White-Label Service Delivery: The RAD Approach for System Integrators

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Key Takeaways

- Understand how RAD's white-label Microsoft AI partnership model preserves and enhances your client relationships

- Learn the specific roles, responsibilities, and communication workflows between SIs and RAD

- Discover how the white-label model creates new revenue opportunities without building an in-house AI team

- Explore implementation frameworks that enable Microsoft AI deployments typically within 8 weeks

- Review quality assurance, governance, and accountability mechanisms that ensure success

Modern System Integrators (SIs) face a critical challenge: clients expect AI capabilities as part of Microsoft implementations, but building in-house AI expertise is slow, expensive, and risky. This resource outlines RAD's white-label service delivery model that enables SIs to offer Microsoft AI solutions under their own brand—without hiring AI specialists or developing AI expertise from scratch.

Rather than theoretical concepts, this guide provides a practical framework for how SIs can leverage RAD's Microsoft AI expertise to deliver solutions faster, with less risk, while maintaining full ownership of client relationships. The white-label model ensures your clients see only your brand while RAD handles the technical implementation behind the scenes.

> The most successful System Integrators win more Microsoft deals by offering AI capabilities through trusted white-label partnerships that enhance their brand and extend their capabilities.

White-Label Partnership Structure

The RAD White-Label Model Explained

RAD's white-label service delivery model enables System Integrators to offer Microsoft AI solutions under their own brand, while RAD provides the technical expertise and implementation support invisibly behind the scenes.

✓ **Client-facing Control:** Your team maintains all client communications and relationship management

✓ **Invisible Implementation:** RAD works behind the scenes, with no direct client contact

✓ **Brand Preservation:** All deliverables, presentations and documentation carry your branding

✓ **Technical Expertise:** RAD provides specialized Microsoft AI implementation expertise

The core principle of this model is clear: your clients see only your brand, while RAD provides specialized Microsoft AI implementation services that integrate seamlessly with your existing offerings. This allows you to expand your service portfolio without the overhead of building AI capabilities from scratch.

White-Label Partnership Core Components

✓ **SI-Branded Service Offerings:** Microsoft AI services sold under your company name and integrated into your existing service catalogue

✓ **Clear Contractual Framework:** Well-defined partnership agreement outlining roles, responsibilities, and IP ownership

✓ **Revenue-Sharing Model:** Fair commercial framework that enables both parties to benefit financially

✓ **End-to-End Delivery Support:** AI expertise from presales through implementation and support

✓ **Seamless Team Integration:** RAD resources that work as an extension of your team

Team Integration Framework

For white-label partnerships to succeed, clear team structures and responsibilities must be established. The following framework defines how RAD's team integrates with SI teams while maintaining appropriate boundaries.

Roles and Responsibilities Matrix

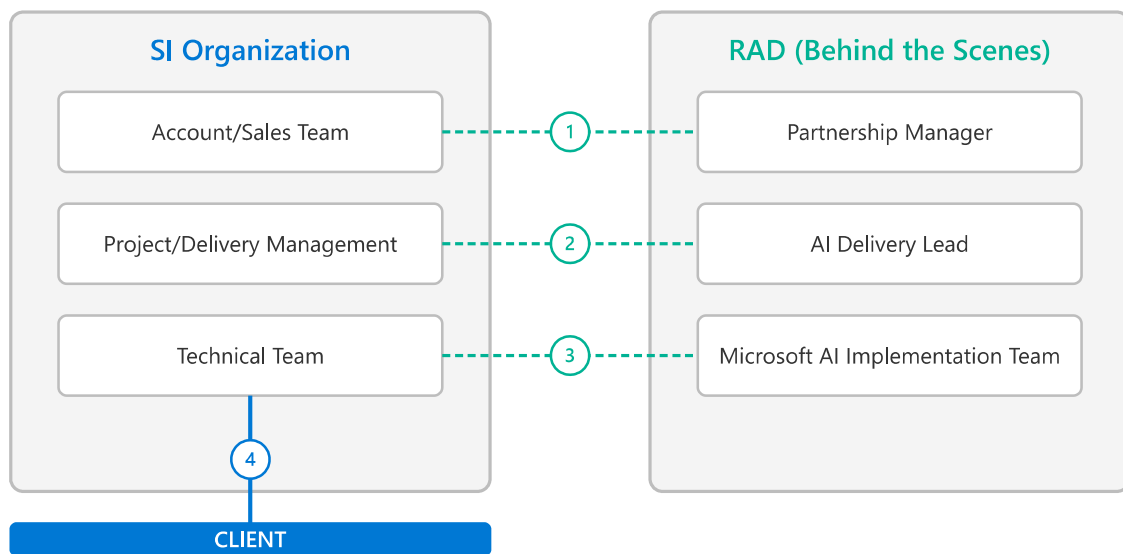| Function	SI Responsibility	RAD Responsibility
Client Relationship	Primary client relationship management, client meetings, account ownership	No direct client interaction unless explicitly requested by SI partner
Sales & Proposals	Lead sales process, client presentations, proposal development	Provide technical input, solution design, and RFP response support
Project Management	Overall project governance, client status reporting, schedule management	Technical delivery management, resource coordination for AI components
Technical Delivery	Solution architecture, Microsoft environment management, integration oversight	Microsoft AI implementation, technical configuration, AI-specific development
Documentation	Client-facing documentation ownership, branded materials	Technical documentation content, solution specifications
Support	First-line client support, issue triage, client communications	Second/third-line technical support for AI components

Communication Workflow

Maintaining appropriate boundaries while ensuring effective collaboration requires well-defined communication workflows between SI and RAD teams.

Communication Workflow Framework

✓ **Designated Partner Managers:** Each SI is assigned a dedicated RAD Partnership Manager as primary point of contact

✓ **Project-Specific Teams:** For each implementation, specific teams are created with clear SI and RAD counterparts

✓ **Secure Collaboration Tools:** Shared workspaces (typically within Microsoft Teams) with appropriate access controls

✓ **Regular Cadence Meetings:** Structured check-ins at partnership and project levels

✓ **Escalation Paths:** Clear escalation procedures for technical, commercial, or relationship issues

Communication Flow Diagram

SI Organization

Account/Sales Team	—1—	Partnership Manager
Project/Delivery Management	—2—	AI Delivery Lead
Technical Team	—3—	Microsoft AI Implementation Team

RAD (Behind the Scenes)

(4) CLIENT

1. Sales and presales coordination | **2.** Project management alignment | **3.** Technical implementation collaboration | **4.** SI-owned client relationship

Decision Rights and Governance

Clear governance frameworks and decision rights help prevent misalignment and ensure smooth collaboration between SI and RAD teams.

Governance Framework Components

✓ **Decision Authority Matrix:** Clear documentation of which party has decision rights for different aspects of projects

✓ **Change Management Process:** Structured approach for handling scope changes, requirement shifts, and technical pivots

✓ **IP Ownership and Usage:** Clear agreements on intellectual property, including reusable components and custom development

✓ **Dispute Resolution Mechanisms:** Defined escalation paths and resolution processes

✓ **Quality Assurance Framework:** Standards and processes for ensuring delivery quality

Decision Area	SI Authority	RAD Authority	Joint Decision
Client Relationship Management	Primary authority for all client interactions, communications, and expectations	No direct authority	Exceptional cases requiring specialized expertise
Commercial Terms	Full authority for client pricing, commercial terms, and SI margin	Authority for RAD service pricing to SI	Joint agreement on pricing model and structure
Technical Approach	Authority for client solution architecture and integration approach	Authority for Microsoft AI implementation approach	Solution design, technical architecture, technology selection
Timeline and Delivery	Authority for overall project timeline and client commitments	Authority for AI component delivery estimates	Project planning, dependencies, implementation sequence
Quality Assurance	Authority for acceptance criteria and client satisfaction	Authority for technical quality of AI implementation	Testing approach, quality standards, sign-off process

Financial Framework

Pricing and Commercial Model

RAD's white-label service model is designed to provide SIs with predictable costs while enabling attractive margins. The financial framework is built around transparent, fixed-price implementations.

Fixed-Price Implementation Packages

RAD offers fixed-price implementation packages for Microsoft AI solutions with clearly defined scope, deliverables, and timelines:

✓ **Predictable Costs:** Fixed pricing based on project scope rather than time and materials

✓ **Clear Pricing Structure:** Standard implementation packages start at $25,000 AUD. Final pricing depends on project size and complexity.

✓ **Implementation Timeline:** Fast delivery (typically within 8 weeks) with defined milestones

✓ **Transparent Margins:** Clear cost structure enabling SIs to typically achieve 25-35% margins

✓ **Scalable Pricing:** Volume discounts available for SIs with multiple implementations

Commercial Model

Our standard commercial model is designed for simplicity and transparency:

✓ **Fixed-Price to SI:** Clear, upfront pricing per implementation with no hidden costs

✓ **SI-Controlled Client Pricing:** SIs have complete freedom to set their own client rates and margins

✓ **Milestone-Based Payments:** Typically 30% upfront, 40% at solution validation, 30% at completion

✓ **Volume Incentives:** Discounts for multiple projects or specific client industries

✓ **No Revenue Share Required:** SIs keep 100% of any margin above the fixed package price

Note: For large or complex projects, custom pricing models can be discussed.

ROI and Business Case

White-label AI partnerships deliver superior ROI compared to building in-house AI teams, with faster time-to-market, reduced risk, and lower overall investment.

Financial Benefits for SIs

✓ **Reduced Capital Investment:** No need for significant investment in AI team hiring and development

✓ **Lower Operational Costs:** Eliminate overhead costs associated with maintaining specialized AI resources

✓ **Faster Revenue Generation:** Begin selling and delivering AI solutions immediately without capability building lag

✓ **Expanded Deal Scope:** SIs have reported Increase average deal size by adding AI capabilities to existing services

✓ **Higher Win Rates:** Improve competitive positioning by confidently offering AI capabilities

✓ **New Market Access:** Enter AI-focused deals previously inaccessible without these capabilities

Billing and Financial Operations

The operational aspects of the financial relationship between SIs and RAD are designed to be straightforward and low-friction, with clear processes for billing, payment, and financial tracking.

Financial Operations Framework

✓ **Client Billing:** SI maintains direct billing relationship with clients, with no RAD visibility to clients

✓ **SI-RAD Billing:** Transparent invoicing based on agreed commercial model and project milestones

✓ **Payment Terms:** Standard 30-day payment terms with options for milestone-based payments

✓ **Financial Reporting:** Regular financial reports tracking partnership performance

✓ **Forecasting Support:** Tools and templates to help SIs forecast revenue and margins

Technical Integration Approach

Microsoft Technology Integration Points

RAD's white-label implementation approach focuses specifically on seamless integration with Microsoft environments, ensuring AI solutions connect properly with existing Microsoft investments.

Microsoft Integration Architecture

RAD's Microsoft AI implementations integrate with these key Microsoft technologies:

✓ **Microsoft Azure AI:** Leveraging Azure OpenAI Service, Azure AI Studio, and Microsoft's AI infrastructure

✓ **Microsoft 365:** Deep integration with Microsoft 365 apps including Teams, SharePoint, and Outlook

✓ **Microsoft Graph:** Secure connections to organizational data through Graph API

✓ **Microsoft Copilot:** Extensions and customizations for Microsoft's AI assistant

✓ **Power Platform:** Integration with Power Apps, Power Automate, and Power BI

✓ **Microsoft Dynamics:** AI-enhanced CRM and ERP capabilities

Technical Prerequisites

For successful implementation, client environments typically require:

✓ **Microsoft 365:** E3/E5 licenses or equivalent for relevant services

✓ **Azure Subscription:** Active subscription with appropriate service quotas

✓ **Authentication:** Microsoft Entra ID with appropriate configuration

✓ **Data Access:** Appropriate permissions and data governance

✓ **Network:** Sufficient connectivity for cloud services

RAD works with SI partners to assess client environments and identify any prerequisites that need addressing before implementation.

Implementation Methodology

RAD's implementation approach focuses on rapid, predictable delivery of Microsoft AI solutions while maintaining enterprise-grade quality and governance.

Weekly Implementation Framework
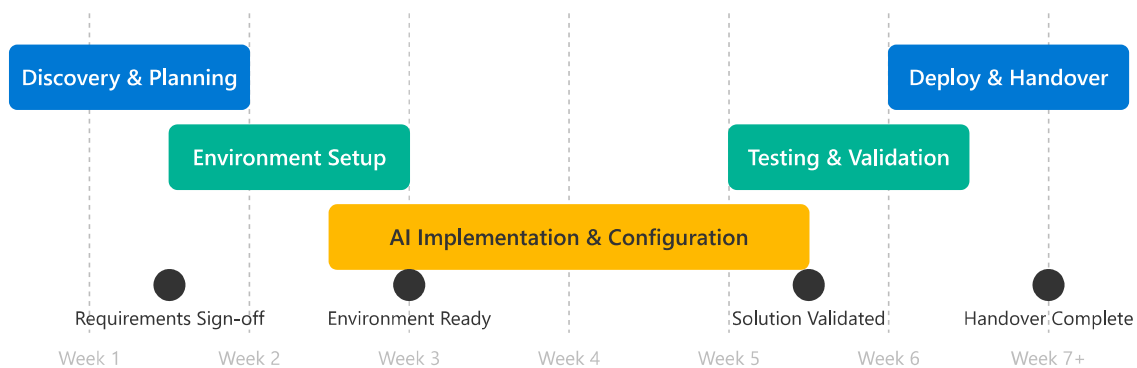
Standard implementation timeline for Microsoft AI solutions (complexity and scope variations may adjust timing)

The implementation methodology includes these key phases, with SI and RAD responsibilities clearly defined at each stage:

Implementation Phases

1. **Discovery & Planning**
   - *SI Responsibilities:* Gather business requirements, define success criteria, manage client expectations
   - *RAD Responsibilities:* Technical discovery, architecture recommendations, implementation planning
   - *Deliverables:* Solution design document, implementation plan, technical requirements

2. **Environment Setup**
   - *SI Responsibilities:* Provide access to client environment, validate prerequisites, manage client coordination
   - *RAD Responsibilities:* Configure Azure resources, establish security controls, prepare environment
   - *Deliverables:* Environment configuration, security documentation, readiness validation

3. **AI Implementation & Configuration**
   - *SI Responsibilities:* Facilitate access to required data, validate business requirements alignment
   - *RAD Responsibilities:* Implement AI components, configure integrations, develop custom elements
   - *Deliverables:* Working AI solution, technical documentation, configuration settings

4. **Testing & Validation**
   - *SI Responsibilities:* Coordinate user acceptance testing, manage client feedback, validate business outcomes
   - *RAD Responsibilities:* Technical testing, performance validation, bug fixes, refinements
   - *Deliverables:* Test results, performance metrics, validation report

5. **Deployment & Handover**
   - *SI Responsibilities:* Manage client adoption, training coordination, support transition
   - *RAD Responsibilities:* Production deployment, knowledge transfer, documentation finalization
   - *Deliverables:* Live solution, administration documentation, handover materials

Technical Standards and Quality

RAD maintains rigorous technical standards to ensure all white-label implementations meet enterprise requirements for quality, security, and scalability.

Quality Assurance Framework

✓ **Implementation Standards:** Consistent approaches across projects based on Microsoft best practices

✓ **Code Quality:** Rigorous code reviews, standardized patterns, and automated quality checks

✓ **Security Validation:** Comprehensive security testing including vulnerability assessment

✓ **Performance Testing:** Load testing and performance optimization for enterprise scale

✓ **Documentation:** Comprehensive technical documentation for all implementations

Client Relationship Management

White-Label Communication Framework

The white-label model requires careful management of client communications to maintain the SI's brand integrity while benefiting from RAD's expertise.

Client Communication Guidelines

✓ **SI Brand Presence:** All client-facing materials use SI branding, templates, and styling

✓ **Messaging Consistency:** AI capabilities are presented as part of the SI's service portfolio

✓ **Communication Channels:** RAD team members use SI email addresses when communicating with clients

✓ **Meeting Participation:** RAD team members join client meetings as SI team members

✓ **Documentation:** All deliverables and materials carry SI branding and copyright

RAD provides white-label communication templates and frameworks that SIs can easily incorporate into their existing materials. These templates cover typical client communications throughout the project lifecycle, including:

White-Label Communications Assets

Communication Type	Description	White-Label Considerations
Proposals & SOWs	AI solution descriptions, implementation approach, timelines, and pricing	Easily customisable templates that integrate with SI proposal formats
Project Documentation	Project plans, design documents, requirements, and specifications	SI-branded templates with technical content provided by RAD
Status Reporting	Regular project updates, milestone tracking, and progress reports	Integration with SI project management tools and reporting formats
Training Materials	User guides, administration manuals, and training presentations	Fully SI-branded with customised content for client environments
Marketing Collateral	Case studies, service descriptions, and capability overviews	Templates and content that integrate with SI marketing strategies

Client Expectation Management

> Successful white-label partnerships require aligned expectations between the SI, RAD, and the client to ensure delivery success and satisfaction.

Managing Client Expectations

RAD provides SIs with frameworks for setting and managing appropriate client expectations, including:

- ✓ **Capability Education:** Clear explanations of what Microsoft AI solutions can and cannot do

- ✓ **Timeline Realism:** Setting realistic expectations for implementation timeframes

- ✓ **Success Criteria:** Establishing measurable outcomes and clear definitions of success

- ✓ **Limitation Transparency:** Honest discussion of technology constraints and limitations

- ✓ **Change Management:** Preparing clients for organizational changes needed for AI adoption

Escalation and Support Processes

Even with the most carefully planned implementations, issues may arise that require escalation and resolution. The white-label model includes clear support processes that balance SI client ownership with RAD technical expertise.

White-Label Support Model

- ✓ **First-Line Support:** SI team handles initial client support requests and issue triage

- ✓ **Second/Third-Line Support:** RAD provides technical support to SI team for complex issues

- ✓ **Escalation Path:** Clear process for escalating technical issues to RAD while maintaining client relationship

- ✓ **Support Documentation:** Comprehensive knowledge base and troubleshooting guides for SI support teams

Quality Assurance and Risk Management

Quality Control Framework

The white-label delivery model includes a rigorous quality assurance framework to ensure that all AI implementations meet the highest standards while being delivered under the SI's brand.

Quality Assurance Components

- ✓ **Technical Design Reviews:** Structured review process for all solution designs before implementation

- ✓ **Code Quality Standards:** Comprehensive standards for all development and configuration

- ✓ **Test Strategy:** Defined testing approach across unit, integration, performance, and user acceptance testing

- ✓ **Documentation Standards:** Consistent approach to technical and end-user documentation

- ✓ **Peer Review Process:** Expert validation of all deliverables before client presentation

Joint Quality Governance

Quality assurance is a shared responsibility between SI and RAD teams:

Quality Check	SI Responsibility	RAD Responsibility
Business Requirements Validation	Primary responsibility for ensuring solutions meet client business needs	Technical validation of requirements feasibility
Technical Quality	Review from enterprise integration perspective	Primary responsibility for AI component quality and adherence to standards
Performance and Scalability	Validation against client environment expectations	Technical performance testing and optimization
User Experience	Primary responsibility for client experience validation	Technical validation of UX implementation
Documentation Quality	Review of client-facing documentation for alignment with SI standards	Technical accuracy and completeness of documentation

Risk Management

Effective risk management is essential for successful white-label partnerships. RAD's approach includes proactive identification and mitigation of common risks in AI implementations.

Risk Management Approach

✓ **Risk Assessment:** Structured methodology for identifying and evaluating project risks

✓ **Risk Register:** Comprehensive documentation of potential risks with mitigation strategies

✓ **Proactive Mitigation:** Implementation of preventative measures for common risks

✓ **Contingency Planning:** Defined response plans for different risk scenarios

✓ **Joint Risk Management:** Shared responsibility between SI and RAD teams

Common Risks and Mitigations

Risk Area	Common Risks	Mitigation Strategies
Client Relationship	Client confusion about white-label relationship, misaligned expectations	Clear communication protocols, consistent SI branding, well-defined roles
Technical Delivery	Integration challenges, performance issues, solution limitations	Thorough discovery phase, technical validation, phased implementation approach
Timeline and Delivery	Scope creep, resource constraints, dependencies	Fixed-price packages, clear scope boundaries, structured change management
Quality and Performance	Inconsistent quality, performance issues, stability problems	Quality assurance framework, performance testing, structured release process
Knowledge Transfer	Incomplete handover, support gaps, capability limitations	Comprehensive documentation, training programs, phased support transition

Knowledge Transfer Program

Effective knowledge transfer ensures that SIs develop increasing capability to ensure quality while maintaining the benefits of RAD's specialised Microsoft AI expertise.

Knowledge Transfer Approach

RAD's knowledge transfer program is designed to build SI capability while maintaining the white-label partnership:

✓ **Structured Training:** Comprehensive training program for SI technical teams

✓ **Collaborative Delivery:** Side-by-side implementation with knowledge sharing

✓ **Documentation:** Detailed technical documentation and knowledge base

✓ **Capability Assessment:** Regular evaluation of SI team capabilities with development plans

✓ **Mentoring:** Ongoing guidance and support for SI technical teams

Example Implementations

Microsoft Copilot for Enterprise

Solution Overview: Enterprise deployment of Microsoft Copilot with custom extensions, governance controls, and business process integration

Implementation Components:

- ✓ Microsoft Copilot licensing and configuration
- ✓ Security and governance framework implementation
- ✓ Custom plugin development for line-of-business applications
- ✓ Data source integration and content preparation
- ✓ User adoption program and training materials

Typical Implementation: usually within 8 weeks | Starting from $35,000 AUD

Intelligent Document Processing

Solution Overview: AI-powered solution for automating document classification, data extraction, and workflow integration using Azure AI services

Implementation Components:

- ✓ Document classification models and training
- ✓ Automated data extraction with Azure Form Recognizer
- ✓ Integration with SharePoint and Microsoft 365
- ✓ Custom workflow development with Power Automate

Typical Implementation: usually within 8 weeks | Starting from $25,000 AUD

AI-Enhanced Customer Service Bot

Solution Overview: Custom AI assistant for customer service teams leveraging Azure OpenAI, Microsoft Teams, and Dynamics 365

Implementation Components:

- ✓ Custom bot development with Azure Bot Framework
- ✓ Integration with Dynamics 365 Customer Service
- ✓ Natural language processing with Azure OpenAI
- ✓ Microsoft Teams integration for agent assistance
- ✓ Analytics dashboard for performance tracking

Typical Implementation: usually within 8 weeks | Starting from $30,000 AUD

Getting Started

Readiness Assessment

SI Partnership Readiness Checklist

To determine readiness for a white-label AI partnership, consider these key areas:

✓ **Client Demand:** Existing clients requesting Microsoft AI capabilities or potential new clients with AI requirements

✓ **Service Portfolio:** Current Microsoft service offerings that could be enhanced with AI capabilities

✓ **Team Structure:** Sales, project management, and technical teams who would interface with RAD

✓ **Project Methodology:** Established delivery methodology that can incorporate white-label collaboration

✓ **Commercial Framework:** Pricing and margin expectations for AI-enhanced services

Engagement Process

Partnership Initiation Process

1. **Initial Consultation**
   - Overview of white-label partnership model
   - Discussion of SI business objectives
   - Identification of target clients and opportunities

2. **Commercial Framework**
   - Selection of appropriate pricing structure
   - Definition of fixed-price packages
   - Partnership agreement establishment

3. **Team Alignment**
   - Introduction of key team members
   - Roles and responsibilities definition
   - Communication protocols establishment

4. **First Project**
   - Identification of initial implementation
   - Joint delivery execution
   - Review and process refinement

Next Steps

To explore how RAD's white-label service delivery model can help your organization deliver Microsoft AI solutions, consider these next steps:

Starting Your White-Label Partnership

✓ **Schedule a Partnership Consultation:** Arrange an initial discussion to explore the white-label model

✓ **Opportunity Assessment:** Identify potential clients and projects suited for white-label delivery

✓ **Commercial Framework Discussion:** Explore pricing structures and margin opportunities

✓ **Team Introduction:** Connect key stakeholders from both organizations

✓ **Initial Project Planning:** Define a first engagement to demonstrate the partnership model