

DICKER
D A T A

 Microsoft

SOLUTION CONXX

PARTNERING FOR SUCCESS





Why Partner?

Partnerships are essential for driving efficiency, revenue, and profits. By collaborating with other businesses, you can leverage complementary strengths, fill gaps in your offerings, and provide comprehensive solutions to your customers. Partnerships enable you to scale, respond to market changes, and accelerate digital transformation.



The Opportunity

Microsoft estimates a \$661 billion* total addressable market (TAM) opportunity for small and medium enterprise customer segments in and with CSP as the hero motion for these customers, there is a sizable opportunity for Microsoft CSP partners. By partnering, you can access new markets, increase your customer base, and enhance your competitive edge.



Dicker Data: Facilitating Profitable Partnerships

Dicker Data's approach is to foster an ecosystem of partner-to-partner engagements. It's a different approach that demonstrates our commitment to supporting local businesses by facilitating the right connections.

Solution ConX is our partner-to-partner networking portal that facilitates introductions between accredited Microsoft and other specialised and validated vendor partners so you can collaborate on customer engagements and expand your capabilities. By collaborating to extend your capabilities, partners can say 'yes' to more projects and unlock new routes to market.

We've put together this guide to help you build effective partnerships that result in a win-win for all parties.

Guidelines to Effective Partnering

These guidelines are designed to help you establish, manage, and grow successful partnerships for mutual benefit.



Assess Readiness:

- **Understand Your Value Proposition:** Clearly define what unique value your business brings to potential partners.
- **Identify Solution Gaps:** Determine areas where your offerings may be lacking and how a partner can fill those gaps.
- **Plan for Connection:** Develop a strategy for reaching out to and engaging with potential partners.



Connect Strategically:

- **Identify Strategic Partners:** Focus on partners who can help you gain market share and provide complementary strengths.
- **Go to Market Together:** Develop joint marketing strategies and campaigns to maximise impact.
- **Manage Partnerships Effectively:** Establish clear roles, responsibilities, and communication channels to ensure smooth collaboration.



Grow Together:

- **Drive Deeper Penetration:** Work with partners to expand your reach within existing customer bases.
- **Expand with Joint Offerings:** Develop new products or services together to attract new customers.
- **Invest in the Partnership:** Allocate resources to support joint initiatives and ensure mutual success.

Partnering Checklist

Before embarking on a partnering relationship, we recommend you undertake the following steps, to ensure your engagement is positive and rewarding for all parties.

PREPARE

- ✓ **Assess Your Business:** Conduct a thorough analysis of your strengths, weaknesses, opportunities, and threats.
- ✓ **Identify Gaps:** Determine where your business could benefit from a partnership.
- ✓ **Define Your Value Proposition:** Clearly articulate what you bring to the table and what you seek in a partner.
- ✓ **Develop a Partner Strategy:** Outline your goals, target partners, and approach.

1
STEP

CONNECT

- ✓ **Identify Potential Partners:** Research and prioritise businesses that align with your goals and values.
- ✓ **Establish Agreements:** Negotiate terms and create formal agreements to outline the partnership structure.
- ✓ **Lay the Operational Foundation:** Set up systems and processes to support the partnership.

2
STEP

ENGAGE

- ✓ **Develop Joint Go-to-Market Plans:** Create comprehensive plans for marketing, sales, and customer engagement.
- ✓ **Provide Sales Training and Support:** Equip your teams with the knowledge and resources they need to succeed.
- ✓ **Foster Collaboration:** Encourage open communication and teamwork between your organisations.

3
STEP

MANAGE

- ✓ **Monitor and Track Metrics:** Regularly review performance metrics to ensure the partnership is meeting its goals.
- ✓ **Conduct Ongoing Reviews:** Evaluate the partnership's progress regularly and adjust needed.
- ✓ **Course-Correct:** Address any issues or challenges promptly to keep the partnership on track.

4
STEP

GROW

- ✓ **Expand Capabilities:** Invest in joint marketing, selling, and solution development to enhance your offerings.
- ✓ **Explore New Opportunities:** Continuously seek new ways to collaborate and grow together.
- ✓ **Celebrate Successes:** Recognise and celebrate achievements to maintain motivation and momentum.

5
STEP



Dicker Data is here to
support you

Our local team of specialist people, practices and programs are ready to help you capitalise on the partnering opportunity.
Talk to us about how we can help you partner for success.

CONTACT OUR TEAM



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