dcg | Microsoft Solutions Partner

DCG vs. LSPs and Distributors

Most partners only fulfill licenses. DCG governs the environment.

When Microsoft restructured its Enterprise Agreement terms in late 2025, every reseller in the market offered the same answer: a CSP license and a price sheet. DCG operates in a different category: a Microsoft-only operational governance partner accountable for continuous optimization, license right-sizing, and expert engineering access from contract signature. Licensing fulfillment is the starting point. Governing the Microsoft environment is the job.

How the Market Compares: Evaluate What Happens After the PO

Capability	Microsoft Direct	Distributors	Large Microsoft Service Providers (MSP)	Enterprise Licensed Service Provider (LSP)	DCG
Licensing Fulfillment	High	High	High	High	High
Optimization Guidance	Medium	Low	Medium	Medium	High
Operational Accountability	Low	Low	Medium	Medium	Very High
Microsoft Specialization	High	Medium	Medium	High	Very High
Commercial Stewardship	Low	Medium	Medium	Medium	High
Governance Orientation	Low	Low	Medium	High	Very High

Operational accountability means a single partner responsible for your Microsoft environment: optimization, escalation ownership, and cost visibility, from day one.

Ratings reflect structural incentive alignment and where each provider's service scope ends, not a judgment on individual firms.

Where Each Category's Service Scope Ends

Distributors	They move licensing and cloud products through reseller networks at volume. Built for throughput: licensing ships, invoices close, and strategic oversight ends there. Minimal managed services and an incentive structure oriented toward expansion.
Large MSPs	They manage full IT environments across multiple vendors. Microsoft licensing is one line item among many. Governance of the Microsoft environment specifically tends to be shallow, and the commercial incentive is to grow managed services revenue across the full vendor mix.
Enterprise LSPs	Enterprise LSPs, and similar firms bring genuine licensing depth and strong procurement relationships. Their service scope typically stops at licensing advisory. The structural incentive is the license volume. Optimization and operational accountability sit outside the primary business model.
DCG	**100% Microsoft focus. Every resource, every hour. If your environment runs on Microsoft, narrow and deep is exactly what the environment needs. The relationship includes licensing fulfillment, continuous optimization, senior-engineer access, and operational accountability: structured governance rather than volume throughput.**

Proof: DCG Has Won the Head-to-Head Evaluation

DCG has competed directly against vendors Procurement already knows, and won. In the State of North Dakota engagement, DCG was selected over industry's biggest players. DCG won on governance depth, senior-engineer access, and a post-PO service model in the field that was unrivaled.

Three things the evaluation confirmed:

100% Microsoft specialization:
Every resource and every hour concentrated on a single Microsoft environment, delivering the licensing and usage depth that broad multi-vendor shops cannot replicate.

Senior-engineer access with operational accountability:
DCG resolves 93% of issues in-house, replacing the escalation model standard at distributors and LSPs.

Governance from day one:
Continuous optimization, licensing right-sizing, and commercial stewardship that begins at contract signature and carries through every renewal cycle.

Ready to evaluate what happens after the PO?

The License Optimization Accelerator is a diagnostic, 100% credited on conversion, that delivers a concrete TCO comparison, seat-count-specific savings model, and a structured path from EA to CSP. Structured, data-backed, and fully credited toward your transition.

Compare Your Options

dynamicconsultantsgroup.com/capabilities/evaluate-accelerate/microsoft-licensing-advisory