GoDaddy for Microsoft Office 365: Short Term Gain, Long Term Pain
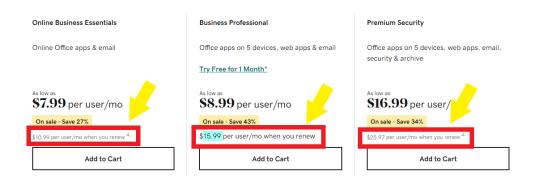
When the program was launched in 2014, GoDaddy for Office 365 seemed like it would be perfect for the SMB market, offering a number of benefits for small offices with limited technical staff. Not only did the program tout a simple, one-click setup for licenses, GoDaddy also boasted that they would sell the licenses for less than purchasing direct from Microsoft. Sounds great, right?

The Disadvantages:

If something sounds too good to be true, it typically is… Here are some of the reasons businesses should think twice before purchasing from GoDaddy:

1. *Less Bang for Your Buck*

GoDaddy Office products offer less features and customization options than standard Microsoft licenses. Also the "lower price" is typically only good for the first year of the agreement. Afterwards the price increases **~20%** above the price Microsoft offers, and for an inferior product.

Source: https://www.godaddy.com/business/office-365

Source: https://www.microsoft.com/en-us/microsoft-365/business/compare-all-microsoft-365-business-products

2. *Out of Data Security*

MFA, multi-factor authentication, has become an industry standard when it comes to network security. GoDaddy's version of Office only supports legacy MFA, has to be manually set up for every user, and offers no way to enforce the policy. Not only does set up require technical expertise, but users can simply disable the policy creating a massive security risk.

3. *Lack of Technical Support*

When it comes to support, GoDaddy's ability to troubleshoot Office 365 issues is comparable to a chef trying to repair a car engine… Let's just say they should stick to managing domains.

4. *Locked-In*

Simply put, moving off the GoDaddy platform is a difficult and time consuming process, and that's when the migration is being managed by a IT professional. The cost of moving away from the platform typically negates any savings gained from the "lower pricing".

In Summary:

Businesses would be better served in the long-run to purchase Microsoft Office licenses directly from an accredited Microsoft partner at the outset. The supposed lower cost and simple upfront setup are far outweighed by the potential downtime stemming from technical issues, increased security risk, and an overall lower-grade product.

Question regarding GoDaddy Microsoft Office licenses? Click the icon below and set up a time to speak with one of our experts!