

MICROSOFT PARTNER BRIEF

Supporting Microsoft Opportunities

A practical overview of TrellisPoint's expanded Azure and business applications capabilities, and where we can support Microsoft teams through aligned customer engagements and co-sell opportunities.

[Explore Focus Areas](#)[Contact TrellisPoint](#)

Key Takeaways

- TrellisPoint helps connect Microsoft technology to practical customer outcomes.
- Our expansion into Azure strengthens our ability to support broader solution opportunities.
- We are positioned to complement Microsoft sellers with implementation, alignment, and execution support.

INTRODUCTION

A partner brief built for real Microsoft opportunity support.

As customer conversations continue to expand beyond standalone CRM and Dynamics 365 tools, the need for partners who can connect business applications, automation, AI, and Azure capabilities is

growing. Microsoft teams often need partners who can support not just platform selection, but practical implementation and alignment to business outcomes.

TrellisPoint is expanding its practice to better support that need. With new Azure capabilities alongside our Microsoft business applications expertise, we are positioned to help customers move from interest to execution across a broader range of Microsoft opportunities.

Outcome aligned

We focus on business value, not just product deployment, helping customers connect technology decisions to measurable goals.

Cross-solution capable

Our practice spans CRM, automation, AI, and now expanded Azure support to better serve more complex customer needs.

Seller supportive

We aim to complement Microsoft teams by helping move qualified opportunities toward practical execution.

WHY THIS MATTERS

Customer needs increasingly span business applications, AI, automation, and cloud.

Many customer opportunities no longer fit neatly into a single product conversation. Organizations evaluating Dynamics 365 may also need Power Platform for process automation, Copilot for productivity and insight, and Azure services to support scalability, integration, security, or modernization.

This creates a need for partners who can work across solution areas while keeping the focus on business priorities, operational readiness, and delivery practicality.

Common opportunity challenge: customers understand Microsoft's technology potential, but need more hands-on guidance to connect multiple solution areas into a usable path forward.

WHERE TRELISPOINT FITS

How TrellisPoint can support Microsoft teams and customer opportunities

Business applications alignment

Support customer conversations around Dynamics 365, CRM modernization, process improvement, and cross-functional system alignment.

Power Platform opportunity support

Help customers identify automation, application, and portal use cases that complement broader Microsoft solution adoption.

Copilot and AI readiness

Assist customers in understanding where AI and Copilot fit operationally, what readiness is required, and how they can align to business workflows.

Azure expansion conversations

Support opportunities where Azure capabilities help extend the value of Microsoft business applications, data, integration, and cloud strategy discussions.

Practical execution support

Help move opportunities from conceptual interest into defined next steps through discovery, solution framing, and implementation planning.

Co-sell collaboration potential

Participate in aligned opportunity support where Microsoft teams need a partner capable of reinforcing solution value and helping deliver customer outcomes. Start a conversation.

PRACTICE EXPANSION

What our expanded Azure capability adds

- Broader support across cloud and business application conversations
- Stronger alignment between operational systems and Azure-based architecture needs
- Better positioning for more complex customer transformation opportunities
- Expanded relevance in co-sell and multi-solution engagements
- A more complete Microsoft-centered delivery story

WORKING MODEL

What Microsoft teams can expect from TrellisPoint

TrellisPoint is most effective when brought into opportunities where customers need help translating Microsoft capabilities into a practical plan. We work best where there is a need for structure, business alignment, and a partner who can engage beyond product features alone.

Our role is not to complicate the sales motion. It is to support it with clarity, execution orientation, and a strong understanding of how Microsoft technologies work together in real customer environments.

REALITY CHECK

Where partner involvement is especially valuable

The strongest partner value often appears when customers are interested in Microsoft solutions but are unsure how to prioritize next steps, how multiple technologies fit together, or how implementation should be approached.

In these cases, involving the right partner can help preserve momentum, clarify scope, and improve the likelihood of a successful customer outcome. Connect with TrellisPoint to explore how we can support your pipeline.

CONTACT TRELLISPOINT

Looking for a Microsoft partner who can support broader solution opportunities?

TrellisPoint works with organizations across Microsoft business applications, automation, AI, and expanded Azure capabilities to help turn opportunity interest into practical execution.

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