The *Strategic* Partner Shift

Reimagining possibilities in the AI era

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RESEARCH REPORT:

Insights from 250+ ANZ businesses and channel partners. Conducted by Tech Research Asia (now part of Omdia), commissioned by Dicker Data

FOREWORD

Technology creates potential. Partners create value.

With technology reshaping business strategy, investment surging in AI, cloud and security, and customers demanding more strategic support, partners face defining decisions about their future.

That's why Dicker Data commissioned Tech Research Asia (now part of Omdia) to conduct a survey of over 250 ANZ businesses and channel partners. We wanted facts, not speculation, about what customers actually need and what successful partners need to do differently.

The findings challenge assumptions.

- **Technology is strategic priority #1:** Faced with unpredictable markets, businesses are doubling down on one powerful lever they can control.
- **Value beats price:** Winning partners bridge where customers are now to where they need to be by 2030. You can't discount your way to growth.
- **The need for speed:** High performers are moving fast and need partners who balance rapid innovation while controlling security, compliance and risk.
- **The rise of collective intelligence:** Customers don't expect you to do it all. They expect you to deliver it all through trusted best-of-breed partners.

For channel partners, these insights reveal massive opportunities for growth.

With investment surging across AI, cloud and security, customers want strategic advisors who deliver value, not just the lowest price.

They need specialist expertise across multiple domains, and are ready to invest in the right partners and their ecosystems that can deliver integrated solutions.

This research gives you the data to make informed decisions. Our perspectives show how to apply it. Together, they provide a practical roadmap for navigating this next technology frontier.

Let's make the strategic shift together.

Sarah Loiterton

General Manager,
Microsoft Cloud ANZ, Dicker Data

Introduction

This report provides insights into the business perspectives of Australian and New Zealand channel partners regarding technology investments, success measures and anticipated focus and investment in artificial intelligence (AI), cloud and cybersecurity solutions.

At Tech Research Asia (now part of Omdia), we have long held the view that end user businesses are the ones in the driver's seat for innovation– not the average channel partner. Indeed, business leaders and IT decision makers are asking partners and vendors to move more quickly and provide better support and engagement as they pursue growth and resilience through innovation.

In this context, and given some significant changes in the Australian and New Zealand channel programmes amongst cloud-hyperscalers, we wanted to understand what makes for a successful channel partner in a world of artificial intelligence (AI), cloud, and cybersecurity solutions, specifically:

- Do companies still focus more on the sticker price of technology or do value for money and business outcomes now drive partner engagement?
- Will macro-economic factors or technology movements have the biggest impact on businesses in the coming two years?
- Do successful businesses lead and drive their channel partners, or react to them? Does the older vendor – partner – customer model still hold true?
- What factors do companies consider important when the determining the success of technology deployments?
- What does the future hold for companies as they consider investment in AI, cloud, and cybersecurity solutions?
- What does it take as a channel partner to be relevant to businesses in today's technology environment?

To truly understand these issues, we undertook extensive quantitative research on the perspectives of businesses and channel partners in the Australia and New Zealand markets. More information on the survey methodology and demographics referenced in this report can be found in the 'About' section.

Key findings include:

- Emerging technologies will have a more significant impact on business success than macro-economic, political or other market factors.
- Organisations that are exceeding their business goals place high value on successful technology implementations and are typically moving faster than their technology vendors and channel partners.
- Technology requires a value-based sell, not a 'price-per licence' approach and pricing is a subset of more important metrics of total cost of ownership (TCO) and return on investment (ROI).
- Future investment intentions in AI, cloud and cybersecurity by businesses is positive; however there is a misalignment between business expectations and partner fulfilment.

KEY FINDINGS

Setting the scene – the business environment

What will impact ANZ businesses the most in the coming two years: technology or business conditions?

Technology. According to our research data, technology.

Companies in both Australia and New Zealand overwhelmingly identified emerging technologies such as AI as having the most significant potential to impact their business. In fact, **48%** of Australian companies and **58%** of those in New Zealand identified AI as the key issue for them in the coming 2 years.

Notwithstanding other factors such as skills shortages, macro-economic conditions, and global geo-political activity that have the potential to impact future operations, currently ANZ companies are positive regarding their overall business performance:

- **88%** of Australian businesses and **91%** in New Zealand currently observe they are either exceeding business targets (**21%** and **25%** respectively) or meeting them (**67%** and **66%**).
- Another **11%** (Australia) and **7%** respectively (New Zealand) state they are 'not meeting all targets but still performing ok'.

Critically, we wanted to know the level of importance technology has in overall company performance, asking ANZ companies whether technology positively contributes to business success and if so, by how much?

Overall, **99%** of companies viewed technology as having a positive contribution. However, as always, it is important to unpack the data a little to understand this:

- Of those companies exceeding their goals in Australia and New Zealand, **55%** (Australia) and **58%** (New Zealand) stated that successful technology deployments had a high, positive impact on their business performance.
- Conversely, those companies not performing showed high levels of 'low' or 'poor' technology contribution.

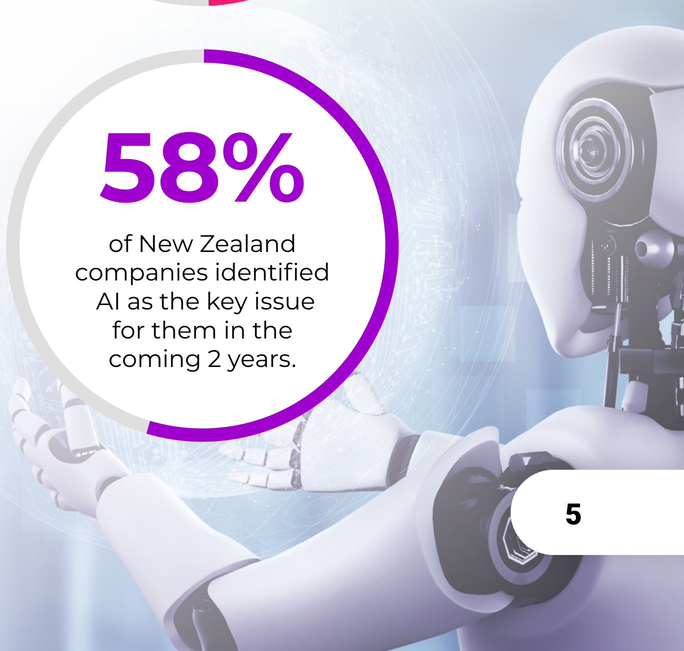
In short, there is correlation between organisations that view themselves as performing well and how positively they view their technology investments. And they expect more emerging tech like AI to be the biggest impact on their operations. This bodes well for IT channel partners.

48%

of Australian companies identified AI as the key issue for them in the coming 2 years.

58%

of New Zealand companies identified AI as the key issue for them in the coming 2 years.



Technology – buying on value or on price?

From our data, it is clear businesses focus on value and outcomes not just solely upon lowest price. Let's say that again, as it is a common belief in the channel community that price is the ultimate defining factor – ANZ business leaders want to buy based on the value of the solution and the outcomes it can deliver.

The research tells us:

- Only **6%** of Australian companies and **5%** of those in New Zealand stated they invested in technology solely with a focus on lowest cost solutions.
- At the other end of the price/value spectrum, **56%** in (Australia) and **63%** in (New Zealand) focused on value for money, performance, and innovation.
- The remainder, **37%** (Australia) and **32%** (New Zealand), blend a cost-first approach with 'some' features, value and performance.

So, what determines value for money?

Broadly, it's a combination of features, cost considerations (especially total cost of ownership factors), productivity, and other factors. We have highlighted the top 10 factors for each country in the following table.

AUSTRALIA

1	Ease of integration with existing systems
2	TCO (including maintenance, support & upgrades)
3	Impact on employee productivity
4	Initial purchase price
5	Security and data protection features
6	Partner support and service
7	Speed of implementation and deployment
8	Scalability
9	User friendliness and training needs
10	Vendor support and service

NEW ZEALAND

1	Security and data protection features
2	TCO (including maintenance, support & upgrades)
3	Ease of integration with existing systems
4	Impact on employee productivity
5	Vendor support and service
6	Initial purchase price
7	User friendliness and training needs
8	Speed of implementation and deployment
9	Partner support and service
10	Solution flexibility and customisation

It is important to note the high ranking of “Impact on employee productivity” in these lists in both Australia and New Zealand, especially in light of expectations with the adoption of AI tools that are often focused on exactly this goal.

However, we have noted a not insignificant amount of proof of concepts (PoCs) with employee productivity AI tools have failed to live up to the hype. Are channel partners setting their customers up for success, or simply deploying the technology and leaving it up to the customer to derive the value from the solutions? This is a question not yet answered. But that is a situation which means going forward there is opportunity for those that have proven methodologies and services that can unlock real productivity gains.

As can be seen in the following table, this ‘value emphasis’ becomes even more prominent when companies consider what defines a ‘successful’ technology project:

AUSTRALIA

1. Operational efficiency improvements
2. Return on investment
3. Solution delivered expected outcomes
4. Improved uptime performance
5. Improved reliability
6. Delivered on time and budget
7. Improved customer satisfaction
8. Reduced cybersecurity outages
9. Improved employee satisfaction
10. Improved user adoption

NEW ZEALAND

1. Solution delivered expected outcomes
2. Operational efficiency improvements
3. Delivered on time and budget
4. Improved reliability
5. Return on investment
6. Improved customer satisfaction
7. Improved employee satisfaction
8. Improved uptime performance
9. Improved user adoption
10. Improved compliance and governance

The future of AI, cloud, and cyber investments

AI currently dominates industry discussions and for good reasons – the massive capital investment underway and predicted wide-ranging change it may instigate is unheralded, and that is saying something for an IT industry that is famous for its hyperbole. So, we wanted to understand where companies are focusing their efforts, what's happening with budgets, and whether shadow AI is causing issues.

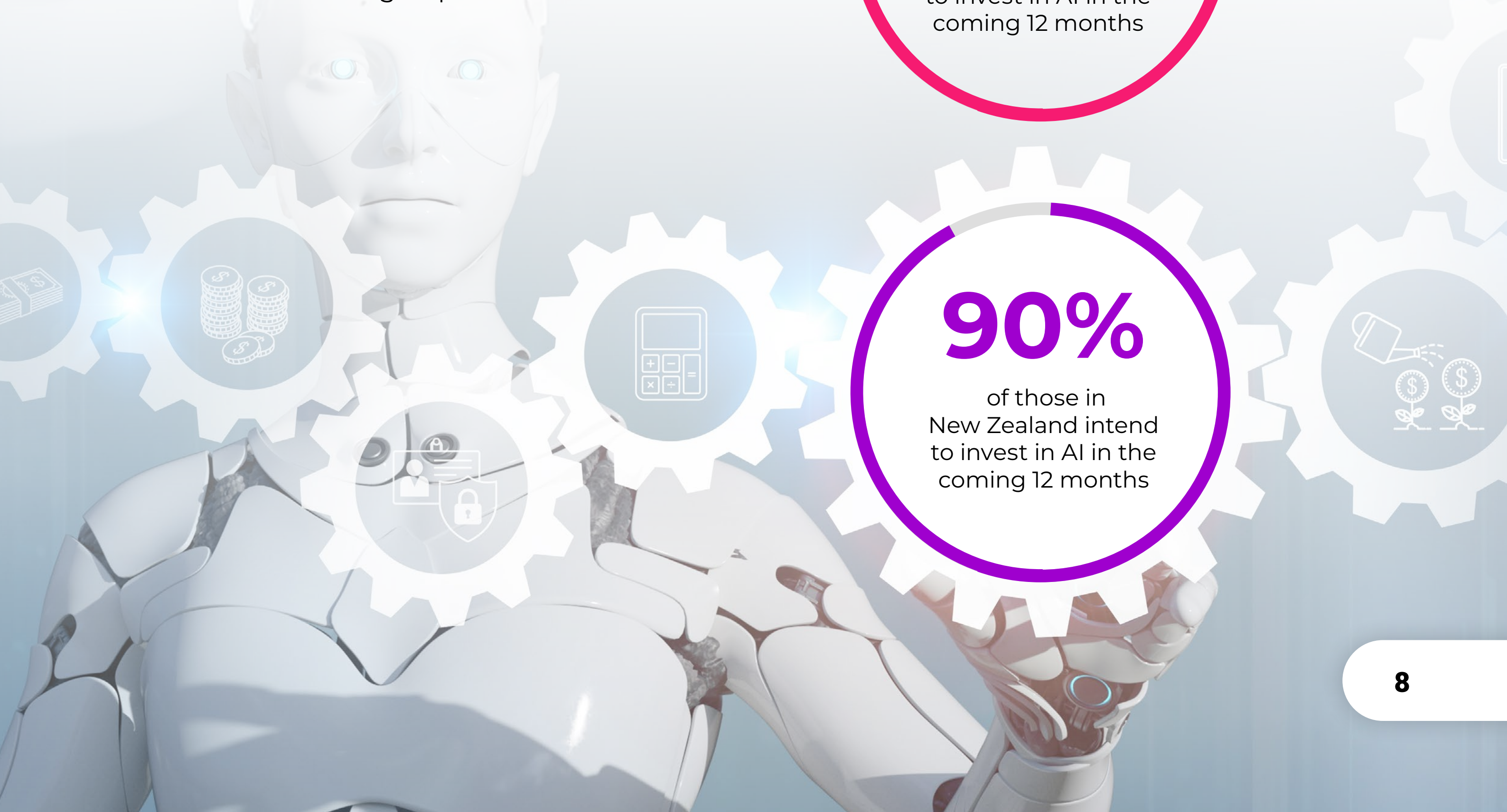
Where is focus of AI spend?

75% of Australian and **80%** of New Zealand companies have currently deployed some form of AI business solution and we expect the investment to continue growing in the coming 12 months. Or at least with some organisations.

Our data highlights that whilst **88%** of Australian companies and **90%** of those in New Zealand intend to invest in AI in the coming 12 months, it's not a wholesale increase across these groups.

In fact, for partners, the importance of establishing a value for money proposition around engagement will become even more important as:

- **48%** (Australian) and **44%** (New Zealand) of businesses intend to increase their investment in AI through reallocating existing technology budgets,
- Another **17%** (Australia) and **21%** (New Zealand) will keep investment funding levels the same with no increase, and
- **22%** (Australia) and **25%** (New Zealand) are increasing AI investment through incremental increases in budgets.



So, what are the AI investment priorities? Whilst 'agentic AI' dominates media headlines, TRA's analysis of the data shows the reality is a little different. The table lists current AI investment priorities (from highest to lowest) for Australian and New Zealand organisations:

AUSTRALIA

1. Business process automation
2. Advanced Analytics
3. Customer Experience and Personalisation
4. Software Development or Programming Tools
5. AI infrastructure or platforms
6. General Employee Productivity Tools -
7. Cybersecurity
8. Industrial AI
9. Marketing Content and Analysis

NEW ZEALAND

1. Advanced Analytics
2. Business process automation
3. AI infrastructure or platforms
4. Software Development or Programming Tools
5. General Employee Productivity Tools
6. Customer Experience and Personalisation
7. Marketing Content and Analysis
8. Cybersecurity
9. Industrial AI

We think it is important to note that the AI opportunity is not just ChatGPT, Claude or Copilot – it is a much broader opportunity than just LLMs. And that means a broader set of services and solutions that partners can offer.

Notably, as AI deployments continue, many organisations are experiencing instances of shadow AI (i.e. Employees using unauthorised AI applications as part of the day-to-day tasks) and more than 1-in-2 (**59%** in Australia, and **53%** in New Zealand) companies state employees have or are using, unauthorised AI-augmented business tools.

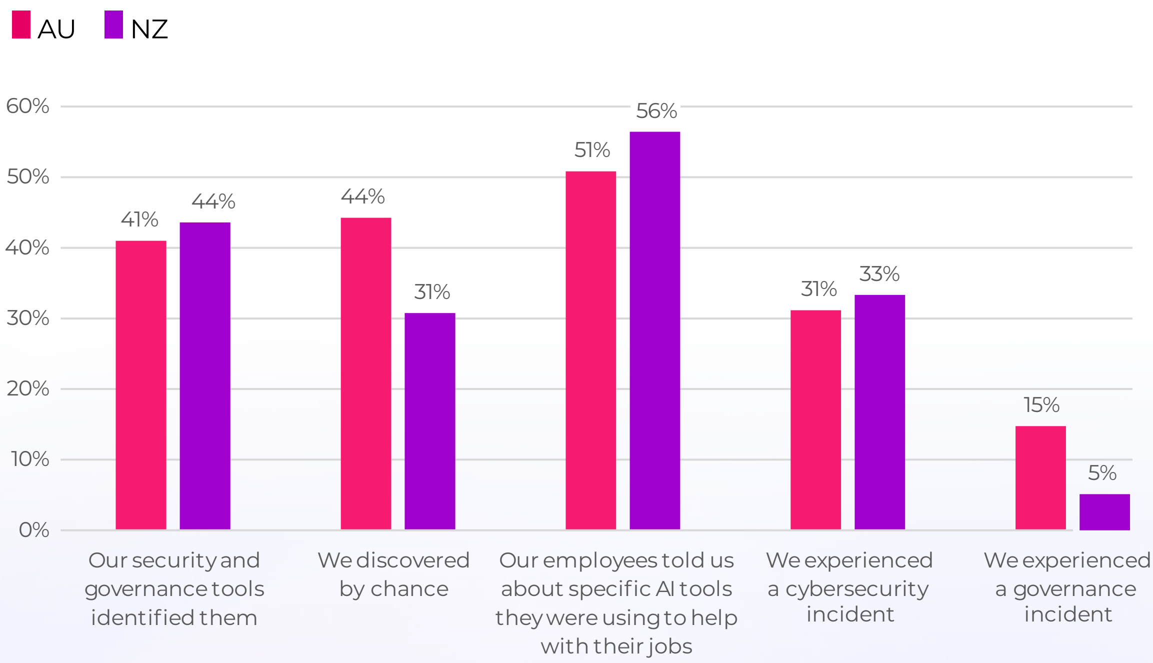
59%
of Australian companies state employees have, or are using shadow AI

53%
of New Zealand companies state employees have, or are using shadow AI

The means by which organisations were made aware of shadow AI is mixed between proactive discovery (either discovered by security and governance tools, or employees disclosed they were using such tools) or reactively (experiencing either security or governance incident or were discovered purely by chance).

This data below raises the question: "What you don't know about your environment is what puts you at risk." Or put another way, what is it that partners don't know about their customers' environments that puts everyone at risk?

How did your organisation discover employees were using unauthorised AI tools in their day-to-day jobs?



Another wave of cloud investment?

Yes. As a platform underpinning business operations both cloud infrastructure and SaaS solutions will continue to maintain their importance over the coming two years. When asked about their intentions regarding their cloud platforms and SaaS consumption, organisations in both countries indicated strong ongoing investment:

Australia

- More cloud, less on-premises: **29%** of companies will pursue this for cloud infrastructure and **17%** for cloud software solutions.
- More cloud, same on-premises: **27%** (cloud infrastructure) and **33%** (cloud software solutions) will 'moderately increase' adoption whilst maintaining levels of on-premises systems.

New Zealand

- More cloud, less on-premises: **24%** of companies will pursue this for cloud infrastructure and **13%** for cloud software solutions.
- More cloud, same on-premises: **39%** (cloud infrastructure) and **36%** (cloud software solutions) will 'moderately increase' adoption whilst maintaining levels of on-premises systems.

In short, the data indicates the cloud shift of recent years will continue.

When asked about why they responded the way they did to our question about cloud investment decisions, the survey participants once again tended to focus on value over cost, (value is an undercurrent in the most important factors influencing how companies select and invest in cloud services) with the top 5 considerations being:

AUSTRALIA

1. Data security, privacy and governance
2. Scalability and flexibility to meet future need
3. Commercial structure, pricing and budget alignment
4. Compatibility and integration with existing systems and workloads
5. Support for migration, onboarding and exit planning

NEW ZEALAND*

1. Data security, privacy and governance
2. Compatibility and integration with existing systems and workloads
3. Vendor's cybersecurity reputation and performance
4. Innovation and alignment with technology roadmaps
5. Availability of technical support and customer service

**'Commercial structure, pricing and budget alignment' ranked 6th for New Zealand companies*

The cybersecurity imperative

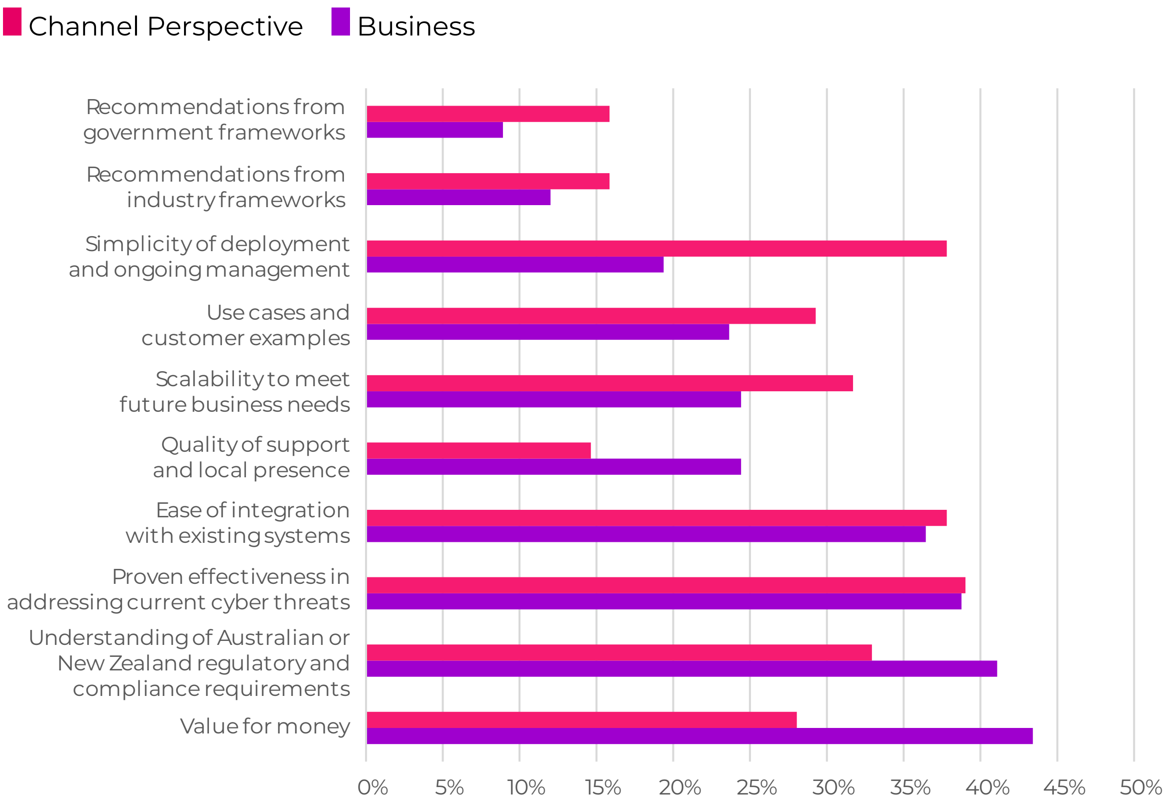
Spending on cybersecurity across ANZ will remain strong for the coming two years. Less than **2%** of respondents to our research indicated they would actually decrease their budget in this area. **37%** in Australia and **45%** in New Zealand reported they would increase their cybersecurity spending. However, this is unsurprising considering the ongoing expansion of the threat landscape and severity of incidents that have been reported publicly.

What is more interesting in our view, is how this spending is being allocated both from an end user customer perspective and a channel partner one. When asked to what extent they expect their organisation to adopt or expand the use of AI-powered cybersecurity tools in the next two years we found:

- For end user customers, **41%** say they are already using AI-powered tools for cybersecurity but don't plan to increase investment here, but an additional **23%** say they are using them and will ramp things up.
- The channel partners participating in our research were even more bullish with **59%** already using but with no additional expansion plans, and a further **27%** using and planning to expand.

The following chart highlights a common theme that continues to emerge in this research report – value over cost. This time we show the factors that are most important to end user customers when it comes to selecting cybersecurity solutions. We also asked channel partners what they think is important to their customers as a point of comparison. Are they aligned? Not exactly.

When your company is selecting cybersecurity solutions, which of the following factors are most important in your decision-making process?



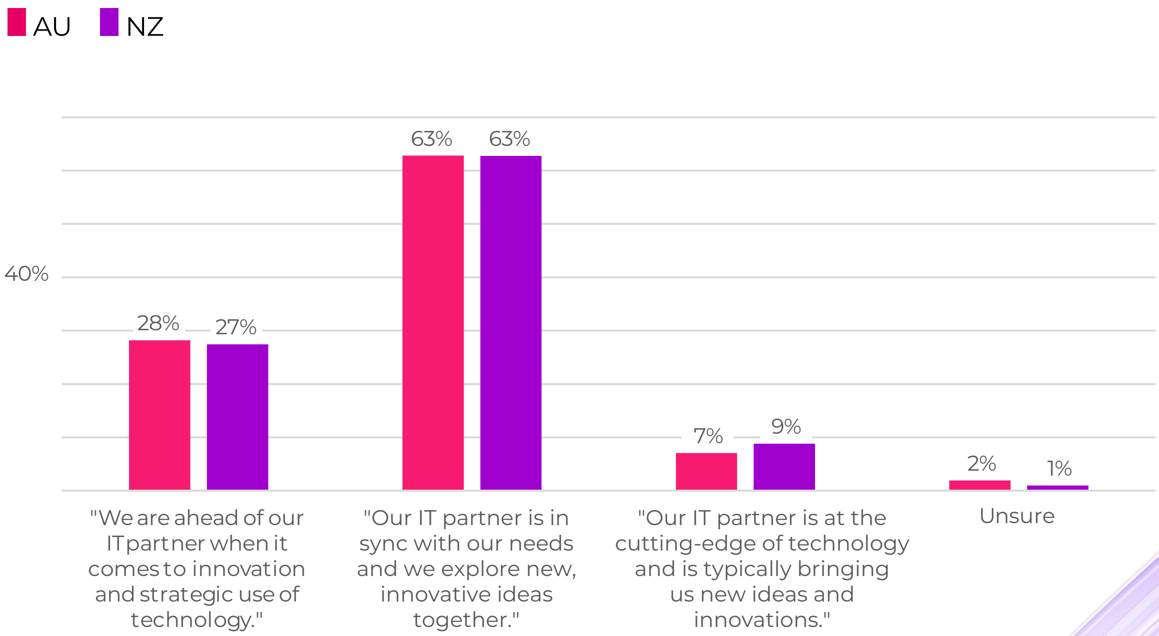
As shown value for money keeps coming up and more so directly from end user customers. **In TRA's view the channel at large needs to modify how it articulates value for money.** Too often channel partners see a price on the product and don't think more broadly about the services attach potential or the overall engagement value.

One aspect unifying the investments in AI, cloud and cybersecurity is the need for a capable, integrated single platform. When asked to rank the importance to their business operations of an integrated platform of solutions from a single vendor **75%** of Australian companies and **78%** of those in New Zealand rated this issue as either 'highly' or 'extremely' important.

What are successful partner characteristics in 2030?

We started this report with a claim that end user customers believe they are moving more quickly on innovation than their technology partners and vendors (or are at the very least in sync). Below you can see the data from this research effort – which echoes multiple other findings from other similar projects TRA has conducted over the past 10 years – which highlights this viewpoint.

Thinking about the main third-party IT partner you use to support your IT environment, which best describes how your company engages with it for IT?



Aside from the role of "innovation", the research also uncovered the following key points:

- Collaboration or cooperation with other partners is necessary: Over **70%** of end user customers say they are now working with between **2** and **5** partners, and this number continues to increase as the operating environment gets more complex and digital.
- There are multiple possible stakeholders that need to be engaged and decision making can vary between business and IT roles: The top three decision makers for technology investments according to end users are the CEO, IT leader, and the CFO. However, channel partners believe it is the IT leader, digital transformation director, and line of business leaders.
- Security is more than just solutions – it also includes governance and compliance: **40%** of end users say they prioritise partners that have strong data privacy and cyber security certifications. **48%** also say they require partners understand and can implement solutions based on regulations specific to their industry.

70%

of end user customers say they are now working with between 2 and 5 partners

- Simplification to one vendor platform is desired: **3** in **4** end user customers say that it is important to them to have a technology environment that is an integrated platform of solutions from a single vendor as much as possible.
- Product knowledge and technical expertise, great communication, and trustworthiness. These are the top three characteristics end user customers want from partners in both pre- and post-sales.

Notably, there is also a gap between what end user customers say are most important when choosing a partner, and what channel partners believe is important as is identified in the table below:

BUSINESS

- Proven expertise and experience in our industry and technology needs
- Alignment with our business goals and long-term vision
- Partner's access to flexible commercial approaches

CHANNEL

- Strong security measures and compliance capabilities
- Cost-effectiveness and clear pricing models
- Scalability and ability to support future growth

In closing

Cloud computing, security, and AI continue to converge and evolve.

Simultaneously, major IT vendors are changing their approaches to supporting channel partners, presenting challenges and lucrative opportunities to the channel. The research results confirm a growing appetite for agile, secure, and intelligent digital infrastructure to support a dynamic operational environment.

To support this journey, we encourage channel partner leaders to reflect on the following strategic questions as they look to modernise with clarity and confidence:

1. Can you truly offer your customers an integrated digital strategy that brings together cloud, cybersecurity, and AI in a way that supports their unique sector needs and regulatory obligations?
2. Are your AI initiatives aligned with clear governance models and data stewardship policies?
3. Are your organisations' platforms modular, scalable, and workload-aware—across public, private, hybrid, and edge environments?
4. Do you know how to articulate value for money in a way that customers – both business and IT leaders – can understand and be convinced by?
5. Are you building in resilience – both technical and operational – to prepare for the next wave of cyberattacks, outages, or AI misuse? And what about other potential disruptions to the organisation overall?
6. Do you have the right talent and culture in place to adopt and scale these technologies safely and effectively?
7. Are you ensuring a value-driven engagement with your distribution partner?

The Dicker Data perspective

Seven critical shifts are reshaping the channel. Here's what the data tells us, and how we help partners respond.

TECHNOLOGY IS STRATEGIC PRIORITY #1

With businesses at the mercy of macro-economic factors beyond their control, many leaders are doubling down on one transformative tool they can control – technology.

48% of ANZ businesses and 56% of channel partners say emerging technology is their most important strategic lever for success.

Far beyond technical execution, customers need strategic planning, business case development, compliance support and change management. Partners stuck in cost negotiations and price-per-user conversations will find themselves racing to the bottom.

This puts future-ready technology providers in the powerful position to lead the conversation as trusted business partners.

HOW WE CAN HELP

With 45 years of experience and over 50 dedicated Microsoft specialists across ANZ, we help partners transition from vendors to strategic advisors. Our proven track record includes successful direct-to-indirect transitions and consistent recognition as one of Microsoft's top-performing distributors.

VALUE NOW BEATS PRICE, CONVINCINGLY

The data is unequivocal. You can't discount your way to growth.

Only 6% of ANZ firms make purchasing decisions solely based on the lowest cost. 52% focus on overall value, weighing up the complete package of cost, performance and innovation.

For these organisations, pricing is just one part of the equation alongside total cost of ownership, return on investment and long-term business outcomes.

Too often technology procurement devolves into debates over price per user. However, especially when it comes to cloud, cybersecurity and AI, organisations seek partners who can bridge the gap between where they are today and where they need to be by 2030.

Value-based selling drives stronger customer relationships and higher margins.

HOW WE CAN HELP

Australia's largest dedicated Microsoft team across strategic, technical, sales, marketing, licensing and operations. With 40+ partner programs spanning enablement to go-to-market support, we provide the expertise to help you win on value, from TCO modelling to solution architecture.

THE NEED FOR SPEED. WHO'S LEADING WHO?

Unsurprisingly, **99%** of businesses report that technology plays a role in their success, with research confirming the link between effective technology investment and achieving business objectives.

However, 64% of these high-performing organisations feel they are 'moving faster than their tech and channel partners'.

For partners, the challenge is clear: close the innovation and knowledge gap, or risk becoming a handbrake rather than a success accelerator.

Partners who can consult, architect and deliver true digital transformation become indispensable to customer success, while securing their own long-term growth and relevance. The opportunity lies in shifting from selling solutions to delivering measurable business results, enabled by technology.

HOW WE CAN HELP

Dicker Data's local Microsoft team meets you where you're at to understand your business. Our Success Blueprint framework spans commercial guidance, solution design, technical training and sales strategy, helping you accelerate to match your customers' pace.

THE RISE OF COLLECTIVE INTELLIGENCE

Technology is now moving faster than any single partner can keep up. Building and maintaining all the expertise in-house – if it's even possible – is slow, expensive and unsustainable.

71% of ANZ organisations use **2-5** partners, **15%** engage with 6-10 providers, and just **12%** work with only one.

Your customers don't expect you to do it all. They expect you to deliver it all. That means building a trusted ecosystem of specialists who complement your core strengths.

It's no longer about protecting your patch. Partners who collaborate to meet customer needs across the entire AI, cloud and security lifecycle earn trust, deliver results and secure long-term partnerships that benefit everyone.

If you stand still while others build ecosystems, you'll soon find yourself unable to compete with the knowledge and agility that multiple specialists bring.

HOW WE CAN HELP

Our thriving partner-to-partner ecosystem connects you with channel-friendly specialists who extend your capabilities. Whether you need strategic growth partners, IT service management, AI innovation or managed security services – or want to showcase your own expertise to grow – we facilitate collaboration. Specialist partners include TechClick, EcpPro, Chorus, Unify Cloud and more.

THE SURGE IN CLOUD, AI AND CYBERSECURITY INVESTMENT IS JUST GETTING STARTED

Yes, there's hype around AI. But businesses are putting their money where their mouth is, and it's going deeper than chatbots and productivity tools.

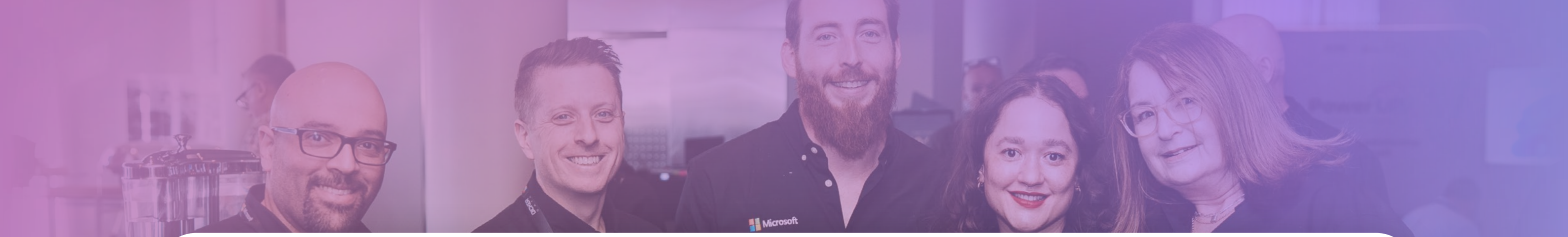
Building on deepening cloud investment, businesses are also deploying foundational AI platforms, automation, analytics and data integration – all underpinned by managed cybersecurity – to reshape their strategies as they head towards 2030.

71% of ANZ businesses plan to increase AI investment in the year ahead. Nearly half will reallocate budget from other technology spending, and 41% already use AI-powered cybersecurity tools with many planning to ramp up.

AI is now table stakes for transformation. Without expert partner guidance, many businesses will struggle to navigate the complexity and capture real value. Partners not offering AI solutions will lose revenue. Now's the time to position yourself as an AI-ready partner.

HOW WE CAN HELP

As the #1 distributor for Microsoft CSP and Copilot, we provide end-to-end expertise across AI readiness, Copilot deployment, Azure migrations and security frameworks. Get access to proven programs, funded training and certification support to stay ahead of the curve.



SECURITY RISKS ARE HERE, READY OR NOT

New technology is a double-edged sword, bringing both risks and rewards.

56% of organisations report shadow AI – unauthorised use of AI tools at work – with 71% discovering this by accident or through a security incident.

Adding to technical risks, 75% of ANZ organisations are facing new regulatory and legal requirements in the period ahead, heightening the need for support across cybersecurity, data management, compliance and governance.

There's a significant opportunity for partners to position themselves as guardians of governance, data, security and compliance, offering trusted advice, oversight and the right tools.

HOW WE CAN HELP

Our security and compliance programs include AI governance tools, educational resources, and local regulatory expertise. With direct relationships within Microsoft, we help you lead from the front on security, while our P2P ecosystem provides specialist capabilities to scale your offerings.

GLOBAL PARTNERSHIPS WITH LOCAL EXPERTISE

With the surge in cloud, AI and cyber, there's a specialised need for deep local knowledge, ranging from legislation and compliance to industry-specific regulations.

40% of end users prioritise partners with strong data privacy and cybersecurity certifications. Yet this depth of expertise remains out of reach for many partners.

What makes the difference is combining world-class global technology with a genuine understanding of the ANZ market, rapid local response and 24/7 support. Partners who deliver both global capability and local depth have a clear competitive advantage.

Smart partners are building ecosystems of local specialists they trust to add value, protect customer relationships and drive growth.

HOW WE CAN HELP

As the #1 Microsoft distributor across all categories in ANZ, our team includes 5 Microsoft Certified Trainers, Microsoft MVPs and former Microsoft employees with over 80 certifications. With 45 years as an Australian-owned, ASX-listed distributor, we provide Microsoft expertise that would cost hundreds of thousands of dollars to build internally, all with local support when you need it.

Four actions to win on value

1

Define your unique value proposition

Define and document what makes you irreplaceable – your core expertise, IP and business outcomes competitors can't match. Know what you do, who for and how it delivers value. Lead customer conversations with this value story rather than reactive price discussions. Make value, not technology, your opening position.

2

Strengthen your AI, cloud and security capabilities

The window for AI leadership is open, but it won't be for long. Become the advisor who brings innovation to customers, not the supplier waiting to be asked. Invest in specialist certifications, training and partnerships that are shaping the future, such as AI governance, data management, cloud architecture and security frameworks. Choose depth over breadth.

3

Build your specialist partner network

Stop trying to be everything to everyone. Identify your core strengths, then connect with complementary specialists who extend your capabilities. You own the customer relationship and orchestrate the solution; your partners plug in specialised expertise when needed. Your ecosystem becomes your competitive advantage.

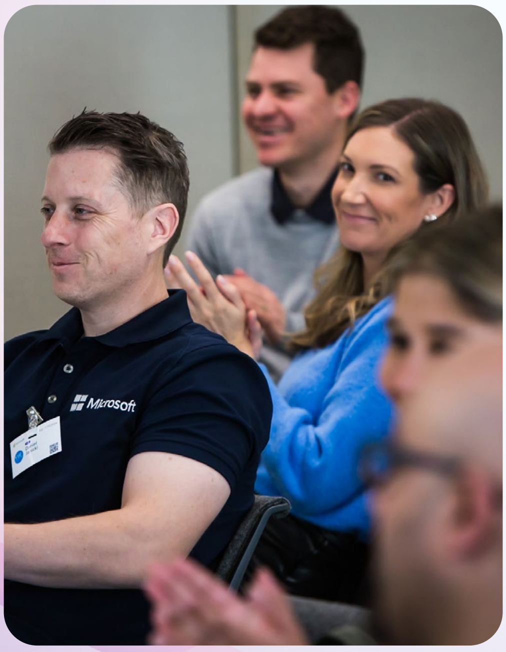
4

Choose a distributor that lifts your growth ceiling

Your distributor should expand what's possible for your business, not just process transactions. Assess whether they truly lift your limits with strategic support, technical depth and ecosystem connections. The right distributor removes barriers, amplifies your capabilities and opens new opportunities for growth.

Choose once, choose right

Dicker Data commissioned this research to give partners genuine insights for navigating transformation. The data reveals what needs to change.



To make these shifts, choose a distribution partner who delivers:

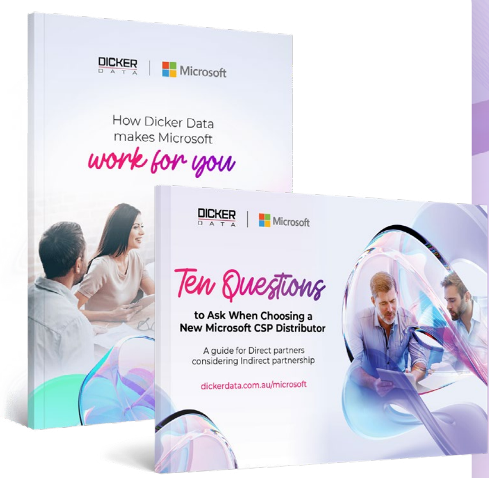
- Strategic guidance and expertise – beyond products
- Comprehensive ecosystem support – technical, commercial, licensing, sales and marketing
- Growth-led programs and tools – from enablement to go-to-market support
- Partner-to-partner connections – access to validated specialists who extend your capabilities
- Local market intelligence – ANZ-specific insights and compliance expertise
- Rapid response and support – when, where and how you need it

Ready to win on value?

We've created a range of resources to help you make the right distribution choice:

- Guide: 10 Questions to Ask When Choosing a Microsoft CSP Distributor
- Partner success stories and case studies
- Strategic planning tools and resources

→ **Explore the Resource Hub**



Become a Dicker Data partner

Our experienced local team is ready to help.

As ANZ's leading distributor for Microsoft 365, Copilot, Azure and BizApps, Dicker Data understands precisely how to make Microsoft work for you, your business and your customers.

- **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

Our unique partner-first model and exclusive programs are designed to meet you where you are at and to grow your skills, capabilities, customers and revenue.

Let's grow together

We invite you to explore the benefits of a Dicker Data partnership for your Microsoft CSP business.

→ **Become a Partner Today**

About

Survey demographics

Survey research was conducted in August 2025 via an online panel. Participants were from companies with 50-500 employees and held senior IT decision maker and influencer roles.

The survey covered 258 companies (156 in Australia and 102 in New Zealand) and 82 channel partner organisations (55 in Australia and 27 in New Zealand).

About Tech Research Asia, now part of Omdia

TRA, now part of Omdia, is a fast-growing IT analyst, research, and consulting firm with an experienced and diverse team across Asia Pacific. We advise executive technology buyers and suppliers. We are rigorous, fact-based, open, and transparent. And we offer research, consulting, engagement, and advisory services. We also conduct our own independent research on the issues, trends, and strategies that are important to executives and other leaders that want to leverage the power of modern technology.

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