

Found In Translation: A Decade Of Growth

How Dicker Data helped Inde decode Microsoft complexity to scale from startup to AI pioneer

BACKGROUND

Technically-led business transformations

For 10 years, Christchurch-based Inde has built its reputation as one of New Zealand's leading Microsoft specialists. With nearly 100 staff across four offices and employee owned, they've carved out a strong position transforming enterprises.

"We're known for our technically-led approach – the majority of people interacting with our customers come from a technical background," explains Mark Graham, Product Director at Inde.

"Customer outcomes are at the heart of everything we do. It's not just words you'll hear at Inde, it's how we run every project."

Inde were the first New Zealand-owned company to achieve the prestigious Microsoft Azure AI Specialisation, and hold several major advanced specialisations across Azure and security, as well as most of the Microsoft Solution Partner Designations.



CHALLENGE

Navigating complexity to compete and win

Inde faces a common challenge among growing Microsoft partners: the complexity and rapid innovation of the Microsoft ecosystem. With a lean team and ambitious growth targets, they need to win deals against legacy, enterprise IT providers, without proportional overhead.

“Microsoft’s partner program is always evolving,” notes Fran Smaller, Licensing Specialist at Inde. “It takes expertise to understand what’s needed across all the

different opportunities. There’s no way our team could stay across all the resources on our own. We needed an interpreter!”

The challenge intensified as AI opportunities accelerated. In just 12 months, Inde’s data and AI team expanded from 2 to 12 people, developing a customisable AI chat solution on the Microsoft platform. Inde’s strong Microsoft practice and partnership with Dicker Data enabled them to quickly invest in building these advanced technical capabilities.

SOLUTION

Dicker Data as interpreters and growth accelerators

For nearly Inde’s entire history, Dicker Data has served as far more than a distributor.

“Having worked in distribution myself, I understand what real partnership looks like,” Mark emphasises. “What sets Dicker Data apart is their strong partner-first culture. They’re uniquely willing to invest time to understand our strategy and selectively bring us opportunities that align with it – not everything in their portfolio, just what’s relevant to us.”

Strategic planning that shapes the future

Each year begins with senior leaders joining a strategic planning session. Unique to Dicker Data, these sessions provide market insights across the entire IT landscape, not just Inde’s view.

“They help us see competitive trends, where markets are heading and what we

should focus on. That input feeds directly into our investment decisions, training and certifications,” Mark explains.

Dicker Data also helps organise educational workshops and executive roundtables and secure significant funding for go-to-market initiatives.

From green to expert: upskilling at every level

When Fran joined Inde, Dicker Data went above and beyond to build her expertise – an investment that continues today as they cross-train a second licensing specialist.

“I was very green with licensing and IT in general. Dicker Data went out of their way to support me in understanding licensing, and learning the Dicker Data portal” Fran recalls. “They never get sick of my challenging technical questions – or maybe they do, but they never show it! They always come back with thoughtful answers.”

With its significant investment in training vouchers, Dicker Data supports Inde's commitment to continuous learning and their mandatory 18-hour quarterly training requirement for all staff.

24-hour proof of true partnership

The Dicker Data portal serves as Inde's daily operational backbone for pricing, provisioning and vendor access. But it's the human element that sets the partnership apart.

"They're very proactive and make an effort to know all our technical teams – not just the product team," Mark notes.

"The structure feels completely flat – I can call anyone across executive, technical, sales and operational levels. They operate as a true extension of the Inde team."



This was proven when a huge tender opportunity arose with just 24 hours to respond. Dicker Data immediately mobilised, providing pricing support, commercial guidance and onboarding advice to help Inde win the competitive CSP licensing deal.

"They really jumped in and threw everything at it to help support us. Their willingness to help, especially commercially in a competitive landscape, made all the difference," Fran explains.

OUTCOME

AI innovation without the overhead

The partnership has helped Inde scale without restrictive overhead. Dicker Data's ongoing investment in Inde's Microsoft practice helps create the foundation to continually develop their technical skills and depth in areas such as Data and AI.

As Mark explains, "They're like Microsoft interpreters – they decode complex information and keep us up to speed. There's no way our team could digest all the information without them."

This value extends across the Tasman, with Dicker Data Australia serving as Inde's biggest distribution partner for their growing Australian operations.

"We don't see them as external suppliers – they're genuinely part of the Inde team. It's a relationship built on trust, transparency and flexibility – that's how we interact with our customers, so it's important we align," adds Mark.

"It'd be very fair to say that Inde wouldn't be the business we are now without our partnership with Dicker Data. They contribute directly to the success of our business and clients. Their partnership approach makes them more than a supplier – they're invested in our long-term success," Mark concludes.

It's all about
growing together

As they have with Inde, Dicker Data's team of local Microsoft specialists provides the people, practices and programs to support partners in removing operational complexity, unlocking value and accelerating growth.

Let's make Microsoft work for you.



Connect with our team to learn how

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