



## Kenneth Christensen

*Managing Director,  
OnDemand4U*



OnDemand4U, a Microsoft CRM Gold Partner and licensing specialist for small and medium-sized companies, offers consulting and implementation services for Microsoft cloud solutions. These include Dynamics 365, Office 365, Azure and Power BI. OnDemand4U has an excellent track record in delivering projects on time and within budget across various industries. OnDemand4U 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 Kenneth Christensen of OnDemand4U to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“We first formed a partnership with ClickDimensions because they offer the best integration into Microsoft Dynamics. We knew that having a marketing automation solution that is natively integrated with Dynamics would be very beneficial to our business at OnDemand4U and to our customers. While there are many other marketing technology solutions on the market today, as a dedicated Microsoft partner, we see no need to partner with other marketing automation providers or recommend them to our customers. We know that we already have the very best to offer with ClickDimensions.”

### How Partnering with ClickDimensions Has Made an Impact at OnDemand4U

“Our partnership with ClickDimensions has had a very positive effect on our revenues, both in the licensing and service sectors. ClickDimensions complements our CRM offering optimally. By being able to offer marketing automation, Dynamics 365 no longer represents an essential added value exclusively for sales, but also for marketing. This fact can also shorten the sales cycle. And by involving more Dynamics users throughout the organization – now in sales and in marketing – the combined Dynamics and ClickDimensions solution increases customer stickiness and our value to customers.”

### How ClickDimensions Benefits OnDemand4U Customers

“We use the ClickDimensions marketing automation application ourselves, so we are well-versed in the benefits of the solution. In our own experience, we have seen that being a ClickDimensions customer has helped us become more sophisticated in our marketing efforts – a sentiment echoed by our customers. Our customers also appreciate having a wide variety of essential marketing tools all in one solution that is integrated with their Dynamics instance. In addition, ClickDimensions’ product functionality helps our customers with GDPR compliance, which is essential.”

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

“Partnering with ClickDimensions is about so much more than being able to offer our customers the leading marketing technology and services for Microsoft Dynamics to our customers. To us, it is also about the partner relationship and knowing that we can always count on ClickDimensions to support us every step of the way through the sales process and beyond. Their team is knowledgeable in both Dynamics and marketing, which is extraordinarily helpful. The relationship has always been one of complete trust, but since ClickDimensions has added to their DACH sales team, our partnership has been enhanced significantly. We appreciate that ClickDimensions is a global company that has local, in-region representatives that we can count on.”