

Mid-Market AI, Engineered for the Frontier Firm

Key FY26 Milestones:

Two new Advanced Specializations – Copilot and Analytics on Microsoft Azure

21% Growth in SMB Azure

Utilised over \$1.2m of Microsoft funding

Microsoft Products & Services

AI Business Solutions

- Modern Work
- Teams Telephony
- Identity / End Point
- AVD
- M365 Copilot
- Power Platform
- Power BI

Security

- Identity / End Point
- Purview & Data Security
- Sentinel

Cloud & AI

- Azure Infra
- Modernisation
- Dev Ops & Full Stack
- Data (Fabric)
- Agentic AI (Foundry)

All backed by 6 Core Solution Partner Designations and 8 advanced specialisations. BCN are one of first globally to hold Support Designation showing our deep expertise and credibility in these solution areas.

Industries & Territories

Territory: UK and Ireland

ICP: SMB focus

Helping clients end-to-end with agentic first mindset

Verticals:

- Financial Services
- Professional Services
- Legal Services
- NHS Healthcare – Data
- Central and Regional Government (Public Sector)
- Retail
- Utilities
- Wholesale and Distribution
- Social Housing

Client references

Client Stories – BCN

Highlights:

- DR Wakefield - [view](#)
- Frenkel Topping – [view](#)
- Vertas – [view](#)
- Nichols - [view](#)

Main Contacts

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Where to find us



Website: bcn.co.uk



LinkedIn: [BCN](#)

Events: [Events | BCN](#)

Marketing & Events Strategy

£500k marketing spend

Focussed on driving growth through thought leadership, data-driven demand generation, and deepening value within existing clients while accelerating AI and cloud adoption.

Targeted GTM events in partnership with Microsoft (including sponsorship and keynote speakers) focused vertical campaigns.

One of UK's most accredited Microsoft partners

6 x Core designation | 8 x Specialisations

Support Service Services Designation

Private Cloud Designation

Fast-Track Partner

Copilot JumpStart

Co-sell Approach

Proactively work alongside the SMB VDS team on shared opportunities to drive pipeline growth and customer success through:

- Joint customer calls & engagements
- Collaborative proposal development
- Close alignment throughout the sales cycle

Supporting inbound and outbound referrals, demonstrating the strength of the BCN–Microsoft partnership and delivering greater value to customers.

Partnering with the UK PSS and VDS teams on SMB top growth accounts. **With BCN resource to support inc;**

- Dedicated New Business & Microsoft Alliance Manager
- Sales Specialists for Data & AI and Azure
- A dedicated Marketing Alliance resource.

SDR Activities & Channels

Demand and Lead focussed multi-channel GTM incorporating: Events, emails, salesfloor days, industry specific expos. Plus;

- 25 Strong Sales Team
- Solution area aligned sales specialists.
- 100% CoOp £458k utilised

Microsoft Sponsors

Exec Sponsor: Apay Obang-Oyway
PDM: Chris Williams
Plus: Oaka Managed

PSS: Georgia Hinchcliffe,
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