



CASE STUDY – MICROSOFT PARTNER GROWTH

How we built a **\$4-5 million** partnership in **14 months**.

A partnership built on belief, structure and enablement.
Transforming Microsoft alignment into sustained growth.



Making IT Personal™

PARTNER SNAPSHOT

At a glance



PARTNER	DBiz Solutions
REGION	Australia
PARTNER TYPE	Innovation-led Microsoft CSP Partner
SEGMENT	Engineering & enterprise digital transformation
KEY SOLUTIONS	Azure, Dynamics 365, Copilot Studio, Azure Foundry, AI-first managed services
PARTNER SINCE	2023

Through its partnership with Tech Data, DBiz has been able to match its innovation and engineering strength with the operational scale needed to grow faster and more strategically.

Relying on Tech Data's personalised support, access to the StreamOne ION platform for simplified cloud operations, deep local Microsoft expertise, and go-to-market backing, DBiz has turned its strong technical capability into a growth engine.

The relationship ensures DBiz can focus on delivering high-impact AI, cloud and platform solutions, while Tech Data provides the engine behind the scenes. The result is smarter operations, stronger market positioning, and sustainable growth in the technologies shaping the future.

KEY PERFORMANCE INDICATORS

\$4-5M

Revenue Transacted Through Partnership

4

Solution Partner Designations in First 3-4 Months

8

Advanced Specialisations Achieved

14mo

From Partnership Start To \$4-5M Milestone

ABOUT THE PARTNER

Innovation-led Engineering excellence

DBiz Solutions is an innovation-led business. It is playing a vital role in the engineering sector, helping firms accelerate transformation with AI-first strategies, cloud-native platforms, and outcome-centric engineering.

DBiz has built its business on a unique approach: seamlessly blending the art of design with engineering excellence to deliver unparalleled digital solutions.

What this means in practice is blending design thinking with strong engineering execution, so it can turn complex digital challenges into measurable business outcomes.

With Tech Data's support, tools and expertise behind it, DBiz has a partner that helps it get the most out of the Microsoft CSP ecosystem, without getting slowed down by the complexity.



CHALLENGE & OPPORTUNITY

Enabling DBiz Solutions to unleash its X Factor!

A quick look through DBiz Solutions' website, reveals a strong positioning around the value of innovation: "Combining the analytical and the creative, the logical and the intuitive, [we] create something greater than the sum of its parts."

It calls this, "achieving the X Factor" – which it does by "balancing speed, scale, and just enough technology to drive outcome engineering. This transformational approach accelerates transformation-X using IT as a strategic enabler."

For DBiz to translate their 'X Factor' into measurable business outcomes it needs a channel partner that enables rapid scaling of innovative solutions without the friction of commodity constraints.

And for this, it relies on Tech Data: to provide the infrastructure, collaborative expertise, and vendor relationships to allow DBiz to focus on what it does best – engineering transformational outcomes.

IN THEIR OWN WORDS



"As a young, innovation-led business, our biggest challenge was never technology — we had the engineering depth, the talent, and the customer outcomes to prove it. The real gap was structural. We were delivering enterprise-grade Azure, Dynamics and AI solutions, but none of it was translating into Microsoft partnership status, incentives, or market credibility.

Previous distributors simply weren't built for the pace and ambition we operate at. What changed everything was finding a partner in Tech Data who was willing to first understand our business, back our vision, and then build a structured pathway that converted our technical excellence into recognised, scalable growth inside the Microsoft ecosystem."



Anoop Nair
CIO - DBiz Solutions



TECH DATA SOLUTION

A belief in close partnerships unlocked **\$4–5m in growth**

With Tech Data looking after the complexity of licensing, compliance, and go-to-market enablement, DBiz is free to focus on delivering its distinctive “X Factor”.

It’s a dynamic partnership, built around high-growth technology that enables DBiz to balance speed, scale, and strategic technology deployment across its customer base.



“Meeting Tech Data was a game changer. They took a calculated risk with us – they backed our vision and placed a bet on our potential, even without a long track record in the channel. That belief made the difference.”

*“In a very short time, we were transacting **\$4–5 million** through the partnership, which shows what can happen when you combine the right support with the right ambition.”*



Abhi Chandra

Partner Alliance Manager

Microsoft Partner Strategy, DBiz Solutions



IMPLEMENTATION STORY

Microsoft Partnership and Business Evolution

Before the Tech Data relationship kicked-off, DBiz had been delivering Microsoft-based projects, running managed services, and deploying Azure, Dynamics, Data and AI solutions.

As successful as these activities were, none were being translated into Microsoft partner status updates, incentives and rebates, or Solution Partner designations and specialisations. DBiz Microsoft Tech Tower Explains:

“We were delivering real outcomes for customers across Azure, Dynamics and AI every single day, that was never in question. But ambitious business trying to scale, we quickly realised that strong delivery alone wasn’t enough. We weren’t connecting that work back to our own business benefits within the Microsoft ecosystem, and the distributors we’d worked with simply weren’t set up to help us bridge that gap. We needed a partner who believed in where we were heading — not just where we had been.”

Importantly, DBiz wasn’t optimising co-selling opportunities or marketing and funding benefits.



IMPLEMENTATION STORY

Discovery and Assessment

DBiz Solutions' relationship with Tech Data Australia began in 2023, at a pivotal point in the company's Microsoft journey. Abhi explains:

“Because our previous distributor couldn't support the scale and direction our business was aiming for, we were growing technically, but we weren't growing strategically or profitably inside the Microsoft ecosystem.”

The Tech Data team, therefore, kicked-off the partnership with a discovery phase, to understand which high-growth Microsoft technologies were driving revenue and where certification and specialisation opportunities existed.

Tech Data's team – led by Obaid – ran a thorough assessment of DBiz Solution's existing capabilities across infrastructure, data, AI, and Microsoft Dynamics.

This was carried out from the perspective of knowing that the company already had the technical depth but lacked the formal partnership structure to unlock Microsoft's incentive programme.

FOCUS ON HIGH-GROWTH TECHNOLOGY

Tech Data invested in DBiz Solutions' Copilot AI practice by providing demo environments and resources, enabling Abhi and the team to confidently build client offerings before going to market.

This wasn't theoretical training – it was hands-on enablement. Tech Data used digital twins to create working environments to test, learn, and validate Copilot Studio use cases before deploying to customers.

IMPLEMENTATION STORY

Design of the go-to-market approach

TAILORED TO DBIZ SOLUTIONS' STRENGTHS

Rather than taking a generic partnership approach, the Tech Data team designed a specific go-to-market strategy tailored to DBiz Solution's strengths.

This featured:

→ **Mapping specialisation pathways:**

Tech Data guided DBiz through solution partner designations and specialisations to align with their existing service delivery. This focused heavily on the Microsoft Dynamics practice which had a large team at DBiz.

→ **Licensing and benefits clarification:**

Obaid and Shaun provided guidance on how to claim partner programme benefits, explaining PAL (Partner-Led) credits, C4 (Competency Credits), and other incentive mechanisms that DBiz wasn't previously tracking.

→ **Certification strategy:**

Rather than suggesting random certifications, Tech Data helped DBiz leverage its existing in-house certification practice across its technology towers (infrastructure, cloud platforms, data and AI) to qualify for specialisations.

RESULTS AND IMPACT

A true Growth Partner

Focused on high-growth tech for the AI-era

Abhi and his team are seeing tangible results from the partnership:

- DBiz has identified Azure and Dynamics as major revenue drivers.
- The AI practice, which has been built through Copilot and Azure Foundry, has gained rapid increases in investment and revenue in the last year.
- DBiz is actively building AI agents, using Copilot Studio for customers, and translating these enablement programmes into billable services.

“What this partnership has done for us commercially is quite remarkable. In a relatively short time, we’ve gone from competing on price to walking into enterprise conversations as a recognised Microsoft Solutions Partner.

Azure and Dynamics are performing strongly, but what really excites me is the AI practice we’ve built through Copilot Studio and Azure Foundry. The designations and specialisations Tech Data helped us unlock are active sales enablers that open doors and allow us to command the positioning our capability has always deserved.

The \$4 - \$5 million is a proud milestone, but with a rapidly growing AI pipeline and strong co-sell momentum, we are confidently projecting to 3x our partnership revenue over the next two years. This is just the beginning.”



Gaurav Sharma

Head of Markets – Australia & NZ

Deep Microsoft CSP Expertise and Programme Alignment

Microsoft now recognises DBiz as a Solutions Partner with multiple designations and advanced specialisations. The difference in the business performance before and after the Tech Data is palpable.

Two years ago, DBiz was:

- Delivering Microsoft solutions without formal tracking or benefit realisation
- Not enjoying the business benefits of solution partner designations or specialisations
- Operating as a commodity reseller competing on price
- Operating with limited visibility into Microsoft partnership opportunities

Fast forward two years, and DBiz has evolved from being a solutions provider that just ‘uses Microsoft technology’ to being a recognised Solutions Partner with multiple designations and advanced specialisations.

- Within the first 3–4 months of formalising its operating model with Tech Data, DBiz Solutions secured four Solution Partner designations, which validated its capability across multiple Microsoft solution areas
- Building on this momentum, the team has gone further with qualification in eight advanced specialisations, with audits underway
- The business has successfully shifted from transactional licensing to joint problem-solving with Tech Data, identifying customer pain points (e.g., security posture gaps) and designing tailored solutions that command premium positioning
- While Azure and Dynamics remain major revenue drivers, the AI business (delivered through Copilot Studio and Azure Foundry) is seeing a rapid increase in investment and customer deployment

READY TO GROW?

Find out more by visiting Tech Data today

If you're a Microsoft-focused partner ready to turn existing capability into structured growth, Tech Data can help you make that shift.

Whether it's formalising your Microsoft partnership, unlocking designations and specialisations, or building new practices in areas like Copilot and AI, the right support makes the difference.

Like DBiz, you may already have the technical depth, but what you need is a partner who can help translate that into recognised status, commercial benefits, and go-to-market momentum.

Talk to Tech Data about how to convert the work you're already doing into measurable Microsoft-aligned growth.

Talk to us

Visit our website



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