

# Premium IT turns new rules into new opportunities

A switch to Indirect CSP positions a 21-year Microsoft partner for growth in cloud, security and AI

## BACKGROUND

### 21 years of client loyalty and Microsoft expertise

Established in 2004 with a philosophy to go the extra mile, Premium IT's story stands out in the New Zealand technology industry for its longevity and loyal client base.

As a team of 10 Microsoft experts based in Auckland, Premium IT provides end-to-end solutions that give New Zealand's small and medium businesses a single trusted

technology provider without the hassle of managing multiple IT vendors.

"Our core strength is end-to-end user support. Our customers look to us to manage all their needs... hardware, devices, networking, security or cloud," explains Ian Carr, Managing Director of Premium IT.



## BACKGROUND

### Ready for New Zealand's cloud opportunity

With Microsoft Azure infrastructure now available locally and customer expectations accelerating toward security, cloud and AI, Premium IT identified early that many small businesses would need expert guidance to capitalise on these emerging technologies.

"The opportunities in New Zealand are much better now with Azure being available locally.

More and more customers are ready to move their on-premises services to the cloud, and we're introducing specialised services as the market becomes more sophisticated," Ian observes.

**Premium IT's mission is to help New Zealand SMBs navigate technology modernisation while maintaining the personal, high-quality service that their reputation is built on.**

*"We do it all and deliver it flexibly, whether that's support and troubleshooting or full access to our engineers for a custom business solution."*

**Ian Carr**  
Managing Director  
Premium IT

## CHALLENGE

### Rule changes become growth catalyst

When Microsoft announced a range of changes to the Direct CSP program, including higher revenue thresholds and compliance standards, Premium IT saw an opportunity to reassess their strategic direction.

"When we no longer met the requirements for Direct CSP status, we could have invested in complying, but it would have meant diverting focus, time and resources away from what we do best – serving our clients."

Premium IT recognised this change as a catalyst for something better. For a company built on organic growth and long-term client relationships, the path forward was clear.

"We saw the need to find a distribution partner who could help us deliver even better customer outcomes without altering what makes us successful. In the end, it was quite a simple decision to switch to an indirect distributor," Ian explains.

The timing couldn't have been better. With New Zealand's digital infrastructure maturing and customer expectations evolving in the cloud and AI era, Premium IT started evaluating strategic partners who would enable new growth rather than simply maintain the status quo.

## SOLUTION

### Effortless transition opens new doors

Dicker Data emerged as the clear choice due to its local expertise, comprehensive support model and understanding of how to help partners grow.

“What attracted us to Dicker Data was their approach – they’re not just a transactional distributor, they’re genuinely invested in helping partners succeed,” Ian notes. With customer support a key differentiator for Premium IT, the partnership needed to enhance rather than compromise their service standards.

Premium IT also gained access to Dicker Data’s comprehensive program portfolio

covering AI Factory, security solutions and advanced Microsoft services. Aligning perfectly with their strategy to launch specialised services, Premium IT gained immediate access to advanced capabilities that would have required massive internal investment to develop.

“Having Dicker Data handle the operational and CSP complexity means we can concentrate on what our clients need. It’s allowed us to maintain our personal approach while accessing capabilities beyond what we could have cost-effectively built ourselves,” Ian reflects.



## OUTCOME

### Streamlined operations, expanded possibilities

The partnership delivered immediate operational wins. Premium IT eliminated Advanced Support costs while upgrading to Microsoft Premier Support through Dicker Data – superior service at significant cost savings.

“The transition has been effortless. It’s good to know that anything we want to do in our space, Dicker Data has the capability to do it with us,” Ian reflects. “We can get the products we want, the services we need and expert support for things like Partner Center, licensing Office 365 and tenant setup.”

Beyond operational improvements, the partnership positions Premium IT to participate in Dicker Data’s growth programs and joint initiatives, providing access to opportunities and expertise they couldn’t develop independently. For a lean operation with no dedicated marketing team, this opens doors to professional marketing support and co-branded opportunities.

“We’ll start introducing more specialised services as the market becomes more sophisticated,” Ian notes. “Security is becoming a big thing, and with the Dicker Data partnership we can offer solutions that would have been out of reach before.”

### Positioned for New Zealand’s digital future

The local Azure infrastructure positions them perfectly for New Zealand’s accelerating demand for cloud, security and AI services.

“New Zealand’s Azure presence, combined with Dicker Data’s expertise, means we can do much more than we’ve been able to before,” Ian explains. “Customers are ready to move their on-premises services to the cloud, and we now have the infrastructure and support to make that happen.”

For Premium IT, the transition to Indirect CSP with Dicker Data has transformed Microsoft rule changes into operational advantages with reduced complexity and access to benefits they never had before.

“We maintained our relationships, improved our capabilities and positioned ourselves for future growth. That’s exactly what we were looking for,” Ian concludes.

**“Dicker Data understands what we’re trying to achieve and gives us the support to do it better. That’s the kind of partnership that works.”**



# It's all about *growing together*

As they have with Premium 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.

**Connect with our team to learn how**

09 270 3000    [microsoft.sales@dickerdata.co.nz](mailto:microsoft.sales@dickerdata.co.nz)    [dickerdata.co.nz](https://dickerdata.co.nz)

