



Rune Daub
CRM Team Lead,
Abakion



Abakion is a Danish IT consultancy offering services across the Dynamics 365 platform for Customer Engagement and Business Central. The company specializes in Microsoft Dynamics and takes pride in being innovators on new solutions and versions from Microsoft. Abakion has been proudly partnering with ClickDimensions since 2013.

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

The Benefits of Partnering With ClickDimensions

“ClickDimensions has from day one solved the never-ending issue of having the marketing department work closer with the rest of the organization, whether this is sales, service or another department. In almost all other scenarios, we must build an integration between the marketing system and the CRM system and even then, the user is still limited. ClickDimensions gives customers the freedom to think beyond the data available in their marketing automation system, since it is part of the CRM system. In ClickDimensions’ case, it is not only part of the CRM system, it is also part of the huge ecosystem of the Power Apps platform which gives us unlimited integrations and data possibilities.”

How Partnering with ClickDimensions Has Made an Impact at Abakion

“There is no doubt that ClickDimensions has allowed us to build world class end-to-end solutions for our customers, giving them a better understanding of their audiences and having the ability to communicate with those audiences more effectively. This has made our offerings more appealing to customers and made us more competitive overall. ClickDimensions has allowed us to go head-to-head with Salesforce and Salesforce Marketing Cloud by bridging a huge gap that was in the Dynamics 365 platform for years and years.”

How ClickDimensions Benefits Abakion Customers

“When we first speak to many customers, their marketing tool is not integrated with their CRM and the expense of the integration is often not feasible. So, when it comes to targeting audiences, they get stuck every single time. With the natively integrated solution of Dynamics and ClickDimensions, we can solve this problem. Putting an end to siloed data and making marketing data available to the rest of the organization out of the box is extremely powerful. Also, I actually think one of ClickDimensions’ greatest values goes beyond marketing by using it as a communications tool as well. Our customers use the solution to send out customized quotes, confirmation emails, invoices, etc. and easily tracking whether a client has opened it and responded to it is a really powerful tool.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“One of ClickDimensions’ initial strengths is that it is easy to set up. We have found that installation, basic technical set up and training the customer in the solution can be done in less than one week. That also speaks to the user adoption. Users who have previously used Dynamics 365 find ClickDimensions extremely easy to get started with, which is great from a partner’s perspective and looking at customer satisfaction. In addition, the ClickDimensions support team is amazing. They really know their stuff and can also proactively suggest solutions for you.”