

Falco partnership drives 25% revenue growth

Dicker Data's rich Microsoft network unlocks significant value for Falco

BACKGROUND

Building a national IT services network

Falco Technology Solutions is a Sydney-based leading provider of managed IT services and cloud solutions. Starting over 20 years ago in Sydney, it has expanded through strategic acquisitions to become a true national provider, providing clients with bespoke solutions that deliver exceptional outcomes.

In 2022, Falco launched a national expansion strategy with the acquisition of a Melbourne-based managed service provider (MSP).



CHALLENGE

Urgent cloud migration strained internal resources

The Melbourne acquisition brought an immediate challenge: numerous on-premises customers with end-of-life hardware required urgent migration to the cloud.

While Microsoft Azure virtual desktop was the obvious solution, the volume of customers requiring immediate attention was straining internal resources, threatening to slow down Falco's growth momentum.

SOLUTION

Leveraging partnerships to accelerate cloud transformation

Byron Da Silva, Managing Director of Falco, reached out to Dicker Data Azure practice lead Daniel Janicki, who introduced him to Microsoft's Azure Migration and Modernisation Program.

Through Dicker Data, the program unlocked crucial funding and connected Falco to TechClick, a Microsoft-certified Advanced Specialisation Migration and Modernisation Partner, to support execution.

"I'm apprehensive about outsourcing work, so it took a bit of convincing to come to the party," said Byron. "But after that first meeting, we built confidence in the AMM program and a relationship with TechClick.

I have no regrets."

– Byron Da Silva, Managing Director of Falco

Building trust through expertise and communication

Daniel from Dicker Data emphasises that while process and technology are essential elements, it was the human factor that powered Falco's outstanding success.

"I was on that initial kick-off call and what really showed was the professionalism of AMM partner TechClick. They understood exactly what was going on; they have a lot of knowledge, and they introduced a dedicated project manager who provided continual updates," said Daniel. "The people involved were a massive factor in Falco's success."



Byron shares more about the process: "While AMM provided the hands, Falco had to be the face and voice the end-customer saw and heard. We don't want our customers involved with a third party; we take that all on board and project manage it. That was extremely important and valuable. What made this so easy was the communication from TechClick. We always knew where everyone stood. It's just been an easy process."

OUTCOME

25% revenue growth powers national expansion

The partnership delivered immediate and substantial benefits. TechClick's CEO Regina Melamed highlighted the program's efficiency:

"AMM approval usually happened in less than 5 minutes with no further red tape. TechClick wrapped its own protective guarantees around the engagement to reassure Falco there would be no channel conflict. And of vital importance for many hamstrung partners, AMM was provided at no cost to them."



Immediate financial returns

The AMM partnership delivered substantial returns across multiple metrics:

- \$250,000 hardware cost savings for a single customer
- 25% revenue growth through the AMM program
- Pipeline of 10 new major projects for the next financial year
- Expanded market reach from smaller organisations to those with 100-200 users
- Strategic acquisition in Adelaide, completing Falco's nationwide reach

These results validate Falco's growth strategy and set the foundation for continued expansion. Where previously Falco focused on smaller, quick-to-complete projects, they now confidently pursue and service major enterprises across the country.

It's all about
growing together

As they have with Falco, Dicker Data for Microsoft's local team is here to help Microsoft Partners modernise their practice, meet customers' changing needs, grow revenue and take the lead in the age of cloud and AI.

Connect with our team to learn how

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