



# CRM PACT

Global Opportunities for  
Local CRM Partners



Background  
Information for  
Potential New Members

# Contents

- 1 Introduction
- 2-3 Benefits of Membership
- 4 Following the Success of AxPact
- 5-6 Applying to be an CRMpact Member

**PACT** (noun): Mutual agreement, an agreement made between two or more people or groups, either formally or informally, to do something together or for each other.



## Meet the team



### Michael Blatherwick

**CEO and Chairman**  
Michael was a founder member of AxPact in 2002 and since selling his Microsoft Dynamics business in 2011 concentrates on running and building both AxPact and **CRMpact**.



### Roger Collins

**Product Director**  
Roger is the owner of The CRM Business, one of the UK's leading Microsoft Dynamics CRM partners. Roger is highly regarded in the CRM world and works closely with Microsoft on our member's behalf.



### Paul Blatherwick

**Business Development Director**  
Paul has worked with Microsoft Dynamics CRM for many years both as a partner and user. In recent years Paul has acted as AxPact's Marketing Manager and assisted with membership management.



### Terry Moore

**Financial Director**  
Terry controls the budgets and finances for **CRMpact**. He is also a SureStep certified Project Manager.



### Keith Dunkinson

**Delivery Director**  
Keith is an expert CRM and ERP specialist and has helped build our IMpact delivery team and Guardian International Methodology based upon Microsoft Sure Step.

CRMPact is being launched in 2012 to enable local CRM partners to work together to win international projects, share solutions, deliver projects and work with Microsoft. This brochure explains more about how we operate and the potential benefits your Dynamics CRM business could gain.

Whilst CRMPact is new, the business model is well proven over the last ten years because CRMPact is run by the same people that created and run AxPact. *See Section 3.*

## CRMPact will transform your local CRM business into a Global Partner

Microsoft Dynamics CRM is improving with every version. Larger organisations are taking it seriously and when they consider purchasing new sales, marketing and customer service software – Microsoft Dynamics CRM is usually on the shortlist.

However, whilst the choice of CRM solution is very important – delivery expertise, industry knowledge and local knowledge are just as critical. Larger businesses require a partner that ticks all the boxes and that includes the ability to deliver across their entire business operation.

Many excellent local Microsoft Dynamics CRM Partners find it difficult to compete for such opportunities because the client wants to deal with a partner who can provide international coverage.

One route is for the local partner to source partners in other countries. However, developing partnerships and the necessary commercial agreements takes a lot of time and money – even then, can you really rely upon them to provide the level of responsiveness required to win the deal? Can you trust them commercially?

By the time you have covered all of issues related with this kind of relationship – your prospect will probably have gone with another partner!

Being a CRMPact member means that you already have trusted partners who will help you win, deliver and support international CRM projects. Each CRMPact member works as an extension of each other's business. Our common goal is:

*"To work together to provide world class Microsoft Dynamics CRM solutions and to exceed the expectations of our customers in all aspects of their project."*

This brochure is designed to provide Microsoft Dynamics CRM partners with some initial information.

If CRMPact proves of interest and your organisation meets the "Application Criteria" in section 4, then we would very much like to meet with you to discuss the potential benefits further. Please note: membership is restricted and therefore if you do want to extend the reach of your CRM business, please contact us today.

## Benefits of Membership – more than just a sales network

The primary aim of CRMPact is to help its members win more business. CRMPact enables its members to beat their competitors and win international CRM projects.

By working together ethically and efficiently to achieve success, CRMPact aims to become recognised internationally by Microsoft as a partner of excellence and choice for international CRM projects. By joining CRMPact your organisation will gain recognition from Microsoft as an organisation capable of delivering high quality international CRM projects.

Members are expected to represent each member's business equally as if an extension of their own business. This extends to the exchange of resources and expertise and solutions enabling CRMPact members to win more business.

You will be able to sell more CRM to international clients because CRMPact is entirely dedicated to winning, implementing and supporting Microsoft Dynamics CRM solutions in a global market.

However CRMPact is much, much more than just a sales network, below are some of the key benefits to joining CRMPact.

### Key reasons to join CRMPact...

#### ■ **Trusted Relationships and Business Benchmarking**

The foundation of CRMPact is the strong relationships with your peers in the Dynamics world. We believe that the old fashioned values are still the best and that the deep relationships between our members and their employees can enhance your business and set you apart from your competitors.

Our **Annual CEO Conference** provides a great opportunity for your business leaders to meet with their respective peers and to share experiences, benchmark their business, strategize and meet with senior Microsoft people.

Our annual technical conference, **CRMtech** brings together the very best technical leads from our members to meet with the Microsoft Dynamics CRM product team.

Microsoft is very enthusiastic about our events because they get a chance to meet with the very best people from the front line. What you learn and share at this conference will help you understand exactly where Microsoft plan to go, how to solve problems and build a trusted peer network that will have enormous business benefits.

Our **Annual Impact Conference** is for your senior Delivery Manager. It's all about sharing best practice on implementation and project management. Once more, when you get the best people from the partner community to come together, there are numerous resulting benefits to all involved.

#### ■ **Customer References**

Our members have numerous reference cases which cover the whole spectrum of industries and locations. CRMPact members are happy to share these success stories and experience with other members to help them win new business.

## Here are the key reasons to join CRMPact...

### ■ Global Marketing for Your Business

Like AxPact, CRMPact will become a well-known brand in the CRM world and within Microsoft. Just adding the CRMPact logo to your own website, stationary and marketing material will instantly elevate your business.

CRMPact also produces a whole range of marketing materials for its members

- Brochures
- Reference cases
- Newsletters
- Press releases
- Business gifts

We will attend and exhibit at Microsoft events including **Convergence** and **World Partner Conference**. We will also run promotional events and meetings alongside these events.

### ■ Strong Relationship with Microsoft

Just like AxPact, CRMPact will prove itself to Microsoft as a high quality organisation which provides international CRM customers with the optimum CRM solution. As a result of this CRMPact will also build a three tier global relationship with Microsoft. We will work with Microsoft to continuously improve:

- Multi-site, multinational delivery capability
- International Project Management (IPM) methodology
- Advanced product knowledge and solutions
- Improved product support across geographies and time zones
- Advanced product knowledge and solutions
- Superior customer satisfaction

### ■ IMpact – A Uniform Approach to International Project delivery

As mentioned above we hold our annual IMpact conference which is designed for your senior project managers. By working together with the Microsoft Sure Step and Consulting teams we are constantly reviewing and developing our own international project methodology, **Guardian**.

### ■ Sharing Solutions – CRMPact Additions

CRMPact members share ideas and solutions openly in a trusted environment. This means that customers can often find a solution that already exists within the CRMPact portfolio and means that they don't have to re-invent the wheel, saving time and money.

As well as being able to find high quality solutions for your prospects and customers, CRMPact provides you with a ready-made and trustworthy market place for your own solutions.

In 2012 we hope to launch CRM Additions to emulate the success we have had with [www.axpactadditions.com](http://www.axpactadditions.com)

### ■ CRMtech – Our Private Technical Conference with Microsoft

Each year we hold our technical conference, CRMtech. Our members each send a senior technical representative to meet with Microsoft's Dynamics CRM product management and development team. These meetings provide our members with the opportunity to feedback to Microsoft directly and fully understand the future development strategy and timetables.

### ■ CRMPact University - Training and Certification

CRMPact University provides our members and their customers with fully certified Microsoft training courses in response to the growing demand for high quality, accredited Microsoft Dynamics CRM expertise.

CRMPact University enables our members and their customers become CRM certified faster, easier and more cost effectively than any other comparative service. Also because courses are exclusively for CRMPact delegates, it allows for a friendly and transparent learning environment.

## Following the success of AxPact...



CRMpact is managed by the same people who formed AxPact in 2002 to enable the best independent Microsoft Dynamics AX Partners to work together in winning, delivering and supporting multi-national, multi-site AX projects.

Almost a decade later, AxPact is now established as one of the most successful providers of international AX solutions and boasts the following impressive facts:

- **SCALE: The largest global supplier of Microsoft Dynamics AX**
- **EXPERIENCE: Over 1100 AX projects since 1999**
- **METHODOLOGY: A proven international delivery template based on SureStep**
- **COVERAGE: 30 members covering 80 countries**
- **RESOURCES: 1250 Certified Microsoft Dynamics AX specialists**
- **SOLUTIONS: Over 100 readymade industry and vertical solutions**

CRMpact will emulate the success of AxPact. Using our proven business model we will build CRMpact into a partner of choice for large, international CRM projects.

This is a unique opportunity for your Microsoft Dynamics CRM practice to reach out to new markets and join with some of the best people in the industry and enjoy numerous mutual benefits.

Websites of interest:

- [www.crm-pact.com](http://www.crm-pact.com)
- [www.ax-pact.com](http://www.ax-pact.com)
- [www.axpactadditions.com](http://www.axpactadditions.com)



Wim Jansen presents members plaque to Mr Hugo Tudela de Azevedo of Arquiconsult, Portugal



AxPact CEO Conference, Bled, Slovenia

## Applying to be a CRMpact member

### Current Vacancies...

CRMpact would welcome interest from proven CRM partners in the countries

- Argentina
- Australia
- Austria
- Bahrain
- Bangladesh
- Belgium
- Bosnia Herzegovina
- Botswana
- Brazil
- Bulgaria
- Cambodia
- Cameroon
- Canada
- Carribbean
- Central African Rep
- Chad
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- East Timor
- Ecuador
- Egypt
- El Salvador
- Estonia
- Ethiopia
- Fiji
- Finland
- France
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Greece
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Israel
- Italy
- Ivory Coast
- Japan
- Jordan
- Kazakhstan
- Kenya
- Korea South
- Kuwait
- Latvia
- Lebanon
- Lithuania
- Luxembourg
- Macedonia
- Malaysia
- Malta
- Mexico
- Morocco
- Namibia
- Nauru
- Nepal
- Netherlands
- New Zealand
- Nigeria
- Norway
- Oman
- Pakistan
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Saudi Arabia
- Serbia
- Singapore
- Slovakia
- Slovenia
- South Africa
- Spain
- Sudan
- Sweden
- Switzerland
- Taiwan
- Thailand
- Tunisia
- Turkey
- Ukraine
- United Arab Emirates
- United States
- Uruguay
- Venezuela
- Vietnam
- Yemen
- Zambia
- Zimbabwe

### Cost of Membership

The Annual Membership Fee for members is €8000. Because 2012 will be the launch year of **CRMpact** we are offering a 50% discount to members who meet our entry criteria and wish to join. This allows us to build a high quality membership ready for launch and for members to sample the benefits at a reduced rate in the first year.

## Application criteria

Companies who wish to apply for a membership of CRM Pact should comply with a number of criteria and should:

- 1 Must be a Certified Microsoft Business Solutions partner for CRM complying with MBS standards and regulations.
- 2 Have at least 5 years' experience implementing Dynamics CRM. \*\*
- 3 Be able to provide at least 5 references and prepared to have them on the CRMpact website. \*\*
- 4 Be one of the leading Dynamics CRM resellers in their respective country or geographical region (e.g. member of the top three with regards to number of implementations etc.)
- 5 Be open and transparent about their level of expertise and vertical preferences and prepared to share this knowledge and other information to the benefit of the other CRMpact members.
- 6 Agree to promote CRMpact actively in their own country to create leads for both their own business and other CRMpact members.
- 7 Be prepared to complete the New Member Application Form completely.  
Be able to attend an interview by the CRMpact Membership Approval Panel.
- 8 If successful in their Membership Application they must be prepared to sign the CRMpact contract and adhere to the terms and conditions therein.
- 9 Be able to pay the annual membership fee promptly.

\*\* Exceptions will be made for countries where CRM is a new product and still developing.

## Application procedure

- 1 Obtain and fill out the New Member Initial Application Form. This can be obtained by emailing [paul.blatherwick@CRM-pact.com](mailto:paul.blatherwick@CRM-pact.com)
- 2 The CRMpact Management Committee will review your application.
- 3 If your company complies with the application criteria, you will be invited to attend an interview to go through your application in detail.
- 4 If your application is accepted and assuming you still want to join CRMpact then the necessary contractual and legal issues will be addressed.
- 5 After you have signed the contract and you have paid your membership fee, you are officially a member of CRMpact and you will be provided with CRMpact promotional material and other relevant information.

## Contact Us

**CRM Pact**  
**Corner House**  
**Robey Close**  
**Linby**

**Nottinghamshire NG15 8AA**  
**United Kingdom**

**[paul.blatherwick@crm-pact.com](mailto:paul.blatherwick@crm-pact.com)**

**[www.crm-pact.com](http://www.crm-pact.com)**

**Telephone: +44 (0)845 456 3422**