

# 4 Ways to Stop Overpaying and Understand Microsoft 365 Licensing



**Many IT leaders are still struggling to understand the evolving Microsoft licensing landscape.**

With a growing number of businesses fully migrating to M365 and the ongoing retirement of legacy licensing programs (Open License), and rigid qualification requirements for Enterprise Agreements (EA) make flexible, monthly consumption sound simple. Whether billed through Microsoft directly or through a CSP (Cloud Solutions Provider), clients can use and pay only for what they need. Still, even with monthly consumption models marketed for flexibility, maximizing value is far from intuitive.

Most IT leaders don't even realize they are overspending—overprovisioned on M365 license counts. The majority of M365 users aren't harnessing all of the capabilities available and need education on the platform or should be moved to a less expensive, streamlined plan. Most SMBs aren't aware of alternative M365 plans including cutting-edge technology and products that in some cases can be provisioned at the same cost as their current plan that has fewer capabilities.

Whether you are billed by Microsoft directly or through a CSP partner, it's important to consider four things to conquer Microsoft licensing.



## 1. Stop trying to understand it yourself.

Self-educating on Microsoft licensing is one of the biggest time killers for IT leaders in the SMB space. And there's a reason.



M365 plans with little name differentiation at different prices and use case scenarios



A CSP saves time, frustration and spending by thousands of dollars each year



The right CSP has licensed experts ready to provide fast, smart, and responsive guidance

## 2. Keep optimizing and assessing.



To prevent license sprawl—paying for and maintaining licenses that are going unused or aren't fully leveraged—quarterly reviews with your CSP are the perfect opportunity to tweak, scale, or trim your existing licensing.



### Quarterly Evaluations can:

- Maximize your ROI
- Greater collaboration and performance
- Ensure that you have the latest value-added services

**TIP:** If it takes your CSP longer than 24 hours to get a license provisioned or removed from your tenant, there is a problem.

## 3. Plan ahead.

License optimization discussions are a great starting point for exploring potential business transformation opportunities in the near future.



1

Focus on compulsory security products included in Azure Active Directory P1 and P2 plans

2

Add on device management and zero-touch deployment for windows devices available in Microsoft Endpoint Manager

3

Keep compliance with the latest industry and insurance security requirements without overspending

Building a cloud-first business strategy starts with a deep dive into licensing, device management, and zero-touch deployment for Windows devices available in Microsoft Endpoint Manager.

## 4. Stress Test your CSP.

Usually, your CSP and Managed Service Provider (MSP) are one in the same. It's mission-critical to ensure your CSP team is both certified and accessible. These factors are key for partnering with cloud experts who have the licensing knowledge and the technical savvy for M365 deployment and support.

### Pushing your CSP/MSP for maximum value is the best thing to do.

For example, interested in Microsoft Endpoint Manager previously Intune? A CSP can provide the licenses, but:



Can they support the licenses?



Why are they taking this approach?



Is there a smart alternative?

### Jumpstart your cloud journey today.

The number one reason MicroAge is onboarding new CSP clients at an accelerated rate is they've realized their current CSP/MSP failed to support them. Digital transformation is only possible with agility, security, and subject matter experts. [Connect with our Microsoft Gold-Certified cloud experts today—call 800-544-8877 or visit \[MicroAge.com\]\(#\).](#)