DICKER DATA | Microsoft

Unify Your Data
Analytics and Intelligence
Sales Guide
for Partners

8,311 customers are ready to start their data analytics journey. Are you ready to lead them?

The opportunity is real and growing. AI ambitions are outpacing data readiness, with 63% of organisations lacking the right data management practices for AI. Organisations are looking for partners who can deliver value and business outcomes – price alone won't win deals anymore.

Microsoft's CloudAscent analytics tool reveals that 8,311 Australian organisations within Dicker Data's partner ecosystem are prepared to begin their data analytics and intelligence journey.

More importantly, 47% are ready to act now based on their existing Microsoft investments, business needs and technical fit.

This guide walks you through how to productise data analytics offerings, build managed services revenue, set profitable pricing and start winning deals.

1. Productise your offering

Prospects:

Start with your existing customers who have Microsoft data tools in place:

- **Medium (100–300 employees):** Businesses with an established Azure footprint – Azure SQL, Data Factory and Power BI – but a fragmented analytics environment struggling to keep up with growing reporting needs.

  Strong candidates for Microsoft Fabric to unify data warehousing, integration and BI into a governed, scalable platform.

- **Large (300+ employees):** Organisations with mature Microsoft investments across Power BI, Azure Synapse, Data Lake and sometimes Azure Databricks, often alongside SAP, Dynamics 365 or large custom applications, plus complex siloed third-party data platforms that are expensive to manage.

  Primed for consolidation with Microsoft Fabric around platform rationalisation, cost optimisation and AI-ready analytics.

A strong prospect meets three or more of these:

- AUD $3,500+ per month in Azure Consumed Revenue (ACR)
- Using Azure Data Services – Synapse, Azure Data Factory or competitor platforms such as Snowflake or Databricks
- 50+ seats of E5, E3, Business Premium, Dynamics 365 and/or Power BI
- Heavy users of Excel, Power BI or Teams for reporting
- Leadership asking for data-driven decision-making
- Manually built reporting or dashboards
- Already exploring GenAI tools such as Azure OpenAI
- Keen on production AI, not just pilots

Pitch:

Microsoft's Data Analytics Platform (DAP), powered by Microsoft Fabric and Power BI, is an end-to-end analytics platform that unifies how organisations ingest, manage, analyse and act on data. Instead of relying on disconnected tools for ETL, data warehousing, BI and AI, Fabric brings the entire analytics lifecycle into a single SaaS platform with a shared data foundation – OneLake.

Business users continue working in familiar tools like Power BI and Excel, while data engineers and analysts operate on the same underlying data, accelerating collaboration and time-to-insight. Built-in AI capabilities help teams analyse data and generate insights more efficiently, without complex integrations.

How to package Microsoft DAP:

1. **Position it as a unified platform:**
   Package the solution as one analytics platform, not separate tools. Power BI is the user experience and Fabric is the foundation. Customers buy simplicity, consistency and scale, not SKUs.
2. **Start with a Core + Expand model:**
   – Core: Power BI for reporting + Fabric for centralised data and governance.
   – Expand: data integration, real-time analytics, AI, forecasting and automation as needs grow.
3. **Bundle technology with partner services:**
   Customers buy a complete outcome rather than technology. Combine Microsoft licenses (Power BI), Fabric capacity, OneLake storage and partner services, including assessments, implementation, enablement and managed services.
4. **Anchor the conversation on value:**
   Position DAP as an enabler by focusing on business outcomes, faster reporting, trusted KPIs, scalability.

2. Add managed services

Scale your data analytics practice by layering managed services on top of the base Microsoft DAP solution to remove complexity for customers. Offer three clear tiers with defined features and support levels:

Entry – Basic Managed Analytics

Foundational support to keep dashboards running, data fresh and users productive with minimal overhead.

- Power BI & Fabric workspace monitoring
- Scheduled data refresh management
- Basic incident support (failures, access issues)
- Minor dashboard tweaks and fixes
- **Ideal for:** Small businesses (50+ users), first-time Power BI/Fabric customers, teams replacing Excel-based reporting
- **Benefits:** Reliable, always-on reporting without internal BI resources, faster issue resolution and reduced operational risk, predictable monthly cost
- **Packaging:** Fixed monthly fee, bundled with licenses

Professional – Managed Analytics & Optimisation

Proactive optimisation, adoption support and continuous improvement to maximise value.

- Performance tuning (datasets, models, Fabric capacity usage)
- Governance basics (naming, workspace design, access controls)
- Monthly enhancement backlog (new metrics, reports, sources)
- Usage monitoring & adoption coaching
- **Ideal for:** Growing mid-market organisations (100+ users) with multiple data sources and leadership relying on analytics for decision-making
- **Benefits:** Faster insights and improved report performance, higher user adoption, better cost control and scalability
- **Packaging:** Custom managed service with SLAs and roadmap

Enterprise – Advanced Analytics & Platform Management

End-to-end ownership of the analytics platform, delivering governance, scalability and AI-ready insights at enterprise scale.

- Full DAP platform management & capacity optimisation
- Advanced governance (Purview integration, lineage, data domains)
- Proactive architecture reviews and roadmap planning
- Advanced analytics (forecasting, real-time insights, AI enablement)
- **Ideal for:** Large organisations and regulated industries (300+ users), multi-domain analytics environments, data as a strategic asset
- **Benefits:** Enterprise-grade reliability, security and compliance, faster innovation with AI-ready data foundations, reduced internal complexity
- **Packaging:** Custom managed service with SLAs and roadmap

3. Price for profit

Generate recurring revenue streams by layering managed services on top of consumption-based Azure services and Power BI licenses. Target margins range from 25–60% depending on complexity:

Entry

- **Target margin:** 25–30%
- Standardised, repeatable, low-touch approach – a scalable one-to-many delivery model
- **Boost margins with upsells:** Add enhancement packs (e.g. 5 hours/month for changes), upsell to Professional tier once customers request performance tuning or new reports, bundle Entry services with license resale to improve total account margin
- **Outcome:** Profit comes from efficiency, not volume of hours

Professional

- **Target margin:** 30–45%
- Professional services blend structured work (governance, optimisation) with recurring enhancements, which customers perceive as high value
- **Boost margins with upsells:** Introduce usage analytics and adoption reporting, add capacity optimisation reviews for Fabric SKUs, upsell advanced reporting domains (finance, ops, exec dashboards), position AI-readiness assessments as a natural next step
- **Outcome:** Margins improve because customers pay for capability and continuity, not just support

Enterprise

- **Target margin:** 45–60%+
- Enterprise services are strategic, sticky and deeply embedded; customers pay for risk reduction, governance and speed, not task execution
- **Boost margins with upsells:** Introduce AI and advanced analytics (forecasting, anomaly detection), add data governance and Purview services, expand into real-time analytics and automation, offer executive analytics and data advisory retainers
- **Outcome:** Partners become trusted analytics owners, not just vendors

4. Ready your business

Partners who win consistently treat data analytics as a platform business, not a one-off project. Position your business to deliver Microsoft DAP services effectively across these areas:

Onboarding:
Set the foundation for repeatability

- Standardise onboarding so every engagement starts from the same foundation – partners who do this scale faster and avoid margin leakage from bespoke setups
- Create a default Fabric + Power BI architecture (workspaces, naming, access model) that you reuse across customers
- Build starter accelerators (templates, dashboards, pipelines) so no engagement starts from zero

Marketing:
Create demand without heavy spend

- Lead with use cases, not products – such as ‘faster financial reporting’ or ‘single source of truth’
- Offer small, fixed-scope packages such as Analytics Starter or Dashboard-in-a-Week
- Use Microsoft-aligned messaging: unified platform, reduced complexity, AI-ready foundation
- Leverage customer stories and visuals rather than long-form technical content

Sales:
Sell outcomes, not architecture

- Start conversations with business questions: what decisions are slow, unclear or debated?
- Anchor proposals around outcomes and phases, not tools and SKUs
- Use tiered packaging (Entry/Professional/Enterprise) to guide buyers rather than custom scoping
- Make managed services part of every deal, not an optional add-on

Scale:
Design for growth, not just delivery

- Design services to be one-to-many, not one-to-one
- Track usage and adoption metrics so expansion conversations are data-driven
- Create clear upsell triggers – if performance issues arise, upgrade customers to the Professional tier; if governance needs increase, upgrade them to the Enterprise tier
- Invest early in automation and documentation to reduce reliance on senior resources

5. Get started winning deals

1. Find your customers

Use CloudAscent to identify ready-to-buy prospects in your customer base or ask our Azure specialists to help.

2. Qualify and convert

Use the pitch guides, objection handling and segment resources in this guide and the Azure Sales Playbook: Unify Your Data to convert prospects.

3. Position Quick Start offers

Leverage Dicker Data and/or Microsoft specialist resources and funding programs to offer:

- **Funded Discovery Workshops/ Assessments** – Evaluate the current state of the customer's environment, including business and technical fit analysis, security posture review and cost modelling
- **Funded Proof of Concept** – Demonstrate value, validate business outcomes, build stakeholder confidence and secure buy-in to move forward
- **Proactive Implementation/Deployment Services** – Once the customer agrees on the POC, a funded deployment offer is available including environment setup and configuration, security and compliance alignment, and cost optimisation and scaling strategy

Let's grow together

Our Azure specialist team can help you identify opportunities, access funding and close deals.

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