



## Hans Van de Velde

*Marketing Manager,  
Net IT*



Net IT is the largest independent Microsoft partner in Belgium. They are experts in the development and implementation of intelligent business applications with Microsoft Dynamics 365 Customer Engagement (CRM), Microsoft Power Platform and Microsoft AI. Net IT 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 Hans Van de Velde of Net IT to talk about that commitment and their experiences as a ClickDimensions partner.

### The Benefits of Partnering With ClickDimensions

“Since ClickDimensions is seamlessly integrated with Microsoft Dynamics, users don’t need to switch between applications. And technical integrations are included in the solution and invisible for the users. Without any hassle, by installing the ClickDimensions solution into Dynamics, our customers can turn their CRM system into a marketing automation platform. Also, pricing is a significant benefit of partnering with ClickDimensions, particularly when you compare with other industry-leading solutions. The pricing strategy of ClickDimensions puts marketing automation technology within reach for small and medium businesses as well as larger organizations.”

### How Partnering with ClickDimensions Has Made an Impact at Net IT

“ClickDimensions has helped Net IT to close more deals, because in some Dynamics 365 projects, marketing automation was the main part of the project. It isn’t always that our Dynamics customers add marketing automation capabilities to their existing environment. In some cases, we were able to win new customers thanks to our ClickDimensions expertise. In addition, during the high-level business analysis that precedes a Dynamics project, we can often broaden the scope by incorporating the business needs of the marketing department into one centralized solution for sales and marketing. The advantages of working on the same customer database quickly become obvious.”

### How ClickDimensions Benefits Net IT Customers

“A real business challenge for many marketing departments working with marketing automation tools is a 360-degree view of the customer via a centralized, up-to-date customer database. With ClickDimensions natively built in Dynamics 365, sales and marketing both work with the same customer database, which helps to develop a richer and fuller customer view over time. Moreover, sales has access to the marketing communication that every contact or lead was involved in. And marketing has access to the sales activities. This closed-loop marketing approach improves collaboration between marketing and sales and improves business results.”

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

“Most new ClickDimensions customers via Net IT are already Dynamics customers and, in many cases, they’re using a separate email marketing platform. The biggest disadvantage in this scenario is that digital marketing data is in a separate silo and this means they don’t have a complete view of their customers. It’s easy to convince those customers of the advantages of marketing being able to work directly in Dynamics 365 and have all digital marketing touchpoints directly linked to the customer record in their CRM system. By adding professional marketing automation capabilities to the CRM application, you provide added-value as a partner and increase your customer retention.”