

Partner Case Study

Empowering a Partner to Build a Wales-Led Microsoft Growth Pipeline

MICROSOFT DYNAMICS 365

MICROSOFT FABRIC

PARTNER-LED DELIVERY

01 ABOUT THE PARTNERSHIP

Westcoast Cloud were contacted by one of their partners, who had a client with a very specific request they couldn't deliver in house.

Westcoast Cloud introduced SuperCell365 to their partner. SuperCell are a trusted Microsoft Dynamics 365 and Fabric specialist.

SuperCell365 ran the engagements end-to-end — with the Westcoast partner kept informed and brought in at the right moments — and delivered live platforms that have since opened the door to a growing multi-client pipeline across Wales and beyond.

PARTNER

An established Microsoft Solutions partner delivering Dynamics infrastructure but lacking the skills to fully utilise Dynamics to its full potential.

END CLIENT

A Large Gaming Retailer in Wales
A growing organisation with legacy systems. They already had Business Central installed but had untapped potential.



TECHNOLOGY USED

Microsoft Dynamics 365
Microsoft Fabric | Power BI

02 THE ENGAGEMENT MODEL

The engagement followed a clean partner-led pattern that protected the Westcoast partner–client relationship throughout:



The partner reached out to Westcoast Cloud requesting support on a new project. Westcoast Cloud listened to their requirements, and then reached out to their specialist partner network.



Westcoast Cloud introduced SuperCell365 to the partner. They aligned on the technical challenge, commercial model, and how SuperCell365 would be positioned to the client.



The partner introduced SuperCell365 to the client and facilitated the initial technical discovery, ensuring the existing relationship was presented as being strengthened, not disrupted.



The partner stepped back, SuperCell365 ran it. Day-to-day client delivery was led by SuperCell365, with regular updates back to the partner. The partner remained the named relationship owner throughout.

03 THE CHALLENGE

The client – a gaming retailer based in Wales – was already running Microsoft Business Central in their business. But they had accumulated several unresolved problems affecting performance and usability.

The incumbent Westcoast partner delivered their infrastructure, but they lacked the Dynamics expertise to resolve the issues or drive further value from the platform.

SuperCell highlighted a clear opportunity to fix these issues, improve the platform, and open the door to additional Microsoft workloads like including Fabric. This would benefit the client, generate new licensing revenue, and deepen the partner's relationship with their customer.

04 APPROACH AND SOLUTION

SuperCell365 led the communications from end-to-end, keeping Westcoast Cloud, the partner and client informed throughout, and aligning delivery to the partner's commercial interests at every stage.



Discovery & requirements capture

Identified root-cause issues in the existing Business Central environment and mapped the full opportunity for improvement.



Fix & upgrade

Resolved the outstanding platform issues, delivered system upgrades, and stabilised the Business Central environment.



Fabric platform build

Designed and delivered a Microsoft Fabric environment on top of the stabilised Dynamics platform, unlocking analytics and reporting capability.



Ongoing support & development

Took on the ongoing support and development relationship, creating a recurring services stream for SuperCell365 and recurring licence revenue for the partner.

05 WHAT WAS DELIVERED

Across the engagement, SuperCell365 delivered:

- A fully resolved and upgraded Business Central environment, eliminating the backlog of outstanding issues.
- A live Microsoft Fabric platform layered on top of Dynamics — providing daily automated analytics and reporting the client previously had no access to.
- Ongoing support and development contracts, providing SuperCell365 and the partner with a recurring services income stream.
- New Dynamics and Fabric licence revenue flowing through the Westcoast partner — recurring revenue they would not have captured without the introduction.
- Strengthened partner standing: the Westcoast partner is now viewed as a strategic technology advisor, not a transactional supplier.

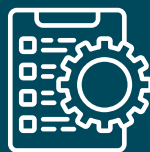
VALIDATED AT DELIVERY:



Business Central platform issues fully resolved



Fabric environment live and refreshing



Estimating build in progress



Licences flowing through partner



Support contracts in place



Both clients highly satisfied

06 WHAT THE WESTCOAST PARTNER GOT OUT OF IT

IMMEDIATE COMMERCIAL RETURN



- Referral income from a significant volume of professional services they would not have delivered themselves.
- New Dynamics and Fabric licences pulled through Westcoast Cloud, generating recurring licensing revenue they had no previous route to.
- Ongoing licence seats, compounding over time as platforms grow.

STRATEGIC RELATIONSHIP VALUE



- Strengthened standing with the client, who credited the partner for the introduction and the quality of delivery.
- SuperCell365 as an on-call specialist capability — available for future opportunities without the cost of building Dynamics expertise in-house.
- Increased confidence positioning Dynamics and Fabric conversations with other clients in their portfolio.

07 WHAT THE CLIENT GOT OUT OF IT

- All outstanding Business Central issues resolved — a platform that now works as it should.
- A Microsoft Fabric environment delivering daily automated analytics, replacing manual reporting.
- Ongoing access to specialist Dynamics and Fabric support without having to manage a complex supplier relationship.
- A scalable Microsoft foundation ready for future AI and analytics workloads.



**NEW
MICROSOFT FABRIC
ENVIRONMENT**



**100%
LICENCE REVENUE NEW
TO THE PARTNER**



**GROWING
PIPELINE OF FURTHER
OPPORTUNITIES**

08 WHAT CAME NEXT

A single partner introduction grew into a multi-client, multi-workload pipeline — exactly the outcome a referral engagement is designed to produce.



Ongoing Dynamics & Fabric work across other Wales clients

Continuing support, development, and platform growth on both the gaming retailer led to another contract with a Heavy Fabrication Manufacturer



Additional pipeline opportunities identified

SuperCell365 supported the Westcoast Cloud partner once again, developing a custom Dynamics-based solution for the Manufacturer.



The Result

The client had improved accuracy and efficiency in estimating, directly supporting the delivery of complex, high-value infrastructure projects.

WHY THIS MATTERS

Because SuperCell365 built the original relationship through the Westcoast Cloud Partner Network, they are uniquely placed to expand the portfolio — and the partner continues to share in the commercial upside of every new workload introduced.



09 SPECIALIST PARTNER PROFILE

SUPERCCELL365

www.supercell365.co.uk



Supercell365 are a UK and Ireland Microsoft Dynamics 365 partner specialising in Business Central, CRM & Power Platform

SOLUTIONS OFFERED

CONSTRUCTION

MANUFACTURING

DYNAMIC 365



WHAT MAKES THEM DIFFERENT

Acting as your trusted delivery partner, they offer full project execution.

They can provide white labelled project delivery.

They connect Microsoft-accredited talent to help deliver your projects. From strategic leadership, business consultancy, functional through to technical delivery and support.

THEY SPECIALISE IN

Manufacturing, Distribution and Service based organisations. Telco, Tech and IT Service Providers

HOW CAN THEY CAN HELP

Supercell365: Your partner for Microsoft Dynamics 365 Business Central and Dynamics 365 CRM (Sales, Service, Customer Insights).

They consult, advise, architect, implement and support. Their deep expertise is the foundation upon which they help customers and partners thrive in the world of modern business applications.

Whether you're seeking to find or respond to new biz apps opportunities, build your own Dynamics capabilities, or need support to deliver and manage your customers projects, Supercell365 is your trusted partner.

They provide the knowledge, tools, frameworks, and talent.



LOOKING FOR A SPECIALIST PARTNER LIKE SUPERCCELL365?

At Westcoast Cloud, we can help you get in touch with your perfect specialist partner. Just head over to our Cloud Connections webpage by clicking the link below.

[FIND YOUR MATCH](#)

