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Enabling Business Performance

Cynosure Solutions is an ISO 9001:2015-compliant organization and a Microsoft Silver partner that specializes in implementing technology solutions that maximize productivity and efficiency, bringing in process automation, while minimizing total cost of ownership for its customers. The company, based in the United Arab Emirates, has the expertise, resources and toolset to value-engineer solutions to meet today's business technology challenges. Cynosure Solutions has been proudly partnering with ClickDimensions since 2019.

At ClickDimensions, we are 100 percent committed to helping our partners find and win more Dynamics business. We connected with Amandeep Singh Mehta of Cynosure Solutions to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

"Since Cynosure Solutions is a Microsoft Dynamics partner serving customers around the globe, particularly in the Middle East and in the US, we view our partnership with ClickDimensions as one that was destined to be forged. Working with ClickDimensions has transformed our relationships with our customers. ClickDimensions is helping us engage more with our Dynamics customers and it is also helping us differentiate and position Cynosure as a "consulting partner" as compared to a run of the mill Dynamics partner, limited to deployment of Dynamics only. Customers now share their future marketing plans with us and seek our input on how they can use ClickDimensions to track and monitor the success of their marketing campaigns and the resulting ROI."

How Partnering with ClickDimensions Has Made an Impact at Cynosure Solutions

"Before partnering with ClickDimensions, our active engagement with customers typically ended once the CRM implementation was over. For customers where we were involved post-implementation, it was limited to regular support activities only. The customer's CRM admins were involved in these support activities, so there wasn't any access to the key decisionmakers. But after adding ClickDimensions as part of our solution offerings, it has helped us engage with our customers' senior management and key decisionmakers more frequently. Engaging with these stakeholders helps us in understanding and discussing their business challenges, thereby creating new business opportunities for our company. The sales cycle gets shortened drastically due to this C-level access and we are able to increase our revenue share from the customer."

How ClickDimensions Benefits Cynosure Solutions Customers

"It hits the nail right on the head in meeting our customers' marketing technology needs and at a very competitive price. The ClickDimensions marketing automation solution integrates all of a user's online and offline data sources into a single customer view, giving them the ability to segment their customers and automate multichannel marketing campaigns – all seamlessly coordinated from one centralized easy to use, manage and modify platform. It syncs captured web data and allows users to track a lead or customer as they interact with them online right in their Dynamics environment. Our customers enjoy that they get a broad range of essential marketing tools with ClickDimensions, all natively integrated with Dynamics."

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

"ClickDimensions is the most celebrated solution for marketing for Microsoft Dynamics and deserves to be part of every organization's armory of enterprise business applications – in addition to every partner's armory of offerings. ClickDimensions is built specifically for Dynamics and its seamless CRM integration has helped us win more business with Dynamics customers, which is a goal of every Dynamics partner. We find that customers appreciate that, by pairing ClickDimensions with Dynamics, their sales and marketing tools and data are all in one place and that they have everything they need to nurture individuals and audiences throughout the customer journey. As a Dynamics partner, having such an offering in our lineup is a tremendous benefit to our business."