



Koen Bauwens

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Over the past 15 years, GMI group has grown into a leading software and services company with more than 450 customers in Belgium, the Netherlands and abroad. They support their customers by helping to optimize the investment in business software including CRM, ERP, content and collaboration management (ECM), and BI solutions. GMI group has been proudly partnering with ClickDimensions since 2015.

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

The Benefits of Partnering With ClickDimensions

“Our partnership with ClickDimensions works well because they understand that true meaning of a partnership. Both GMI and ClickDimensions want to win business together. We have a good working relationship where both parties work together closely to create a value proposition that wins the customer. With ClickDimensions being natively built in Dynamics, they have an understanding of our CRM customers that has been invaluable to us. And that is in addition to the benefit of their marketing expertise. We have benefited tremendously from the support of the ClickDimensions team when pitching, presenting and demoing ClickDimensions, as well as throughout the customer relationship.”

How Partnering with ClickDimensions Has Made an Impact at GMI group

“By partnering with ClickDimensions, we have developed skills and knowledge around supporting marketing departments with a robust marketing solution. This complements our CRM offering for sales departments nicely. Furthermore, we are able to offer our customers a roadmap for their CRM implementation. Customers who implement CRM solely for their sales department are happy to learn that marketing can benefit from it too. It enables us to show our customers how they can achieve and benefit from sales and marketing alignment by combining the power of Dynamics and ClickDimensions. We see such a need for organizations to have the technology and services that ClickDimensions offers that it has become an integral part of our palette of offerings and our business pipeline.”

How ClickDimensions Benefits GMI group Customers

“In addition to being a ClickDimensions partner, GMI group has been a ClickDimensions customer since 2018. Previously we were using a regular mailing tool, but it wasn't connected to Dynamics, so we learned firsthand all the downsides of not having an integrated marketing solution. Our customers experience the same pains with their siloed marketing tools, and ClickDimensions helps them eliminate it. We also see that ClickDimensions helps our customers further their marketing journey. Our customers all start with e-mail marketing, campaign automation and web forms, and then move on to other features within ClickDimensions from there. With so many marketing tools at their fingertips, customers can easily increase their marketing sophistication with ClickDimensions. We were also pleased to see the recent addition of managed services, which can help customers extend their marketing bandwidth by directly utilizing ClickDimensions' expertise.”

To Other Microsoft Dynamics Partners Considering Partnering with ClickDimensions

“When you partner with ClickDimensions, you are not just getting involved in another supplier/customer relationship – it is a true partnership. We can rely on ClickDimensions to help us through every aspect of a deal and beyond. We know that our customers can count on ClickDimensions to be there for them too, which makes our lives easier. We also know that we can rely on ClickDimensions to continue innovating their technology and services offerings to meet the evolving needs of marketers. The GMI customer base is hungry for new things. By partnering with ClickDimensions, we can deliver and keep ourselves and our customers on the cutting edge.”