



Driving Microsoft Fabric Pipeline Across SMB Customers



Size of Opportunity:

- 24 data assessments booked
- 4 Fabric POV orders signed worth \$60,000.
- 4 further Fabric POV at proposal sign-off stage

Products and Services:

- Microsoft Fabric
- Power BI
- Power Platform opportunities identified through discovery

About the co-sell motion

- BCN partnered with Microsoft and Arrow to deliver an SMB-focused data call out day designed to generate pipeline around data modernisation and Microsoft Fabric. The activity centred on a dedicated call out day on 15th April from the Manchester office, supported by joint engagement from BCN's sales team, Microsoft and Arrow specialists.
- The primary call to action was a free Data Assessment with BCN data specialist Andy Langthorne, a 60-minute consultation to help customers understand current reporting and data challenges, identify inefficiencies, and uncover opportunities to modernise using Power BI, Microsoft Fabric, or wider data solutions.

Challenges/Solutions

- Many target customers were managing reporting through manual, Excel-heavy processes, often across multiple teams and disconnected data sources.
- The campaign targeted organisations with greater data complexity and clear opportunities to modernise reporting and decision-making.
- The assessment model helped validate customer pain points, identify quick wins, and show how Microsoft Fabric and Power BI could create a more scalable, insight-led approach. It also helped uncover wider opportunities across data, reporting and Power Platform.

Outcomes

Effective engagement model:

- 24 opportunities were raised and booked in for data assessments, creating a strong flow of qualified customer conversations and follow-on engagement.

Strategic impact:

- The activity created a repeatable route from seller outreach to specialist consultation, opportunity identification and follow-on services, helping BCN and Microsoft drive Microsoft Fabric adoption across the SMB base.

Commercial impact

24

data
assessments
booked

4

Fabric POV
at proposal
sign-off stage

4

Fabric POV
orders signed

\$60K

closed
orders value



"It was a fantastic day. To be honest, I think from the moment that we walked in, it was well prepared. The team was ready to go."

Taner Turan – Microsoft Azure Lead – UK&I, Arrow



"I think that kind of trio is a perfect place for a lot of our SMB or unmanaged customers at Microsoft. I think they need a partner like BCN to be able to facilitate them and do what's right by their journey and utilising the technology in the right way."

Georgia Hinchliffe, Channel Sales Manager - Azure, Microsoft

[Watch the video to see how Microsoft, Arrow and BCN collaborated](#)