**Secure Productivity email content for NEW customers**

**SUBJECT LINE:** Move to the cloud and supercharge productivity without compromising on security

**BODY COPY:**

Dear <customer name>,

As a small business owner, technology can sometimes be a double-edged sword. While it has the power to boost productivity and streamline how your business works, it can also leave you vulnerable to cyber threats. That's why I'm excited to share the latest evolution of Microsoft 365, designed to help your business transition to the cloud smoothly while ensuring security and productivity remain top priorities.

With Microsoft 365, you can work in a whole new way that's flexible, efficient, and secure. Whether you're working from the office, home, or on the go, Microsoft 365 provides you with the tools you need to succeed.

With Microsoft 365, you can safely run your business from anywhere with a secure, comprehensive, AI-powered cloud solution that makes hybrid work, work. Here's how:

1. **Build a Zero-Trust foundation:** With Microsoft 365, you can keep your data safe from unauthorized access with multi-factor authentication. You can also defend against advanced cyber threats and safeguard business data with enterprise-grade protection against phishing, ransomware, and data loss. This helps you establish a strong foundation for your business that you can rely on.
2. **Simplify endpoint management:** With remote work becoming more prevalent, managing devices is more important than ever. With Microsoft 365, you can easily enable remote desktop access for your employees on any device while maintaining central management and security of your users' desktops. You can control which devices and users can access your work data with options to block users from logging in from home computers, unapproved apps, or outside of work hours.
3. **Unleash intelligent productivity**: Consolidating your vendors and hybrid work apps into one platform can help you do more with less. And with Microsoft 365, you'll build the foundation for the next generation of AI. Available in the coming months, Microsoft 365 Copilot\* will unleash creativity, unlock productivity, and uplevel skills. While more details about Microsoft 365 Copilot will be available soon, one thing is certain - it's set to revolutionize the way your business works.

Moving to the cloud can seem like a daunting task, but with Microsoft 365, you'll have powerful technology that can help you every step of the way. An integrated solution that can create a savings of 60% on licensing costs, Microsoft 365 Business Standard or Premium brings together interconnectivity and intelligence to help you innovate, build resiliency, and compete more effectively.

At [Your Microsoft Partner Name], we're committed to helping small businesses like yours succeed. As a Microsoft Partner we can simplify license provisioning, renewal, and billing processes with our seamless CSP support, saving you time and effort so you can focus on your core business.

**Contact me today to learn more!**

Best regards,

[Your Name]

[Your Microsoft Partner Name]

*\*While more details about* [*Microsoft 365 Copilot*](https://blogs.microsoft.com/blog/2023/03/16/introducing-microsoft-365-copilot-your-copilot-for-work/) *will be available soon, one thing is certain - it's set to revolutionize the way your business works.*