

Microsoft

# ACHIEVE

*Microsoft Dynamics Customer Reference Program For Partners*

Real-World Solutions, Real-Life Results





Microsoft Dynamics™ solutions are designed to help businesses reach new levels of success. With *The Microsoft Dynamics Customer Reference Program*, Partners like you can tap into that success to open new business opportunities and close more sales!

Prospective customers often seek unbiased, objective information before making major technology purchase decisions, and the most compelling evidence comes from current users. *The Microsoft Dynamics Customer Reference Program* features a wide range of references from across the industry spectrum that can be used to accelerate your Microsoft Dynamics sales wins.

Microsoft® Partners can leverage customer logos, testimonials, case studies, live customer-to-customer conferences, and more to showcase customer success using Microsoft Dynamics solutions. Let the Customer Reference Program work for you!

## ***When Your Customers Participate You Can Benefit***

When your customers participate in *The Microsoft Dynamics Customer Reference Program*, you win!

- **Increase your credibility.** Customers showcased by Microsoft are proof of your ability to meet challenges—a huge advantage in building trust with new customer prospects.
- **Take advantage of new markets and sales opportunities.** Using the Reference Program to showcase innovative vertical market solutions built on Microsoft Dynamics technology can open up new markets and new sales opportunities for you.
- **Promote your brand.** The Reference Program is a powerful medium for amplifying endorsements from your customers, offering you a cost-effective way to promote your unique business brand.
- **Strengthen your relationships.** Your customers will appreciate the added exposure the Reference Program brings them, and Microsoft will recognize your ability to develop successful solutions and satisfied customers—setting you apart from your competition.
- **Demonstrate your technical leadership.** Your knowledge of Microsoft technologies and IT solutions will be exposed to a global audience of business and technical professionals.

### **DID YOU KNOW?**

Sales opportunities that include a customer reference close 60 to 80% of the time.

## Benefits to Your Customers

*The Microsoft Dynamics Customer Reference Program* offers your customers an opportunity to tell their story in creative ways and at their convenience. Here is how they benefit:

- **Establish thought leadership.** The Reference Program introduces IT and business innovators to a worldwide audience, branding them as industry leaders.
- **Build industry networks.** Reference customers can connect with business leaders facing similar challenges and establish relationships that can prove valuable now and in the future.
- **Promote their brand.** Your customers will enjoy added public and professional exposure, supplementing their own advertising and PR efforts.
- **Leverage their Microsoft ties.** With the strength of the Microsoft brand behind them, reference customers can gain a competitive advantage and opportunities to work with Microsoft on invitation-only product and program initiatives.

## DID YOU KNOW?

Over 50% of customers nominated by their Partner join *the Microsoft Dynamics Customer Reference Program*.

## Share the Opportunity

*The Microsoft Dynamics Customer Reference Program* is a unique opportunity that delivers benefits to everyone involved. Showcasing your customers' success can generate new sales opportunities by expanding market demand for Microsoft Dynamics products. Start expanding your opportunities now by nominating your customers. Nomination forms are available from your Regional Reference Team at [RegionalURL.com](#).



## Nominate Your Customers Today!

To nominate your customers, please visit [RegionalURL.com](#) or contact your Customer Reference Team at [NAME@URL.com](mailto:NAME@URL.com).



## WANT TO KNOW MORE?

Please contact your Customer Reference Team at [NAME@URL.com](mailto:NAME@URL.com).

## From the Partners

"The Microsoft Dynamics Reference Program has become a crucial element of our marketing efforts that gives us a competitive advantage. The tools and recognition we receive from the program through case studies and media exposure validate our expertise and recommendations to current and future customers. The program contributes significantly to building the Madrona brand."

**Brian Paulen**  
CEO  
Madrona Solutions Group, USA

"Having our top customers in the Microsoft Dynamics Reference Program has been a real boost for eBECS. They enjoy exchanging ideas with professionals from other businesses through the program, and are excited to discuss the value of the Dynamics solutions they implemented with our help. The program is a win-win for everybody."

**Stephen Wilson**  
Partner and Marketing Director  
eBECS, UK

## From the Customers

"Joining the reference program has really bought us closer to Sense (our partner) and Microsoft. All users throughout the company engage with prospects and feel they have a part to play. It's been great for building enthusiasm and engagement in I.T."

**Andrew Birch**  
Information Systems Manager  
l'Ansons, UK

## Request a Reference

*The Microsoft Dynamics Customer Reference Program* enables you to take advantage of the power of reference customers. To request a reference, go to <http://ms.customerreference.net>.

## Customer Reference Opportunities

Reference customers participate in a wide variety of activities, including:

- Advertisements
- Customer-to-Prospect Calls
- Logo Use
- Media and Analyst Interviews
- Testimonials
- Case Studies
- Customer Quotes
- On-Site Prospect Visits
- Speaking Engagements
- Webcasts

## Join the Customer Reference Program Today

*The Microsoft Dynamics Customer Reference Program* is a great way to strengthen relationships and promote your brand by showcasing your customers' success across the world. Contact your customers about participating today!

## DID YOU KNOW?

Microsoft maintains over 900 case studies and more than 4,000 customer references for Partners to choose from worldwide.

## FOR MORE INFORMATION

To find out more information about *The Microsoft Dynamics Customer Reference Program*, visit [www.RegionalURL.com](http://www.RegionalURL.com).

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