



## Ian Smith

*Owner and  
President,  
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SyncraTec is a Microsoft Partner based in the Greater Philadelphia Area with Silver-level competencies in Cloud Customer Relationship Management (CRM) and Small-and-Midmarket Cloud Solutions. The company has a team of dedicated professionals including business analysts, solution architects and business technology consultants that help businesses leverage technology to improve operational efficiency and drive growth. SyncraTec Solutions has been proudly partnering with ClickDimensions since 2014.

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

### The Benefits of Partnering With ClickDimensions

“A high percentage of CRM users are also looking for marketing automation. Having a go-to marketing automation solution has helped us become an all-in-one consulting partner for clients that needed both sales and marketing from their CRM system. ClickDimensions is a natural fit as a partner since they are also dedicated to the Microsoft Dynamics ecosphere and tightly integrated with the Dynamics 365 solution. Our customers appreciate how seamless the two solutions are and how easy it is for users to get started with ClickDimensions when they are already familiar with Dynamics.”

### How Partnering with ClickDimensions Has Made an Impact at SyncraTec Solutions

“Being able to offer ClickDimensions to our customers over the past several years has enabled us to get in on the ground floor with numerous clients. We have even had situations where we have presented Dynamics and ClickDimensions together and closed the deal the same day because the customer was so impressed with ClickDimensions and so anxious to get rid of their existing marketing solution. Many of these relationships have eventually extended to us providing other consulting services to those same clients which has helped us add a source of revenue and increase customer stickiness.”

### How ClickDimensions Benefits SyncraTec Solutions Customers

“At SyncraTec, we are not only a ClickDimensions partner but a customer as well. Utilizing ClickDimensions ourselves has enabled us to enhance our skills with the platform and demonstrate to prospective clients that the technology is invaluable in driving new business. The email marketing feature within the ClickDimensions marketing automation application is perhaps most popular with our customers. They appreciate having such a robust email marketing tool right inside Microsoft Dynamics, which makes personalization and segmentation easier than ever.”

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

“I think it’s important for partners to note the growth of ClickDimensions and how the company’s portfolio innovation benefits both partners and their customers. The installation of ClickDimensions has been reliable, even as the Dynamics 365 product has gotten more complex over the years. We also appreciate that the product continues to evolve, receives regular updates and feature improvements, and that ClickDimensions is also looking to continue to grow stronger in the digital marketing space through acquisitions of other complementary products.”