



CASE STUDY – MICROSOFT PARTNER GROWTH

Tech Data enables Net Intellect to drive growth in emerging technology areas

It's a deep-rooted partnership that empowers Net Intellect to deliver deeper expertise, stronger resilience, and exceptional client outcomes.



Making IT Personal™

PARTNER SNAPSHOT

At a glance



PARTNER	Net Intellect
REGION	Australia
PARTNER TYPE	Managed Services Provider
SEGMENT	SMB to Government
KEY SOLUTIONS	Cloud Migration, Cybersecurity, Modern Workplace, Azure & Microsoft 365

ABOUT NET INTELLECT

From accelerated cloud capability and rapid cybersecurity response to Microsoft enablement and operational scale, Tech Data's embedded support model has transformed Net Intellect into a cloud-first practice. The business has grown from zero Azure experience to nearly 50% client adoption in five years.

Net Intellect is one of Australia's regional success stories. Based in Albury and Wagga Wagga in NSW, it is a local landmark, delivering managed services and high-quality IT support to businesses across regional Australia and the eastern seaboard.

The company supports clients ranging from small businesses to large government environments – specialising in cloud migration, cybersecurity, and modern workplace solutions, with deep expertise across Azure and Microsoft 365.

Over the past five years, the business has evolved from a traditional on-premises provider to a cloud-first practice, with a growing Azure customer base.

CHALLENGE & OPPORTUNITY

Bridging the skills gap – in high-growth technologies

André Dowding is Managing Director at Net Intellect. In the early 2020s André realised the importance that cloud technologies, particularly Azure, were going to play in the industry.

“Five years ago, we had zero experience in Azure and wouldn’t have had any confidence with it. Everything was on-premises focused,” he explains.

As customers requested cloud-first solutions and emerging AI capabilities like Copilot, André and his team realised they needed to

rapidly build expertise in these areas to remain competitive and serve evolving client needs.

“Beyond Azure migration skills, we had limited capacity for Microsoft security programmes and no established methodology for Copilot deployment projects,” he explains.

IN THEIR WORDS



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André Dowding

Managing Director | Net Intellect

CHALLENGE & OPPORTUNITY

Structured guidance on Microsoft partner designations

Microsoft partner designations directly impact Net Intellect's ability to access Microsoft incentives, co-marketing funding, and solution-specific support programmes – all of which are critical for business growth and competitive positioning.

“Before working with Tech Data, we didn't have any appreciation for the sorts of value that achieving those designations would provide,” explains André.

GO-TO-MARKET AND SCALABILITY CHALLENGES

Even though Net Intellect had very strong client relationships, they lacked a scalable go-to-market strategy and marketing funding mechanisms to drive growth in emerging technology areas.

This meant Net Intellect couldn't promote emerging technologies, like Azure and Copilot to their existing client base or acquire new customers with anything close to the scale they needed.

IN THEIR WORDS

“Strong client relationships alone couldn't compensate for the limited budget and strategic resources we had,” explains Andre. “It was constraining our revenue growth and competitive positioning just when our marketplace was rapidly evolving.”



André Dowding

Managing Director | Net Intellect

TECH DATA SOLUTION

Tech Data worked hand-in-hand with Net Intellect to deliver **specialised expertise** in critical technology areas

Tech Data's partnership with Net Intellect is best described as a comprehensive partner investment model.

It spans three integrated areas: capability building and go-to-market acceleration (in an environment where risk is taken care of through global 24/7 support teams), Centre of Excellence resources, and proactive engagement.

Tech Data has become an extension of Net Intellect's delivery capability – enabling them to take on larger, more complex client engagements with complete confidence.

AZURE MIGRATION AND CLOUD ENABLEMENT

Tech Data delivers practical, hands-on support across scoping, pricing, and deployment of Azure solutions for Net Intellect's clients.

This partnership has accelerated Net Intellect's cloud capability – evolving the business from having no Azure experience to a position where nearly half of its client base now runs on Azure.

“If there's an area we don't have expertise in, Tech Data will provide the expertise and then they'll help us execute on that,” explains André.

MICROSOFT PARTNER DESIGNATIONS AND CONSULTING

Recognising Net Intellect's skills gap in Microsoft Partner designations, Tech Data invested significantly in helping Net Intellect pursue the Modern Work and Azure Infrastructure solution designations. This was completed through a 12–14 week consultant-led programme with biweekly sessions needed structured guidance on Microsoft partner designations.

“It wasn't until we'd completed these courses that we appreciated the value of achieving these designations,” recalls André.

“It's transformed our Modern Work and Azure Infrastructure solution capabilities.”

TECH DATA SOLUTION

StreamOne ION Platform and Marketplace Integration

Tech Data provided access to the StreamOne ION partner portal with integrated connectors (ConnectWise Manage) and marketplace vendors like AvePoint, enabling efficient order-to-portal workflows and cloud adoption projects.

CENTRE OF EXCELLENCE AND MANAGED SERVICES

Tech Data's Centre of Excellence team (including experts operating globally) provide tenant evaluations, security reporting, Copilot project support, and 24/7 managed monitoring of client environments. Many of these specialised services and dedicated resources are coordinated through a single point of contact, like Rodney Hogan.

GO-TO-MARKET FUNDING AND MARKETING CAMPAIGNS

Tech Data is funding and coordinating marketing campaigns (often covering majority costs) with marketing agencies, generating measurable results. A great example of this in action is a recent Copilot campaign that produced six deals for Net Intellect.



IMPLEMENTATION STORY

A critical cyber-attack tests the partnership

Due to client confidentiality, the organisation cannot be named. However, during a recent incident, Tech Data's support enabled the Net Intellect team to retain a critical client and strengthen trust through effective crisis management.

“Our client had suffered a catastrophic breach of five Azure servers – leaving the client completely inoperable,” explains André. “The situation was critical and highly stressful for both us and the client.”

TECH DATA'S RESPONSE

With the highest ratio of Microsoft experts per partner, the most advanced cloud management and operations platform in the market, and a partner relationship mindset embedded in its DNA, Tech Data was able to go far deeper than conventional support.

Rather than a standard technical response, Tech Data activated its global cybersecurity network and mobilised a cross-regional disaster response team.

“The attack happened on a Thursday,” recalls André. “And the team worked continuously through the weekend to get the client fully operational again by Tuesday morning – just four days after the breach.”

Beyond technical remediation, the Tech Data team provided consistent, hands-on guidance throughout the incident.

“They didn't just provide technical support, they actually provided emotional support, for want of a better word. We had people on-hand round the clock who we could talk to and get updates on the situation.”

Tech Data also coordinated specialist third-party security firms to fully remediate the breach and prevent recurrence.

PARTNERSHIP IN ACTION

The incident embedded Tech Data's global capabilities directly into Net Intellect's local operations, reinforcing confidence in the partnership and demonstrating to clients that Net Intellect could deliver enterprise-grade resilience backed by world-class expertise.

"Before the incident, I had no idea that Tech Data could deliver this level of technical support and expertise at such short notice. The support was fantastic. Absolutely fantastic."



André Dowding
Managing Director | Net Intellect



Net Intellect has achieved **strong growth** across its Microsoft Cloud Services Practice

The partnership with Tech Data has made Net Intellect a more robust and dynamic technology partner for its clients.

We've strengthened the service quality, enhanced the client outcomes, and given a boost to operational confidence through consistent, hands-on support across technical delivery and business enablement.

This support has underpinned Net Intellect's cloud evolution, growing from no Azure capability to a substantial Azure footprint across nearly half its client base within six years.

Operationally, the StreamOne ION platform has improved efficiency and system integration while resolving usability challenges that were commonplace before Tech Data. This has given

Net Intellect's team greater control over cloud management and billing.

Microsoft-focused coaching and training have also been pivotal – accelerating certifications and elevating partnership status.

Meanwhile, Centre of Excellence support provides critical project assistance and 24/7 monitoring, enhancing reliability and service assurance.

Jointly funded marketing campaigns have further driven growth, improving margins and customer engagement. Notably, the Copilot campaign alone delivered five to six new deals, highlighting strong lead generation and closing support.

“Tech Data are our most important distributor. It's not just about platform features or pricing – it's about active, hands-on engagement, consistent technical and strategic support, and genuine investment in our capability and growth.”

“Tech Data is a hands-on partner. Their personal commitment to our business extends to a practical willingness to get their hands dirty with us. This is what makes Tech Data stand out compared to other distributors. We moved away from them because we just didn't get the support we needed.”

“Tech Data are very active in supporting us, both from a sales and technical point of view. For us, this is their core value proposition”, says André.

READY TO GROW?

Find out more by visiting Tech Data today

If you're a Microsoft-focused partner looking to transform your business – whether that's building cloud capabilities, navigating Microsoft partner designations, or embracing emerging technologies like Copilot – Tech Data is ready to invest in your growth.

Like Net Intellect, you don't have to do it alone.

Contact Tech Data today to discuss how we can help you shift from capability gaps to competitive advantage with our hands-on technical expertise and go-to-market support.

Talk to us

Visit our website



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