

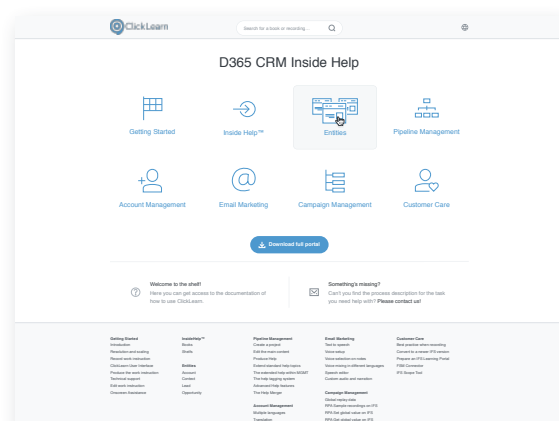
Winning Dynamics deals with a strong user-adoption story



In the highly competitive Microsoft Dynamics partner channel, the success of CRM and ERP implementations hinges on both the delivery of software and its successful user adoption. Partners can differentiate themselves by addressing training and user adoption concerns in the early stages of an opportunity by presenting a methodology that includes the use of digital tools for the rapid development of high-quality training that can reach a global audience.

This report examines the ways that Microsoft partners are transforming their approach to delivering end-user training and documentation across standard Dynamics products, ISV

solutions, and customer-specific deployments. It will review top customer concerns, the challenge of distributed and multilingual teams, and the business opportunities of offering clients solutions based on a standardized training toolset.



Old approaches to selling

Partner organizations have settled into a familiar but dysfunctional model for sales and implementation. The sales team approaches a prospective client with a proposal to conduct an implementation, comes up with terms and a contract. But even as the deal is closed, a key ingredient is often left out. At the end of the implementation, as budgets—and patience—have run out, the partner must scramble to come up with effective training and documentation.

Partners often end up creating a minimum of materials, hoping that the customer won't notice.

But customers frequently do notice. Often, facing a crisis, they turn to third-party education providers in the hope that these contractors can help them to get up to speed. This path incurs high costs for the client, yields poor results, and sours their partner relationship.

A different way

Recurring revenue and long-term client relationships are more important than ever with the shift toward subscription-based enterprise software as Microsoft retools to cloud-based business applications. Rather than rushing to create documentation in the final stretch, partners have the opportunity to make training and documentation a selling point upfront.

Data from Forrester Research indicates that in 33 percent of cases, a lack of organizational readiness contributes to a high risk of CRM failure. In other words, a failure to properly train and prepare a customer's team heightens the risk of failure. For system integrators, awareness of this risk – and the associated concerns of software buyers – creates tremendous opportunities to offer a differentiated delivery model that mitigates risk and accounts for strong user adoption from day one.

Managing customer concerns

Like all companies, your clients care about their bottom line and may raise objections about increased costs associated with developing training. Many may have worries about impersonal training experiences or whether their teams will complete the process.

When cost objections arise, partners can address them by emphasizing the value proposition of planning ahead for training due to its importance to preventing a CRM or ERP implementation failure. Partners should understand the streamlining benefits that come with a bundled training offering:



- An interactive, software-based training system that can be modified down to the level of customizations and add-ons overcomes other concerns about impersonal content.
- Digital training offers the flexibility needed to reach teams across multiple locations, thereby saving the cost of sending trainers onsite.
- To ensure that all users complete training, a centralized e-learning control center can spot areas where end users may be getting bogged down or identify individuals who haven't completed training modules.
- A multimedia model, using video and other interactive digital content is more engaging than many classroom-style training approaches.

Reaching multilingual teams

Many companies field teams across different geographies operating in many different languages. For many partners—and even large training firms—this has traditionally posed a significant challenge. There is simply no way to have enough translators on staff, and bringing in linguistic contractors introduces the risk of high costs and errors due to a lack of subject matter experience.

Customized multilingual training material with standard instructions translated into a multitude of languages and dialects is a powerful value proposition and a way to immediately reach teams for a simultaneous rollout around the world.

Hi, I am the ClickLearn virtual assistant. I deliver instant help live inside the business system.



Auto-translate all your learning material at the click of a button

45 languages and dialects. 100+ digital voices.

Reshaping projects for increased revenue

For many partner organizations, the traditional sales pitch for a Dynamics implementation project might omit the crucial element of training, leaving it as an ad-hoc arrangement at the end of the project or handing it off to a training provider. This approach rules out opportunities to improve the client ROI while boosting revenue.

Most organizations preparing to engage in the often tortuous and disruptive process of upgrading to a new CRM or ERP system want the experience to be as straightforward as possible.

By offering training as part of the package, partners can make the case for additional billing that is in-line with the client's exact needs and the specific aspects of their implementation.

Training is not only a key differentiator from a sales perspective—it can also help partners to keep their own costs under control while expanding profits. How? A standardized approach to training with re-usable technology removes manual rework and allows for marginal modifications for different customers from a common base of information.

Other opportunities: Training field service and developer teams

In-house customer teams are a natural fit for partner training. But many organizations have other teams that also interact with Dynamics. For example, field service workers may log cases and data in Dynamics throughout their day but cannot easily be taken out of the field to travel back to a headquarters for training. For these individuals, an advanced training system that pushes instructions to any mobile device is much needed.

Other groups within the organization may need additional and specialized capabilities, such as developer teams creating customizations and working to keep them up to date. For these groups to succeed and get the most out of Dynamics, it is essential to have the ability to author, update, and distribute their own training materials.

With a full understanding of the potential benefits of a strong training offering based on digital tools, partners can optimize their proposals with new value-adding services that improve customer outcomes and boost their bottom line.



About ClickLearn

ClickLearn automates the creation of training material and documentation for Microsoft Dynamics ERP and CRM applications and other enterprise software. Record your processes and with a single click, you can produce step-by-step instructions, virtual assistance, e-learning, and process videos in a complete e-learning portal in 45 languages.