

CMTG gets rebates and revenue flowing

Dicker Data helps make Microsoft work for CMTG and their customers

BACKGROUND

Delivering peace of mind so that customers can confidently get on with business

Since 1998, Perth-based CMTG has established itself as one of Australia's leading managed service providers serving 150+ loyal customers nationally.

Specialising in integrations, hosted workloads and private cloud solutions, CMTG securely safeguards and manages its clients' systems and solves their everyday IT problems, allowing them the freedom to innovate and grow.



CHALLENGE

Unlocking more value across the Microsoft ecosystem

CMTG wanted their distribution partner to guide and support them to optimise the Microsoft relationship for their business and their customers. They had the following two focus areas:

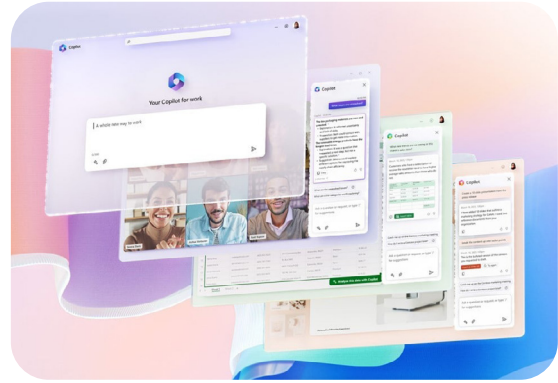
Turning on the Microsoft rebate tap

Despite already having significant business volumes across the Microsoft platform, CMTG had never successfully accessed the commensurate rebates. They knew they were missing substantial revenue but lacked the expertise to navigate the Microsoft portal, which can be a labyrinth for the uninitiated.

Accelerating their Microsoft 365 practice

Observing the rapid growth in Microsoft 365 – including its embedded cyber security features and Microsoft Copilot – CMTG wanted expert guidance to develop a robust strategic plan to generate more value for its customers and grow revenue for the business.

While CMTG had strong technical expertise in the Microsoft platform, they needed broader advice and support on where to best focus their resources, which skills and certifications to add, and how to market the new offerings to their customers.



“This was a huge source of frustration for us. We’d identified the potential revenue source, but we had so far been unable to get the tap flowing – not even a drop.”

– **Stephen Doney, Client & Vendor Relationship Manager at CMTG**

When Dicker Data worked their magic, the Microsoft tap

suddenly started to flow

SOLUTION

Demystifying the Microsoft rebate portal

Early in the partnership, Dicker Data arranged a session with one of its Modern Workplace Practice leads, Geoff Smith (pictured right), and the results were eye-opening for CMTG.

“As soon as Geoff started talking, we could see currency. He immediately understood our business and nailed every one of our frustrations in that first meeting. He explained exactly how we could make the Microsoft relationship work for us,” explains Stephen.

Dicker Data provided hands-on support, sitting down and taking the CMTG team through the intricacies of the Microsoft portal, right down to showing them what buttons to press and which information to submit to access all the eligible financial rebates and benefits.



Laying best practice foundations to accelerate growth

“Geoff offered (and continues to offer) us sage council and quickly understood our business. He guided us through how to best invest our time and our effort to enhance our Microsoft profile, and grow the services, support and value that we could offer our customers,” says Stephen.

Beyond the technology and business input, Dicker Data closely supports CMTG with its communications and go-to-market strategy. Dicker Data’s agency helped execute a compelling marketing campaign to convey the benefits of investing in the Microsoft ecosystem, crafting messaging across several channels, including social media and case studies.

OUTCOME

With a dedicated local team of 28 Microsoft specialists, Dicker Data had the insider knowledge and experience needed to deliver the results CMTG were looking for:

The rebates quickly started to flow

“When Dicker Data worked their magic, the Microsoft tap suddenly started to flow. In that moment, we went from night to day and had no hesitation moving our entire Microsoft licensing to Dicker Data,” says Stephen.

Immediate business results with so much more to come

In partnership with Dicker Data, CMTG has successfully rolled out a comprehensive Microsoft 365 solution, advanced its cyber security offering and started on the Copilot journey to use artificial intelligence to accelerate its own business productivity.



“With Dicker Data, we’re in safe hands. We already see the considerable value their guidance has unlocked for our business and our clients, with so much more to come.”

– Stephen Doney, Client & Vendor Relationship Manager at CMTG

It's all about
growing together

As they have with CMTG, Dicker Data for Microsoft's local team is here to help Microsoft Partners modernise their practice, meet customers' changing needs, grow revenue and take the lead in the age of cloud and AI.

Connect with our team to learn how

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