# Email Templates for MSPs to Send to Free Edition Customers to drive Edition Upgrades

**Email #1**

**Subject:** You need longer data retention to keep you compliant

**Email Body:**

Hello!

We know you’re busy keeping your business running – we keep up with the latest trends and compliance requirements so you don’t have to.

Here’s why you need longer data retention:

* CMMC, CIS, NIST, HIPAA, PCI-DSS & other compliance regulations **require at least one year of log data retention**
* Log-level visibility across systems is vital to preventing attacks like ransomware before they get a foothold in your environment
* Data retention is required for discovering the root cause of security incidents, breaches and ransomware attacks. **The insurance industry is starting to deny claims where these requirements aren’t met.**

We use Blumira internally to satisfy these requirements. **You are currently on Blumira’s Free plan which provides advanced detections for M365, but only offers 14 days of data retention.** As your trusted partner in IT and security, we recommend you upgrade to the same edition we use internally:

* **SIEM+:** Meet compliance and get advanced security with endpoint response, including two agents per employee. Get threat response for Microsoft 365 with one year of data retention.
* **SIEM + XDR:** Achieve best-in-class security with automated response for 24/7 log monitoring and one year of data retention.

We’ll need to get you onboarded prior to <insert date>, when your <Pick one: insurance renewal, Penetration Test, Compliance Audit> takes place. We recommend you don’t wait and get started today.

Let me know if you’d like to start immediately, or plan to wait. Thank you!

***[Insert preferred partner contact info]***

**Email #2**

**Subject:** We recommend upgrading your security!

**Email Body:**

Hello there,

**We use Blumira internally to protect against new threats, with log monitoring, advanced detection and response, and 24/7 concierge support.**

**You are currently on Blumira’s Free plan which includes M365, but only offers 14 days of data retention and no support.** As your trusted partner in IT and security, we recommend you upgrade to get:

* **Greater visibility** for threat detection across your on-premises and cloud network, applications, remote endpoints, and systems (not just Microsoft 365)
* **Longer data retention**: one year, ideal for compliance and forensics
* **24/7 concierge support** for critical incidents from the Blumira SecOps team

We’ll need to get you onboarded prior to <insert date>, when your <Pick one: insurance renewal, Penetration Test, Compliance Audit> takes place. We recommend you don’t wait and get started today.

Let me know if you’d like to start immediately, or plan to wait. Thank you!

***[Insert preferred partner contact info]***

**Email #3**

**Subject:** Our recommendations for preventing a breach

**Email Body:**

Hello,

Breach prevention means you need greater visibility than you currently have.

We recommend using the same tool that we use internally, **Blumira’s XDR Platform**, to gain greater visibility into threats across your:

* Windows endpoints, servers and firewalls
* Endpoint security tools
* Active Directory
* Identity tools like Duo or Okta

Right now, you’re on Blumira’s Free plan, which only covers three cloud applications, including Microsoft 365. With a paid plan, we can get full coverage across your entire environment for your log collection, threat analysis, detection and response, and 24/7 support.

Log monitoring and 1 year retention has been recommended by <Insert relevant compliance regime: NIST, CMMC, HIPAA, PCI, etc> for years and is quickly becoming a requirement in the SMB space. Let’s go ahead and get you set up to keep ahead of your peers.

We’re planning to upgrade you on <insert date> unless you opt out. Let me know if you’d like to start immediately, or plan to wait. Thank you!

***[Insert preferred partner contact info]***