



Cloud9 develops a strong partner network to grow their Microsoft Dynamics 365 business



About Cloud9 Insight

Cloud9 specializes in the implementation, training, and support of Dynamics 365 CRM and Office 365 to enable business transformation of SMEs. It offers strategic projects and Fast Track CRM for implementation.

Microsoft products

- Dynamics 365 Sales
- Sales
- Service
- Marketing
- Field Service
- Project Operations

Industry

All

Organization size

10-50

Countries

UK & English-speaking markets across EMEA

Dynamics 365 Partner since

2010

Customer Outcomes

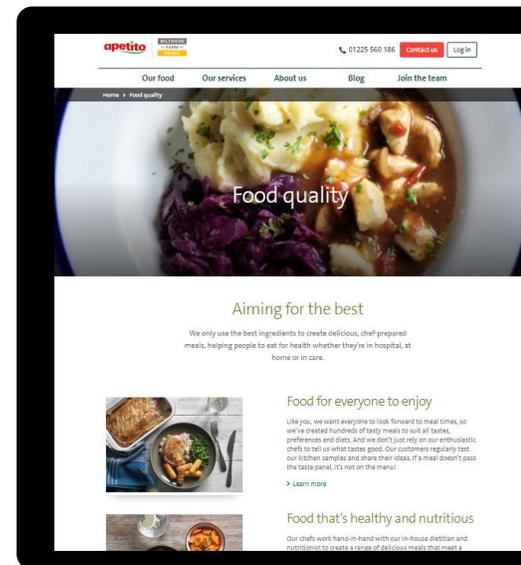
70% of new business revenue came from P2P in the last 12 months

Microsoft Dynamics 365 shop expands offerings with Business Central integrations

Cloud9 Insight designs and implements CRM solutions for small to mid-size companies using the five Microsoft Dynamics 365 Customer Engagement modules—sales, marketing, customer service, project operations, and field service. Customers can choose from three different implementation options: the Strategic Project approach, which provides bespoke solutions for clients with an existing CRM or a complex set of requirements; Fast Track CRM, which offers a quick and cost-effective way for accounts with 20 or fewer users and no current CRM tool to implement Dynamics 365; and Micro CRM, which delivers a pre-configured solution to businesses with five or fewer users to get them running fast.

Over the past couple of years, the company has been exploring ways to increase its offerings while staying true to what the team does best. "Cloud9's core business has always been customer engagement, however, more and more clients are **demanding an end-to-end integrated solution that supports the complete lifecycle management of their clients,**" explained Carlene Jackson, CEO for Cloud9, "and Business Central, born in the cloud as part of Dynamics 365, is a natural choice thanks to its integrations with Office 365 and Azure."

Today, the company works with Business Central partners through the Microsoft partner-to-partner network to deliver integrated solutions for mutual customers. At the same time, it is developing its own off-the-shelf integrated option to help Fast Track CRM customers get started even faster. "The ability to integrate CRM with Business Central to support end-to-end customer interactions provides a unique proposition that not only sets Microsoft ahead of its competitors but also sets us, as Microsoft partners, ahead of our competitors as well," said Carlene Jackson.



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—Carlene Jackson, CEO //



Apetito improves data sharing with Dynamics 365 Sales and Business Central

Apetito, a leading food manufacturing company headquartered in Germany, serves customers across Europe, the UK, and the US through three different business models. Under the Apetito name, it provides prepared meals to establishments such as hospitals, care homes, and nurseries. As Wiltshire Farm Foods, it offers direct-to-consumer prepared meals through 85 franchises. And as Heart to Home, it provides prepared food to US households.

In the past, each business has been run on physical servers or in local data centers using spreadsheets for financials and tracking. As the business continues to grow, however, the different locations and siloed data sets make it nearly impossible for teams to collaborate and share data. It also makes data visibility hard for management.

Apetito engaged Evo-soft for assistance deploying Business Central as their Enterprise Resource Planning (ERP) system, and Evo-soft recommended bringing in Cloud9 to deploy Microsoft Dynamics 365 solutions for CRM and Sales. By working together, the partners were able to deliver an integrated solution across different business functions.

"One of the key benefits of deploying Dynamics 365 alongside Business Central is that the products share a central data source in Microsoft Dataverse (previously known as the Common Data Service) which eliminates the need to build integrations for different systems," said Curt Bean, Sales Director at Cloud9. "Now Apetito can easily move from marketing prospects to valued customers—it is all supported out of one system. In addition to improving processes, and increasing data visibility, the move to Business Central and Dynamics 365 has freed up the Apetito IT team for more strategic activities, since they're no longer managing infrastructure."

"The Microsoft partner channel is so collaborative; you can find someone who complements what you do and build solutions that nicely dovetail together to provide twice the value to your customers."

—Curt Bean
Sales Director



Cloud9 invests in developing a partner-to-partner network to serve more SMB customers

When it comes to partner-to-partner activities, the project with Evo-soft is just the tip of the iceberg. "Our dream for our clients is that they have a complete Dynamics environment, and that wouldn't be possible to achieve without partners," said Curt Bean, "and we see them as extensions of our professionalism. By working together as one team, we give our clients almost double the value for their investment and their time. And the Microsoft partner ecosystem is so collaborative, you can always find someone who complements what you do and build solutions that nicely dovetail together."

Today they have an active network of approximately 90 partners developing leads for them, as well as hundreds of resellers they work with through key distributors, Ingram and West Coast. Cloud9 has also launched a new board called the SMB Growth Hub, which consists of five key partners that provide essential services for small businesses such as CRM, legal, accountancy, managed IT services, and temporary staff for IT development. The purpose of this group is to develop best practices for small businesses to help them think holistically about what they can do early on to set themselves up for success as they grow. "We work as thought leaders for SMB companies and cross refer business to support mutual clients," explained Zoe England, the Partnership Director. "The Hub has helped us develop referral partners outside of our industries."

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