



## Gill Walker

*CRM Success  
Catalyst,  
Opsis*



Opsis focuses on the clarity, security and success of every client's experience with Microsoft Dynamics 365, both initially and ongoing. They aim to increase Dynamics usage throughout customer organizations with training, speaking, consulting and support. Opsis, an Australia-based partner, has been proudly partnering with ClickDimensions since 2011.

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

### The Benefits of Partnering with ClickDimensions

"A CRM needs to provide an all-around or 360 view of an organization's customers and prospects. This includes all activity from a prospect's first interaction. In today's increasingly digital world, the first touchpoint is far more likely to be from downloading gated content like a white paper or eBook than having a conversation with a salesperson. Dynamics partners today must fulfill those needs for their customers. Without a means to generate leads, instead of merely managing them, customers can feel that their Dynamics instance is incomplete. ClickDimensions provides the essential marketing tools necessary to round out Dynamics and help organizations engage their audiences throughout the buying cycle."

### How Partnering with ClickDimensions Has Made an Impact at Opsis

"Partnering with ClickDimensions has opened up a whole new business line for us at Opsis. With how important marketing technology is to businesses of all kinds around the globe, being able to offer our customers a marketing automation platform that is natively built in Dynamics has made a tremendous difference for us in terms of being able to broaden our offerings to suit customer needs. ClickDimensions also provides certification options that have allowed me to expand my own expertise in marketing automation and help customers that I would otherwise be unable to assist. And I have had the opportunity to share this knowledge by speaking at several events with ClickDimensions."

### How ClickDimensions Benefits Opsis Customers

"Our customers use the email marketing tool within ClickDimensions most heavily. They love how easy it is to create on-brand, professional emails in the user-friendly drag and drop editor. The ability to personalize their emails with any data they have stored in Dynamics helps our customers make huge strides in customer engagement. The reporting found in ClickDimensions is extremely beneficial to our customers as well, as they look to understand what messages click with their audiences. They also appreciate the valuable insights they can glean about customers and prospects from ClickDimensions' robust web intelligence. As ClickDimensions customers ourselves, we at Opsis can personally attest to the value of these marketing automation features and others."

### To Other Microsoft Dynamics Partners Considering Partnering with ClickDimensions

"Our viewpoint at Opsis is that marketing technology is essential for businesses today – so whether an organization gets this solution from a Dynamics Partner or another avenue, they are going to make that marketing automation investment. So why not let them make that investment with you? We also see tremendous value in not only getting our customers set up on ClickDimensions, but having the opportunity to gain expertise in the solution and help guide our customers through their journey with it. This helps us increase customer stickiness and increase our value as a partner to them."