

# Success Story



## Unlocking Microsoft partnership potential for Dear Watson Consulting

Sasbri's impact with Dear Watson Consulting is proof that small steps - when guided by the right partner - can unlock outsized results. With a clear plan, sharper positioning, and ongoing ecosystem support, DWC is better equipped to drive visibility and growth in the Microsoft ecosystem.

### CASE STUDY

## Navigating the Microsoft ecosystem

Dear Watson Consulting (DWC), a boutique Microsoft Solutions Partner specialising in Data & AI, is known for helping clients turn complex data challenges into opportunities for business growth. As a technically strong and fast-growing partner, DWC saw significant potential in deepening their engagement with Microsoft - but recognised they needed guidance to navigate the breadth of programs, stakeholders, and opportunities available.

Sasbri Consulting is focussed on helping partners realise the full potential of their Microsoft relationship. For Dear Watson Consulting, that meant understanding how to align more closely with Microsoft, and what steps would make the biggest difference. Through a collaborative approach, Sasbri Consulting supported DWC in identifying the right opportunities and building stronger visibility across the Microsoft ecosystem.



**SASBRI CONSULTING**  
Small steps for big results and impact

[www.sasbri.com.au](http://www.sasbri.com.au)

## CASE STUDY

# Bridging the gap between technical capability and strategic visibility

As a Microsoft Solutions Partner with deep expertise in Data & AI and a Microsoft MVP at the helm, Dear Watson Consulting was well-positioned from a technical standpoint. However, like many fast-growing partners, they found it challenging to navigate the scale and complexity of Microsoft's dynamic ecosystem.

### WHILE PASSIONATE ABOUT THE MICROSOFT STACK, DWC NEEDED SUPPORT TO:

#### 01.

Build stronger visibility with the right Microsoft stakeholders

#### 02.

Understand how to align their offerings with Microsoft's evolving program landscape and solution plays

#### 03.

Clarify which programs and engagement opportunities were the best fit for their size and maturity

#### 04.

Create a structured, step-by-step roadmap to drive meaningful partner engagement

### AS GREG NASH, FOUNDER OF DWC, SHARED:

*"Microsoft is an incredible ecosystem with huge potential - but it can be hard to know where to start. Sasbri Consulting gave us the clarity we needed to move forward with confidence."*



## CASE STUDY

# Sasbri Consulting's approach

Sasbri Consulting delivered immediate clarity and momentum through a Microsoft Partner Maturity Assessment - a structured, diagnostic tool designed to evaluate Dear Watson Consulting's current standing within Microsoft and uncover high-impact opportunities to strengthen their partnership position.

With a focus on practical enablement, Sasbri Consulting's tailored support included:

## 01.

### SOLUTION ALIGNMENT & VALUE POSITIONING

Sasbri helped DWC align their offering with Microsoft's strategic priorities and customer outcomes.

- ◆ Conducted a detailed review of DWC's existing messaging and services through the lens of Microsoft's strategic priorities.
- ◆ Identified areas where the value proposition could be better positioned to resonate with Microsoft sellers and aligned solution areas.
- ◆ Recommended adjustments to how offerings were articulated - ensuring they clearly addressed customer outcomes and mapped to Microsoft's partner go-to-market motion.

## 02.

### VISIBILITY & ENGAGEMENT STRATEGY

To build internal visibility and momentum, Sasbri Consulting developed a practical roadmap for engagement.

- ◆ Outlined the specific steps needed to elevate DWC's profile within Microsoft sales teams, from refining their pitch to identifying the right internal advocates.
- ◆ Advised on how to engage with key Microsoft stakeholders in ways that aligned to shared objectives and mutual value creation.

## 03.

### PROGRAM GUIDANCE & ECOSYSTEM NAVIGATION

Sasbri Consulting simplified how DWC could engage with the right programs at the right time.

- ◆ Interpreted Microsoft's internal structure and highlighted who to engage, when, and why
- ◆ Recommended programs and initiatives that were best suited to DWC's stage of growth and capabilities.
- ◆ Helped prioritise where to invest time and effort for maximum return
- ◆ Maintained ongoing contact, sharing insights, facilitating introductions, and surfacing timely opportunities



*Lee-ann didn't just give us a framework - she gave us clarity. We knew exactly what to do next and avoided months of costly trial and error.*

**GREG NASH**  
**FOUNDER**  
**DEAR WATSON CONSULTING**



## CASE STUDY

# Outcomes and value delivered

Through this collaborative engagement, Sasbri Consulting equipped Dear Watson Consulting with the insights, structure and direction needed to take meaningful next steps in their Microsoft partnership journey. The result was greater clarity, stronger positioning, and continued momentum within Microsoft.

### CLARITY & CONFIDENCE

DWC gained a clear understanding of the steps needed to strengthen their partnership with Microsoft, allowing for more focused and effective engagement.

### STRONGER POSITIONING

By refining their offerings to better align with Microsoft's solution plays, DWC enhanced their appeal to Microsoft sellers and corporate teams.

### ONGOING STRATEGIC SUPPORT

Sasbri Consulting continues to provide DWC with guidance, introductions, and relevant partner ecosystem insights.

### ACCELERATED ENABLEMENT

With Sasbri Consulting's support, DWC expedited their understanding of Microsoft's structures and programs, allowing them to navigate the ecosystem more efficiently without allocating extensive internal resources.



*Navigating Microsoft's partner ecosystem can be overwhelming. We knew the potential, but not the path. Lee-ann came in with deep expertise and a clear framework that helped us assess where we stood and what to do next. Her ability to simplify the process and maintain an ongoing relationship - has been invaluable. Sasbri Consulting saved us months of wasted effort and accelerated our ability to grow as a Microsoft partner.*

**GREG NASH**  
**FOUNDER**  
**DEAR WATSON CONSULTING**



# Why choose Sasbri Consulting?

Sasbri Consulting is not just about strategy – we're about execution, impact, and long-term success. With deep Microsoft expertise, an extensive network, and a proven methodology, we help Microsoft partners:

- ◆ Navigate and optimise their Microsoft engagement
- ◆ Unlock new growth opportunities and funding
- ◆ Establish and strengthen key Microsoft relationships
- ◆ Position themselves as top-tier partners within Microsoft's ecosystem

Our partnership model is built on three critical pillars for long-term success:

- ◆ **Transparency**  
Drive clarity and trust by openly assessing strengths and growth opportunities, while engaging stakeholders to validate decisions and shape strategic direction.
- ◆ **Consistency**  
Build reliability through a unified approach, ensuring alignment and dependable execution to strengthen relationships and achieve sustained outcomes.
- ◆ **Self-sufficiency**  
Embed strategic thinking into daily operations, enabling autonomy to build long-term resilience for future success.



## Our services:

### **PARTNERSHIP BENCHMARKING**

Maximise Your Microsoft Partnership Performance

Identify strengths, optimise investments, and enhance your strategy for long-term growth and success.

### **PARTNERSHIP ACCELERATION**

Strengthen and Scale Your Microsoft Partnership

By unlocking co-sell opportunities and leveraging partner programs, we provide strategic guidance and execution support to deepen your collaboration with Microsoft.

### **GTM STRATEGY & EXECUTION**

Strategic Go-to-Market Excellence

Leveraging your solution offerings and Microsoft's investments, we craft powerful GTM strategies that deliver exceptional results.

### **ELEVATE SUCCESS**

Amplifying Innovation and Business Impact

Elevating your innovative, high-impact client engagements by surfacing market breaking stories and showcasing your value.

**CONTACT US**



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