



HUBiFY
UNIFYING PEOPLE AND TECHNOLOGY

CASE STUDY – MICROSOFT PARTNER GROWTH

Hubify grows Microsoft business **50%** in 18 months.

Tech Data's scalable go-to-market frameworks, co-marketing structure, and expertise on tap gives Hubify the momentum it needs.



Making IT Personal™

PARTNER SNAPSHOT

At a glance



PARTNER	Hubify
REGION	Australia
PARTNER TYPE	Managed Services Partner
SEGMENT	Mid-market / Enterprise
KEY SOLUTIONS	Cloud, Cybersecurity, Data, Voice & Mobile Connectivity

ABOUT HUBIFY

Tech Data delivers ready-made Microsoft practice frameworks, specialist enablement in AI and Fabric, and structured programme guidance – helping Hubify accelerate capability, simplify Partner Centre complexity, and operationalise scalable go-to-market execution.

For many Australian organisations, aligning technology with the business vision – so it drives growth and empowers people – is the challenge they most struggle to meet. But this is exactly where Hubify makes a difference.

Hubify is an experienced, service-driven technology services partner, specialising in business connectivity across mobile, data, voice, cloud, and

cybersecurity solutions. But its value to clients is experienced in the way it designs, deploys and manages integrated cloud, security and digital services.

It achieves its purpose – “to help organisations and the people who drive them perform better and lead more empowered lives through technology” – by delivering a unique blend of strategic advisory, repeatable service frameworks, and vendor-aligned execution.

When combined with Tech Data’s platform support, expertise and Microsoft specialisation, it enables clients to modernise securely and scale without building costly internal capabilities.

CHALLENGE & OPPORTUNITY

Hubify seeks specialised **expertise** and resources to confidently deliver emerging Microsoft solutions

While Hubify had a strong sales capability, it lacked scalable go-to-market frameworks, co-marketing structure, and thought leadership positioning needed to consistently convert Microsoft opportunity into repeatable growth.

It needed a distribution partner who could fill its expertise gap in high-growth technologies, so it could thrive in the Microsoft ecosystem.

Jono Perrin is Chief Commercial Officer at Hubify. He explains: “We operate in a rapidly evolving Microsoft ecosystem where customer demand is outpacing our internal capability.

IN THEIR OWN WORDS

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“ChatGPT has only been around for three years, but it feels much, much longer. Everyone wants to understand AI and how they should be leveraging it for genuine business value, but few organisations have the skills internally to make that happen.”

“And it’s not just ChatGPT – it’s about how clients realise the potential of AI-era technology across the business. Every business that we talk to wants to understand this better.”

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Jono Perrin

Chief Commercial Officer | Hubify

TECH DATA SOLUTION

An integrated solution – to drive growth in its Microsoft business

In the first 18 months of this relationship, Tech Data has concentrated on active enablement. We're now delivering on-demand specialised expertise in Microsoft high-growth tech, go to market acceleration through co-marketing campaigns, expertise through the Centre of Excellence, and support through our integrated platform infrastructure – StreamOne ION.

STREAMONE ION ENABLES REPEATABLE X-AS-A-SERVICE DELIVERY

StreamOne ION gives Hubify a branded, customer-facing marketplace and a unified platform to manage Microsoft and cloud services. This allows Hubify to package licensing, security, and managed services into standardised, SKU-based offers delivered in a consistent “as-a-service” model.

The result is simplified procurement, more predictable billing, and improved margin control across customers.

CLOSING THE GO-TO-MARKET STRUCTURE GAP

We've established a ready-made Microsoft practice framework for covering offer design, sales motions, and partner programme alignment.

Through facilitated workshops and structured planning sessions, Hubify has adopted a repeatable playbook for positioning, pipeline creation, and conversion – without months of internal development. As Jono explains:

“We effectively got a six-month go-to-market framework delivered off the shelf.”

TECH DATA SOLUTION

Navigating Microsoft Partner Centre complexity

Tech Data has been acting as a translation and execution partner across the Microsoft Partner Centre. We've been supporting Hubify with incentive mapping, Solutions Partner designation pathways, and access to co-marketing funds.

Through roadmap planning, regular reviews, and submission support, Hubify is now able to maximise incentive capture and reinvest funds into its growth strategy.

BRIDGING THE SKILLS GAP IN AI AND EMERGING WORKLOADS

Hubify needed to build capability in AI and Microsoft Fabric, fast. So Tech Data has delivered structured enablement through training portals, role-based learning paths, and access to specialist resources.

Hubify can now align these skills to internal practice priorities, to get a rapid uplift in their skills, without increasing costly headcounts.

CO-MARKETING ACCELERATES DEMAND GENERATION

Tech Data has also been supporting Hubify with co-branded, vendor-aligned “campaign-in-a-box” programmes.

Developed and aligned with the business vision through campaign planning workshops and ready-made assets, we're helping Hubify execute campaigns faster, strengthen market visibility, and drive demand for high-growth Microsoft technology opportunities.

IMPLEMENTATION STORY

Microsoft Fabric Migration Implementation Story

DISCOVERY AND ASSESSMENT

We've mentioned Microsoft Fabric a few times in this story. That's because as a unified data and analytics platform it's an emerging high-growth technology opportunity that many organisations are keen to implement. So when a key client approached Hubify with a Fabric project, they needed to seize the opportunity. Jono explains:

"We didn't have the internal expertise to roll out with confidence expertise in Fabric at that time. So, rather than hiring specialised staff, Tech Data were able to fill this skills gap through their Centre of Excellence."

DESIGN OF THE PRACTICE

This arrangement allowed Hubify to position itself as the trusted advisor and project lead to the end client, while Tech Data provided the specialised technical resources and smarts behind the scenes.

It's a perfect example of how partners, like Hubify, can take on complex projects, quickly and effectively, on an 'as needed' basis. Tech Data takes the risk, complexity and pain away with clear migration processes and integrated migration plans.

"The project required a fairly large data migration process. Tech Data took the lead on technical design and delivery, while the team at Hubify maintained the client relationship and orchestration role," explains Jono.

EXECUTION AND ENABLEMENT

Tech Data is a global technology partner – with local teams who are on hand to provide support when you need it most. Jono explains:

“They were able to deploy a blended team, with a mixture of onshore and offshore people so we had an around the clock availability. This led us through the execution and migration.”

With the broadest range of operational and support services in-market – from marketing support, finance support, operations, commercial guidance, to local support, and executive sponsorship – Tech Data genuinely makes IT personal.

It’s a service that enables businesses, like Hubify, to evolve in an era where AI is the ultimate destination.



RESULTS AND IMPACT

50% Microsoft business growth over 18 months

The engagement has demonstrated Tech Data's ability to transform the role of distribution, from a transactional relationship, into a strategic partnership that augments our MSP partners' capabilities.

For Hubify, we've enabled their go-to-market strategy and accelerated their ability to capitalise on high-growth Microsoft opportunities.

"Beyond the project delivery itself, this engagement served as a learning opportunity for our team. The hands-on collaboration enabled knowledge transfer, so we could eventually build our own internal capabilities service clients' needs by ourselves in the future."

"This single engagement has unlocked a broader go-to-market opportunity for us. We can now confidently pitch Fabric services to prospects, knowing we have expert support available. This capability, combined with Tech Data's broader support across AI, Cloud, and Security, has contributed to us growing our Microsoft business by about 50% over 18 months."

"Tech Data brought us a complete framework we could actually work behind to run our readiness assessment. To build something at that level ourselves would've taken six months to pull together and refine – but it was already there, off the shelf. We just tweaked it for Hubify, applied our branding, and we were able to get moving immediately. That kind of structure makes it far easier to scale capability without slowing the business down."



Jono Perrin

Chief Commercial Officer | Hubify

READY TO GROW?

Find out more by visiting Tech Data today.

Tech Data accelerates its partners' growth by compressing months of internal development into immediate, market-ready capability.

Pre-built frameworks and structured enablement remove the need to build methodology from scratch, allowing you to scale services without hiring scarce specialists.

This approach gives you and your business a differentiated, branded offer you can confidently take to market.

If you'd like to find out how you can fast-track your Microsoft capability, put proven frameworks to work, and create your own point of difference – contact us.

Talk to us

Visit our website



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