



Thorsten Thiede

CEO,
CRMFIRST GmbH

CRMFIRST

CRMFIRST GmbH is a subsidiary of libracon GmbH, which has been supporting medium-sized and large companies with the introduction of customer relationship management systems since 2001. CRMFIRST is now responsible for all Microsoft Dynamics 365 projects and the associated cloud services in the libracon group. CRMFIRST 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 Thorsten Thiede of CRMFIRST to talk about that commitment and their experiences as a ClickDimensions partner.

The Benefits of Partnering With ClickDimensions

“Partnering with ClickDimensions gives us the opportunity to provide a mature solution to meet the marketing automation needs and requirements of our customers. Better still, with a native integration with Microsoft Dynamics, ClickDimensions allows us to sell our customers on the tremendous benefits of having all sales and marketing activities take place in Dynamics. In addition, being able to offer a marketing automation solution that works with Dynamics on-premise deployments is of great benefit to us with many organizations that we work with in the financial and public sectors. Some other competing marketing technologies do not offer this option.”

How Partnering with ClickDimensions Has Made an Impact at CRMFIRST

“ClickDimensions’ native integration with Microsoft Dynamics is not only a major advantage for our customers and our ability to close marketing automation deals, it has helped us expand upon the total technology package that we offer our customers. We have built several addons for Dynamics to help meet specific customer needs and have connected some of these to ClickDimensions, giving our customers a more well-rounded solution that touches more parts of their business. This in turn increases customer stickiness and appeal with prospects.”

How ClickDimensions Benefits CRMFIRST Customers

“As a ClickDimensions customer ourselves, we know first-hand what the marketing automation solution can help organizations achieve. Our customers appreciate having a full range of essential marketing tools right at their fingertips within Dynamics, particularly email marketing, campaign automation, web forms and subscription management. The system’s support of the double opt-in and GDPR processes is a big benefit for ClickDimensions users, as well as the robust reporting capabilities that provide critical insights into marketing performance.”

To Other Microsoft Dynamics Partners Considering Partnering With ClickDimensions

“As a ClickDimensions partner, we enjoy a proactive partnership that is truly focused on winning deals together. We feel supported every step of the way in a sale with ClickDimensions and appreciate all the resources they provide to us, including marketing and training materials. Their certification program ensures that our account managers and consultants can speak knowledgeably about and are skilled in their use of the ClickDimensions marketing automation application. It’s also important to note that our revenue opportunities as a partner continue to increase. As ClickDimensions continues to expand their product and services offerings, we have more cross-sell opportunities through new addons and a greater ability to build our business.”