cubesys democratises cloud expertise for SMB market

How a switch to Indirect CSP with Dicker Data expanded market opportunities

BACKGROUND

Democratising cloud with enterprise-grade expertise

As the Microsoft ecosystem continues to evolve, cubesys has built an impressive reputation over 13 years as a Microsoft specialist.

As a Microsoft Solution Partner across health, government, and education, cubesys brings enterprise-grade delivery to every customer segment.

With 30+ Microsoft-certified consultants, including two MVPs, they have deep expertise across Microsoft 365, Azure infrastructure and Azure Virtual Desktop (AVD). Completing 100+ AVD projects across diverse industries positions them as Australia's leading AVD specialist.

Founded by Paul Heaton (CEO) and Silvan Maeder (CTO) as a dedicated Microsoft

specialist shop, cubesys began focusing on professional services for enterprise and government, integrating Microsoft technologies for infrastructure solutions.

Today, cubesys serves clients spanning NSW Health, University of Queensland, SA Health and numerous government departments and enterprises. Their expertise centres on Microsoft 365, Azure Virtual Desktop and Azure infrastructure, with a strength in migrating organisations from legacy virtual desktop solutions like Citrix and VMware Horizon to more agile cloud alternatives.

"Virtual desktops in the cloud sit right in our sweet spot between all our skills – it's a lovely Venn diagram of all our capabilities," Paul explains.

cubesys has set its sights on broader markets

"Our company mission is to democratise the cloud for all organisations," Paul explains. "Cloud no longer needs a vast investment – it needs a license and knowledge of how to configure. Now, even small organisations can get an enterprise-grade environment for $35 per user per month. You just need to know how to turn it on and get the best out of it."

Their partnership with Dicker Data would prove instrumental in scaling this democratising vision from enterprise to the broader SMB market.

From administrative complexity to strategic opportunity

While cubesys thrived as a direct CSP partner with Microsoft for over a decade, the landscape was shifting. Microsoft's announcement of higher revenue thresholds, support requirements and compliance standards for direct partners created new administrative challenges without a clear ROI for cubesys.

"One of the levers commercially was around Microsoft changing their support model, which raises costs and puts more pressure on direct partners like us," Paul explains. "While we would have met all the requirements, it was becoming arduous to do it ourselves. As an engineering-based company, we

rarely need Microsoft support except for really difficult things under the hood. The investment required didn't align with our support needs."

Recognising the evolving CSP landscape, cubesys made the strategic decision to shift from Direct to Indirect CSP – maximising scale, capability and market reach while maintaining their enterprise-grade service model.

This strategic shift opened up new market possibilities. "While enterprise has become quite saturated, what's opened up for us is that mid-market and small market," Paul observes.

cubesys wanted to leverage their deep enterprise expertise to democratise cloud solutions for smaller organisations while maintaining their technical edge.

Indirect CSP partnership as strategic growth multiplier

cubesys has maintained a close relationship with Dicker Data for 13 years, using them for hardware and other solutions while managing their own direct CSP relationship. As both companies matured and market conditions shifted, the timing aligned for a deeper partnership.

"We did a lot of homework on this as it was a big decision," Paul recalls. "Some of our enterprise client base were nervous about us changing. But we've known Paul Randazzo (Cloud Business Manager) and Sarah Loiterton (Microsoft Cloud General Manager) for a long time, and we could see the partnership being mutually beneficial to help realise our growth strategy."

There were immediate strategic advantages. "Partnering with Dicker Data meant we could step up client support because we've gone from Microsoft Advanced to Premier support," Paul explains. "This gives our clients a far superior support experience and we could continue offering it for free, within our managed service deals."

Licensing expertise proved equally valuable. "Even though I've worked with Microsoft for over 30 years, licensing can still be painfully complicated," Paul laughs. "Thank goodness we now have expert licensing advice. We leverage Dicker Data to structure deals, particularly around Surface, to better compete with brands like Dell and Lenovo. **It's like having another two or three extra team members – it takes a lot of work off us.**"

"A lot of MSPs come from an engineering background where the sales and marketing pieces are hard work,' Paul notes. "So the go-to-market opportunities Dicker Data provides are brilliant to help us evolve our brand and get greater exposure."

Dicker Data's partner-to-partner ecosystem also opens doors to new revenue streams. "The mid-market and SMB market exposure was really attractive," Paul notes. "Plus, we're very much about knowledge sharing and helping each other – we want to take that to the next level with smaller MSPs that maybe can't afford to have our skill set in their back pocket."

From AI complexity to client-ready solutions

Through AI Factory, Dicker Data's rapid AI innovation offering in partnership with UnifyCloud, cubesys can access a suite of proven AI solutions without development investment. "AI is moving so ridiculously fast – the pace of developments, what to take to clients, the substantial investment required," Paul explains. "Dicker Data brings AI solutions and partners ready to go. **Having something we can leverage to help take the message to our clients, articulate the benefits and show them demos – it's gold.**"

"What's been a pleasant surprise is the level of commitment from everybody at Dicker Data and their willingness to make things happen," Paul reflects. "When you're transitioning, there are inevitably bumps in the road. But they've always been at the end of the phone, willing to roll up their sleeves and work out how we get to the answer."

Plugging into enterprise-grade security

Similarly, cubesys can leverage Chorus, Dicker Data's managed cyber security services offering to addresses critical capability gaps. "We have in-house Microsoft security experts, but building a whole SOC and SIEM solution with 24/7 365 coverage requires enormous investment," Paul notes.

"**Plugging into Chorus provides a huge advantage, and it's all built on Microsoft technologies, so we stay in our sweet spot.**"

Democratising expertise through MSP Ninja

cubesys also plans to launch MSP Ninja through Dicker Data, extending their democratising cloud mission to other partners.

"If you're a small MSP with two or three staff, how could you possibly know all the capabilities of M365?" Paul explains. "We've

got 30 people, including two MVPs with specialisations – tapping into our professional services team on demand will be a game-changer for many MSPs, enabling smaller partners to serve customers they couldn't support independently."

The model also leverages cubesys's deep expertise in AVD and Azure deployments, where foundational setups follow proven patterns. This allows cubesys to rapidly deliver complex cloud infrastructure projects that would typically require months of learning for smaller MSPs, enabling them to focus on their clients' unique business requirements.

'Superpower' partnership makes new opportunities a reality

Dicker Data has given us a superpower. Turning potential opportunities into a reality. Building the capability and finding the markets ourselves would take massive time and cost investment, diverting us from revenue-generating opportunities.

Paul's advice for other Microsoft Partners evaluating indirect partnership is clear: "Our Dicker Data experience has been great, particularly the culture and willingness to help. It frees you up to do more than you can with your own team."

It's all about
growing together

As they have with cubesys, Dicker Data's team of local Microsoft specialists provides the people, practices and programs to support partners through this critical transition — ensuring seamless onboarding while reducing costs and driving growth.

Connect with our team to learn how

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