

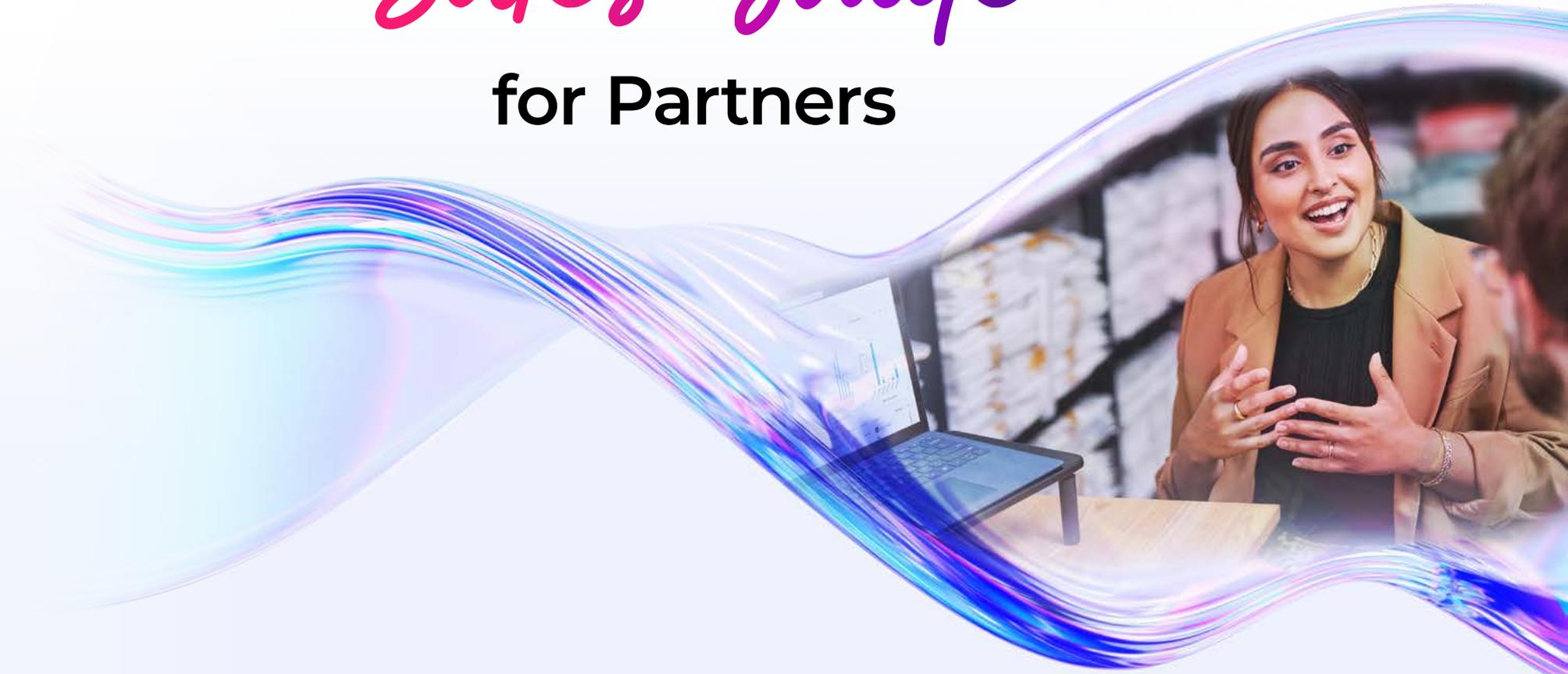
**DICKER**  
D A T A



**Build Your Foundation**  
Infrastructure, Apps and Security

*Sales Guide*

**for Partners**



# **7,577 customers are ready to start their cloud migration journey. Are you ready to lead them?**

The opportunity is real and growing. AI ambitions are outpacing infrastructure readiness, cloud investment continues to accelerate and 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 7,577 Australian organisations within Dicker Data's partner ecosystem are prepared to begin their cloud migration and modernisation journey.

**More importantly, 55% are ready to act now based on their existing Microsoft investments, business needs and technical fit.**

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



# 1. Productise your offering

## Prospects:

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

- **Small (25–100 employees):** Customers with basic infrastructure looking for lift-and-shift migration, simple consolidation and foundational security. Estimated annual consumption: USD \$5K–\$15K.
- **Medium (100–300 employees):** Businesses with hybrid environments and growing compliance needs, ready for SQL re-platforming, app modernisation and security uplift. Estimated annual consumption: USD \$15K–\$50K.
- **Large (300+ employees):** Organisations with complex multi-site infrastructure, large data estates and legacy systems ready for full-scale transformation. Estimated annual consumption: USD \$50K–\$100K.

## Pitch:

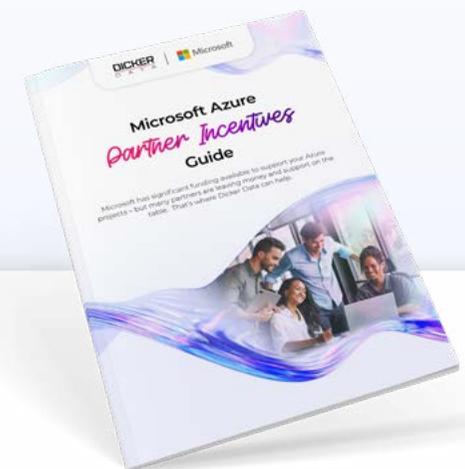
**Short version:** Azure enables organisations to migrate and modernise workloads with enterprise-grade security, global scalability and cost efficiency. Move from legacy systems to a future-ready cloud platform without the complexity and risk of traditional infrastructure.

**Longer version:** Microsoft Azure is a comprehensive cloud platform that helps businesses migrate, modernise and secure applications and workloads. It delivers advanced services like AI, automation and analytics while reducing infrastructure costs and technical debt. By leveraging Azure's global network and built-in security, organisations can accelerate innovation, improve resilience and achieve measurable business outcomes – all with predictable costs and simplified management.

## Package:

Many customers already have Microsoft foundations in place through M365, E3/E5 or existing Azure entitlements – they just haven't activated them. Bundle these with an Azure CSP subscription (consumption-based) to enable secure migration and modernisation while reducing complexity and cost. You handle the setup and billing; customers receive transparent Azure consumption reporting, governance 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 migration practice by layering managed services on top of base Azure infrastructure to remove complexity for customers. Offer three clear tiers with defined features and support levels:

### Entry

- Secure, simple, scalable IT without the overhead of servers or complex setups
- Shared support desk, 8x5 coverage, better performance and uptime
- **Ideal for:** SMBs with existing Microsoft investments seeking cost-effective migration and reduced maintenance
- **Benefits:** Affordable starter migration, low friction, simple and fast infrastructure consolidation

### Professional

- Hybrid flexibility, reduced complexity with managed services, cost optimisation
- 24x7 critical support with proactive alerts and monthly health checks
- **Ideal for:** Mid-market customers with hybrid infrastructure and growing compliance needs
- **Benefits:** Flexibility, security and compliance, enterprise-grade control, performance and uptime

### Enterprise

- Full-scale transformation, enterprise governance, compliance and security
- Dedicated Technical Account Manager (TAM), priority response, quarterly strategic/technical reviews, 24x7 premium support
- **Ideal for:** Large organisations with complex IT estates requiring high availability over multi-year modernisation journeys
- **Benefits:** Azure elasticity, advanced security, compliance automation, AI-ready infrastructure

## 3. Price for profit

Migration 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 with lift-and-shift workloads and infrastructure consolidation

### Professional

- Target margin: 30-35%
- Balanced migration and modernisation with security and governance uplift

### Enterprise

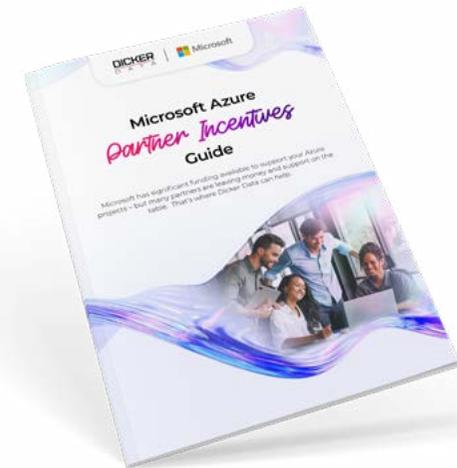
- Target margin: ~40%
- Dedicated environment and resources for mission-critical workloads with enterprise-grade security and AI services

### Boost margins with upsells:

- Backup and disaster recovery (Azure Site Recovery, Azure Backup)
- Identity, security and compliance (Entra ID, Defender, Purview)
- Advanced monitoring and dedicated SOC/NOC with zero-trust policies
- Data analytics (Microsoft Fabric)

### Access incentives:

Earn up to 7.5% in CSP partner incentives based on Azure consumption.



See the Azure Partner Incentives Guide for full details.

## 4. Ready your business

Position your business to deliver migration services effectively across these areas:

### Onboarding

- **Plan and assess:** Follow Cloud Adoption Framework (CAF) best practice, evaluate customer's current state and apply 6Rs migration strategy
- **Test and validate:** Offer Proof of Concept to validate performance, security and cost benefits
- **Migrate and deploy:** Secure landing zone, rehost/re-platform workloads, optimise costs
- **Improve and optimise:** Follow Well-Architected Framework (WAF) to identify areas for improvement

### Marketing

Pitch by segment:

- **Entry:** Simple, affordable cloud migration without the hassle of servers or complex setups. Eliminate ageing infrastructure, reduce rising hardware costs and unlock scalability for future growth. Save up to 40% compared to on-premises while improving reliability and security.

- **Professional:** Comprehensive modernisation strategies that deliver a flexible, secure and scalable environment with enterprise-grade control. Address performance bottlenecks, compliance challenges and slowing innovation using Defender for Cloud, Microsoft Fabric and Azure AI to accelerate transformation.
- **Enterprise:** A modern, robust and highly scalable platform designed for multi-year transformation across multiple sites, regions and data estates. Benefit from elasticity, advanced security and 99.95% uptime while cutting costs by 30–50%. Enable innovation at scale with governance, resiliency and integrated AI-driven insights.

### Sales

- Bundle licences through Microsoft CSP with managed Azure resources under the MSP tenant
- Offer monthly consumption reporting for transparency

- Develop a migration ROI calculator (infrastructure savings, reduced maintenance, productivity gains)
- Position migration as part of a cloud transformation portfolio with security, data and AI

### Cross-sell, scale and secure

- Use Azure Lighthouse for multi-tenant management
- Automate deployment with Azure Automation Runbooks or GitHub Actions
- Implement shared NOC/SOC for monitoring and alerting
- Offer monthly health checks on consumption patterns and trends
- Offer quarterly WAF reviews to highlight improvements and optimisation opportunities

# Migration execution checklist

- Define the business case**  
Establish objectives (cost savings, scalability, security) and align expected outcomes with customer priorities
- Assess and plan**  
Use Azure Migrate and Dr Migrate for portfolio-level assessments, conduct landing zone readiness checks and model costs with Cloud Economics guidance
- Apply proven frameworks**  
Follow CAF for structured migration (Strategy → Plan → Ready → Adopt → Govern → Manage) and WAF to validate workloads
- Choose the right migration approach**  
Apply the 6Rs model per workload: Rehost, Refactor, Rearchitect, Rebuild, Replace, Retire. Align tooling with priorities (e.g. Azure Migrate for servers, AppCat for .NET/Java apps)
- Start with a Proof of Concept**  
Validate performance, security and cost benefits before full-scale migration
- Optimise for cost and performance**  
Implement Reserved Instances and Azure Savings Plans; use Azure Advisor for continuous optimisation
- Embed security and compliance** Apply Zero Trust principles; enable Defender for Cloud and automate compliance checks (HIPAA, ISO, GDPR)
- Upskill or partner**  
Train internal teams (AZ-104, AZ-305) or engage Microsoft and Dicker Data verified partners for complex projects
- Monitor and iterate**  
Use Azure Monitor and Application Insights for visibility; conduct periodic Well-Architected Reviews



# 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.

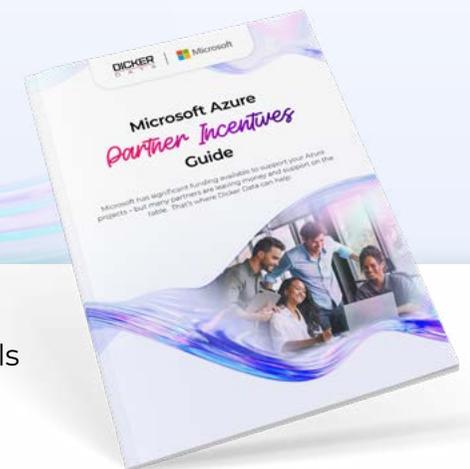
## 2. Qualify and convert

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

## 3. Position Quick Start offers

- **Pre-Sales Assessment** – Funded discovery to evaluate the current environment, map workloads to Azure and build the business case
- **Funded Proof of Concept** – Demonstrate value, validate business outcomes and build stakeholder confidence to secure buy-in
- **Migration & Deployment** – Funded offer including environment setup, cost optimisation, security and compliance alignment

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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