



**mscrm-addons.com**  
Your company for MS-CRM ADD-ONS!



[www.mscrm-addons.com](http://www.mscrm-addons.com)

# PARTNER PROGRAM

Building the future



## Content

### Introduction to mscrm-addons.com

About us, our mission and what we love.....	3
mscrm-addon.com.....	4
PowerAddons.com .....	5

### Value proposition

For your Customer .....	6
For you as a Partner .....	7

### The global Partner Program

How does it work? .....	8
-------------------------	---

### Always by your side, our Partner Manager

Guided Onboarding .....	9
Ongoing Support .....	10

### Resources and Training

Marketing & sales resources, free live demos, ongoing training, 24/7 technical support.....	11
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### Meet the mscrm-addons.com family

And read what they have to say .....	12 - 13
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**mscrm-addons.com**  
Your company for MS-CRM ADD-ONS!

**Microsoft  
Partner**



Gold Application Integration  
Gold Application Development  
Silver Cloud Platform

### Why mscrm-addons.com?

We strive to develop products that are practical, easy to use and innovative. We aim to provide technical solutions that exactly meet our customer's needs. Our well trained, highly certified staff and our excellent knowledge of Microsoft technologies guarantee that we provide only the best solutions for our customers.

# Introduction to mscrm-addons.com

About us, our mission and what we love

## About us

Since 2004 our mscrm-addons.com team is dedicated to the development and improvement of addons that extend the standard Dynamics 365 system with useful functionalities. We are a young team of creative minds from all over the world, who turned their passion into profession: Developing customer-centric solutions that are easy-to-use, yet powerful with rich features enhancing our customers' overall Microsoft Dynamics 365 and Power Platform experience.

We strictly adhere to Microsoft's development standards, and all our products are Microsoft Certified and available through Microsoft AppSource. We are a Gold Certified Microsoft Partner and take pride in the products we deliver and support.

## Our mission:

Our mission is to provide solutions that simplify and speed up our customers' Dynamics 365 experience. That is why we dedicate ourselves to work on new and innovative solutions and improve our addons steadily.

## Working with Partners is the key to success!



Years in  
business



5000+  
happy clients



900+  
valuable partners



Presence in  
80+ countries



# mscrm-addons.com

For Dynamics 365

We strive to develop products that are practical, easy to use and innovative. We aim to provide technical solutions that exactly meet our customer's needs. Our well trained, highly certified staff and our excellent knowledge of Microsoft technologies guarantee that we provide only the best solutions for our customers.

## We got **solutions** that simplify your Dynamics 365



### DocumentsCorePack

Professional document generation and processing in Dynamics 365



### AttachmentExtractor

Move attachments & e-mail content to SharePoint or Azure Blob



### ActivityTools

Outlook-like handling of activities in Dynamics 365



### SmartBar

Smart & simple navigation between related Dynamics 365 records



### PowerSearch

A fast and user-friendly Advanced Find



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# PowerAddons.com

We don't just do CRM anymore ...

With tools for generating documents in your flows and apps to solutions for controlling and reducing your capacity consumption in Dataverse, our goal is to help customers to get the best value out of the Power Platform with all apps certified and provided at the best value on the market.

## Boost your Power Platform experience

### Professional business documents on the Power Platform

- ✓ Design, generate & deliver documents within your Power Apps
- ✓ Automate your documents via Power Automate
- ✓ Power Platform connector with 25+ actions (Generate document, save to SharePoint, e-signing, print, ...)

### Reduce data and file capacity costs

- ✓ Move e-mails and files to SharePoint or Azure Blob Storage
- ✓ Save up to 60% of your data storage costs





# Value Proposition

For your Customers

Together, we can help organizations transform their business processes and customer experience efforts while increasing your company's opportunities for new business and customer loyalty.

Suitable for every business case, our solutions offers powerful and user-friendly features to simplify, optimize and automate business processes.

## Help customers meet their business goals!



Increased productivity  
& efficiency



Save money, time &  
data storage



Increased user  
adaption



Accelerate critical  
day-to-day operations



Improve Customer  
Engagement



Optimize & automate  
business processes

# Value Proposition

For you as a Partner

We help partners worldwide expand their offerings, provide powerful solutions and capabilities to their customers, significantly grow their business and enter new markets. Additionally, partners receive recurring reseller margin up to 30% depending on their partnership-level based on annual revenue generated with [mscrm-addons.com](https://mscrm-addons.com). We are 100% committed to supporting our valued business partners and providing them with attractive benefits.

Trusted by hundreds of partners **worldwide!**



Learn from a Global  
Player team



Free licenses for all  
our solutions



Recurring reseller  
margin up to 30%



Access to new markets



24/7 support and  
training



Success



# The Global Partner Program

Become part of a Global Player Team

## We are looking for partners around the globe

We intend to conduct our business in a way that not only meets but exceeds the expectations of our customers and our business partners. We are committed to supporting our business partners every step of the way with a partner program tailored to ensure sustainable success in business.

Our partners form a major part of our distribution network. They integrate our Add-Ons in their one-stop-shop solutions for clients all over the world and therefore enable an easy access to our products on local markets. We appreciate the mutual partnership and our reseller's commitment.

## How to **become a partner** at a glance!



### 1. Sign up as a partner

Register on our website and then fill and submit the partner sign-up form



### 2. Guided onboarding

Your Partner Manager will get back to you with helpful information



### 3. Access resources & training

Your Partner Manager will provide resources and keep you up to date



### 4. Start & ongoing support

Once you are all set, you can start expanding your offer with our add-ons

# Guided Onboarding

## New Partner

Our Partner Manager will happily help you set up your demo-environment. Throughout the guided installation and configuration of our solutions, we will help you understand all features and discuss how to demo our tools best.

### Reseller Agreement

After sending us the reseller form with your company details, you will be contacted to schedule a welcome call to discuss all further steps. Find the Reseller Form on our website.

### Welcome/Introduction call

To kick off your partnership a welcome call will be scheduled by our Partner Manager. During this call, we will cover a review of the partner program, reseller agreement & talk about the partner benefits:

- Margin/Discount
- Support/Proof of Concept
- Training & resources

Finally, your Partner Manager will help to schedule an overview session.

### Overview session

During this session, we will provide a high-level overview of our solution(s), do a Q&A session as well as discuss licensing and pricing:

- Why would I use it? (Value and business scenarios)
- How does it work?
- How do I get started?

### Pricing and licensing session

During the second part, we will provide an overview of pricing and licensing of our solution(s) covering:

- Licensing models (Per site, per user, subscriptions)
- The ordering process (Discount options, volume discounts, Enterprise pricing)
- The usage of our OnlineShop & how to request a quote

### Product training/Demo setup

We offer training in a variety of formats to keep our partner's sales and technical teams up-to-date on the latest product versions, services and industry trends along with demo scenarios and instructions on how to access the support team.

This is it! After those sessions, you should be well prepared to boost your Dynamics 365 offering with our solutions.



# Ongoing Support

Existing Partner

## **Build your demo-environment (Guided installation & configuration)**

Our Partner Manager will happily help you set up your demo-environment. Throughout the guided installation and configuration of our solutions, we will help you understand all features and discuss how to demo our tools best.

## **Customer Success Management**

Whenever required we can schedule solution-specific training on each add-on individually. This is on request but out of the experience, we recommend taking them as soon as you sell our tool to one of your customers.

## **Quarterly calls & annual partnership reviews**

Our Partner Manager will call you quarterly to check on you and give you updates on:

- Important announcements such as promotions and price changes
- New features & roadmap of our solutions
- Best practices and business use cases
- Annual reviews

If you have any questions, your Partner Manager will be happy to answer them during these calls.

## **Be the first to get access to new features!**

Join the [mscrm-addons.com](https://mscrm-addons.com) Partner Program and be the first to get access new features. Get early insights and share your feedback with our team.

**Always** by your side!

From the installation to the  
ongoing operation



# Resources and Training

Marketing & sales resources, free live demos, ongoing training, 24/7 technical support

**„The road to success is always under construction.“ - Lily Tomlin**  
... and we want to help you build yours! We are constantly investing in developing the best resources and innovative ways to help you transform your business processes and increase your company's opportunities for new markets.

Partners have around-the-clock access to important sales, marketing, training and 24/7 support via our Partner Resources section on our website and other channels.

Find the information you need, when you need it, wherever you are in the world! Intuitive and easy-to-navigate, the Partner Resources section valuable assets such as:

## Marketing material

Partners have access to an array of marketing assets and documents including powerful infographics, technical data sheets, templates and partner logos. These tools strengthen your ability to position and sell mscrm-addons.com solutions to your customers.

## Sales material

Learn everything you need to know about selling our solutions, from value proposition, target customers to pricing models and legal documents. Our sales material also covers technical aspects, such as software functionality and how to demo it to potential customers.

We at mscrm-addons.com understand the challenges that your organization faces in today's highly competitive and increasingly commoditized selling environment. That is why we offer a sales support that gives our partners a competitive edge.

## Training material

How-To & exclusive training videos, learn tips, product & use case demos.

## Knowledge Base

Tutorial articles, troubleshoot to common technical issues, webinars and many more.

## Pricing lists

Pricing lists for all our solutions and packages. You will find all pricing lists as PDFs in this section.

## Licences

mscrm-addons.com offers partners internal-use licenses for the latest version of all our solutions allowing you to get first-hand knowledge of new features and capabilities. Request forms for internal but also external-use licenses for your customers.





# Meet the mscrm-addons family

And read what they have to say

„The service is powerful and stable. But above all mscrm-addons.com has developed its solutions rapidly by integrating specific requests for certain large customers. Thanks to mscrm-addons.com we were able to automate our business processes and be more efficient. I appreciate the responsiveness & proximity of mscrm-addons.com!! Thanks to the team! Nothing is impossible when working with mscrm-addons.com solutions!”

Frederic Skobel, Calliope  
Sales Manager for CRM projects



digia

„I have personally always enjoyed working with mscrm-addons.com. Their products complement some of the gaps in the Dynamics 365 standard functionality very nicely. We always get support in different phases when needed and communication has been pleasant over the years.

I'm always very happy to recommend mscrm-addons.com solutions to our customers because I know from experience that it will be a good decision for them.”

Olli Korpelainen, digia  
Managing Partner

„We embed DocumentsCorePack into our Power App as a replacement for the native Word template and SSRS report writer. Our use cases include documents like invoices, order forms, proposals, and status reports. DocumentsCorePack has powerful features and is easy to embed. mscrm-addons.com gives us the solution we need to be successful. Their support, live chat, knowledge base and videos are immensely helpful – you can see that there are a lot of specialists with impressive know-how in the company.”

Marc DiGiorgio, TekStack  
Managing Partner



„I think the most compelling statement I can make is that in 15+ years I have NEVER had a bad experience with anyone from mscrm-addons.com. Yes, we've had issues that took a while to resolve (mostly due to MS product changes) but they worked hand in hand with us to ensure our (mutual) clients achieved their desired outcomes. They are my bar for ISV relationships.“

Michael Hauck, congruentX  
Chief People & Experience Officer



„Through the partnership with mscrm-addons.com, we achieved a real win-win situation in our projects. We save time (and therefore budget) in the implementation, can offer our customers a user-friendly solution for document creation and profit from the license revenue. We appreciate the clear focus on the partner model, which makes the business work smoothly. Also really remarkable is the professional support and overall responsiveness to various requests.“

Georg Gradinger, gorelate  
Managing Partner

„We have been a partner for 8 years with mscrm-addons. We have never considered another third party vendors than mscrm-addons.com for the products and services we use from their product portfolio. That is a statement by itself. Their support is so impressive and good. That is a keyfactor to us along with that we are taken seriously if we have suggestions for new functionality, improvements or problems. The products are also very well documented. My warmest recommendations.“

Stig Karlsen, AvantIT  
Solution Architect



**Get your**  
**14 Days Free Trial**  
**of our solutions!**

mscrm-addons.com



Microsoft



## **ENHANCE YOUR MICROSOFT DYNAMICS 365 EXPERIENCE WITH OUR ADDONS!**

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