

# Success Story



## From invisible to invaluable: Turning capability into Microsoft credibility

Modern 42 had deep cybersecurity expertise, but limited visibility in the Microsoft ecosystem. Despite having one of the strongest Entra engineering teams in the region, they weren't on Microsoft's radar. Sasbri Consulting helped bridge that gap, turning technical strength into strategic alignment, recognition and growth.

### CASE STUDY

## Translating capability into visibility

Modern 42 is a specialist cybersecurity consultancy with deep expertise in Identity and Access Management (IAM), Privileged Access Management (PAM), and Cloud Engineering. Their team includes some of the most experienced Microsoft Entra engineers in the region, yet their impact within the Microsoft partner ecosystem didn't match the strength of their capabilities.

They had the right people and the right services but weren't on Microsoft's radar. Their solutions weren't visible in the Azure Marketplace. And despite their capabilities, they weren't included in funding opportunities or strategic customer discussions.

Recognising the disconnect between Modern 42's technical depth and their visibility within Microsoft, Sasbri Consulting delivered a practical, partnership-first strategy to change the narrative.

MODERN 42

Through a structured Partnership Maturity Assessment and ongoing advisory support, Sasbri Consulting helped Modern 42 map out a clear path to recognition. Connecting the dots between strategy and execution, navigating internal programs, securing incentive alignment, and amplifying the unique value of Modern 42's solutions within the Microsoft ecosystem.



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

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## CASE STUDY

# Making impact visible



*We knew we had the people, the skills, and the experience. But we were almost invisible to Microsoft here in Australia.*

**SOPHIE WADE | CEO & FOUNDER  
MODERN 42**

Modern 42's story is not uncommon. Many high-performing Microsoft Partners struggle to understand the internal mechanics of the Microsoft ecosystem. Without guidance, they miss out on incentives, programs, and go-to-market support, simply because they don't know how to align or who to talk to.

### KEY CHALLENGES:

## 01.

### LIMITED EXPOSURE TO MICROSOFT PROGRAMS AND CONTACTS

Despite having deep technical capabilities, Modern 42 had little exposure to Microsoft's internal teams, programs, or funding mechanisms. Without these relationships, they were missing out on co-sell opportunities, strategic visibility, and the benefits available to aligned partners.

## 02.

### LACK OF VISIBILITY AS A CONSULTANCY FOR ENTRA IAM SERVICES

Modern 42 had a standout team of Microsoft Entra specialists, but they weren't recognised within the ecosystem as a go-to consultancy for IAM solutions. Their brand and services weren't positioned in a way that resonated with Microsoft sellers or stakeholders, making it hard to gain traction.

## 03.

### DIFFICULTY NAVIGATING MICROSOFT'S PARTNERSHIP REQUIREMENTS AND ECOSYSTEM

The complexity of the Microsoft ecosystem, from understanding partner programs to achieving Solution Partner Designation, was a barrier. Modern 42 needed guidance to cut through the noise, benchmark their current state, and map a realistic, tailored pathway forward.



## CASE STUDY

# Sasbri Consulting's approach

Sasbri Consulting's mission is simple: to help Microsoft Partners grow, scale, and be seen.

Led by Lee-ann, Sasbri brought clarity and candour to the table, starting with a Microsoft Partnership Assessment that reviewed Modern 42's current maturity, strengths, and gaps.

The engagement provided a clear roadmap tailored to Modern 42's offerings, ambitions, and appetite to grow beyond technical delivery. Sasbri's unique approach balances strategy with execution, supporting partners in developing go-to-market plans and in taking tangible steps forward.

## WORKING WITH MODERN 42, SASBRI CONSULTING DELIVERED:

### 01.

#### PARTNERSHIP MATURITY BENCHMARKING

- ◆ A practical framework to evaluate and elevate Modern 42's Microsoft relationship.

### 02.

#### PROGRAM ROADMAP

- ◆ A tailored plan to achieve Solution Partner Designation and unlock funding.

### 03.

#### GO-TO-MARKET SUPPORT

- ◆ Defined Modern 42's value proposition for Microsoft audiences.

### 04.

#### SELLER ALIGNMENT

- ◆ Identified key Microsoft stakeholders, both locally and globally, and facilitated introductions.

### 05.

#### VISIBILITY ACCELERATION

- ◆ Positioned Modern 42 in front of the right audiences at the right time.



*If you're a Microsoft Partner looking to scale and build stronger relationships with Microsoft, talk to Sasbri. Their insight, connections, and hands-on support helped us unlock visibility, funding, and strategic alignment. Working with Sasbri contributed to our business success.*

**SOPHIE WADE | CEO & FOUNDER  
MODERN 42**

## CASE STUDY

# The shift from delivery partner to strategic player

Partnering with Sasbri Consulting marked a turning point for Modern 42, transforming them from a capable delivery partner operating behind the scenes into a visible, strategic player in Microsoft's ecosystem. With a clear roadmap, targeted guidance, and ongoing support, Modern 42 achieved meaningful milestones that now position them for long-term growth.

## THE OUTCOMES

### 01.

#### **ACHIEVED MICROSOFT SECURITY SOLUTIONS PARTNER DESIGNATION**

Modern 42 successfully met the rigorous requirements to become a recognised Security Solutions Partner, demonstrating both capability and credibility within Microsoft. This designation not only validates their expertise but strengthens their appeal to Microsoft sellers and customers alike.

### 02.

#### **LISTED IAM SERVICES ON THE AZURE MARKETPLACE**

With support from Sasbri, Modern 42 made their services more discoverable and accessible by publishing to the Azure Marketplace. This step has amplified their reach and made it easier for Microsoft sellers to recommend their solutions to customers.

### 03.

#### **REGISTERED FOR KEY FUNDING PROGRAMS, INCLUDING ECIF**

Modern 42 is now set up to leverage Microsoft's Enterprise Channel Incentive Fund (ECIF) and other funding programs, giving them new ways to support customer engagements, reduce cost of sale, and drive adoption of their solutions.

### 04.

#### **GAINED ACCESS TO CRITICAL MICROSOFT CONTACTS**

Through Sasbri's network and deep knowledge of Microsoft's internal structure, Modern 42 was introduced to key stakeholders who influence buying decisions, co-sell opportunities, and partner strategy at both regional and global levels.

### 05.

#### **POSITIONED AS A DIFFERENTIATED, STRATEGIC SOLUTION WITHIN MICROSOFT**

Modern 42 now has a clearly articulated value proposition that resonates with Microsoft. With guidance from Sasbri, they've been able to communicate their strengths in a way that stands out, aligning their offerings to Microsoft's priorities and gaining traction with key internal teams.

These changes have transformed Modern 42's standing, opening doors to new opportunities, deeper partnerships, and sustained growth.



# 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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