



## Drihan Bester

*Solution Sales  
Professional,  
Altron Karabina*

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**ALTRON** | KARABINA

As a key operation of Altron, Altron Karabina is the business technology solutions company within the group that represents Microsoft. Founded in 2001, we have more than 19 years' experience and have become a trusted partner and advisor to hundreds of companies. Altron Karabina 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 Drihan Bester of Altron Karabina to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

"Offering ClickDimensions as a marketing automation solution has helped us as an organization to offer marketing capabilities to Microsoft Dynamics 365 clients who required a native marketing solution for their CRM platform. This has helped these companies reduce the number of disparate systems within their environment, reduce the number of integrations required and provide them with a centralized view of their customers. Helping our clients resolve these issues has in turn made our relationship more valuable to them."

### How Partnering with ClickDimensions Has Made an Impact at Altron Karabina

"Partnering with ClickDimensions allows us to offer a complete solution that appeals to a broader internal audience at customer organizations than just Dynamics alone. By engaging marketing teams with ClickDimensions' broad marketing automation feature set, we are able to increase Dynamics user adoption and retention with our customers. We have seen great renewal rates with our customers that use the ClickDimensions marketing automation application."

### How ClickDimensions Benefits Altron Karabina Customers

"Our customers appreciate that with the ClickDimensions marketing automation platform they are able to get their marketing efforts up and running in a very short timeframe. The ClickDimensions support team is helpful and turnaround times are impressive. There is also a great library of learning material and in most cases answers to customer questions can be easily found on the ClickDimensions help site. ClickDimensions is innovative and constantly releases new functionality to ensure they are leaders in the marketing industry, which ensures that our customers stay on the cutting edge."

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

"When we first considered a partnership with ClickDimensions, the driving force in our decision was the popularity of ClickDimensions in the market as an established and trusted marketing solution for Microsoft Dynamics. ClickDimensions offers complex marketing capabilities directly within Dynamics, which is a beneficial offering for any Dynamics partner to have. Beyond that, the ClickDimensions team is a group of professionals who value customer success and they are committed to supporting partners with technical, marketing and sales assistance."