

# Truis taps into Dicker Data's expertise to fast-track Microsoft cloud capabilities

Laying best-practice foundations to grow services and annuity revenue

## BACKGROUND

### Ambitious growth goals for a local IT provider

Truis is a multi-vendor IT solutions and managed service provider founded in Brisbane in 1979. It serves mid-to-large-sized organisations across Australia, New Zealand and the Pacific Islands.

With a growing team of 85 staff and revenues approaching \$80 million and counting, it continually innovates to meet customers' evolving needs in sectors ranging from retail and government to insurance and education.



## CHALLENGE

### Unlock growing opportunities in cloud services

While Truis' Microsoft business was still developing, they identified significant potential to increase services revenue and shift to a more profitable annuity-based cloud revenue model by better harnessing the Microsoft platform for their clients.

They needed to develop and accelerate their Microsoft Azure capabilities, but they wanted to do it in a structured best-practice way that would lay the foundations for sustainable growth.

## SOLUTION

# Design, build and market a suite of cloud services

With a local team of Microsoft specialists, Dicker Data got to work. They started by understanding exactly where Truis had gaps in expertise and resources before recommending a tailored plan of attack.

There were three main stages:

STEP  
1

### Collaborative solution design

Working backwards from Truis' business objectives, Dicker Data helped map out each step in the process and prioritised the investments, resources and cloud solutions needed.

### Build holistic cloud services

Beyond the technology, Dicker Data worked closely with Truis to package the cloud services and ongoing support capabilities from start to finish. To achieve this, they combined elements of product education, risk management and marketing communications.

STEP  
2

STEP  
3

### Execute the go-to-market strategy

Once the solution was ready, Dicker Data helped Truis firm up skills and knowledge across its pre-sales, sales and marketing teams to take the cloud services to market. Ongoing, they help accelerate skills across the team with relevant training and certifications.

## OUTCOME

# Solutions, skills and sales aligned for growth

Truis now have a well-architected cloud solution framework that is the foundation to support everything going forward, including the transformation and growth of its own business.

“Dicker Data has been instrumental in helping us design, build, and market our cloud services. As our team upskills, they support us in discussing and presenting our new offerings to our customers, which has been enthusiastically welcomed by our team,” says Ian.



## Our experience with Dicker Data

Asked to consider his overall experience working with Dicker Data, Ian called out several points:

- Dicker Data offers highly personal and responsive service.
- It's a true partnership. We work hand-in-hand and win or lose together.
- Their large local team supports our business from account management to product specialisation to executive level.
- It's a very comfortable and honest relationship at all levels where we approach challenges and opportunities as a team.
- We value their opinion on sales, products and the insights they bring to our business.
- Truis' key contact, Belinda, is regularly in the office, and everybody knows her. Truis also has strong relationships across the broader Dicker Data Microsoft team.

“We have a truly strategic relationship with Dicker Data. Nothing is too much trouble for them – 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 at Truis

It's all about  
*growing together*

As they have with Truis, 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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