



**Brian Fehsenfeld**  
*Solution Architect,  
Sikich*



Sikich LLP is a leading professional services firm specializing in accounting, advisory, technology and managed services. Sikich owns one of the deepest, most diverse solution portfolios in the middle market. Their digital practices build on powerful, modern technology platforms with unmatched flexibility, functionality and affordability. Sikich helps clients understand “what could be,” set priorities and take responsibility to deliver transformative digital strategies. Sikich 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 Brian Fehsenfeld of Sikich to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“We have enjoyed a great and successful partnership with ClickDimensions, and I have really appreciated working with their team over the years. The support organization at ClickDimensions is helpful and knowledgeable, which really helps sell our customers on the solution. They feel confident that if they have an issue or a question that ClickDimensions will be there to help. Partnering with ClickDimensions also allows us to offer a marketing technology solution that marketers feel comfortable using. We have seen how a lack of training or understanding of a system can prevent a company from attaining user adoption or buy-in. That is not the case with ClickDimensions. Marketers understand the system and enjoy using it.”

### How Partnering With ClickDimensions Has Made an Impact at Sikich

“Partnering with ClickDimensions has helped our Dynamics 365 practice at Sikich meet our customers’ needs more holistically and broadly. Dynamics is a powerful business system on its own, but it cannot meet the needs of marketers today. As an extension of the CRM platform, ClickDimensions successfully aligns sales and marketing. This brings more people to the table during the deal and makes for a more well-rounded and appealing solution for customers. This has not only made an impact for us during the initial sale but has also made a difference in increasing customer stickiness.”

### How ClickDimensions Benefits Sikich Customers

“We have seen our customers be very successful in adopting ClickDimensions and achieving results with the system. With a native integration to Dynamics, there is a great sense of familiarity for our customers even when they first start using ClickDimensions. With email marketing being essential today, our customers really appreciate that there are a variety of email editors in ClickDimensions that cater to all different skill levels. They do not need to be fluent in HTML, but if they are, there is an email editor that suits them too. Campaign automation, forms, landing pages, event and webinar integrations, and website tracking are all popular ClickDimensions features for our customers. They appreciate having all the necessary marketing tools right at their fingertips in one user-friendly solution, and all at the right price point.”

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

“I am a big proponent of ClickDimensions and pitch it whenever I can. We have had a lot of success getting customers to buy, use and achieve results with the solution, and I know other Dynamics partners have similar experiences. With ClickDimensions, Dynamics partners do not just have a powerful piece of marketing technology to offer their customers, they get an expertise that is unrivaled in the industry. The team at ClickDimensions knows marketing and Dynamics, which has been invaluable resource on our deals. Having someone that is always there to help – I couldn’t ask for any more than that.”