



## Steve Curtis

*Customer  
Experience Lead,  
Columbus Global*

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## Columbus<sup>®</sup>

Columbus is a global IT services and consulting company with more than 2,000 employees serving 5,000+ customers worldwide. They help ambitious companies to maximize, transform and futureproof their business digitally. Columbus Global 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 Steve Curtis of Columbus Global to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“Our team members are very experienced, and before working for Columbus Global, many had successfully used ClickDimensions in previous roles. ClickDimensions is completely integrated into Dynamics 365 and was the obvious choice for us to offer to our clients. We don’t partner with other marketing automation vendors. By partnering with ClickDimensions, we are able to offer our customers the leading marketing automation solution for Dynamics. And the complete integration of ClickDimensions into Dynamics makes it a very easy product to propose to clients and prospects, especially when they see how quickly we can get them up and running on the system.”

### How Partnering with ClickDimensions Has Made an Impact at Columbus Global

“We have implemented ClickDimensions a number of times, but the value for us is much more than just license and implementation – offering a strong marketing capability to clients as part of the overall Dynamics solution makes us a much stronger proposition. Marketing is a critical element for any CRM today, and we have found that by demonstrating to our customers that we not only understand this, we also have a technology solution that meets their marketing needs has made us more valuable and essential to our customers. It has strengthened our customer relationships and helped us increase Dynamics user adoption and stickiness within customer organizations.”

### How ClickDimensions Benefits Columbus Global Customers

“Within the ClickDimensions marketing automation solution, our clients most frequently use one of the many email editors and the campaign automation features. Clients appreciate that they have the option to use an email editor that matches their skill and comfort level, and then enable full dynamic campaigns using campaign automation. The platform’s native integration to Microsoft Dynamics is also a tremendous benefit to our customers, as are ClickDimensions’ reporting capabilities. Customers get access to the CRM data for segmentation management, and then feeding the leads back into the CRM system is easy. Reporting is very strong, with dashboarding and views giving great insights into the value of their marketing efforts.”

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

“The ClickDimensions team is really easy to work with, and they have offered great support, all the way through to showing up for clients and doing very detailed functional demonstrations when needed. We recently had an opportunity with a global prospect based in the UK, and the ClickDimensions team was very flexible and met every challenge we put to them, being there for technical presentations, offering competitive pricing, and really stepping up to meet the requirements of one of our biggest prospects to date. We know that ClickDimensions will be there to support us every step of the way and that is key to our success.”