

# Success Story



## Navigating growth: How Sasbri Consulting accelerated Increment's Microsoft success

The partnership between Sasbri Consulting and Increment showcases the impact of tailored, strategic support. Through consistent collaboration, actionable strategies, and a focus on long-term success, Sasbri has helped Increment strengthen its Microsoft partnership and drive enduring growth. This case study highlights how small steps can lead to significant and lasting results.

### CASE STUDY

## Strategic alignment, real results.

Increment, a team of technology creatives and a preferred Microsoft Partner, is dedicated to transforming complex business challenges into opportunities through strategic, incremental improvements. Specialising in Cyber Security, Digital Identity, Cloud Infrastructure, and Data & AI, Increment empowers organisations to build secure, intelligent, and scalable digital ecosystems. With extensive experience leading digital transformation for iconic Australian enterprises and government organisations, their approach focuses on continuous progress - ensuring agility, security, and confidence.

To strengthen alignment with Microsoft, maximise co-selling opportunities, and enhance visibility within Microsoft's ecosystem, Increment recognised the need for strategic support. However, navigating the complexities of Microsoft's structure, programs and engagement strategies presented challenges.

To bridge these gaps and accelerate growth, Increment partnered with Sasbri Consulting, an organisation dedicated to streamlining Microsoft partnerships and optimising investments to drive partner success and expansion. Sasbri's mission is to help partners unlock the full potential of their Microsoft engagements, ensuring they maximise programs and investments that fuel long-term growth. Their expertise provided Increment with the clarity, structure, and strategic direction required to elevate their position, deepen engagement, and unlock new opportunities within Microsoft.

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

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



# Key challenges

Increment faced challenges in navigating and maximising its partnership with Microsoft. These obstacles required strategic focus and tailored solutions to unlock new opportunities and drive meaningful engagement.

## 01.

### NAVIGATING MICROSOFT'S COMPLEX ECOSYSTEM

Understanding the right pathways for engagement, funding, and growth within Microsoft's vast structure was difficult.

## 02.

### DEFINING & COMMUNICATING VALUE TO MICROSOFT

Increment needed a clear and strategic approach to articulate its unique value proposition, ensuring alignment with Microsoft's priorities and strengthening partnership engagement.

## 03.

### ALIGNING WITH THE RIGHT MICROSOFT STAKEHOLDERS

Establishing the right connections at various levels within Microsoft, from sellers to decision-makers, required targeted introductions and a strategic engagement plan.

## 04.

### MAXIMISING MICROSOFT PROGRAMS & INVESTMENTS

Identifying and leveraging Microsoft's partnership benefits and funding opportunities to fuel business growth.

## SASBRI CONSULTING'S APPROACH

Our approach was customised based on Increment's position in their Microsoft journey, offerings, and their appetite for investment. This personalised approach ensured that strategies were relevant and achievable, emphasising small, strategic steps that collectively delivered significant results and impact.

Key actions and contributions:

#### ◆ Strategic Microsoft partnership roadmap

Conducted an in-depth health check to assess Increment's position within the Microsoft ecosystem.

Developed a roadmap that outlined Increment's path to success, detailing strategic steps for engagement, certifications, co-selling, and relationship-building.

Ensured Increment's messaging aligned with Microsoft's priorities, helping them engage with sellers more effectively.

#### ◆ Targeted Microsoft introductions

Leveraged our deep Microsoft network to facilitate introductions that reposition Increment into high-value engagements, leading to long-term strategic alignment.

Provide ongoing advocacy to support Increment's credibility and positioning within Microsoft.

#### ◆ Value proposition refinement & competitive differentiation

Collaborated with Increment to refine their value proposition, ensuring their messaging resonates with Microsoft sellers and decision-makers.

Defined Increment's competitive edge and differentiation in the Microsoft partner landscape.

Crafted compelling messaging that translates Increment's capabilities into Microsoft's language, making their solutions more relevant and impactful.

#### ◆ Unblocking challenges & optimising engagement

Supported Increment in navigating internal Microsoft processes by providing guidance on Microsoft funding and support programs, enabling Increment to access key benefits.

Proactively identify new opportunities and shifts in the Microsoft ecosystem, highlighting emerging opportunities.

## CASE STUDY

# Key business outcomes

Through this partnership, Increment has seen measurable success and accelerated growth within the Microsoft ecosystem:

### 01.

#### STRENGTHENED MICROSOFT RELATIONSHIPS

Built direct relationships with Microsoft's key decision-makers and sponsors, creating trusted connections that drive strategic alignment and unlock new opportunities for client impact.

Repositioned Increment into high-value engagements that enhance credibility and enable faster delivery of client solutions aligned to Microsoft's evolving priorities.

### 02.

#### OPTIMISED MICROSOFT ENGAGEMENT & INCREASED VISIBILITY

Elevated Increment's visibility within Microsoft, unlocking faster pathways to pipeline growth and accelerating time-to-market for innovative client solutions.

Positioned Increment as a go-to partner in Microsoft's most strategic programs, reinforcing Increment's ability to deliver outcomes for both Microsoft and its clients.

### 03.

#### INCREASED ENGAGEMENT WITH MICROSOFT SALES TEAMS

Developed a compelling two-way value proposition that aligns with Microsoft sellers, resulting in stronger joint engagement and faster response to client needs.

Increased referrals and opportunities from Microsoft sales teams by demonstrating Increment's ability to deliver rapid, high-impact solutions that address client challenges.

### 04.

#### ACCELERATED BUSINESS GROWTH & RESULTS

Achieved measurable business growth by securing more opportunities within Microsoft programs and reducing time-to-market for client solutions.

Positioned Increment as a leading partner in Microsoft's strategic initiatives, consistently delivering faster, client-focused outcomes that drive market differentiation.



*Sasbri Consulting has a very high level of integrity and professionalism. They understand the complexity of Microsoft's ecosystem like no one else and have helped us refine our positioning, gain visibility, and accelerate our strategic alignment. Lee-ann has been instrumental in ensuring our Microsoft partnership delivers real value.*

**ANDRE HERBST | DIRECTOR GROWTH & PARTNERSHIPS  
INCREMENT**

# 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**



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