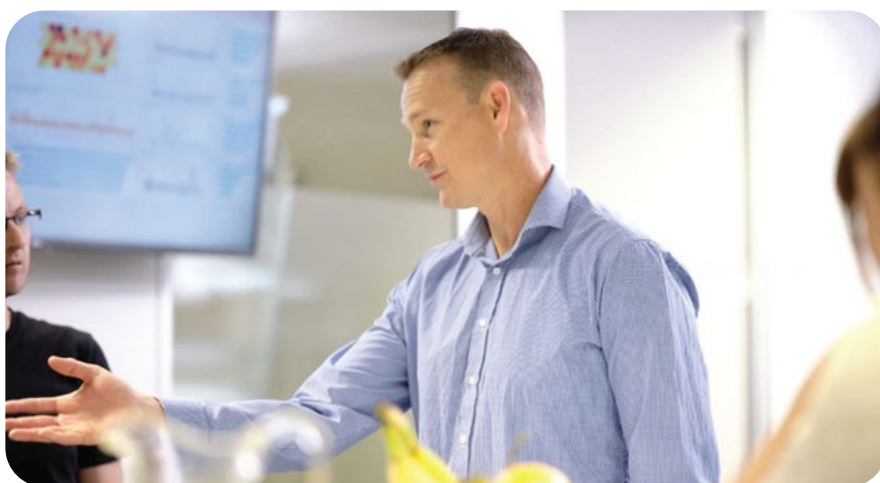


Playing to strengths drives growth

How DDS IT and Dicker Data work together to power ambitious market expansion



Simon Browne
CEO



BACKGROUND

Stronger together: 22 years of customer-obsessed growth

Founded in 2003 by Simon Browne, DDS IT has grown from a single-person operation to a premier Microsoft practice with 100+ team members spread across New Zealand.

“Our initial inspiration was, and still is, to deliver incredible customer experiences. The basis of our whole DDS IT culture is built on this principle,” explains Simon Browne, CEO and Founder.

That customer-first philosophy has delivered remarkable results. As one of New Zealand's leading Microsoft specialists, DDS IT serves predominantly enterprise organisations across

BACKGROUND

New Zealand, plus select clients in Australia, specialising in professional services including Azure migrations, cloud modernisation and modern workspace solutions. As a Microsoft partner from day one, DDS IT has earned multiple accreditations including the Azure Infrastructure and Database Migrations specialisations.

“We have a ‘one team’ approach where we essentially become an extension of our customers’ businesses. We’re all about connecting people with technology to improve the everyday lives of New Zealanders and boost productivity across New Zealand’s economy – we’re all stronger when we succeed together,” Simon explains.

CHALLENGE

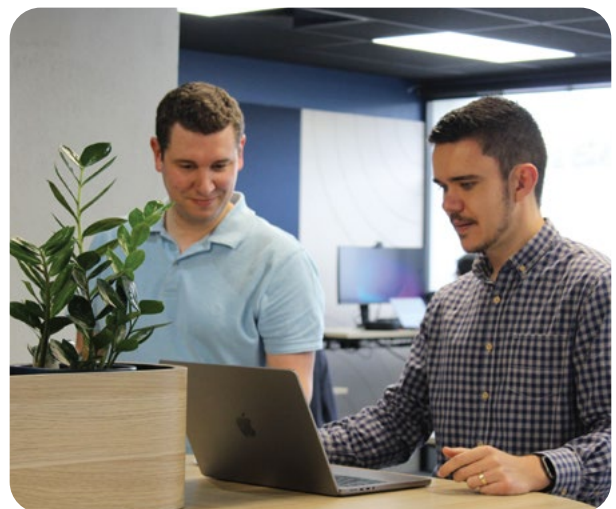
Growth ambitions focus partnership decisions

Microsoft’s CSP program continues to evolve with higher thresholds and tightening compliance standards, meaning many partners are reassessing their options.

For DDS IT, with ambitious goals to become New Zealand’s leading Azure cloud practice and achieve 5-fold growth over the next five years, this evolution reinforced a strategic choice. “We are on a mission to increase the productivity of organisations through our products, services and insights,” Simon reflects.

While DDS IT could meet the recently raised CSP requirements, ambitious growth requires strategic focus: invest heavily in building internal management and compliance overhead, or partner with a distributor who amplifies their strengths while handling operational complexity.

“To maintain the new thresholds to be a Microsoft CSP partner involves a lot of additional compliance requirements and work on our side,” Simon explains. “Rather than diverting resources to operational and



vendor management, I choose to focus on our core strengths of customer service, creating valuable solutions and market expansion.”

The question of Indirect partnership isn’t about capability – it’s about strategic focus. Where can DDS IT best invest their energy to achieve their growth ambitions?

SOLUTION

Working together amplifies strengths

DDS IT's approach was clear: deepen their distributor partnership to accelerate their growth trajectory. Having already partnered effectively with Dicker Data for hardware and licensing for over two decades, strengthening this partnership around Microsoft cloud solutions was the natural choice.

"While we enjoy strong ongoing relationships with all the major players across New Zealand, we made the strategic choice to consolidate our Microsoft business with Dicker Data," Simon explains. "They have become our go-to strategic partner."

Superior support helps win new customers

Microsoft Premier Support access through Dicker Data removes the need for the \$25,000+ annual Microsoft Advanced Support requirement while providing superior service quality.

"When I looked into it, I found that access to Premier Support with Dicker Data was 10 times better for our business and our customers – it's exactly what they need. This level of support also helps us attract new customers who were previously on Microsoft Enterprise Agreements."

Expertise that unlocks value

Rather than building internal licensing and program expertise, DDS IT gains access to Microsoft knowledge, relationships and practices that would have taken years to develop in-house.

"Dicker Data has deep expertise across their technical team, a full understanding of all the Microsoft programs and personal connections across the local and global Microsoft ecosystem. They can get us to the

right people to meet our needs, very, very quickly," Simon explains.

The partnership also resolves immediate challenges. "Dicker Data helps us optimise licensing for complex deals and navigate the Partner Center. To be honest, we were a bit lost in there and overlooked some benefits. Now we have access to all the valuable incentives, funding, and opportunities that we are entitled to," Simon says.

Partnership beyond transactions

What has really stood out for DDS IT in the distributor landscape is Dicker Data's authentic commitment to customer outcomes over pure commercial gain time and time again.

One standout example demonstrates Dicker Data's tenacity in pursuing the best customer outcome. When one of DDS IT's clients needed to achieve not-for-profit status within the Microsoft ecosystem, Dicker Data's team worked tirelessly for months, navigating complex requirements and advocating directly with Microsoft to secure the outcome.

"They were so driven to get the right result for the customer. Even though changing to not-for-profit status would impact both our margins, it was absolutely the right thing for the customer. That level of commitment to service is what sets them apart."

"They'll even advise on deals that don't involve them and proactively look for ways to save us and our customers money and uncover more value – they genuinely care," Simon continues. "It's a straight-shooting customer-first approach that is aligned with our approach and values."

OUTCOME

Perfectly positioned for the Azure NZ North opportunity

With the launch of the Azure NZ North region creating unprecedented opportunities for local cloud adoption, DDS IT find themselves ideally positioned to lead the market.

"We're tripling down on the Azure NZ North Cloud region opening – it's an opportunity to super-charge New Zealand's digital transformation," Simon explains. "We are helping customers in this region with migration planning, prioritisation of workloads, cloud readiness preparation through to adoption and ongoing managed services and guidance."

The partnership's operational support enables DDS IT to focus entirely on delivering customer value in this critical market opportunity.

Partnership opens new doors

With Dicker Data, DDS IT participates in joint marketing campaigns, executive roundtables and technical enablement programs that accelerate their market presence and develops expertise.

"We are very interested in their GTM strategies. We're developing campaigns and executive events together and working on much bigger deals with the sales team. Dicker Data supports us with resources, tenders and even joining meetings as needed. We are connected on every level from senior leadership to engineers."

The partnership also unlocks Dicker Data's partner-to-partner ecosystem, enabling DDS IT to tap into capabilities that complement their internal strengths. "We've been working with TechClick on funded Azure assessments and are very interested in exploring partnerships with EcpPro on operations and Chorus for specialist security," Simon explains.

Ready and energised for what's next

DDS IT can also capitalise on innovations such as Dicker Data's AI Factory initiatives. "We're focused on AI, particularly around the practical potential of agentic AI. We're interested in sharing real-life experiences with our customers so they can all see what's successful," says Simon.

With Dicker Data amplifying their core strengths, DDS IT is strongly positioned to achieve their goal of becoming New Zealand's leading Azure cloud practice.



"You simply can't go wrong with Dicker Data – they're a great team, easy to work with and massively invested in your outcomes. They will 100% be part of our growth journey for the long haul as they help us get better at what we do."

Simon Browne
CEO
DDS IT

It's all about *growing together*

As they have with DDS IT, Dicker Data's team of local Microsoft specialists provides the people, practices and programs to support partners in removing operational complexity, unlocking value and accelerating growth.

Connect with our team to learn how

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Microsoft

