



## Johnny Youssef

*Founder and  
Managing Partner,  
Business Experts  
Gulf*



Driven by the mission of “Guiding Clients’ Success Through Innovative Business Cloud Solutions,” Business Experts Gulf has been a leading provider of business technology solutions and IT services to growth companies in UAE since 2007. Awarded with a Gold Microsoft Partnership, the company excels in multi-site ERP implementations and projects, sophisticated customizations, comprehensive solutions and a boutique customer experience. Business Experts Gulf 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 Johnny Youssef of Business Experts Gulf to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“The ClickDimensions marketing automation solution is exceptional. Thanks to our partnership, we are confident that we can offer our customers the very best marketing automation technology for Microsoft Dynamics. In addition, we know that it is a solution that will evolve to meet the marketing needs of businesses today. ClickDimensions is always adding new features and functionality to make the solution even better. On top of that, the support we get from their team is phenomenal so partnering with them is a no-brainer. Microsoft Dynamics 365 and ClickDimensions is the best combination for all sales and marketing processes.”

### How Partnering with ClickDimensions Has Made an Impact at Business Experts Gulf

“Being a ClickDimensions partner has made a significant difference at Business Experts Gulf. Microsoft Dynamics 365 Sales and ClickDimensions has been the best combination for us. In deals where ClickDimensions is involved, we are able to close most of our prospects, which has had a positive impact on our revenue. Thanks to ClickDimensions’ extensive partner training opportunities, our in-house CRM team is getting certified on the solution. This has helped us gain the knowledge and confidence to secure more initial meetings with customers and close more marketing automation deals.”

### How ClickDimensions Benefits Business Experts Gulf Customers

“We have been using ClickDimensions ourselves since 2017, which has directly led to a 7 percent increase in our lead generation. We use ClickDimensions for all our own marketing activities. The automation capabilities are really nice, along with the social media tools and reporting analytics. Most of our customers use email marketing and campaign automation. The drag and drop email editor and workflow creation make it super easy to create new campaigns and the analysis reports are very useful.”

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

“I think one of the most appealing things for Dynamics partners about partnering with ClickDimensions is that the user adoption rate is very high since the marketing automation solution is native to Microsoft Dynamics. This helps increase customer stickiness and satisfaction. We also greatly appreciate working with the ClickDimensions team. We recently closed a deal with much support from ClickDimensions. There were a lot of security and architecture concerns and their team really went out of their way to support us. We can always rely on ClickDimensions team to help us whenever needed.”