

**DICKER**  
D A T A



# Amplify

**BUILD. PROMOTE. GROW.**



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**Session 8:** Introducing TechClick's  
Partner Velocity Program

# Sessions Lined Up This Year (So Far)



**Thursday  
19 Feb**

**Using Copilot  
to  
supercharge  
your  
marketing**



**Thursday 19  
March**

**Introducing  
TechClick's  
Partner  
Velocity  
Program**



**Thursday 23  
April**

**Microsoft  
Marketing: New  
Platform  
Announcement**



**Thursday 21  
May**

**Explore  
LinkedIn Paid  
Advertising  
with LinkedIn  
expert**



**Thursday 18  
June**

**Optimising  
Agency  
engagement**

[NZ: Dicker Data & Microsoft | Education On-Demand](#)

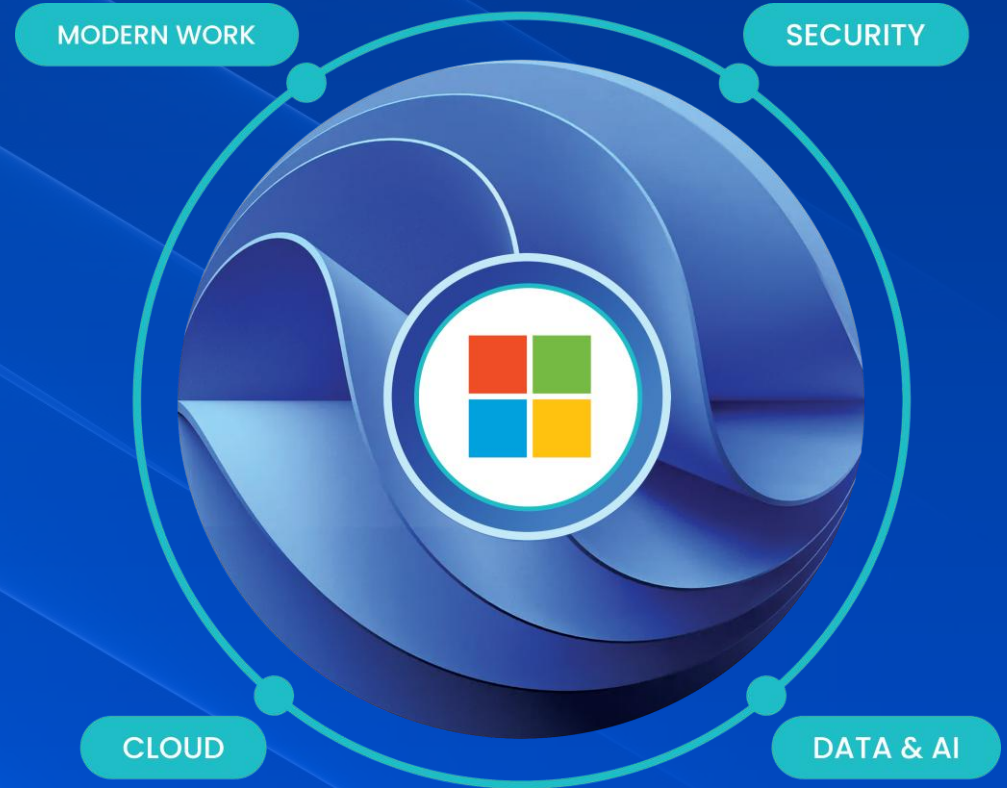
[AU: Dicker Data & Microsoft | Education On-Demand](#)

# Win & Deliver Without adding headcount

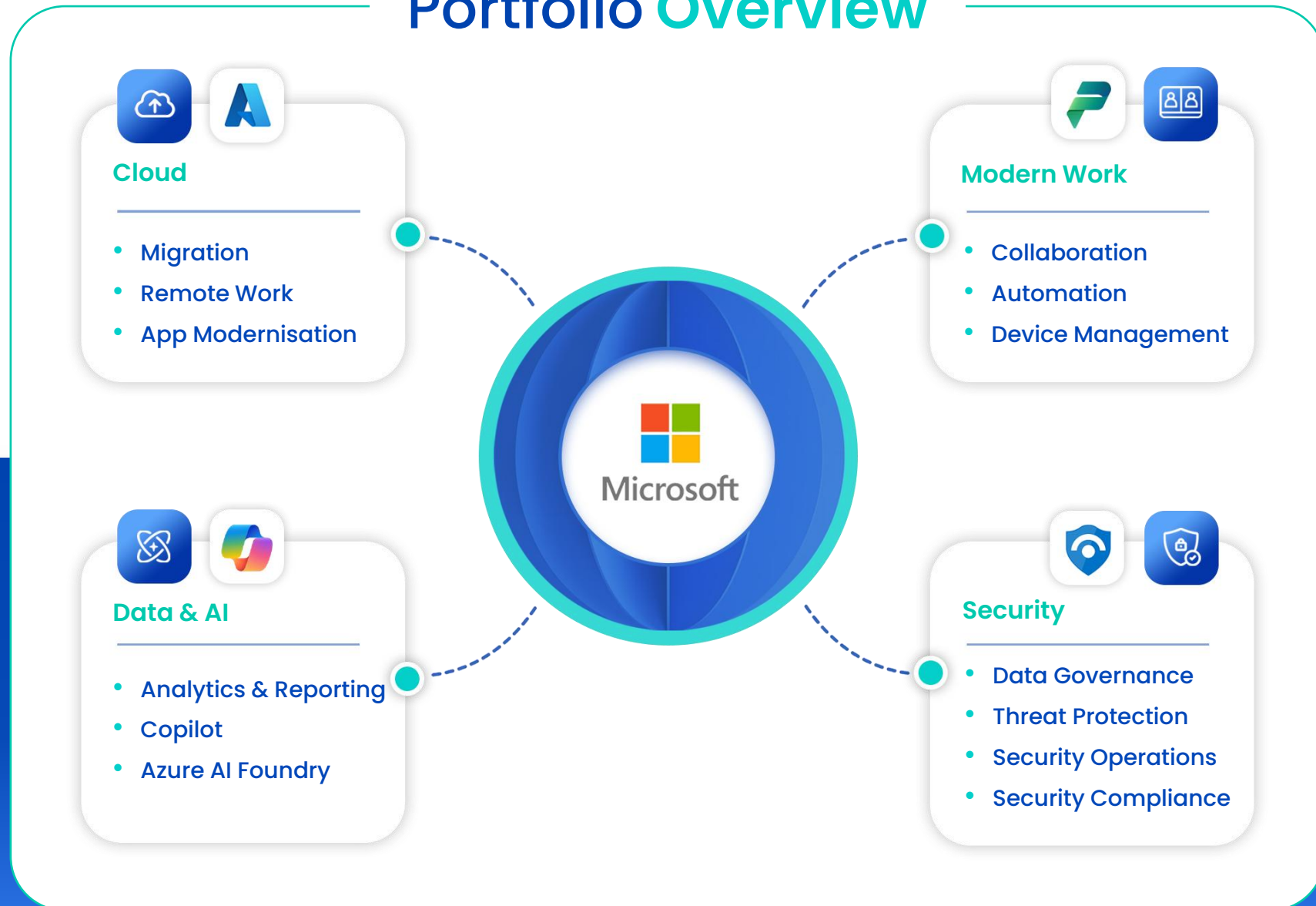
- Funded Microsoft customer implementations under your brand.
- Hosted marketing campaigns to drive opportunities.



Ready to accelerate your business?  
Join the Partner Velocity Program now and receive  
your **1<sup>st</sup> MONTH FREE OF CHARGE.**



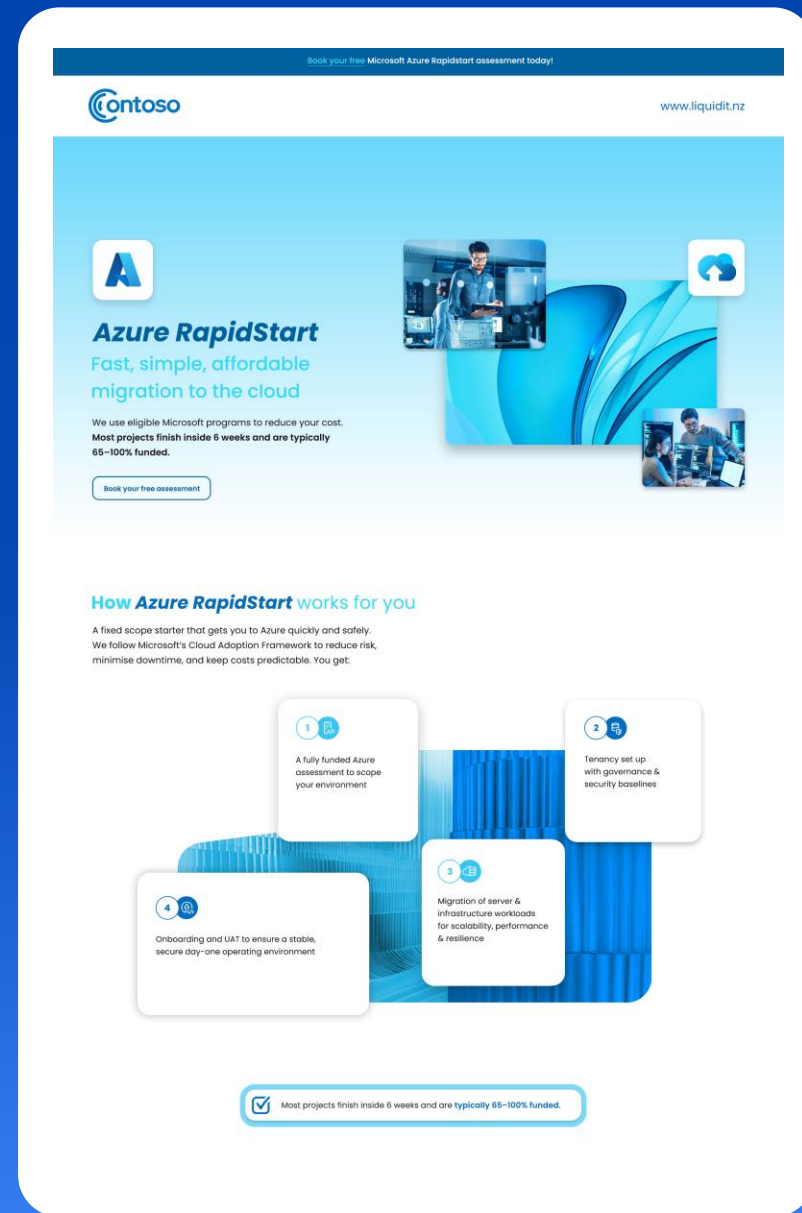
# Portfolio Overview





# Partner Velocity Program

End-to-end Go to Market acceleration for Dicker Data partners



The screenshot shows a landing page for the Azure RapidStart program. At the top, it says "Book your free Microsoft Azure Rapidstart assessment today!". The page features the Contoso logo and the URL www.liquidit.nz. The main heading is "Azure RapidStart" with the subtext "Fast, simple, affordable migration to the cloud". Below this, it states: "We use eligible Microsoft programs to reduce your cost. Most projects finish inside 6 weeks and are typically 65-100% funded." A "Book your free assessment" button is present. The "How Azure RapidStart works for you" section describes it as a fixed scope starter that gets you to Azure quickly and safely, following Microsoft's Cloud Adoption Framework. It lists four steps: 1. A fully funded Azure assessment to scope your environment; 2. Tenancy set up with governance & security baselines; 3. Migration of server & infrastructure workloads for scalability, performance & resilience; 4. Onboarding and UAT to ensure a stable, secure day-one operating environment. A final note states: "Most projects finish inside 6 weeks and are typically 65-100% funded."

# Accelerate Growth. Deliver Profitably. Stay in Control.

The Partner Velocity Program (PVP) is TechClick's new **subscription-based** marketing enablement platform for Dicker Data Partners.

It gives you everything you need to launch faster, win new business and deliver Microsoft solutions under your brand with **ZERO channel conflict**.

Launches December 9th, 2025 | TechClick HQ, Melbourne.

#PartnerDeliverSucceed





# Why We Created the Partner Velocity Program

## Partners told us their biggest GTM challenges:

- Marketing campaigns take too long to plan and execute.
- Skilled delivery teams are costly and hard to scale.
- Microsoft funding is underutilised.
- Smaller teams often miss opportunities due to bandwidth, not demand.

PVP solves this by giving you **ready-to-launch campaigns**, technical delivery capability and marketing resources—all aligned to Microsoft priorities and **built for profit**.





# What is the **Partner Velocity Program**?

The Partner Velocity Program is a **subscription-based** enablement platform that helps resellers grow their Microsoft business faster and more profitably.

Each subscription tier unlocks **campaign packs**, delivery services, and optional webinars or events designed to help you attract **new opportunities** and deliver them with confidence.

Everything is branded under your business, delivered through you, and supported by **TechClick's certified Microsoft experts**.



# How PVP Works

Each campaign focuses on a **high-demand Microsoft solution** area such as *Azure, Fabric, Purview, Copilot, SharePoint or Security*.

Here's how it works:

1. **Choose your campaign** packs from the PVP catalogue.
2. TechClick **customizes the assets** with your company's branding, while you select a preferred colour palette.
3. **Launch your campaign**—TechClick provides the tools and delivery expertise, you generate the leads.
4. **Engage customers** through landing pages, emails, and optional webinars.

TechClick provides the marketing tools and delivery expertise. You **stay in control** of the customer relationship, and profit from the outcomes.



## What's Inside A Campaign Pack

Every **RapidStart campaign pack** is built to help partners launch quickly and sell effectively.

Included in every pack:

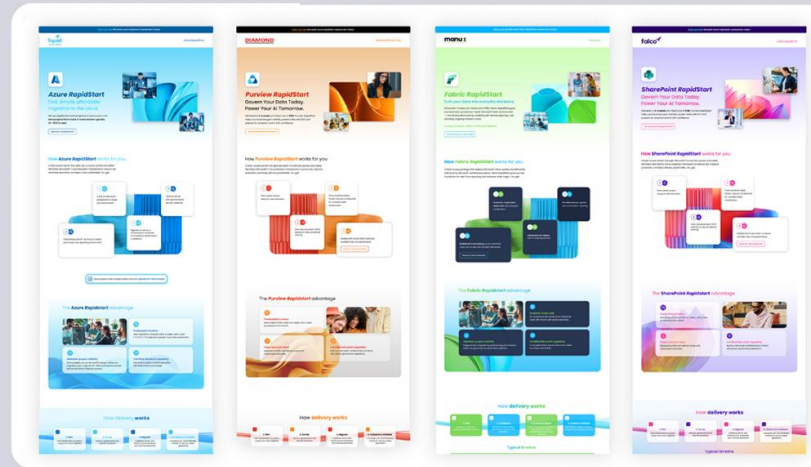
- **Lead capture landing page** for registering new opportunities.
- **3-page customer brochure** to send to prospects and make available for download.
- **Email Sequence** for lead generation (4x emails, HTML design, fully written text)
- **LinkedIn post series** advertising solution (4x posts, including carousel and video posts).

Optional webinar and in-person event packages available, including presenter, slides, and promotional templates.

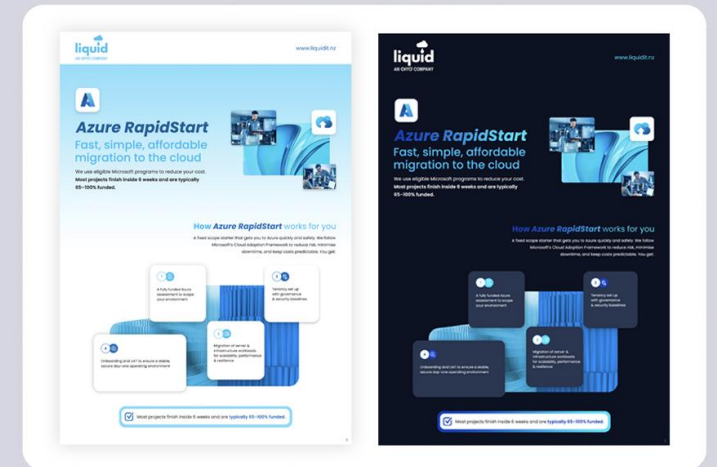
# Premium marketing assets, without the premium cost

- Branded, hosted landing pages
- Fully designed lead gen email sequences (including video)
- Branded, 3-page brochures

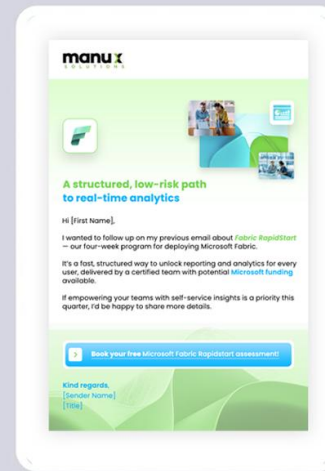
## Solution Landing Pages



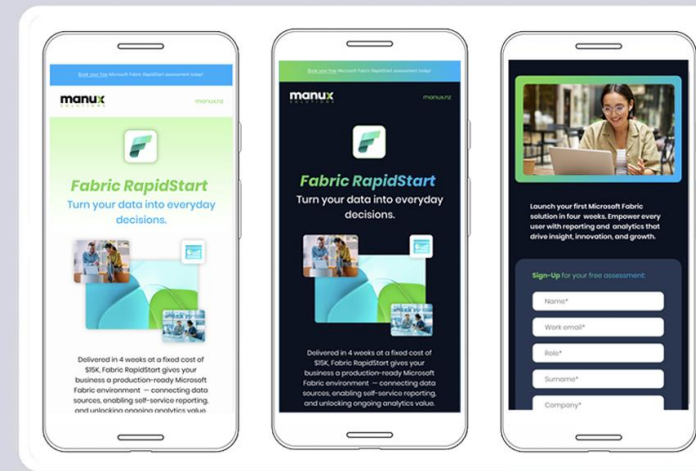
## Solution Brochures



## Lead Gen Emails



## Mobile-Ready



## LinkedIn Campaign





# Azure RapidStart Campaign Homepage Colour Option 1



Book your free Microsoft Azure Rapidstart assessment today!

Contoso www.contoso.com

## Azure RapidStart

Fast, simple, affordable migration to the cloud

We use eligible Microsoft programs to reduce your cost. Most projects finish inside 6 weeks and are typically 65-100% funded.

Book your free assessment

### How Azure RapidStart works for you

A fixed scope starter that gets you to Azure quickly and safely. We follow Microsoft's Cloud Adoption Framework to reduce risk, minimise downtime, and keep costs predictable. You get:

1. A fully funded Azure assessment to scope your environment
2. Tenancy set up with governance & security baselines

### How delivery works

1. Plan  
Free assessment to confirm scope and check eligibility
2. Set Up  
Tenancy, governance and security baselines
3. Migrate  
Free Move server and infrastructure workloads with minimal downtime.
4. Onboard & Validate  
Complete UAT and readiness checks for secure, stable operations.

### Typical timeline

Weeks 0-1: assessment & planning    Weeks 2-4: migration & deployment    Weeks 5-6: configuration, onboarding & UAT

### Book your free Azure RapidStart assessment

Looking to harness the power of the cloud for smarter data, powerful AI, and long-term growth?

Your journey starts with a free assessment – the first step to moving workloads securely, affordably, and with confidence.

#### Sign-Up for your free assessment:

Name\*  Surname\*

Work email\*  Company\*


Role\*  Contact Number

SUBMIT →



# Fabric RapidStart Campaign Brochure Colour Option 2


**Contoso** [www.contoso.com](http://www.contoso.com)



## Fabric RapidStart

Turn your data into everyday decisions.

Delivered in 4 weeks at a fixed cost of \$15K, Fabric RapidStart gives your business a production-ready analytics environment that empowers every user with secure, governed access to data and insight.



### How Fabric RapidStart works for you

A fixed-scope starter that deploys Microsoft Fabric quickly and efficiently. We create a governed analytics platform that's ready to scale as your needs grow.

- 1. Plan**  
Production-ready Fabric deployment with enterprise configuration
- 2. Connect**  
Two data sources ingested and connected for reporting
- 3. Build**  
Dashboards and reports built for ongoing analytics
- 4. Enable**  
Enablement and training so non-technical users can access and visualise data easily

Delivered in 4 weeks at a fixed cost of \$15,000

## The Fabric Rapidstart advantage



- Empower every user**  
Put analytics in the hands of non-technical users with intuitive self-service reporting.
- Unified data environment**  
Integrate data engineering, warehousing, and analytics within one governed Microsoft Fabric platform.
- Certified Microsoft capability**  
Delivered by highly certified specialists with deep industry knowledge.

### How delivery works

- 1. Plan**  
Define your reporting goals and key data sources.
- 2. Configure**  
Set up Microsoft Fabric tenancy, governance, and security baselines.
- 3. Connect & Build**  
Ingest data sources, configure Data Lake, and create dashboards for real-time reporting.
- 4. Enable & Validate**  
Train users, confirm readiness, and go live for ongoing analytics.

#### Typical timeline

- Weeks 0-1 - planning and configuration
- Weeks 2-3 - data connection & dashboard build
- Week 4 - enablement & launch

#### Microsoft Funding Available

- Funding options based on future consumption
- Ask us about Microsoft eligibility requirements

Delivered in 4 weeks at a fixed cost of \$15,000



## Why move to Microsoft Fabric?

Unify data, analytics, and AI on one platform to deliver real-time insights and empower every user with self-service reporting.

<b>Unified Data Platform</b> Bring all your data sources together in one fast environment.	<b>Self-Service Analytics</b> Enable reporting and insight for every user - without IT dependency.	<b>Real-Time Insights</b> Access real-time dashboards and analytics across your business.	<b>Secure Governance</b> Protect data with enterprise-grade governance and security.	<b>AI-Ready Foundation</b> Build the foundation for future AI-driven analytics and automation.
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### FAQ

- Will this integrate into our existing systems? Yes, Fabric connects to both on-premises and cloud data sources for unified reporting.
- How long does it take to deploy? Most deployments are complete within four weeks and ready for production use.
- Do we need new licences or subscriptions? We'll confirm Microsoft eligibility and funding options during onboarding.
- Can non-technical staff build reports? Yes, Fabric enables self-service analytics so anyone can create dashboards and visualisations.

### Book your free Fabric RapidStart assessment

Looking to harness the power of the cloud for smarter data, powerful AI, and long-term growth? Your journey starts with a free assessment - the first step towards enabling data-driven decision-making across the organisation.

[Book your free Microsoft Fabric Rapidstart assessment!](#)

✉ [info@contoso.com](mailto:info@contoso.com)  
 🌐 [www.rapidstart.com/fabric/contoso](http://www.rapidstart.com/fabric/contoso)



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# Azure RapidStart Campaign Lead Gen Email Colour Option 1



**Contoso**

## Unlock self-service analytics with a fully governed Fabric



Hi [First Name],

This is my final message about **Fabric RapidStart**, our structured program that helps organisations deploy Microsoft Fabric quickly and start generating value from their data.

**In just four weeks, our certified specialists can help you:**

- 1** Build a governed, production-ready Microsoft Fabric environment.
- 2** Ingest data sources and publish dashboards for ongoing analytics.
- 3** Enable real-time reporting for non-technical business users.
- 4** Establish a secure, AI-ready foundation for future growth.

**Contoso**

## A structured, low-risk path to real-time analytics

Hi [First Name],

I wanted to follow up on my previous email about **Fabric RapidStart** – our four-week program for deploying Microsoft Fabric.



It's a fast, structured way to unlock reporting and analytics for every user, delivered by a certified team with potential **Microsoft funding** available.

If empowering your teams with self-service insights is a priority this quarter, I'd be happy to share more details.

[Book your free Microsoft Fabric Rapidstart assessment!](#)

Kind regards,  
[Sender Name]  
[Title]

**Contoso**

## Deploy a production-ready Fabric analytics environment in just 4 weeks

Hi [First Name],

Organisations today need faster access to insights – without relying on IT.

**Fabric RapidStart** helps you stand up a production-ready Microsoft Fabric environment in only four weeks, giving your team the power to turn data into everyday decisions.

Delivered by certified data specialists, this fixed-scope implementation sets up a governed analytics platform that's easy to scale and simple to manage.

**Here's what the engagement includes:**

- 1** **Fabric Tenancy Build:** deployment of your Microsoft Fabric workspace.
- 2** **Data Lake Configuration:** environment configured for enterprise-grade analytics.
- 3** **Data Source Ingestion:** connect and ingest
- 4** Establish a secure, AI-ready foundation for future growth.



# Purview RapidStart Enterprise Campaign

## LinkedIn Ads Colour Option 1

**Purview RapidStart Enterprise**  
Rapid Data Protection Outcomes

Establish advanced data governance, DLP and audit-ready compliance in 4 weeks.

Deploy Microsoft Purview fast, at a fixed cost of \$25k. Microsoft funding available.

**Purview RapidStart Enterprise**

What does fast, affordable data protection look like?

4-week deployment, \$25k  
Advanced Data Loss Prevention. Auto-classification. Audit readiness.

Is your AI strategy blocked by ungoverned, unprotected enterprise data?

There's a faster way forward...

Activate advanced data governance with Purview Rapidstart Enterprise

Protect, classify and control data at enterprise scale.

4-week delivery  
No surprises

- Advanced Data Loss Prevention
- Auto-classification
- Audit-ready visibility

**Purview RapidStart Enterprise**  
Rapid Data Protection Outcomes.

Deployment completed in 4 weeks at a fixed cost of \$25k. Microsoft funding available.



# Purview RapidStart Enterprise Campaign

## LinkedIn Video Post Example



# The PVP Value Proposition

- **Grow profitably. Deliver confidently. Stay focused on your customers.**

With PVP, you can:

- Expand your Microsoft portfolio without hiring new staff
- Offer enterprise-grade solutions using TechClick's certified delivery teams
- Run professional marketing campaigns in days, not months
- Access Microsoft funding support and maximise margins
- Build customer trust with consistent, branded communication

PVP empowers partners of all sizes to compete and win in the modern Microsoft ecosystem.





# PVP Subscription Model

## Starter

1

- 1 active campaign
- Landing page and collateral pack
- Yearly subscription: \$100/month or \$1,000 single payment

## Scale adds

2

- 2 concurrent campaigns
- 1 optional webinar per quarter (presenter + slide deck)
- Yearly subscription: \$500/month or \$5,000 single payment

## Growth adds

3

- Up to 6 concurrent campaigns
- 1 optional in-person event per year
- Quarterly partner planning call
- \$1,000/month or \$10,000 single payment



PVP offers flexible subscription tiers so you can scale based on your goals and budget. Each tier unlocks access to campaigns, webinars, and events backed by TechClick's delivery framework.

Partners are limited to one active subscription. Subscriptions can be upgraded at any time if more campaigns are required.

# Campaigns Available At Launch

At launch, PVP will feature **FOUR** flagship RapidStart campaigns:

- **Azure RapidStart**—Fast, funded, and expertly managed cloud migration.
- **Fabric RapidStart**—Data and AI foundations for analytics driven organisations
- **Purview RapidStart Premium**—Practical governance for compliance and AI readiness, aligned to M365 Business Premium
- **Purview RapidStart Enterprise**—Practical governance for compliance and AI readiness, aligned to M365 E5

Each campaign is structured for **quick-to-go-market** activation with measurable results.

# Packaged Customer Solutions

These are packaged, fixed-scope RapidStart offers you can take to market **immediately** — with *TechClick* delivering behind the scenes under your brand.

- **Partner-ready offers:** defined scope, predictable delivery, easy customer approvals
- Designed to protect margin (less rework) and remove delivery bottlenecks
- Start where demand already exists: Analytics (Fabric), Governance (Purview), AI Readiness, Copilot Document Automation
- Use as **stand-alone** projects or as the **first step** into longer-term services



## Fabric RapidStart

A fixed-scope analytics starter that gets customers to a usable **Fabric** foundation quickly – without long projects or specialist headcount.

- **Fixed cost:** \$15k , delivered in 4 weeks
  - **Production-ready Fabric environment** (workspace/OneLake foundations + governance baseline)
- 
- Connect and ingest up to 2 priority data sources for reporting
  - Publish an executive dashboard + handover enablement for ongoing self-service
  - **Partner benefit:** simple to quote, faster approvals, delivery done-for-you under your brand



## Purview RapidStart

A fast, practical Purview rollout that establishes the governance baseline customers need for compliant analytics and safe AI adoption.

- **Purview RapidStart Premium:** \$15k · 2–4 week rollout (aligned to Microsoft 365 Business Premium)
- **Purview RapidStart Enterprise:** \$25k · 4 week rollout (aligned to Microsoft 365 E5)
- **Premium delivers:** role-based admin, 3 sensitivity labels, and core DLP (Exchange + SharePoint)
- **Enterprise adds:** advanced DLP across M365 + Teams, auto-classification, encryption, Audit Premium + eDiscovery
- **Partner benefit:** lead with governance to unlock downstream analytics and AI projects



# AI Readiness RapidStart

(4-stage Purview offers)

A four-stage governance journey that reduces risk by proving real behaviour first – then moving from audit to enforcement when the customer is ready.

## Stage 1

AI Readiness Data Security Workshop: \$8k  
~3–3.5 weeks (visibility + risk findings)

## Stage 2

Purview RapidStart (Enablement in audit mode): \$15k–\$25k · ~4 weeks

## Stage 3

Governance Enforcement: ~\$15k · ~3–4 weeks  
(move policies from audit → active)

## Stage 4

Managed Governance: ongoing  
(monitoring, tuning, reporting)

Partner benefit: structured roadmap that keeps customers moving without disruption



# Copilot RapidStart & Document Automation

A fixed-scope engagement that turns Copilot into business-ready document automation — delivering real outputs, not just training and demos.

- **Fixed cost:** \$19k · Delivered in 4 weeks
- **Weeks 0–1:** Assess + select the highest-value document workflow(s)
- **Weeks 2–3:** Configure Copilot, templates, and structured prompts for consistent outputs
- **Week 4:** Enablement + validation so users can produce ready-to-send documents
- **Partner benefit:** production outcomes you can package, quote, and deliver repeatedly

# Copilot for Marketing Content: Prompts & Personas

Most Copilot outputs fail not because of poor writing, but because the brief is unclear. Prompt engineering and personas change how Copilot thinks before it writes, enforcing clarity and standards up front.

## Key points:

- Prompts define the request; personas define the reasoning style.
- Instruction sets enforce a structured workflow from clarity to delivery.



# Hyper Mode: Plan-First Execution

This “Hyper Mode” **instruction set** deliberately slows Copilot down before writing begins, so the right thing is produced the first time.

## Key points:

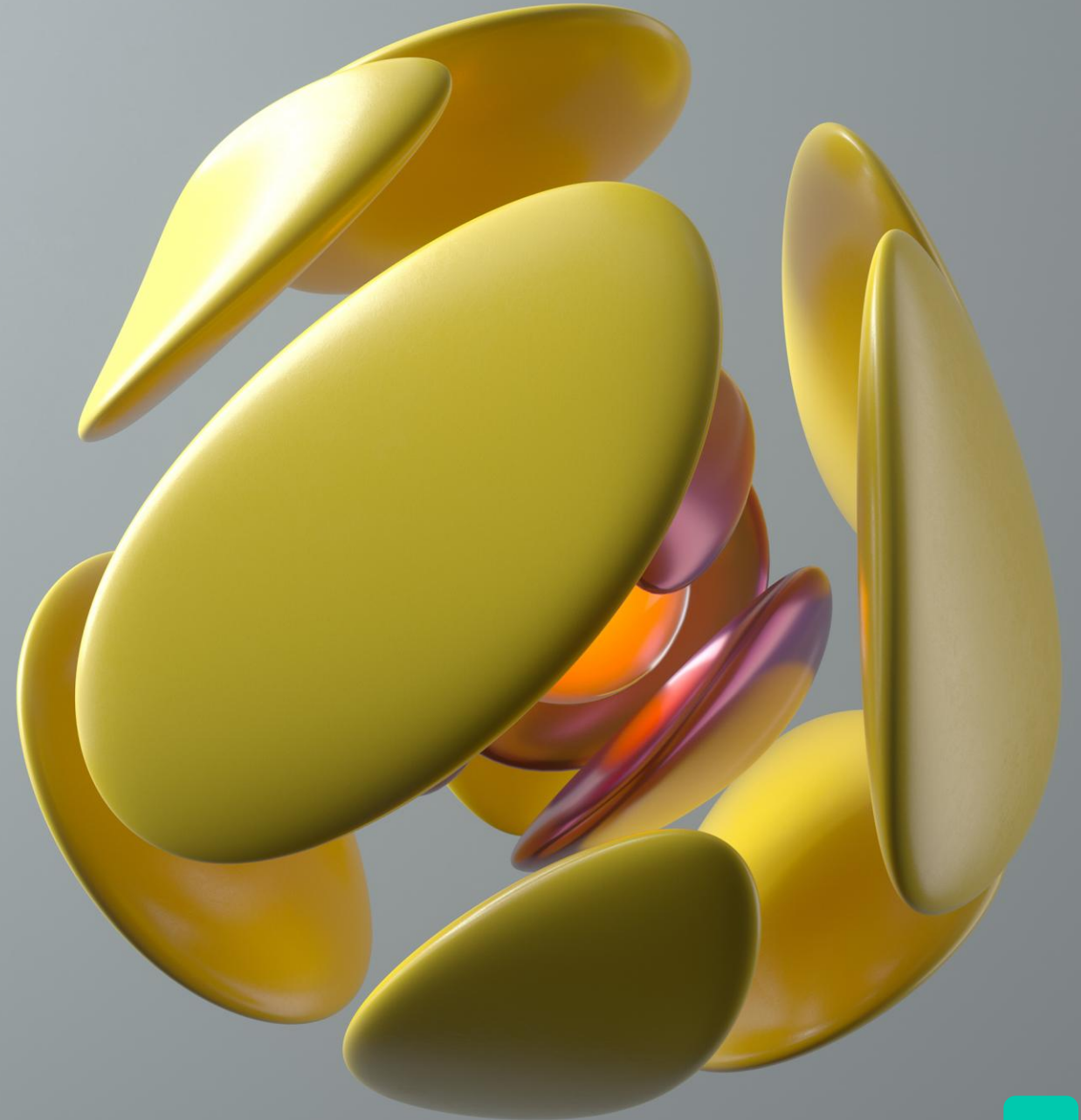
- The brief is pressure-tested for gaps and assumptions.
- A clear execution plan is formed before drafting.
- Writing only begins once direction is locked.
- The instruction set includes a **virtual two-agent model** (Operator and Librarian)

# Built-In Self-Critique

Unlike standard Copilot usage, Hyper Mode does not deliver its first draft. It reviews and critiques its own work before you ever see it.

## Key points:

- Draft 1 is created internally and never shown.
- That draft is critiqued against the brief and constraints.
- Only a revised Draft 2 is delivered.



# Why This Matters For Marketing Teams

Marketing teams lose time rewriting content that was mis-directed from the start. Hyper Mode reduces that waste.

## Key points:

- Issues are caught before they reach slides or copy.
- Outputs align better to audience, channel, and tone.
- Fewer revisions are needed to get to “ready to use”.
- Copilot demonstrates its understanding BEFORE it executes, allowing you to refine the approach

# Olympic Russian Judge Persona: **Clarity Over Comfort**

Olympic Russian Judge is an intentionally strict review persona designed to raise quality without politeness getting in the way.

## Key points:

- Challenges vague headlines and weak framing.
- Removes filler and unsupported claims.
- Critiques the work, not the person.
- Removes pointless flattery



# DEMO (Live): Hyper Mode + Russian Judge

Marketing teams lose time rewriting content that was mis-directed from the start. Hyper Mode reduces that waste.

## Key points:

- Issues are caught before they reach slides or copy.
- Outputs align better to audience, channel, and tone.
- Fewer revisions are needed to get to “ready to use”.

# Canonical Lock: Store Instructions Outside Copilot

For this system to work consistently, instructions must be stable and protected from drift.

## Key points:

- Store instruction blocks in a user-controlled document.
- Treat that document as the single source of truth.
- Only update it intentionally and manually.

# Express your interest in **PVP** now

And receive the [Copilot "Hyper Mode"](#) instruction set.

[partnerships@techclick.com.au](mailto:partnerships@techclick.com.au) #PartnerDeliverSucceed



# Join the Partner Velocity Program

Ready to accelerate your business? Join now and receive your 1<sup>st</sup> MONTH of Tier 2 or Tier 3 subscription FREE OF CHARGE.

[partnerships@techclick.com.au](mailto:partnerships@techclick.com.au) #PartnerDeliverSucceed

**Exclusive Offer!**

**Dicker Data is**

*Fully Funding*

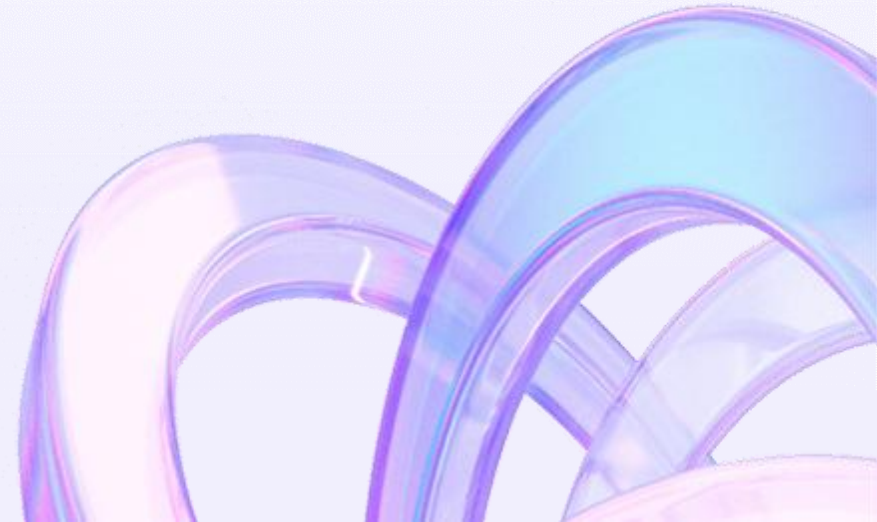
**A Complete Tier 1 Subscription For  
The First 10 Partners**

Ts and Cs Apply

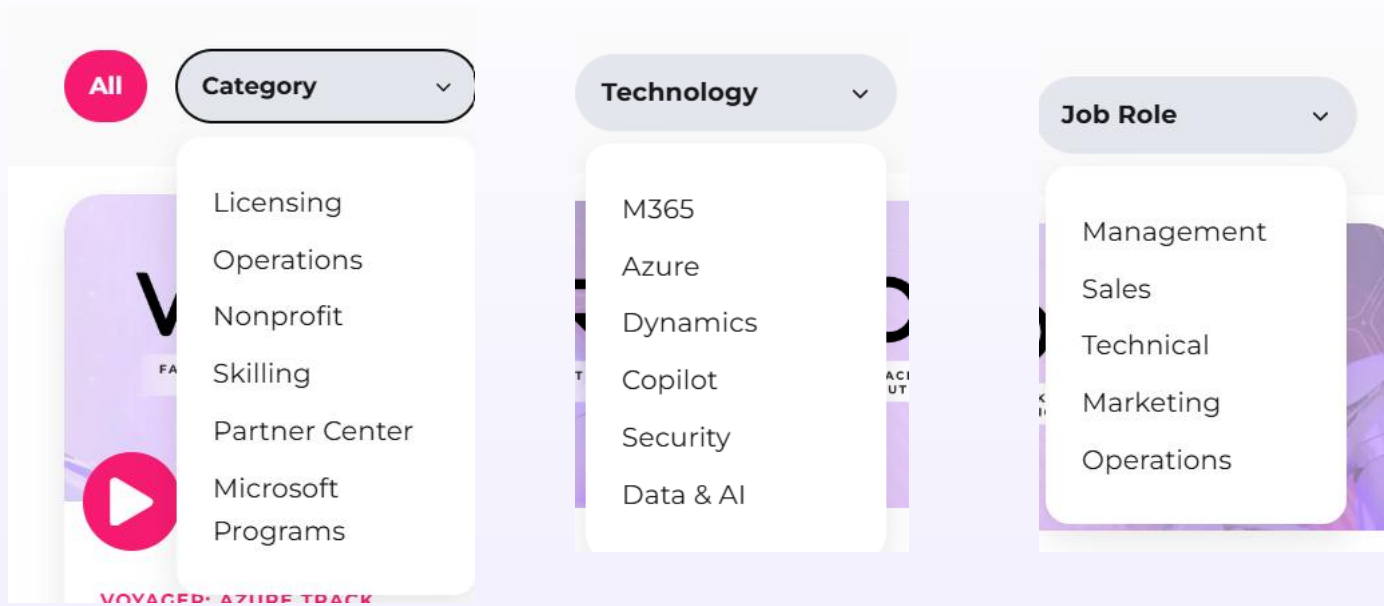
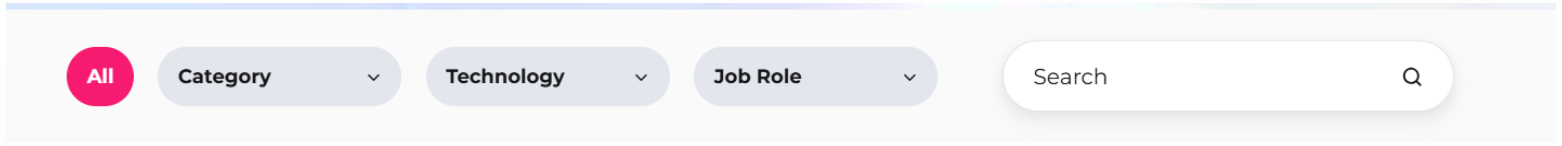
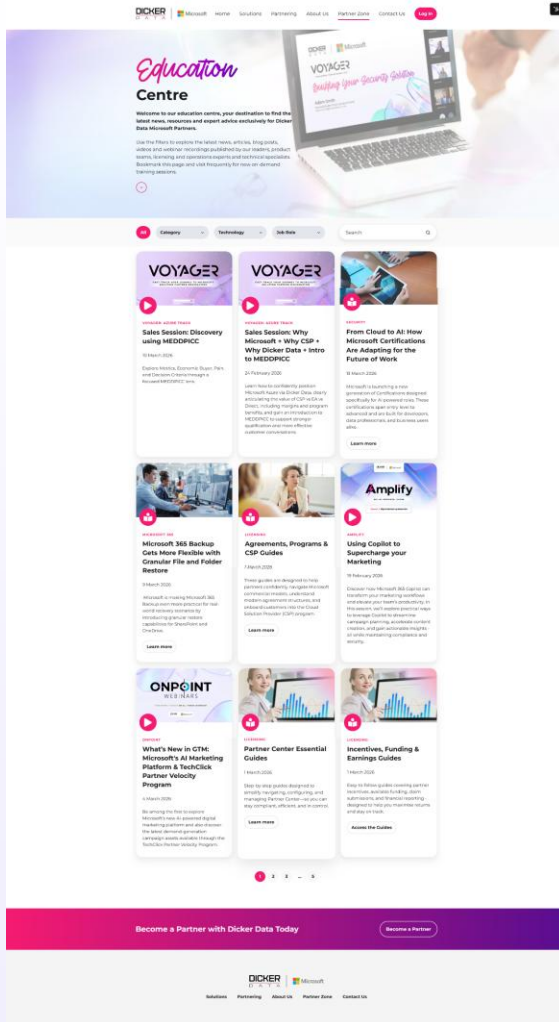
Take advantage of the offer here:

NZ: [Dicker Data & Microsoft | TechClick Partner Velocity Program](#)

AU: [Dicker Data & Microsoft | TechClick Partner Velocity Program](#)



# Education Centre



AU: [Microsoft Education Centre | Dicker Data](https://www.microsoft.com/education-center)  
NZ: COMING SOON! But will be <https://www.dickerdata.co.nz/microsoft/education-centre>



**Next Session:**  
**Thursday 23 April**

**Microsoft Marketing: New Platform Announcement**



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D A T A



*Thank you*

for your time and participation today

