate in stages, backed by product and security experts and 24/7 support. And because it's Microsoft, it's also backed by extensive experience of helping countless organisations of all shapes and sizes migrate their workloads to the cloud.

It can be done without any unplanned downtime at all. And what's more, we go way beyond just migration and implementation. You can be safe in the knowledge that we've got your back with continued aftermarket support, too.

WHY WESTCOAST CLOUD?

We believe in four key principles: partnership, mutual trust, support, and confidence. This is how we've helped customers get the most out of our products and services.

We've been helping our partners sell and implement Microsoft 365 for years now, so there's not much we don't know. You'll benefit from our extensive library of self-help guides that collate our service agents' real-life experiences of helping thousands of people troubleshoot and get the most out of their solutions.

And because you're a valued partner, we aim to get back to you within two hours of any query, so you can be sure we've got your back 24/7.

SOUND GOOD?
THAT'S WHAT WE
LOVE TO HEAR.

westcoastcloud.co.uk



WESTCOAST CLOUD

