DICKER DATA | Microsoft

How Dicker Data
makes Microsoft
work for you

"Over time,

AI will change
every aspect of work.

As we reach the hard part of this tech disruption - turning experimentation into tangible business impact - companies that face the challenge head-on will surge ahead. In this moment, fortune favors the bold."[1]

# AI is reshaping the future of work for you, and your customers

It's an exhilarating time to be in business. Just as the internet divided history into before and after, AI is the next pivotal moment for work. Leaders who embrace the challenge have a career-defining opportunity to make history.

The question for SMB leaders: How do we transform disruption into opportunity?

The future isn't waiting. Whatever the official policies, 78% of SMB workers already use AI in their roles. 90% say it saves them time and makes them more creative, productive, and, ultimately, happier.[1] For Microsoft Partners, the competitive edge comes from turning experimentation with AI tools and technologies into sound strategy and integrated solutions that drive growth, innovation, and more efficient and personalised experiences — for you, your team and your customers.
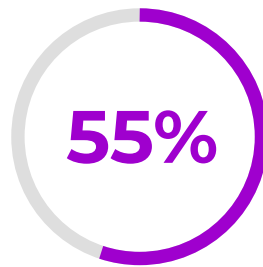
It's not a case of *if* AI will redefine the future of work. It's *how* you will harness AI to thrive in this new era.
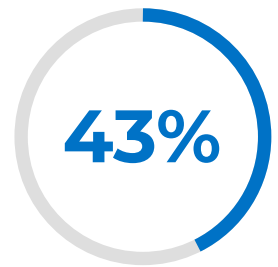
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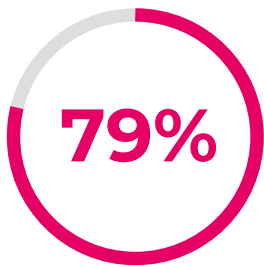
know AI adoption is critical to remain competitive[1]

61%

still need an AI vision and an implementation plan[1]

55%

are concerned about having enough talent to fill key roles this year[1]

43%

are facing cyber attacks and need guidance to enhance security[2]

Together, Dicker Data and Microsoft provide a

clear pathway forward

Reinventing work with AI-powered innovation

SMBs are prioritising focus and investment in technology that enables them to meet their most urgent business priorities: **digital security, growth and innovation, empowering talent,** and **improving efficiency.**

The good news for Microsoft Partners is that these top four requirements map directly to Microsoft's world-leading cloud platform[1] with built-in cyber security, AI, and Copilot.

These AI tools and technologies benefit everyone at every level, every day, in every organisation.

ENABLING AI TRANSFORMATION
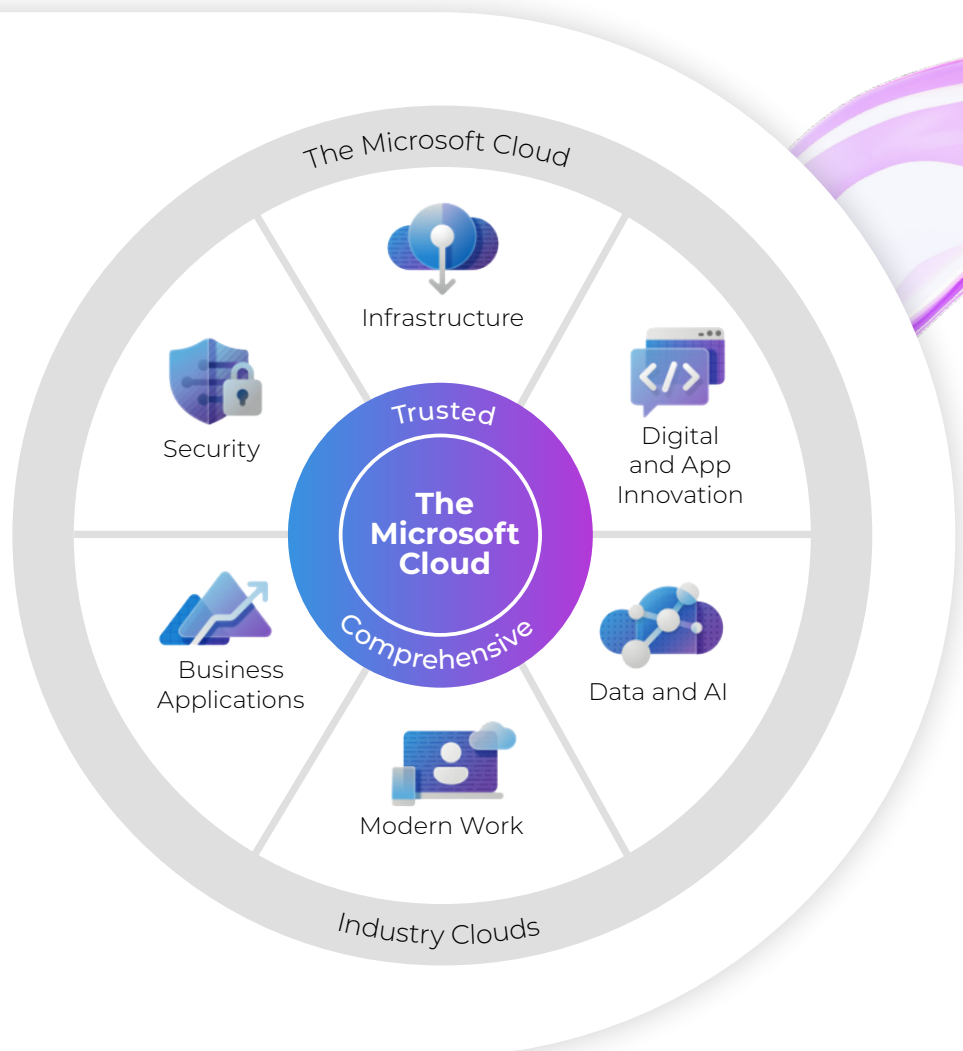
Unlock productivity

Harness data and AI across your business with Microsoft Copilot built into the solutions you and your customers use daily to be more creative and efficient.

Build your AI capability

Develop new and expand existing AI applications with the Microsoft Cloud Open AI platform.

Co-innovate with trust

Safeguard your business and navigate the AI era on a foundation of trust with AI-powered security and data protection.

The Microsoft Cloud

Infrastructure

Digital and App Innovation

Data and AI

Modern Work

Business Applications

Security

Trusted

The Microsoft Cloud

Comprehensive

Industry Clouds

DICKER DATA + MICROSOFT:

Innovation meets experience

As ANZ's market-leading specialists in Azure, M365, and Biz Apps, embedded with Security, AI, and Copilot, Dicker Data understands precisely how to make Microsoft work for you, your customers, and your business.

SUPPORTING YOU TO TRANSFORM CHANGE INTO OPPORTUNITY

Our people are your people

Local knowledge and networks to expand your capabilities.

Modernise your practice

Lay foundations that prepare you for the future.

Growth-led programs

Skills and pathways to accelerate transformation.

"We have regular meetings with our Dicker Data Partner Manager to understand the product roadmap. Knowing the future of Microsoft's plans, such as Copilot, helped us develop a new product that was close to commercialisation within six weeks. That wouldn't happen without Dicker Data and Microsoft's knowledge and expertise."

John Caruso, CEO, Commuserv

Local knowledge and networks to expand your capabilities

Local experts:

Our experienced, local team of 28 strategic, technical, sales, marketing, licensing, and operations specialists are here to help. Uniquely comprised of distribution experts, industry leaders, past MSP owners, and ex-Microsoft employees, together we know Microsoft inside out.

Personalised partnerships:

Whether you're just starting out or are an established provider, we meet you where you're at and begin by understanding your needs, goals, and current challenges. We then empower you to unlock significant value within the Microsoft community – with our expertise to guide you.

An integrated extension of your team:

We have 5 in-house trainers, Microsoft Valued Professionals (MVPs), and 60+ certifications across Azure Data & AI, Azure Infrastructure, Modern Work & Security, Copilot, and Business Applications. This gives you the hands-on support you need to optimise your licensing, support, marketing and technical skills, and more.

Thrive in our partner community:

When you join the Dicker Data team, you join our extended family. We treat your business like our own and personally connect you directly to Microsoft and our partner network to foster collaboration and growth. We can open doors that you didn't know were available.
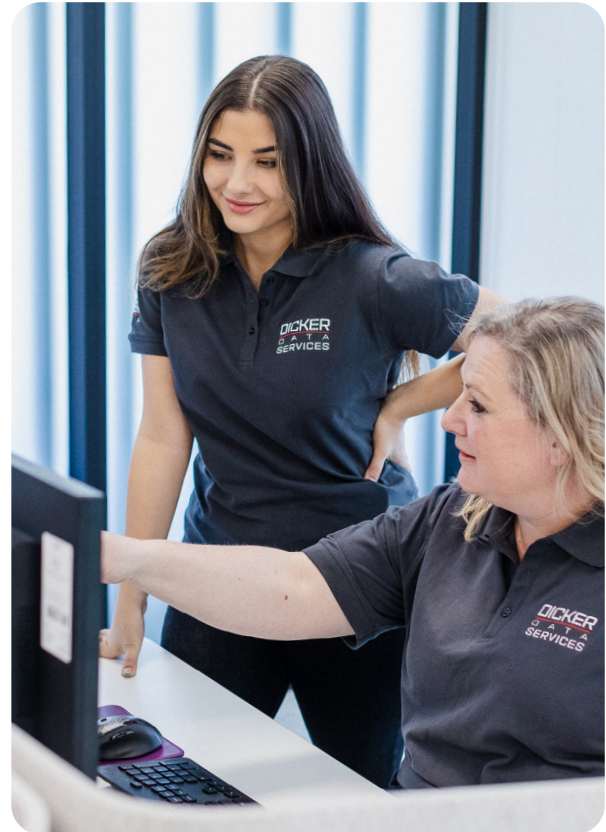
"We have a truly strategic relationship with Dicker Data. Nothing is too much trouble – it's a two-way street, and we certainly sense they want to be a part of it. They are ready, willing and able every time. We would not be where we are now without their support."

Ian Nearhos, Head of Strategy, Truis

Lay foundations that prepare you for the future

Build, expand, and grow your practice:

We collaboratively develop a step-by-step success roadmap that includes commercial guidance, financial modelling, solution design, risk management, technical training, and sales strategy. This roadmap is supported by our customised and locally curated digital and face-to-face enablement activities.

Enhance operational effectiveness:

Leverage our suite of tools to consolidate, streamline, and automate your service delivery. These include our cloud solutions portal and integration tool, automated billing and tenant management, embedded security and AI, and white-labelled self-service end-user customer portal.

Maximise revenue through Partner Programs:

We help you navigate the Microsoft Cloud AI Partner Program and other avenues to access all your eligible licensing rebates, co-funding opportunities, and incentives. We also support you to expand your capabilities and revenue streams with our partner-to-partner platform.

> "Dicker Data helps us navigate the Microsoft Partner Portal and make sure that we leverage all available programs – there's just too many for us to look after ourselves. We really lean on the Dicker Data relationship there."
>
> **James Xuereb, Strategic Partnerships Manager, CNS**

Data-driven business development:

Dicker Data's team of experts help you leverage customer propensity data to identify readily accessible customer acquisition, upsell, and cross-sell opportunities. For example, we can help with licensing analysis and optimisation for existing customers to unearth hidden revenue opportunities while maximising the value of their solutions.

Skills and pathways to accelerate transformation

Cloud readiness assessment and deployment:

Dicker Data offers a structured pathway to developing cloud solutions across Microsoft Azure, Copilot, AI, and security. With access to funding support, we can help you leverage data to identify opportunities and accelerate delivery, adoption, and continuity.

Partner-to-partner connections:

Solution ConX, our partner-to-partner networking portal, brings together accredited Microsoft and other validated strategic partners to collaborate on customer engagements. By extending their capabilities, you can say 'yes' to more projects and unlock new routes to market.

Marketing-as-a-Service:

Access our suite of tailored go-to-market programs including lead generation campaigns, offer creation programs, and guidance on Microsoft's go-to-market Solution Plays and Digital Marketing Content OnDemand (DMC). Plus, access customer envisioning workshops to explore what's possible with Microsoft.

Training and Certification-as-a-Service:

By guiding you through Microsoft's learning pathway and certifications, we can help you upskill and diversify. We give you exclusive access to funded training and certification programs so you can upskill your team and attain Microsoft Solutions Designations, differentiating your business and unlocking new revenue opportunities.

"There's a lot of buzz around Copilot AI, and things are changing week-to-week. Dicker Data helps us distil that down into products that are relevant right here and now. They also plan for what's in the pipeline and how we and our customers can take advantage of that."

David Hall, COO, Ever Nimble

Customer-driven partner growth lifecycle

Understand what success looks like

Meet with our local team to identify where you are now and where you want to get to, then work together on a comprehensive guided roadmap for success at every step.

1

Analyse growth opportunities

2

Combine our data-driven tools, licensing analysis, and experience to identify untapped opportunities and build a go-to-market strategy for acquisition, upsell, cross-sell, and partner-to-partner collaboration.

Prepare and deploy new solutions

Our hands-on cloud readiness and deployment toolset and methodology spans security, AI, technical, pre-sales, sales and potential funding support - from ideation to delivery and adoption.

3

Scale reach and revenue

4

To promote your new solution, we collaborate on go-to-market campaigns with our catalogue of proven activities and agency support tailored to your needs and marketing capabilities.

Optimise recurring value

As long-term partners, we develop programs to continually drive value through the customer lifecycle from initial engagement to the next upgrade, renewal, and new strategic opportunity.

5

About Dicker Data

An Australian-owned and operated ASX-listed technology distributor with over 45 years of experience, Dicker Data is Australia's #1 corporate, commercial, and enterprise distributor.

Leading ANZ distributor for Microsoft 365 Copilot, Azure SMB and Biz Apps

Fastest growing modern workplace distributor in ANZ

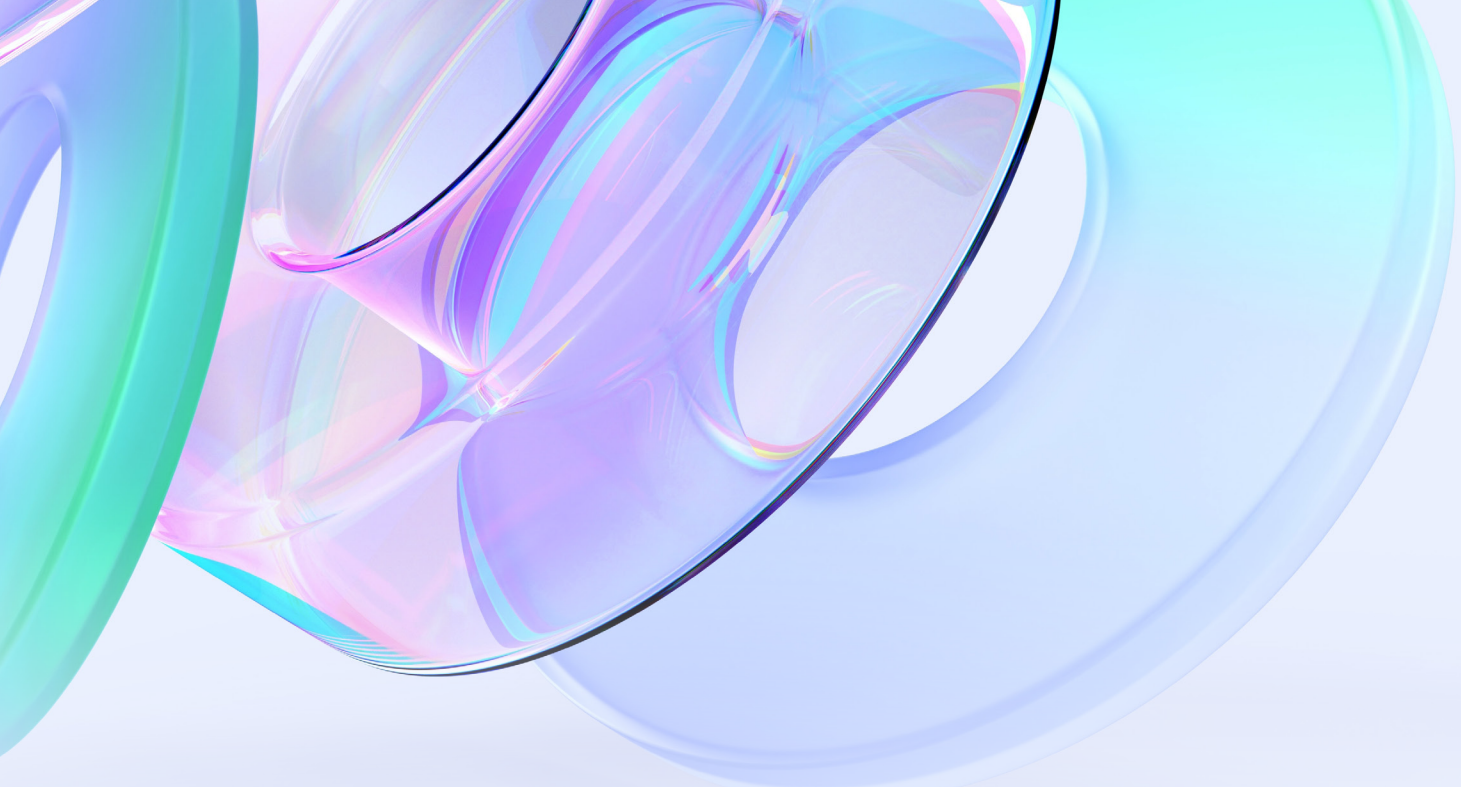**Unequalled certifications from fundamentals to expert**

ANZ licensing and operations specialists

REFERENCES:

1 Microsoft & LinkedIn: 2024 Work Trend Index Annual Report, 2024
2 Microsoft, The small and medium business opportunity – it's huge, 2022
3 Microsoft, Securing the SMB opportunity in Australia and New Zealand, 2022

Let's grow together

We're here to help you modernise your practice, stay ahead of customers' changing needs in the era of AI, and grow revenue and profitability.

Connect with our team to learn how

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