## **Entra Backup Campaign-in-a-Box Pricing Options Guide**

## **💡 Packaging & Pricing Strategy Guide for MSPs**

### **📌 What This Is**

This guide offers creative, flexible ideas for **how to position, bundle, and price Entra Backup** as part of your service offering. Whether you fully white-label Dropsuite or promote it as a premium feature, these strategies are built to help you **turn protection into profit—without having to quote a specific per-seat price.**

### **🎯 Positioning Options: How MSPs Introduce Entra Backup**

**✅ Option 1: Silent Protection (White-Labeled / Bundled)**

Seamlessly incorporate Entra Backup into your existing stack—no need to mention Dropsuite.  
 Use this model when you want to increase perceived value in your core offering (e.g., “Business Secure” or “M365 Essentials Package”).

**✅ Option 2: Premium Branded Offering**

Promote Entra Backup as a premium, named add-on or part of a higher-tier bundle.  
Call out Dropsuite’s industry-leading protection as a value driver for clients in compliance-heavy or security-sensitive industries.

**✅ Option 3: Strategic Upsell Moment**

Use Entra Backup as a conversation opener during QBRs, onboarding, or post-incident reviews.  
 Position it as “the missing layer” to complete their security posture.

### **💰 Smart Pricing Ideas (Without Quoting a Price)**

These approaches help you offer flexibility to clients while protecting your margins—regardless of your Dropsuite buy price.

#### **1. Future-Billed Onboarding**

Start offering Entra Backup protection **immediately**, but build it into the client’s **next contract renewal** or budget cycle.

* Great for existing clients with locked-in agreements
* Avoids friction and gets them protected now

#### **2. Bundled in “Secure M365” Tier**

Create or update a security-focused service tier (e.g., “M365 Secure” or “M365 Premium”)  
Bundle Entra Backup alongside email/file backup, MFA management, and threat protection.

#### **3. Per-User Pricing, Hidden or Visible**

Roll it into a per-user bundle with other services  
 Or offer it as an **optional line item** for security-conscious clients (great for nonprofits, law firms, etc.)

#### **4. Compliance Coverage Add-On**

Position it as a **compliance or insurance requirement** for industries like healthcare, finance, or nonprofits  
 Avoids pricing debates by tying it to risk mitigation, not a software license

### **💬 How to Talk About Pricing (Without Numbers)**

“This is a lightweight layer of protection that costs less than most businesses lose in 30 minutes of downtime. We’ll work with you to roll it into your existing service in a way that makes sense.”

“We’re offering this at a level that makes it easy to say yes—it’s not about markup, it’s about protection.”

“We’re not raising prices on anything else—we’re just recommending this as an essential add-on moving forward.”