

Keeping growth flowing for a decade

Liquid IT and Dicker Data show how lean operations win big

BACKGROUND

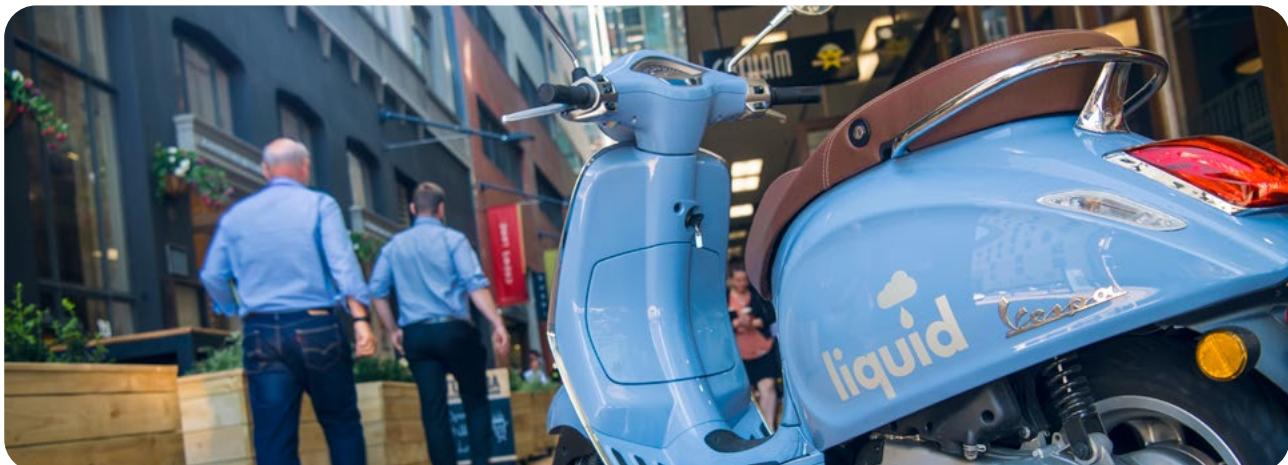
Delivery matters – every time

Since 2015, Wellington-based Liquid IT has built a reputation on a simple philosophy: seamless delivery. With 50 staff serving primarily government and public sector clients, they've carved out a specialist niche as a trusted technology partner across connectivity, cloud and security.

"We created Liquid IT on the basis that it was all about service delivery," explains Daryl Isaac, Director for Strategy & Client Engagement and Chief Technology Officer. 'Delivery matters

every time' has always been our mantra – being able to provide end-to-end services so that IT flows seamlessly for our clients."

This delivery-first approach has served them well, with government clients comprising their core business. Following their 2024 acquisition by Australia's Orro Group, Liquid IT continues to operate independently, maintaining their proven agility and local focus while gaining access to broader resources and capabilities when needed.



CHALLENGE

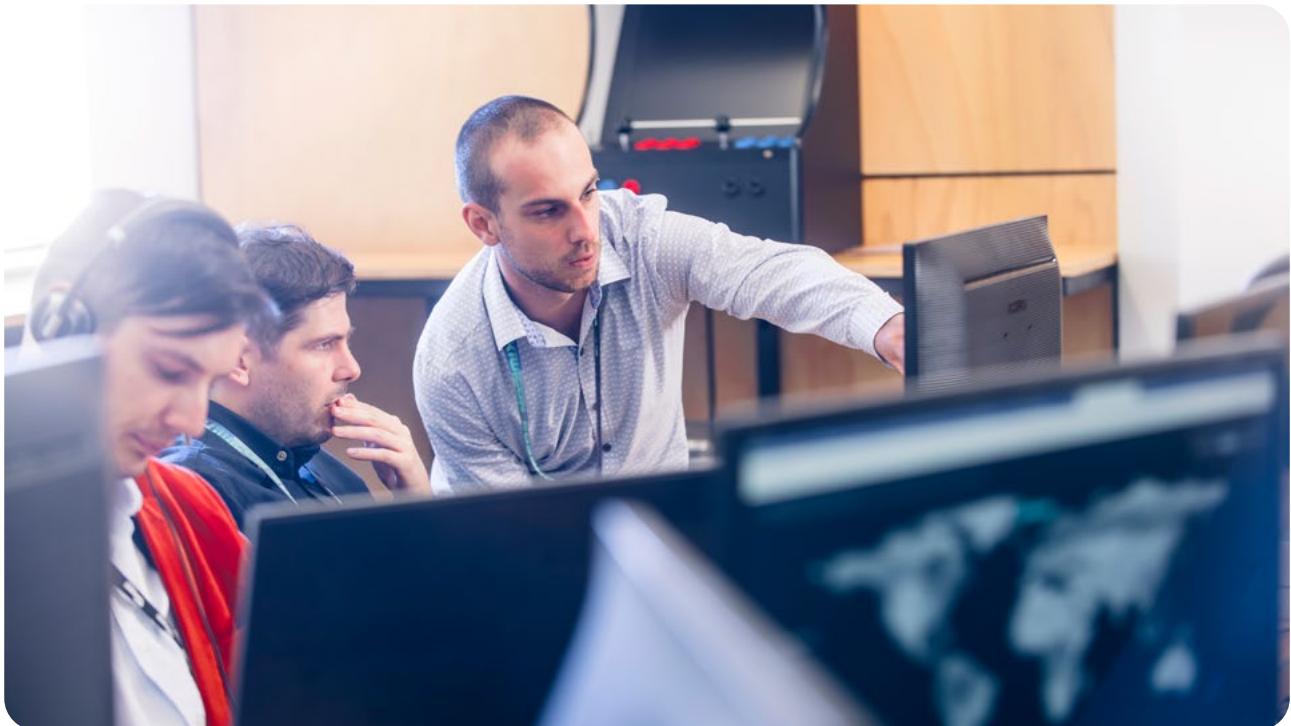
Specialist expertise without bench overhead

As a lean operation by design, Liquid IT faces a common challenge: pursuing opportunities outside their primary expertise without carrying underutilised overhead. When existing clients need non-core capabilities, they must respond quickly without compromising quality.

“Being busy with long-term clients, we generally don’t have people on the bench,” Daryl notes. “Having the right distribution

partner plays a big part in supporting us with new products, proof of concepts and pre-sales – where they’ve got the technical knowledge to jump in and help.”

The challenge intensified when an existing client invited Liquid IT to respond to an RFP requiring advanced Microsoft Dynamics capabilities. Walking away meant potentially losing a valued client relationship to a competitor.



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Daryl Isaac

Director for Strategy & Client Engagement and Chief Technology Officer
Liquid IT

SOLUTION

Dicker Data's operational backbone eliminates friction

For all ten years since Liquid IT's founding, Dicker Data has been an operational extension of their business. The distribution partnership centres on key elements, including:

The Portal: Daily operational efficiency

"The Dicker Data partner portal is a huge differentiator," Daryl emphasises. "It's very much a one-stop shop. My procurement team finds it intuitive with easy access to pricing and the ability to provision services and multiple vendors all in one place."

Flat structure: Speed without bottlenecks

Another thing that sets Dicker Data apart is the accessibility. "I can call anyone from a specific technical expert up to the executive level, to chat about bigger deals. They all work as a team to make sure you can reach whoever you need," Daryl explains.

Strategic partnerships: Connecting us with the best

When the Microsoft Dynamics opportunity arose, Dicker Data connected Liquid IT with the right partner from their P2P ecosystem – one they knew would be a good cultural, technical, and operational fit.



"Dicker Data knows our business well," Daryl reflects. "They work with many expert partners but knew exactly who would be the right match. And it was exactly that."

Dicker Data provided comprehensive backend support, including pricing, SKU selection and licensing guidance. Critically, the solution maintained Liquid IT's client relationship seamlessly.

"Even when we bring in partners through Dicker Data, the client gets one relationship, one invoice, everything through us. It's completely seamless for them – we front the entire engagement," Daryl explains.

The result: RFP won, client retained and an ongoing three-way partnership.

"The fact that I can get an immediate response translates directly to how quickly we can respond to our clients. No bottlenecks, no delays, just responsive answers."

Daryl Isaac

Director for Strategy & Client Engagement and Chief Technology Officer
Liquid IT

OUTCOME

Expanded capabilities driving strategic growth

The partnership quickly evolved from tactical support to strategic enablement. “Our regular workshops with Dicker Data go beyond specific solutions to review where Liquid is headed, what our go-to-market looks like and how they can support our growth,” says Daryl. “They’re invested in our success, not just transactions.”

While Liquid IT has captured a solid share of the government market, they see strong potential for upsell and cross-sell. They’re also expanding into regional councils across New Zealand and eyeing national opportunities in the competitive private sector and enterprise markets.

“Having Dicker Data on hand to provide technical expertise, proof of concepts and partner connections gives us capabilities we couldn’t cost-effectively maintain internally,” Daryl explains.

Through Dicker Data’s partner-to-partner ecosystem, Liquid IT has recently begun leveraging TechClick – a specialist in Microsoft-funded Azure migrations – with four engagements already in the pipeline. This collaboration demonstrates how to add revenue without adding overhead.

Beyond partner connections, Dicker Data keeps Liquid IT ahead of emerging opportunities. As AI conversations intensify – particularly around Copilot – Dicker Data’s training, technical expertise and strategic guidance help strengthen Liquid IT’s position as the security and governance enabler, helping clients prepare with the proper controls, data governance and guardrails before adoption.

Support that extends far beyond technology

Beyond technical and strategic support, Dicker Data also tailors marketing initiatives to partner needs. For example, for Liquid IT, they organised a Zero Trust Roundtable executive event where Liquid IT presented to educate clients and generate new leads.

Training enablement has also been transformed. Rather than pulling billable resources offline for long courses, Dicker Data facilitates online training, exam vouchers and certifications that align with Liquid IT’s operational reality.

“I would 100% recommend Dicker Data,” Daryl confirms. “It’s the relationships, the capability, the technical knowledge and knowing they will cut through the complexity of the Microsoft ecosystem to bring us the most relevant news and advice. Most importantly, they always go the extra mile.”



“With our team focused on client delivery, leaning on Dicker Data makes all the difference. They add the capabilities and resources to turn potential opportunities into recurring revenue.”

It's all about
growing together

As they have with Liquid IT, 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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