

Companial helps Microsoft Dynamics 365 partners scale, drive profitability

SMB distributor helps partners build successful Dynamics 365 practices

Companial, the company resulting from the 2022 merger of 1Click Factory and QBS, is an indirect Microsoft Cloud Solution Provider (CSP) that has been entirely focused on Microsoft Dynamics partners from its inception.

With more than a decade of experience in helping partners stand-up Dynamics 365 and Power Platform practices, Companial has a proven methodology for empowering small to medium business (SMB) partners to succeed centered around community, competency, capacity and capability.

- **Community:** Companial brings partners together to share best practices and facilitate industry, regional, workload synergies
- **Competency:** Companial invests in experts in engineering, licensing, and management to help partners build the skills they need
- **Capacity:** Companial gives partners the ability to outsource migration or development projects that they don't have enough in-house resources to cover
- **Capability:** Companial makes investments in solutions that its partners can leverage, such as a white-label CSP platform, to cost-effectively accelerate growth

While historically the Dynamics business was driven by on-premises licenses, Companial is generating more monthly CSP revenue than its on-premises business in total and has seen cloud revenue grow more than 50% year over year. This has led to the distributor expanding its expertise in workloads like Microsoft 365 and Azure to support the innovation and value these Microsoft Cloud services bring to its partners' Dynamics 365 and Power Platform-based practices.

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About Companial

In 2022, 1ClickFactory merged with QBS Group to form Companial, a value-added SMB distributor for the fastest-growing international network of Microsoft partners.

Microsoft Business Applications focus
Dynamics 365 Business Central, Dynamics 365 Finance and Supply Chain Management, Dynamics 365 Customer Engagement, Power Platform

Headquarters

The Netherlands

Microsoft partner since 2009

Examples of partner impact

Helped partner become a top Microsoft SMB partner in regional market in two years

Provided guidance on creating partner offerings that reduced implementation time 5x



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Michael Hartmann
Chief Marketing and Portfolio Officer, Companial

big differentiator for our partners,” said Michael Hartmann, Chief Marketing and Portfolio Officer at Companial. “We offer technical enablement and business acceleration services that make it easy for partners to extend their offerings into other clouds to further drive customer success.”

Today, Companial has more than 1,100 partners worldwide that are either transacting Dynamics 365 or leveraging its training, technical, or development services. “I would definitely recommend Companial to other partners. It is invaluable to have someone of their experience and expertise help you make the right investments for the future,” said Daniel Schmid, Chief Portfolio Officer at COSMO CONSULT.

Helping partners navigate the Microsoft ecosystem and transform their businesses

One of the benefits of working with an indirect partner like Companial is tapping its experts to help navigate the wide-ranging options available to Microsoft partners to accelerate their success. This was the case for [NMI ERP](#), a manufacturing and retail services consultancy that was brand new to the Microsoft ecosystem. Founded in Poland in 2020 at the height of the COVID-19 pandemic, the company wanted to focus its energy on helping customers implement modern enterprise resource planning (ERP) solutions to transform their

business processes rather than partnership details. Working with Companial, NMI ERP was able to quickly resolve questions around Microsoft licensing, programs, and technical support, which helped significantly accelerate its go-to-market and build early success with customers. In just two years, NMI ERP was able to establish itself as one of the most successful Microsoft SMB partners in Poland.

“Companial was critical to our ability to launch our business in a completely new ecosystem and rapidly address the customer demand for modern ERP solutions,” said Teresa Bodziuch-Olma, CEO of NMI ERP. “The team’s Microsoft technical and business expertise allows us to focus our energy on building direct relationships with our customers and delivering value, which is key to our growth.”

Companial also helps partners with transforming their own businesses, providing expert advice or leveraging Microsoft-funded initiatives like the [ISV Activate and Accelerate programs](#) or [High Volume Practice program](#) to help partners achieve their business goals. For example, [newvision](#), an Austrian partner focused on the engineering industry, made the strategic decision to shift its large, customized project business centered around its ingo365 ERP solutions built on Dynamics 365 into more scalable, packaged versions that would allow for faster sales cycles. Companial, as both a Microsoft ISV Development Center and SMB distributor, was able to draw on best practices that partners have used in other regions or industries to provide guidance on how newvision could rearchitect its solution and operational processes to meet its goals and increase profitability. While still offering long-term custom projects for companies who need them, the majority of newvisions’ business has migrated to its 2-month and 6-month packages that help customers see more immediate impact.



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“Companial was instrumental in helping us transform our business,” said Michael Stritzinger, CEO at newvision. “With our new ingo365 product packages and faster implementation process, one of our consultants can implement up to five customers a month. That is five times faster than we could achieve in the past.”

More opportunity for growth

Companial sees a strong future for Microsoft Business Applications, as there is still ample opportunity for customers and partners to drive additional business transformation. Because there is still a considerable percentage of the Dynamics user base that has still not made the move to the cloud, migration is a huge focus area for the partner. “One of our main aspirations is to work with Microsoft to accelerate the migration to Dynamics 365,” said Hartmann. “We are convinced this will not only drive substantial growth for our partners, but it will help both customers and partners optimize processes and achieve higher operational efficiency and customer success rates.”

Another key focus area for Companial is Microsoft technology innovation, which is providing unprecedented ways for the company to help partners spark growth and deliver impact. Power Platform has already become a big investment area for the company to help partners build out mobile applications and accelerate custom projects. “Power Platform is the rising star of Microsoft Business Applications, and we are placing a big bet on this Microsoft platform,” said Hartmann. Companial also anticipates that new technologies in the Microsoft stack like artificial intelligence will be democratized into SMB, creating new opportunities to build community, competency, capacity, and capability. “We see these features landing squarely within Business Applications, and we want to work with Microsoft to enable our partner network to be ready to take advantage of this functionality. It’s an enormous opportunity for transformation,” followed Hartmann.

With the expertise and experience partners need, Companial is well-positioned to continue growing this segment. “Our goal is to help partners meet customer needs and improve their own internal processes to maximize profitability. Given our track record to date, we have a very positive outlook on how our Microsoft partnership can help us achieve this near-term and in the future,” concluded Hartmann.



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