



crmpartners

Products and Services
Microsoft Dynamics 365
Power platform

Industry
Professional services

Organization Size
Medium (50 – 999 employees)

Country
Netherlands

BusApps partner since
2005

Transform customer experiences with Microsoft Dynamics 365

Align strategically with Microsoft

CRM Partners went all-in on Microsoft in 2005, seeing the opportunity to adopt new technology early and deliver digital transformation of customer engagement. They are now a \$60M company with 420+ employees.

Always ready to take advantage of new Microsoft offerings, CRM Partners has innovated over time. They started as a project-based operation and in just two years, grew to 35 employees and adopted a managed service provider business model. Originally offering on-premise CRM solutions, CRM Partners was quick to make the leap to the cloud. Since then, they have expanded beyond CRM to offer the full Microsoft Dynamics 365 platform, which now accounts for approximately 95% of their revenue.

Extend portfolio with cloud solutions

Rik Dubbink, Partner at CRM Partners, cites their early move to the cloud as the key driver behind their portfolio expansion and business agility. They are actively migrating their customers to the cloud and have already moved 80% from their primary workload, customer engagement.

Through Microsoft's extensive offerings, CRM Partners can expand their footprint in customers' businesses with innovative technologies like AI and data analytics. Partnering with Microsoft means that CRM Partners is selling a platform rather than a single tool, which helps them create integrated, end-to-end solutions for customers.

“ We bet on Microsoft and the cloud and that bet paid off. Through Microsoft cloud and the flexibility of Power platform, we can meet every customer need quickly and easily.

— Rik Dubbink, Partner, CRM Partners ”



- **Grew to a \$60M** company with 420+ employees solely based on Microsoft technology
- **Drives 95% of revenue** with the Dynamics 365 platform
- **Extended from CRM-only** into ERP, and to new workloads, including F&O and BI
- **Have already migrated 80%** of Customer Engagement clients from on-premise to the cloud

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Platform supports a human-centric focus

CRM Partners' key differentiator is their focus on prioritizing human relationships – they increase efficiency so their customers can drive personal engagement. The flexible Dynamics 365 platform allows CRM Partners to remove the burden of technology from their customers so they can focus on the relationship component.

The platform empowered CRM Partners to apply a human-centric approach with the Children's Helpline in Netherlands, which provides support for troubled youth. They created a solution using Dynamics 365 and Power BI that allowed the helpline to analyze call data and improve volunteer distribution efforts. This increased efficiency helped the client focus on what was most important to them – the human connection.

Continued growth with Microsoft

As Microsoft rolls out new technologies, CRM Partners continues to reinvent with strategic acquisitions that allow them to take full advantage of the Dynamics 365 platform. They have deliberately acquired companies to extend into new technologies, like ERP, and to offer managed services across workloads in Finance and Operations, Customer Engagement, and Business Intelligence.

CRM Partners attributes much of their success to an active partnership with Microsoft, which they consider a two-way street. Microsoft supports with resources, leads, one-on-one engagement, and rapidly evolving technology. CRM Partners responds by adopting technology as it rolls out, transforming their business to deliver innovative solutions to customers, and conversing with Microsoft contacts at the regional and corporate levels. By proactively developing a close relationship with Microsoft, CRM Partners was able to undergo rapid change and reinvent their business.

“ Microsoft’s support of our go-to-market efforts, both at the regional and corporate level, has been instrumental to our growth. ”

— Rik Dubbink, Partner, CRM Partners