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Stoneridge Software represents the entire suite of Microsoft Dynamics 365 solutions, Power Platform and Modern Workplace, with focused verticals in agriculture, manufacturing, distribution and field service. The company excels at ERP + CRM integrations and providing an upgrade path for Dynamics AX, Dynamics NAV, Dynamics GP and Dynamics CRM. Stoneridge Software has been proudly partnering with ClickDimensions since 2016.

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

The Benefits of Partnering With ClickDimensions

“For years, if you looked at the MarTech landscape and the cloud revolution Microsoft was embarking on, it was a no-brainer to work with ClickDimensions. We’re living in an exciting time with more solutions to choose from, but ClickDimensions has been a clear leader in innovation and value-add for their partners and end users. In addition to their technology, over the past couple of years, ClickDimensions has established a fantastic professional services offering to help round out the leaner, more efficient marketing teams we speak with – and many in the enterprise space too. By partnering with ClickDimensions, we are able to offer the total marketing package to our customers.”

How Partnering with ClickDimensions Has Made an Impact at Stoneridge Software

“A partnership with ClickDimensions is vital to our sales efforts around Dynamics 365. While Dynamics is quite robust, the marketing automation functionality just isn’t there out of the box. With ClickDimensions, we’re able to demonstrate the value of Dynamics 365 to a marketing department, thus increasing our audience and user adoption within customer organizations. ClickDimensions makes it possible for us to implement Dynamics to benefit the entire sales and marketing department at any business.”

How ClickDimensions Benefits Stoneridge Software Customers

“Our customers use the ClickDimensions marketing automation application to automate and streamline their marketing efforts. This includes email marketing, surveys, campaign automation, event management, web intelligence and more. The biggest draw is usually campaign automation. It’s so easy to talk about, to demonstrate, and to take real world examples on the fly and illustrate them in real time with customers, which is really powerful. We also use ClickDimensions internally and having first-hand experience with the solution gives us the experience and knowledge to promote the real-world benefits of the platform to our client base.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“We feel that ClickDimensions offers something truly unique to Dynamics partners. The support you have – not just from a relationship perspective, but also the services and communities you can tap into. You have the ClickDimensions Academy, the professional services offerings, and the broader ClickDimensions community of passionate customers and end users to connect with and learn from. We have always truly appreciated the partnership that we have with ClickDimensions and our ability to be mutually beneficial to each other’s goals.”