



# *Program* **REFERENCE GUIDE**



# Growth led programs to support you

*every step of the way*

Dicker Data offers a structured pathway to developing cloud solutions across Microsoft Azure, Microsoft 365, Copilot, AI, and security. With access to funding support, our practical programs range from onboarding and capability building to go-to-market campaigns.

Here is the complete list of programs we provide across your partner journey. Including:



Onboarding &  
Partnering



Capability  
Building &  
Enablement



Go to Market  
Excellence and  
Success



# Onboarding & Partnering

## Payment & Accounts

Dicker Data offers partners a wide range of payment methods for their billing, so we can adapt to fit your preferred financial processes.

## CSP Portal

Dicker Data's Cloud Solution Provider (CSP) portal is a centralised online platform that enables Microsoft Partners to manage your cloud business simply and efficiently, including customer subscriptions, billing, and provisioning of Microsoft products and services.

## White-labelled End-User Portal

Dicker Data provides a white-labelled, easy-to-use end-user portal that enables you to empower your clients to self-manage their own Microsoft CSP licenses.

## Billing Integration

EcpPro offers seamless billing integration with ConnectWise, Xero, Halo and Autotask. In addition, we provide complete integration into our platform through our 2-way APIs, which help streamline billing and pricing management across our vendor portfolio.

## Partner Centre Health Check

This practical workshop and tailored assessment can unlock significant value. It helps you access and maximise all your eligible benefits and rebates from Microsoft, in line with those available in the current Solution Designation & Specialisations Program.

## Incentives Guide

This guide shows Microsoft Partners what incentives and programs are available to you and how you can leverage these incentives to invest back into your business to drive growth, efficiency, and profitability.

## CSP Incentives Calculator

This Dicker Data app helps partners calculate their Microsoft incentives based on your Solution Designation Status and customer licenses/SKUs. It is designed to simplify the incentives experience to help partners understand their potential earnings from Microsoft.

## Community Updates and Support

Join Dicker Data's complimentary email communications to stay up to date with the latest news, exclusive promotions, and partner opportunities.

## Support Pack

The Dicker Data Support pack outlines the specific service level agreements (SLAs) you can expect from your operational experience with us. The guide outlines expectations for our working relationship, providing easy access to our in-house support helpdesk. It also includes organisational structure, key staff and contact information for critical response (CRE) aliases.

To learn about these programs visit [dickerdata.com.au/microsoft](https://dickerdata.com.au/microsoft)





# Capability Building & Engagement

## OnPoint Enablement

Run weekly; OnPoint is Dicker Data's popular ANZ webinar series designed to educate partners on all things Microsoft. Each webinar dives into relevant topics and core focus areas to help you upskill in new areas, expand your capabilities, and open new opportunities.

## Level Up CSP Bootcamps

Level Up CSP Bootcamps are built to help CSP partners grow their M365 and Copilot sales and technical capabilities and accelerate new customer acquisition, upsell and cross-sell. They are delivered by Microsoft Most Valuable Professionals (MVPs) and are ideal for partners who want to sharpen their business and technical capabilities.

## Demos

To bring partners up to speed on significant new Microsoft solutions, the Dicker Data pre-sales leaders demonstrate live environments and real-life scenarios to enhance your understanding.

## Training and Certification-as-a-Service

By guiding you through Microsoft's educational programs, courses, and certifications, we can help you upskill and diversify by achieving more Solution Designations, enabling you to take on larger projects. We can deliver these through our in-house Microsoft Certified Trainers (MCTs) or our network of trusted third-party training providers.

## Solution Assessments

Dicker Data provides a suite of comprehensive assessment services to prepare organisations for successful Microsoft technology deployments. Our tailored assessments include:

- **Readiness Assessments:** Ensuring organisations are equipped to maximise benefits from new solutions, covering resources, data, security, compliance, and infrastructure for Azure, Copilot, security, AI, and more.
- **Rapid Assessments:** Accelerating Microsoft deployments by evaluating existing environments and leveraging automation, templates, and structured guides.
- **Azure Express Assessment:** A fast, comprehensive, data-driven analysis of your servers to help you start your journey to Azure with insights on costs, workloads, migration plans, and business cases.
- **Cost Optimisation Assessments:** Strategic evaluations to help you understand, manage, and optimise costs, including budgeting, forecasting, special offers, and cost calculators.
- **Security Assessments:** Evaluating an organisation's security posture, identifying vulnerabilities and risks, and ensuring adequate security controls are in place.
- **Copilot Readiness Assessment:** Help customers and partners assess their readiness for Copilot for M365 by considering scores on security, licensing and optimisation.

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## Solutions Designation

As part of the Solutions Partner Program, these designations help you stand out from the competition, showcase your expertise, and increase your customer reach. Currently, there are six Solutions Partner designations available:

1. Solutions partner for Business Applications
2. Solutions partner for Data and AI (Azure)
3. Solutions partner for Digital and App Innovation (Azure)
4. Solutions partner for Infrastructure (Azure)
5. Solutions partner for Security
6. Solutions partner for Modern Work

To qualify, partners must meet criteria across three categories: Performance, Skilling, and Customer Success. The partner capability score, a composite score quantifying performance in these categories, determines eligibility. The program is open to new and existing partners, including those who held legacy Silver or Gold Memberships before its launch on 4 October 2022. Through the Microsoft Partner Centre dashboard, partners can track progress toward attaining any Solutions Partner designation.

## Solutions Designation Specialisation(s)

A Microsoft specialisation is a recognition awarded to Microsoft partners who have demonstrated deep technical expertise and proven success in specific, high-demand areas of Microsoft Cloud. It goes beyond the Solutions Partner Designation by focusing on specialised capabilities within a solution area. Specialisations are aligned with the Microsoft Cloud and include areas such as:

- Business Applications
- Data & AI
- Digital & App Innovation
- Infrastructure
- Modern Work
- Security

## 1:1 Enablement Workshops

Dicker Data offers enablement workshops designed for high-growth partners. We can develop enablement pathways or bespoke enablement to help you build capability and upskill in new Microsoft solutions to expand your practice and add more value to your customers.

## Deployment-in-a Day Sessions

The Dicker Data Deployment in Day sessions are highly anticipated events where partners gather at Microsoft offices nationwide to walk through an Azure Virtual Desktop deployment with Dicker Data experts in the room. These practical and interactive sessions focus on hands-on experience rather than theoretical presentations. They aim to simplify your path to Azure by providing a structured environment where you can learn and execute deployment within a single day.

To learn about these programs visit [dickerdata.com.au/microsoft](https://dickerdata.com.au/microsoft)

## Azure Migrate and Modernise (AMM) & Azure Innovate Programs

Leveraging Dicker Data's Services Partner, partners can access these programs to fund on-premises migrations and innovate with AI. They help you migrate and secure Windows Server and SQL Server, as well as migrate SAP, enterprise apps, Linux estate and more to Azure, and infuse your existing apps with AI. The programs also provide assessments, pilots, tooling, and expert guidance to increase deal velocity and reduce time to value.

### Azure Migrate and Modernise (AMM) Readiness Workshop

This workshop provides an overview of the AMM program and covers all the required prerequisites partners need to meet as per the Advanced Specialisation requirements, including:

- Current Partner Centre Status
- Certification Path
- Customer Add Requirements
- Auditing Guidance & Checklist

### Cloud Migration Factory

Dicker Data can help you leverage the Microsoft Cloud Migration Factory team to lift and shift basic workloads from on-premises to Azure so your customers can take advantage of the cloud.



### Well-Architected Framework

Well-Architected Framework is a set of guiding principles and best practices designed to help architects, developers, and cloud practitioners build and operate high-quality, resilient, efficient, and secure workloads in the cloud. The framework provides a consistent approach for evaluating and improving the architecture of applications and systems across the following parameters:

- Cost Optimisation
- Operational Excellence
- Performance Efficiency
- Reliability
- Security

### Voyager

Voyager is Dicker Data's Security and AI Centre of Excellence program, designed to help partners build robust Microsoft practices. Delivered by our expert cloud solution architects, the program combines face-to-face and virtual sessions to enhance skills in Microsoft security and AI solutions.

To learn about these programs visit [dickerdata.com.au/microsoft](https://dickerdata.com.au/microsoft)





# Go To Market Excellence and Success

## Offer Creation & Solution Ready

This program enables Dicker Data partners to develop and deliver customer-centric offers aligned to your Microsoft business: Infrastructure, Data & AI, Security, and Modern Work. We offer two types of programs based on maturity levels; one focuses on specific Offer Creation, while the other is an in-depth consultancy engagement to facilitate a broader business overhaul around your solution stack.

## Cloud Ascent

The Cloud Ascent program gives partners access to end-user customer data, including historical sales and intent data, to help drive sales. It identifies customer cohorts with a high propensity for purchasing specific Microsoft solutions and delivers insights and recommendations for reaching and targeting them.

## Renewals T-90 days

With careful planning, renewals can be a significant opportunity to minimise drop-offs and maximise upsells. In the months before renewals, we work closely with you to help better manage your renewals and look for ways to upsell and drive incremental revenue streams through premium or standalone products.

To learn about these programs visit [dickerdata.com.au/microsoft](https://dickerdata.com.au/microsoft)

## Proof of Concept (POC) Program

Designed to help partners drive customer success, this program helps minimise customer risks in exploring a cloud-based solution and serves as a sales acceleration tool. We assist in designing, validating, migrating, and optimising Azure deployments and help secure available Microsoft funding for customer migrations. Additionally, we collaborate with partners to build minimum viable product (MVP) solutions, ensuring a smooth transition and optimal outcomes for your customers. It is available for Azure and, by application, Dynamics.

## Digital Campaigns

To support our partners' demand generation efforts, Dicker Data offers go-to-market campaigns developed by Dicker Data, approved by Microsoft, and ready for your execution. All campaigns consist of digital assets customised with your logo, brand colours, and fonts, ensuring your branding is prominent and your assets are differentiated. Dicker Data has aligned with Microsoft agencies, which will partner with you to deliver each campaign to your customers and prospects.



## Customer Workshops

Dicker Data offers bespoke end-user customer events, delivered in partnership with your team, to help educate your customers and drive awareness and sales. Presented by our specialists, these workshops also facilitate knowledge transfer, equip your team with effective objection-handling strategies and help your team present new solution areas to your customers.

## Lead-as-a-Service

Dicker Data offers a lead appointment-setting program leveraging Microsoft telemarketing programs and third-party telemarketing agencies. Alignment to each program is determined based on the partner's maturity.

## Campaign-in-a-Box

Access our suite of tailored go-to-market programs, including Microsoft's pre-built campaign assets. These make it quick and easy to tailor and execute your own co-branded campaigns.

## Dicker Data InsightAI

Exclusively for Dicker Data Microsoft partners, this innovative tool harnesses Cloud Ascent propensity data to deliver intelligent insights and recommendations. It helps you pinpoint cross-sell and upsell opportunities with precision, enhancing your sales strategy and driving growth. Our specialists work closely with partners to analyse renewal and cohort data, providing a 360-degree view to drive additional profitability, service revenue, and customer value.



## Solution ConX

Solution ConX is our partner-to-partner networking portal that facilitates introductions between accredited Microsoft and other specialised and validated vendor partners so you can collaborate on customer engagements. By collaborating to extend your capabilities, partners can say 'yes' to more projects and unlock new routes to market.

## EcpPro

EcpPro is a management platform designed specifically for Managed Service Providers (MSPs) and enterprises to efficiently manage and secure their Entra ID and Azure Tenants. It offers a single pane of glass for various functions, simplifying the service desk personnel's tasks, leading to fewer mistakes and quicker issue resolution.

## Immersion Workshops and Labs

Our Immersion Workshops and labs are combination of face to face and virtual technical partner enablement series delivered by our in-house experts. They focus on equipping you with hands-on technical security, privacy, and AI skills, which are becoming increasingly important to SMBs.

To learn about these programs visit [dickerdata.com.au/microsoft](https://dickerdata.com.au/microsoft)



# Why Dicker Data is a smart choice

An Australian-owned and operated ASX-listed technology distributor with over 45 years of experience, Dicker Data is Australia's #1 SMB and Mid-Market distributor.



**Leading ANZ distributor  
for Microsoft 365 Copilot,  
Azure SMB and Biz Apps**



**#1 Microsoft Azure  
Distributor ANZ SMB  
Segment**



**Fastest growing  
Modern Workplace  
distributor**



**ANZ-based licensing  
and operations  
specialists**



**Unequalled  
certifications from  
fundamentals to expert**

## Let's make Microsoft work for you

**Connect with our team to explore programs of interest**

(02) 8556 8061    [microsoft.sales@dickerdata.com.au](mailto:microsoft.sales@dickerdata.com.au)    [www.dickerdata.com.au/microsoft](http://www.dickerdata.com.au/microsoft)

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