

Insight Works case study

With Microsoft AppSource and Marketplace Rewards, Insight Works generates leads and gains exposure for Microsoft Dynamics 365 add-ons

Getting the word out about Dynamics 365 add-ons

Microsoft partner Insight Works wanted to increase awareness of its manufacturing and distribution add-ons for Microsoft Dynamics 365 Business Central.

Guidance and engagement with Marketplace Rewards

Insight Works participated in the Marketplace Rewards program from Microsoft, which provided Insight Works with an engagement manager and other assistance.

Valuable promotional efforts, lead generation, and more

Thanks to Microsoft AppSource and Marketplace Rewards, Insight Works increased exposure for its products, gained leads, and saw search engine benefits.

Microsoft
Partner
Network

Helping manufacturers and distributors go further with Dynamics 365 Business Central

Insight Works has been a Microsoft partner since 2008 and currently holds 12 competencies. Based in Alberta, Canada, with remote offices in the United States and the Netherlands, Insight Works focuses on extending the capabilities of Dynamics 365 Business Central and Dynamics NAV to serve the manufacturing and distribution sectors. Its team comprises 45 employees, most of whom are developers and technical support professionals.

Insight Works offers all of its Dynamics 365 Business Central solutions to the commercial market on AppSource. By participating in Marketplace Rewards, Insight Works receives sales, technical, and marketing benefits to help each of its solutions gain their first customers.

Promoting the DocXtender add-on and getting leads from AppSource

The Marketplace Rewards program offers various marketing benefits to Microsoft partners, and Insight Works took advantage of the press release, social promotion, marketplace blog, and partner success story benefits for most of its solutions. Insight Works recently focused on its [DocXtender](#) add-on for Dynamics 365 Business Central. With DocXtender installed, users can drag documents from Windows Explorer, their desktop, Outlook, and other programs onto any Dynamics 365 Business Central page that supports document links. Documents are then associated with specific records within Dynamics 365 Business Central, making them readily accessible.

The case study for DocXtender, published in October, received more than 250 views and detailed the add-on's merits, which include drag-and-drop efficiency and streamlined management of records.

Social promotions harness Microsoft's vast social network to raise awareness for partner solutions. Posts on the @msPartner handle on Twitter, such as the tweet in December that promoted the DocXtender case study, reach 197,000 followers. The DocXtender social promotion published in October on the @MSFTDynamics365 handle, which targets Dynamics 365 users, garnered 3,465 impressions.

Insight Works sees its solutions on AppSource being downloaded more than 140 times per month, and the number is growing. This represents a significant source of leads for Insight Works.

"As an ISV solely focused on add-ons for Dynamics 365 Business Central, we've seen the Microsoft AppSource commercial marketplace play a significant role in bringing exposure to our products. AppSource enables us to reach new prospects and generates significant leads. I'm impressed by how well the marketplace is optimized for search. Our product-related searches rank high in organic search engine results pages of major search engines."

- Brian Neufeld, Director of Marketing, Insight Works