

Partner Value Guide.



Distribution, Done Differently.



If someone wants your business, price discounting can be a simple way to win the day, or an extra few margin points could get you to stay.

At Crayon, our focus continues to be on adding long-term strategic value to our partners.

Distribution, Done Differently is access to the business and technical resources you need to scale your operations and drive sustained results to your bottom line.

It's on-the-pulse guidance that helps you navigate disruption in the market, or in vendor programs and pricing.

You'll find it in the end-customer market studies and quantitative data analysis that keeps partners ahead of demand trends for services and solutions.

Above all, it's having confidence that we will back you to:

- Create and sustain competitive differentiation
- Open new markets and customer segments
- Add low cost, low risk, high yield service add-ons to your catalogue catalogues
- Enhance your customer relationships over the long term
- Build revenue growth and high performance

WE ARE



Partner first



Customer-centric



Vendor agnostic



Value driven

A world of opportunity.



Partners working with Crayon gain the benefits of a globally scaled organisation, paired with boots-on-the-ground local expertise. When our partners are ready to expand to new cities, or new countries, we're ready to connect them to the right resources and skills in their markets of interest.

GLOBAL SCALE



50 Offices



46 Countries



4,000 Employees

A wider vendor ecosystem.

Our vendor-agnostic approach is built on a commitment to providing partners with access to solutions that solve real business challenges, from market-leading cloud platform hyper-scalers and exciting independent software vendors (ISVs). We select vendors based on maturity of their programs, benefits to the partner community and ability to help partners solve for customer needs, whether broad, niche or best-fit for specific industries and verticals.



Committed to Strategic Value Add.



True value-add that creates consistent, sustainable, and long-term gains for your business.

Value-Add Advisory

The Technology Advisory Group (TAG) is an APAC-based specialist unit that provides partners with strategic and technical guidance. Our team of business and practice development advisors, vendor relations experts, and specialist technical consultants back our partners opportunities for growth with expertise that empowers competitive differentiation, and high-performance operating models.



Commercial strategy



Practice builds



Business operations



Bid support



Solution development



Skills and certifications



Sales enablement



Go-To-Market planning

Value-Add Research

Buyer Insights

Since 2021, the Future of Operations market study series has delivered partners a 24-month forward view of demand trends for the small-to-medium sized business sector across the region.

Crayon is proudly the only cloud distribution provider in the APAC region to commission independent, quantitative studies of the customer market. We invest to help our partners identify shifts in in SMB technology buying behaviour, so they can position ahead of investment decisions and solution adoption.



High Performance Strategies for Partners

Based on qualitative interviews with high-performance partners across the region, this study provides in-depth analysis and explanation of the strategies proven to drive fast-growth outcomes in their businesses. Identifies commonly shared success factors and provides practical advice that can be applied to support performance uplift in any partner business.

Value-Add Programs



SureStep

Tailored for partners that want to develop deep Microsoft practice expertise, SureStep delivers the latest sales and technical enablement to drive customer acquisition and revenue growth for our partners.



Tech For Good

Supports partners working with non-profit/not-for-profit customers and for-purpose organisations. Partners are supported with promotions, tailored pricing and pathways into more extensive philanthropic opportunities.



Partner Connections

A fully facilitated, value-add program that connects resellers with opportunities in Dynamics 365 together with specialist partners that have experience in delivering the technical solution.



ISV Innovation Hub

Business and technical support for partners that are commercialising their IP, and ISVs or SaaS businesses, whether at startup, a scale up or scale-out stage. Guidance to identify the best cloud platform partner programs, enter Vendor Marketplaces, and get access to vendor incentives and funding options to take your software projects forward.

Expanding our services.



More ways to engage and deliver value to, through and with our partners.

To Partner Services

Support-as-a-Service

Partners can keep their customer helpdesk needs satisfied with our white labelled first level helpdesk service.



Through Partner Services

Cloud Migration

Service to support partners with Azure migrations, across clouds, from on-premises or hosted environments, and more.

Cloud Cost Optimisation

Expertise to help partners continually evaluate, configure, and manage cloud resources to control costs, and meet performance and scalability requirements.

Cloud Security Assessment

Purpose-built to gather configuration data from Microsoft 365 and Azure tenants, this solution identifies immediate remediation needs and recommends mid-to-long term cybersecurity improvements.

Essential Eight Assessment

Evaluate the implemented controls of the Essential Eight cyber threat mitigation strategies for the maturity state required by your customers.



Azure Risk Mitigation Assessment

Understand, assess and prioritise remediation of your customer's Azure security posture. Reduce compromise risk and financial exposures.

ERP Implementation

Helping partners offer Cloud ERP and Business Management Systems on a fixed-scope and fixed-time basis.

ISV Managed Services

Platform solution and management expertise for ISV and SaaS partners to keep you focused on customers and products

Explore our full range
of partner-ready services!

Explore now

With Partner Services

If you hold existing ground in upper-mid market or enterprise organisations, let's talk about our direct services can be leveraged to expand your presence, strategically and collaboratively.



IT Cost
Optimisation



Software &
Cloud Analytics



Digital Transformation
AI & ML Services



Modern Workplace
Architecture, Deployment
& Support Services



Cloud Architecture,
Migration & Support
Services



Provision & Transaction
of Software Licensing
and Cloud Subscriptions

Innovative Partner Platform Services



The next generation of Cloud-iQ: Your Competitive Edge Starts Here

Cloud-iQ is Crayon's upgraded platform to manage, sell, and scale partners' licensing. Built for partners who want more than just transactions, it centralizes license management, automates billing, and delivers deep business insights, boosting margins, and helping you win more deals.

Used by thousands of partners globally, Cloud-iQ turns complexity into clarity.



A platform that allows partners to manage their licenses and other services for their end customers.



Provides partners with an opportunity to upsell and cross-sell by leveraging Cloud-iQ reporting.



This Crayon IP is used around the globe in the markets we operate in.

Welcome to Distribution, Done Differently.

Ready to innovate, enhance, and grow your
business further with a distributor that's focused
on your long-term success?

Get in touch today

