

Azure Virtual Desktop (AVD)

Sales Guide

for Partners





3,206 customers are ready to start their Azure Virtual Desktop journey.

Are you ready to lead them?

The opportunity is real and growing. Hybrid work is here to stay, AI investment is surging and cloud adoption continues to accelerate. Organisations are shopping for partners who can deliver value and business outcomes – price alone won't win deals anymore.

Microsoft's CloudAscent analytics tool reveals that 3,206 Australian organisations within Dicker Data's partner ecosystem are prepared to migrate their Remote Desktop Services (RDS) environments to Azure Virtual Desktop.

More importantly, 60% are ready to act now based on their existing Microsoft investments, business needs and technical fit.

This guide walks you through how to productise AVD, build managed service tiers, set profitable pricing and start winning deals.



1. Productise AVD

Prospects:

Start with your existing customers who have Microsoft foundations in place:

- **Small (25-100 employees):** Customers with Microsoft 365 Business Premium taking their first step into Azure with secure remote work.
- **Medium (100-300 employees):** Businesses with mixed environments (M365, E3 or E5 licences) looking to modernise and simplify desktop delivery.
- **Large (300+ employees):** Organisations with E3/E5 plus legacy RDS, Citrix or VMware VDI ready to migrate and reduce infrastructure costs.

Pitch:

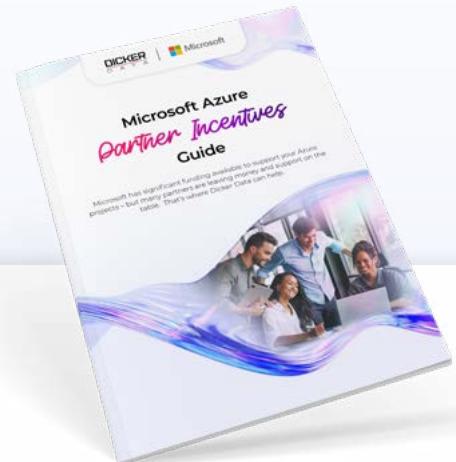
Short version: Azure Virtual Desktop delivers secure, flexible access to Windows desktops and apps from anywhere – without the complexity and cost of traditional desktop virtualisation.

Longer version: Azure Virtual Desktop is Microsoft's cloud-based desktop virtualisation service. It lets teams access Windows desktops and apps securely from any device while reducing infrastructure costs, simplifying management and strengthening security. If you're already using Microsoft 365 or running legacy systems like Citrix, VMware or Remote Desktop Services, AVD is a natural next step – no additional licensing required.

Package:

Many of your customers will already have AVD licensing through their M365 Business Premium, E3 or E5 subscriptions – they just haven't activated it. Bundle this existing entitlement with an Azure CSP subscription (consumption-based) to enable secure remote access while reducing complexity and costs. You handle the setup and billing; customers receive transparent Azure consumption reporting and a single point of contact.

Accelerate deals with Microsoft's Quick Start programs – refer to the [Azure Partner Incentives Guide](#) for programs including Pre-Sales Assessment, Proof of Concept and Migration/Deployment support.



2. Add managed services

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

Entry

- User onboarding, patch management, policy enforcement
- Shared support desk, 8x5 coverage
- **Ideal for:** SMBs needing simple, affordable remote work
- **Benefits:** Simplified IT management, secure remote work, lower infrastructure costs

Professional

- Application delivery, cost optimisation, endpoint analytics
- 24x7 support with proactive alerts and monthly health checks
- **Ideal for:** Mid-market customers seeking hybrid flexibility
- **Benefits:** Flexible scalable desktops, security and compliance, better performance and uptime

Enterprise

- Governance, advanced monitoring, SIEM integration, strategic reviews
- Dedicated TAM, priority response, quarterly architecture reviews
- **Ideal for:** Large organisations with complex requirements
- **Benefits:** Scalability, multi-region resilience, legacy VDI modernisation

3. Price for profit

AVD generates recurring revenue streams through managed services layered on top of consumption-based Azure billing. Target margins range from 25-40% depending on service tier complexity:

Entry

- Target margin: 25-30%
- Volume play for SMB adoption

Professional

- Target margin: 30-35%
- Pass Azure consumption through while bundling management

Enterprise

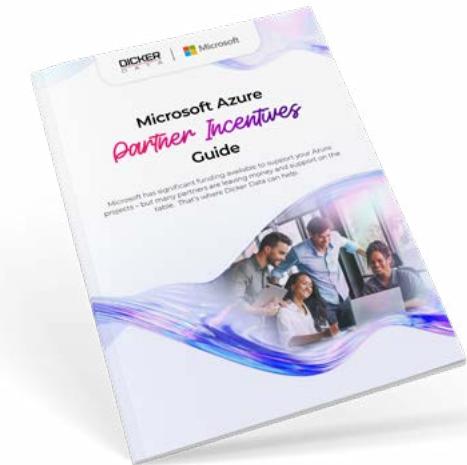
- Target margin: ~40%
- Dedicated managed environment with customisation

Boost margins with upsells:

- Security and compliance (Defender, Purview)
- Disaster recovery (Azure Site Recovery, Azure Backup)
- Data analytics (Microsoft Fabric)

Access incentives:

Earn up to 7.5% in CSP partner credits and rebates based on Azure consumption.



See the Azure Partner Incentives Guide for full details.

4. Ready your business

Position your business to deliver AVD effectively across these four areas:

Onboarding

- Create a standardised AVD setup – pre-deployment questionnaire, configuration, user migration process
- Provide end-user adoption kits – training videos, guides, change management materials

Marketing

Pitch by segment:

- **Entry:** Secure remote work – simple, affordable, scalable. *Save up to 40% vs on-prem VDI or unmanaged endpoints.*
- **Professional:** Hybrid flexibility with enterprise-grade control. *Improve IT efficiency by 30% while reducing VDI complexity.*
- **Enterprise:** Modernise and unify your virtual desktop platform with Azure. *Reduce total VDI cost of ownership by 30-50% and improve uptime to 99.95%.*

Sales

- Bundle licences through Microsoft CSP with managed Azure resources under the MSP tenant
- Offer monthly consumption reporting for transparency
- Develop an AVD ROI calculator (time saved, cost reduction, productivity gains)
- Position AVD as part of a broader Secure Cloud Workspace portfolio with Intune, Defender and Entra ID

Scale opportunities

- Use templated deployments (Azure blueprints, standardised FSLogix images) and multi-tenant management tools (Azure Lighthouse, Intune) to deliver AVD consistently at scale
- Implement shared NOC/SOC functions for consistent monitoring and alerting
- Automate deployment with Azure Automation Runbooks or GitHub Actions pipelines

5. Get started winning AVD deals

1. Find your customers

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

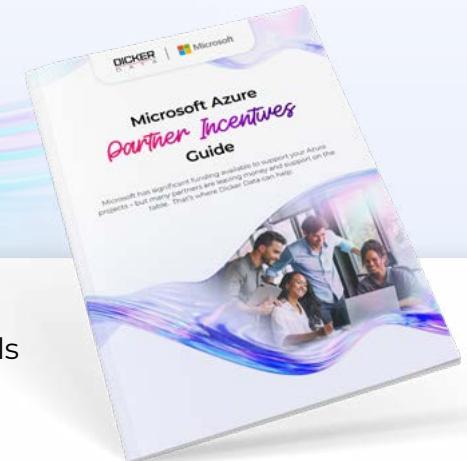
2. Qualify and convert

Use the pitch guides, objection handling and segment resources in this guide and the [Azure Sales Playbook: AVD](#) to convert prospects.

3. Position Quick Start offers

- **Pre-Sales Assessment** – Funded discovery to evaluate the current environment, map workloads to AVD and build the business case
- **Proof of Concept** – Demonstrate AVD's performance, security and cost benefits with real workloads
- **Migration & Deployment** – Funded offer including environment setup, user onboarding, security alignment and cost optimisation

See the [Azure Partner Incentives Guide](#) for details on eligibility and accessing these programs.



Let's grow together

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



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