

# Office 365 to Microsoft 365

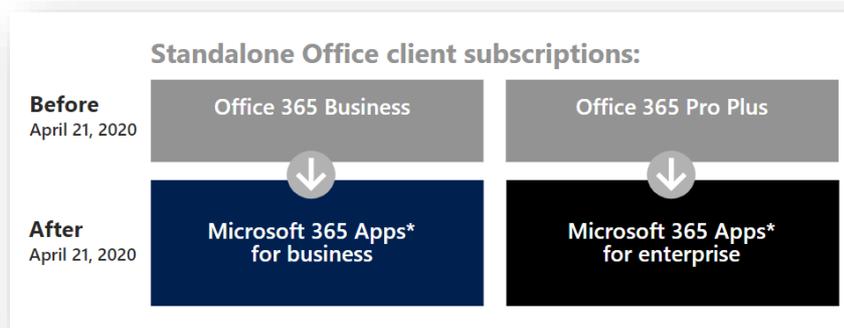
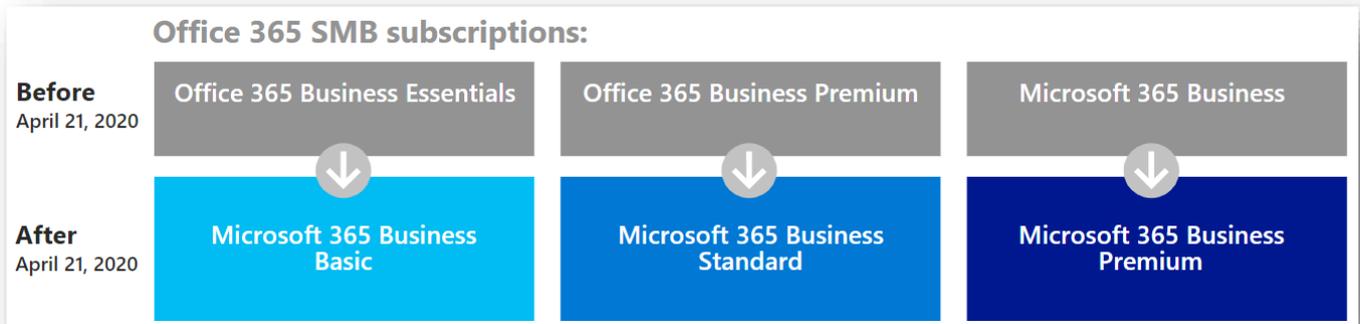
A guidebook for Microsoft CSP-partners on the renaming of Office 365 for Small and Medium Business (SMB) to Microsoft 365

*This guide was last updated on March 31, 2020.*

This QuickStart guide explains **why** Microsoft is changing the names of certain Office 365 subscriptions to Microsoft 365. **When** this takes place. And **what** the effects and **required actions** are **for Microsoft CSP partners**.

## 1. What is changing?

1. SMB Office 365 subscriptions will be renamed to Microsoft 365 subscriptions.
2. Standalone Office client subscriptions will be renamed to Microsoft 365 Apps subscriptions.
3. Office 365 consumer subscriptions will be renamed to Microsoft 365 subscriptions (*note: not relevant for the Microsoft CSP program*).



## 2. What is not changing?

This is only a name change. There are no pricing or feature changes at this time.

Please use this in your communication with your customers: this is only a name change for the SMB Office 365 subscriptions to Microsoft 365 subscriptions. After the names are changed customers will receive the same features and functionality they had before, at the same price and with the same business model.

What is **not changing** at this moment is:

- No price changes;
- No new product features or functionality;
- No product features or functionality are being removed;

- Offer IDs and SKU's remain the same;
- Office 365 Enterprise, Education, Government and Firstline SKUs remain the same.

### 3. Which Office 365 subscriptions will change?

The following Office 365 subscriptions will change in name only:

1. **Office 365 Business Essentials** becomes **Microsoft 365 Business Basics**
2. **Office 365 Business Premium** becomes **Microsoft 365 Business Standard**
3. **Microsoft 365 Business** becomes **Microsoft 365 Business Premium**

Additionally, the following standalone commercial desktop client Office subscriptions will change in name only:

4. **Office 365 Business** becomes **Microsoft 365 Apps for business**
5. **Office 365 Pro Plus** becomes **Microsoft 365 Apps for enterprise**

That is it. All other subscriptions, licenses, SKUs will remain the same. That includes Enterprise (Office 365 E1, E3 and E5), Education (Office 365 A1, A3 and A5), Government (Office 365 G1, G3 and G5) and Firstline (Office 365 F1) SKUs.

### 4. When will the name change start?

**April 21, 2020:**

- Changes to the affected subscriptions mentioned above will happen automatically.
- Microsoft is already communicating about the name changes.
- Microsoft is already using the new names on their websites, together with the current names and sharing information about the name change.
- Microsoft will update the catalog Display Name for the OfferIDs of the affected SKUs on April 21, 2020.
- There will be no name change on the pricelist preview.

Today:

**Office 365**

**Business**

Essentials | Premium

Our family

Our audience

SKU distinguisher

Beginning April 21st:

**Microsoft 365**

**Business**

Basic | Standard | Premium

Our family

Our audience

SKU distinguisher

## 5. Why the name change?

As more and more software moves from on-premise to the cloud, Microsoft shifted focus from Office desktop to Office 365. And with Windows 10 increasingly moving to the cloud, and [Windows Virtual Desktop](#) leading the charge, Microsoft saw the opportunity and bundled Windows 10, Office 365 and an advanced security suite, to launch Microsoft 365 about two years ago:

*[Microsoft 365](#) is the best-in-class productivity apps with intelligent cloud services that transform the way people work. The Microsoft 365 product line combines the best of Windows 10 and Office 365 with advanced security features.*

So why is Microsoft changing the name of Office 365 SMB subscription names to Microsoft 365?

### 1. Added features and benefits

The first reason is to reflect all the added features and benefits that have been made to the Office 365 subscriptions over time. Years after launching Office 365, it has become more than “just” Office. For instance, Office 365 now includes Yammer, Skype for Business and of course Microsoft Teams. Since the Microsoft 365 product suite encapsulates a wider range of products, features and functionality better than Office 365 does, it makes sense for Microsoft to change the name accordingly.

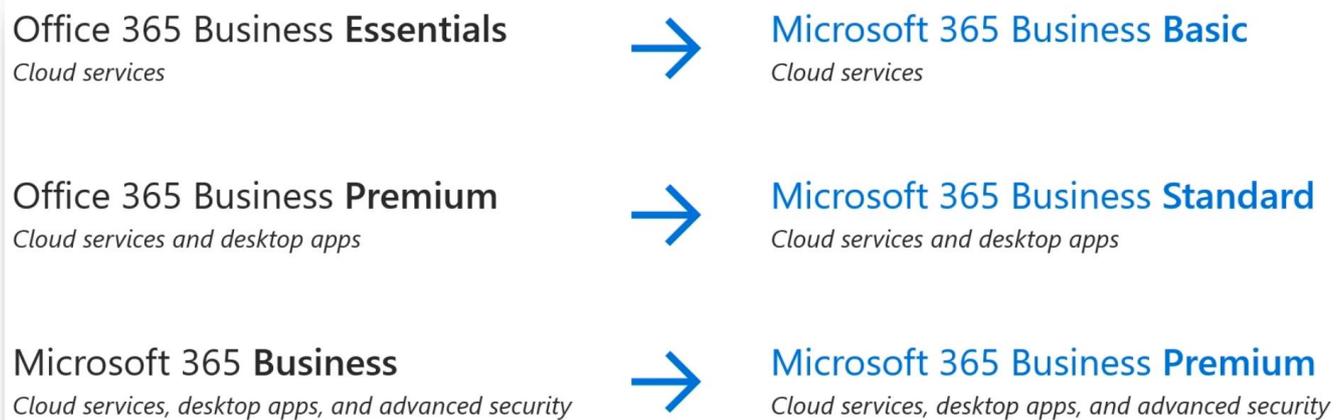
### 2. Simplicity

The second reason is to create a simpler, more intuitive naming-structure. This should make it easier for partners to explain the names and differences of the various subscriptions to customers. Microsoft gives the example of its

middle price SKU currently named “Office 365 Business Premium”, while its premium SKU is names “Microsoft 365 Business”. The new naming convention makes this easier to explain and understand.

### 3. Up-sell opportunities

The third reason is, obviously, the up-sell potential. By using a similar naming convention and creating more name awareness for Microsoft 365 by its SMB customers, Microsoft makes it easier for partners to up-sell their customers from “just” Windows 10 and / or “just” Office 365 to its Microsoft 365 premium offering.



## 6. Actions required

To support your business and your customers during and after the name change, please follow the ‘best practices’ action list below:

- **Watch the renaming presentation:** please make sure to watch the video “[Microsoft 365 SMB and ProPlus Renaming](#)” for a quick but detailed overview of the changes. This will help you explain the name changes and its impact to your colleagues and customers.
- **Download the brand guidelines:** Review the [brand guidelines for using the new naming convention](#) for the Office 365 > Microsoft 365 SKUs. This will help you to make the necessary and correct changes in your future communications.
- **Inform your colleagues:** let them know about these changes, share this guidebook, the video-link and the brand guidelines.

- **Inform your customers:** let them know about the name changes and explain how this is just a name change. Make sure to let them know that there is no impact on the current price they are paying or the features they are using.
- **Change communication materials:** Go through your communication channels and materials and make the necessary changes before April 21, 2020. This could be your website, social media channels, support channels and materials, marketing & sales materials etc.

### Microsoft 365 Business Basic

Cloud services



### Microsoft 365 Business Standard

Cloud services and desktop apps



### Microsoft 365 Business Premium

Cloud services, desktop apps, and advanced security



## 7. Business opportunities

The renaming of the Office 365 SMB and standalone Office client subscriptions offer several business opportunities for your Microsoft CSP business:

### 1. Extra touch points

Any touch point, or communication with your customers, further builds your relationship. Inform your customers on-time about the change and build trust.

### 2. Easier to communicate and explain

The new naming convention makes it easier to explain the differences between subscriptions. Use the time saved to communicate about the added value you offer on top of the Microsoft 365 offering.

### 3. Up-sell

The new naming convention will create familiarity with the Microsoft 365 product name. Use this to your advantage by explaining to your customers the added security benefits of Microsoft 365 Business Premium (*the current Microsoft 365 Business*) and up-sell them to the more interesting SKU.

### 4. Windows 7 EOS, Office 10 EOS, on-prem to cloud

Use the momentum created by the name changes and the communication required about it to focus on two additional business opportunities. Windows 7 has gone 'End of Support' (EOS) on January 14, 2020, and Office 10 will go EOS on October 13, 2020. Combine these with the name change and explain why now it's a good time to move from on-premise and perpetual licensing to cloud-based subscription models or how Microsoft 365 Business Premium added security options provide the protection SMBs need.

## 8. Frequently Asked Questions

### 1. *Is this the end of the Office (365) product name?*

*Absolutely not. Office remains at the heart of Microsoft 365 Apps. Customers know Word, Excel, PowerPoint, and Outlook. However, Office has evolved over the years to include other apps, other capabilities, a connection to the Microsoft 365 cloud, and a new user-based licensing approach that defines the experience around the user. The new name acknowledges this understanding and – while keeping Office central to the experience – helps to convey the larger value, too.*

### 2. *Do my customers need to take any actions?*

*On or after April 21 your customers will name of their subscriptions updated to the new name across their in-product experiences. They won't need to take any additional actions.*

### 3. *Are the prices or features changing as well?*

*No both prices and features will remain the same for now. Only the names are changing.*

### 4. *What about the Enterprise, Education, Government or Firstline subscriptions?*

*These subscriptions will not be affected by these name changes. There are no name changes to any of these SKUs.*

**5. How do I sell these newly named SKUs?**

*There will be no OfferID changes as part of this renaming. Microsoft will update the catalog Display Name for the OfferIDs of the affected SKUs on April 21, 2020. As such, there will be no name change on the pricelist preview nor new OfferIDs that partners need to become familiar with.*

**6. Will my customers still be able to use Word, Excel, and PowerPoint?**

*Yes. But with Microsoft 365 will come new features to existing apps such as Word and Excel, such as AI and further cloud integration, and in case of Microsoft 365 Business Premium, added advanced security features.*

**7. Is there anything new or different in Microsoft 365 Apps for business or Microsoft 365 Apps for enterprise plans that wasn't in Office 365 Business or Office 365 ProPlus plans? Any new features?**

*There are no price or feature changes to plans at this time.*

**8. When will the Microsoft 365 Business and Microsoft 365 Apps for enterprise plans be available?**

*All plans will become available for customers on April 21, 2020.*

**9. Are all of the Office 365 plans going away? What isn't changing?**

*None of the plans are going away. The same plans are available, only with updated names. And in the case of Office 365 Enterprise, the name will remain the same and there will be no changes.*

**10. My customer uses Office 365 ProPlus, and I have questions about this change. Where can I learn more?**

*For Customers with the Office 365 ProPlus plan you can [consult this site](#) for further details.*

**Sources:** [Microsoft Office 365 SMB naming updates](#) and [New Microsoft 365 offerings for small and medium-sized businesses](#)

## 9. About Resello

### Accelerating digital transformation

Resello is a 'cloud native' distributor and Microsoft CSP indirect provider from the Netherlands. Our automation platform helps VARs, MSPs, Telcos, webhosters and ISVs run a successful cloud business. The automation platform enables partners to manage customers and provision products and usage all in one place. Founded in 2013, Resello has over 30 employees, with a development team and sales and support based in the Netherlands, supporting over 3.000 active resellers around the world.

### Cloud Marketplace

The Resello marketplace offers a range of cloud solutions, including productivity, cloud hosting and computing, web presence and security services. As a Microsoft CSP distributor Resello offers the complete Microsoft CSP portfolio, including Office 365, Microsoft 365 and Azure, to both CSP direct and indirect partners. Our Azure Stack network adds the ability to offer hybrid cloud to virtually anyone, anywhere.

### Cloud Business Automation

The Resello automation platform makes selling these IT solutions easy. Connect your business through our easy-to-use API for quick integration. Set up a brandable and fully customizable storefront and control panel for your customers. Or use our WHMCS modules to grow your business using the WHMCS platform. Billing can be set for individual customers, or for multiple business units within a company. Our Power BI implementation creates insight with powerful reporting and analysis functionality.

### Contact us

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