

# Success Story



## Partnering for clarity, capability and channel growth at Dicker Data

Dicker Data, one of Australia's premier IT distributors, aimed to enhance its Microsoft channel approach by making programs easier to navigate, helping partners grow and ensuring internal teams stayed aligned with Microsoft's evolving priorities. To make this happen, Dicker Data partnered with Sasbri Consulting. Guided by Lee-ann, the collaboration streamlined processes, created strategic focus, and delivered practice outcomes across three key areas of the business.

### CASE STUDY

## Aligning strategy and execution

### KEY CHALLENGES

Microsoft offers powerful programs and solutions – but for many partners, navigating the licencing models and shifting priorities while juggling multiple hats can feel overwhelming. Dicker Data set out to change that. Their goal: to make things easier for partners, speed up go-to-market execution, build capability and align internal teams with Microsoft's evolving strategy.

With a leadership team representing multiple priorities from partner strategy, readiness, go-to-market and customer value – it was clear that Dicker Data needed to partner with someone who could bring clarity, focus and results.

**DICKER**  
DATA



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## CASE STUDY

# Translating strategy into action

Sasbri Consulting brought structure, momentum and simplicity across five areas:

## 01.

### **SIMPLIFYING COMPLEXITY: NAVIGATING MICROSOFT'S LICENSING LANDSCAPE**

While Microsoft offer robust security solutions and SKUs, the intricate nature of Microsoft's licencing can create ambiguity within the partner channel. Dicker Data wanted to make it easier for partners to understand and confidently act on the new licencing SKUs without losing the strength behind the offer.

## 02.

### **STRATEGIC PARTNER ENABLEMENT: BRIDGING THE EXECUTION GAP**

Dicker Data saw that partners needed more than just information – they needed clarity, confidence, and content to position Microsoft's advanced security offerings. The absence of structured, outcome-led guidance contributed to fragmented messaging and low adoption rates.

## 03.

### **PROGRAMMATIC STRUCTURE: ESTABLISHING A SCALABLE SECURITY FRAMEWORK**

Rather than managing one-off activities, Dicker Data aim to build a structured scalable approach to engage partners. A clear, repeatable framework for engaging partners around Microsoft Security was missing. Without a structured program, it was difficult to scale strategic initiatives and drive consistent engagement across the channel.

## 04.

### **INTERNAL CAPABILITY UPLIFT: ALIGNING WITH MICROSOFT'S EVOLVING STRATEGY**

Sales and technical teams required targeted support to deepen their understanding of Microsoft's solution plays and co-sell priorities. Without internal alignment, the ability to influence partner outcomes and leverage Microsoft opportunities was constrained.

## 05.

### **CROSS-ECOSYSTEM READINESS: ADDRESSING CAPABILITY GAPS IN THE CHANNEL**

Capability gaps across both internal teams and external partners posed a barrier to execution. Enabling stakeholders to confidently navigate Microsoft's security ecosystem required a consistent, considered uplift in knowledge and readiness.



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## CASE STUDY

# Sasbri Consulting's approach

Sasbri Consulting played an integral role across multiple streams, bringing clarity, structure, and pace to Dicker Data's Microsoft-aligned programs. With a unique ability to translate complexity into simplicity and ideas into action, Sasbri Consulting partnered with technical stakeholders, marketing leads, and external agencies to build scalable assets, improve partner enablement, and enhance internal capability.

## 01.

### SIMPLIFYING COMPLEX CONCEPTS

Sasbri Consulting stepped into a translator role - decoding technical language and Microsoft licensing intricacies into accessible, actionable insights that marketing teams and partners could easily grasp and apply.

- ◆ Simplified Microsoft licensing into clear, partner-ready messaging
- ◆ Acted as a strategic bridge between technical SMEs, marketers, and vendor stakeholders
- ◆ Ensured that communications were aligned, consistent, and grounded in real-world partner needs

## 02.

### BUILDING CAPABILITY THROUGH COLLABORATIVE DESIGN

Through deep expertise in Microsoft, Sasbri Consulting supported Dicker Data in designing practical frameworks and toolkits that channel partners could use to assess, grow, and scale their offerings.

- ◆ Facilitated Lean Canvas and capability assessment sessions with partners
- ◆ Supported internal upskilling through tailored training modules
- ◆ Structured partner engagement using security canvases and roadmap frameworks aligned to Microsoft strategy

## 03.

### CO-CREATION AND CAMPAIGN ENABLEMENT

With a focus on enabling action, Sasbri Consulting co-developed assets and toolkits that could be directly taken to market. Working hand-in-hand with internal and external teams, every asset was designed with the partner journey in mind - from awareness to execution.

- ◆ Co-created use-case driven campaign content that reflected key security scenarios
- ◆ Developed campaign-in-a-box toolkits that partners could adapt and deploy
- ◆ Actively collaborated with Dicker Data's marketing team to streamline execution and bring ideas to life



*Lee-ann is truly unique - she combines technical depth with sales, program, and go-to-market know-how, while connecting with people effortlessly. She's helped us bring structure to our security programs, upskill our team, and enable our partners with practical, market-ready tools. She adapts quickly, delivers with speed and is a trusted advisor we'll continue to lean on.*

**PAUL RANDAZZO**  
**BUSINESS MANAGER, MICROSOFT**  
**DICKER DATA**

## CASE STUDY

# Business outcomes delivered

The collaboration between Sasbri Consulting and Dicker Data translated strategic vision into tangible action – enabling faster go-to-market execution, stronger partner engagement, and greater internal capability in alignment with Microsoft's security priorities.

By embedding within the business and acting as a strategic conduit between technical, marketing, and channel stakeholders, Sasbri Consulting accelerated delivery while building a scalable foundation for continued growth and innovation.

### SPEED-TO-MARKET ACCELERATION

- ◆ Enabled the rapid activation of Microsoft 365 Security campaigns and partner plans
- ◆ Streamlined GTM delivery through integrated collaboration with marketing, technical, and agency teams
- ◆ Reduced friction in licensing and messaging alignment, ensuring partners could execute with speed and clarity

### ELEVATED PARTNER ENABLEMENT

- ◆ Developed targeted Microsoft 365 security use cases to support adoption and highlight solution differentiation
- ◆ Delivered high-quality, partner-ready sales and marketing assets to support in-market activity
- ◆ Provided structured toolkits to enable rapid partner customisation and rollout

### STRENGTHENED CHANNEL ENGAGEMENT

- ◆ A significant number of partners supported via strategy & practice-building workshops and planning sessions
- ◆ Facilitated Lean Canvas and roadmap sessions to help partners identify growth opportunities and execute against defined security plays

### INTERNAL CAPABILITY UPLIFT

- ◆ Delivered targeted training programs to uplift internal sales and technical confidence in Microsoft solutions
- ◆ Equipped cross-functional teams with repeatable frameworks to support future partner enablement at scale

### STRATEGIC GROWTH ENABLEMENT

- ◆ Positioned Dicker Data for long-term strategic success within the Microsoft ecosystem through consistency and accelerated delivery



*Lee-ann translates complexity into clarity and enables us to deliver campaigns our partners can confidently take to market. Her integrity, network, and approachability make her an invaluable extension of our team.*

**SONYA ABOUDARGHAM**  
**SENIOR MARKETING MANAGER**  
**DICKER DATA**



*Working with Lee-ann is seamless – she feels like part of the team. She brings clarity to complicated security topics, listens, challenges, and always delivers high-value content that partners can immediately use. Her insights, connections, and ability to create practical campaigns make her an exceptional asset to our team.*

**ADAM SMITH**  
**MICROSOFT MODERN WORK, SECURITY AND AI LEAD**  
**DICKER DATA**



# 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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