



Specialty of the house

Cloud2020 shares perhaps its most important statistic on the home page of its website: two office dogs. No, these dogs are not a new feature of Office 365, but real dogs, named Barney and Basil. When you're a Microsoft Dynamics CRM Online specialist in high demand, you sometimes need a dog or two to help you slow down and smell the coffee (a new meaning for BYOD – Bring Your Own Dog).

The born-in-the-cloud company defines itself through integrity, agility, pathos, and a collaborative environment. Lucy Bourne, account manager at Cloud2020, summarizes the team effort this way: "Everyone makes the tea."

The value of having a single focus

According to some, companies need diversification to survive and thrive. According to Cloud2020, a CRM-only focus means it can be the best at what it does. "We're going against all the guidelines from Microsoft, which is for partners to diversify and pick up the whole stack," said Ian Bourne, managing director at Cloud2020.

Okay, then, so why do it? "We had customers coming to us with CRM needs and CRM really inspired us," said Ian.

Founded in 2011, the Microsoft Silver-Certified Partner originally existed as a suite seller for small and medium-sized businesses (SMB). But then Ian attended a Microsoft Worldwide Partner Conference (WPC). He returned with a simple message for the office: "The answer is cloud." Shortly thereafter, the company reinvented itself as Cloud2020.

Cloud2020 currently delivers Dynamics CRM Online to customers, often working with other Microsoft partners to enable them to deliver the full stack, adding CRM to Microsoft Azure, Office 365 and EMS.

"It's all about adding value to the customers through technology."

Lucy Bourne, Account Manager



Headquarters:

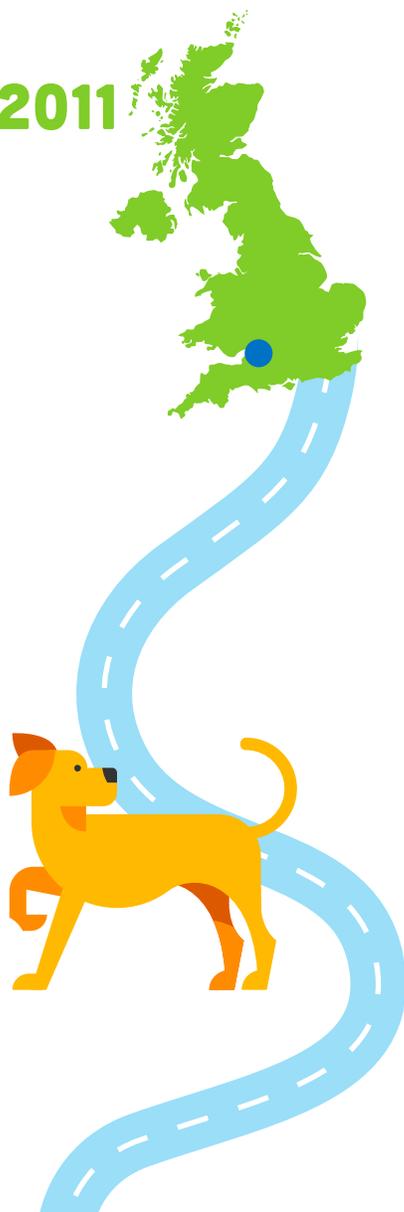
Stroud, England

Moved to Cloud: **2011**

Offerings:

**Microsoft Dynamics
CRM Online**

2011



Getting in on the Cloud Solution Provider network

At the WPC in 2015, Microsoft announced its Cloud Solution Provider (CSP) program. CSPs are elite cloud service providers worldwide that partner closely with Microsoft to offer technically-validated, hybrid-cloud infrastructures. These providers, for the first time, own the billing arrangement with the customer for monthly services

Everyone at the Cloud2020 office had the same reaction to the live stream WPC announcement. "They said we have to get on the CSP list," said Ian.

"By enabling customers to buy Dynamics CRM Online through CSP in monthly payments, it opened up a huge small business market. They could now buy their business productivity requirements in the same way they buy their electricity or rent—monthly, as they consume it. It was a real game changer."



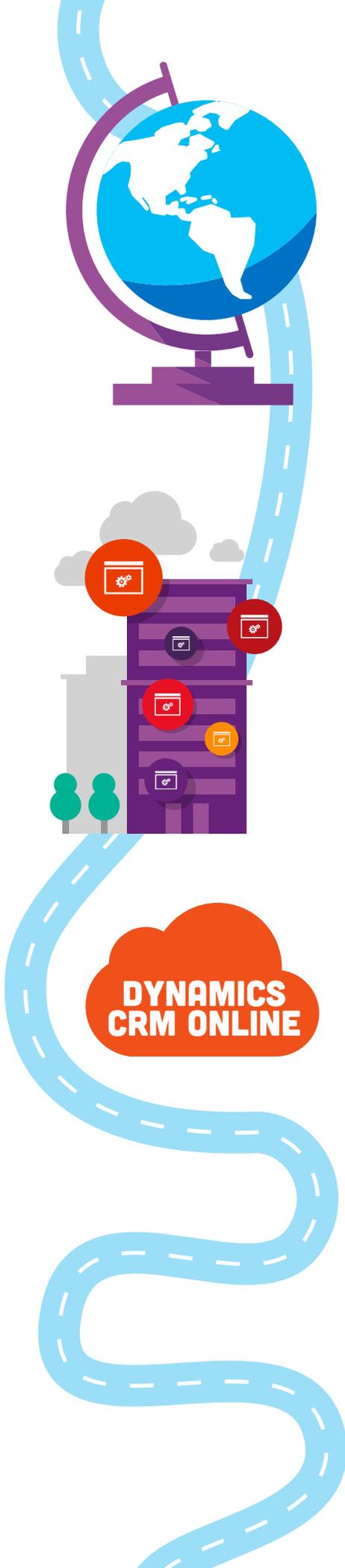
Ian Bourne, Managing Director

Chris Crawshaw, development and support at Cloud 2020, called CSP the magic bullet. "Because it made CRM more accessible to SMBs it was a way to increase our net new customers and seats."

On the flip side, the challenge with CSP was that it enabled any partner to sell a CRM license, which potentially minimized all the competencies in CRM that Cloud2020 possessed. But as Cloud2020 leaders understood, the commercial relationship remains between the partner and the customer. "The partner keeps the customer on board, maintaining that monthly relationship going forward," said Crawshaw.

A Springboard response

As a CSP, Cloud2020 often found that customers reaching out to the company were encountering very similar issues. This gave Cloud2020 the opportunity to productize over



Key Learnings:

Cloud2020 focuses on one specialty which it sells to maximum effect using the Microsoft Cloud Service Provider program

- Specializing in one field can enhance your reputation
- The CSP program opens you to a wider customer base
- Working with other Microsoft partners can help you deliver the full stack of Microsoft services
- It's important to spend the time and money to develop materials that describe your product and how it differs from the tool it's made from
- Productizing a solution that meets a common customer issue simplifies delivery and enhances your ROI

the platform, which in turn led to Springboard, the company's plug-and-play CRM solution built on Dynamics CRM Online. Springboard gives customers a quick and easy start into CRM. "Customers know exactly how much it's going to cost, how long it will take to deploy, and how to ensure it gets adopted by their team," said Lucy. Cloud2020 does the implementation but also provides full training and support.

To generate interest, Cloud2020 developed a price point that included an implementation fee to get commitment from customers and clear messaging on the product.

"It's important to spend the time and money to develop materials that describe your product and how it differs from the tool it's made from."

Lucy Bourne, Account Manager

Partnering for Success

While Cloud2020's customers rely on CRM, it's but one component in their overall network. To help its customers connect CRM with those other pieces, Cloud2020 often partners with other Microsoft Partners. "Where we're getting massive amounts of success is the partnership piece," said Ian. "Now 90 percent of what we do is through our partners."

Microsoft partners who deliver Azure, Office 365 and other products come to Cloud2020 because their customers are requesting CRM integration. "We believe passionately in the products offered across the Microsoft Cloud stack as they deliver the most comprehensive set of capabilities to support the range of organizations we work with," said Ian. Lucy markets to partners and trains them on selling Springboard and other Dynamics CRM solutions. Cloud2020 has even set up a URL where partners can register deals with them. Together with its partners, the companies make revenue on CSP and licensing in an annuity model. "Prior to partnering with us, some of these companies weren't able to offer CRM so their customers sought other partners who could. This has improved the stickiness of clients," said Lucy. "Cloud2020 effectively acts as these partners' marketing department, providing them



with collateral and web resources and pre-sales webinars to showcase the product.”

Core Values Bring Success

Cloud2020 is now looking to find customers outside the UK. As Ian said, “At the moment there are 300,000 small businesses and less than five percent have a CRM platform, so there is more than enough work.” With that said, the horizontal CRM solution for SMBs is in high demand worldwide and Cloud2020 is talking with partners from France to Brazil to expand its footprint beyond the UK.

Mobile is a crucial component of the company’s forward strategy. “Mobile is absolutely key to our path ahead,” said Ian. “The implementation for all the native apps for Dynamics is perfect.”

Data security provides another key piece.

“We can tell a customer where their data is and provide them information on everything Microsoft does to protect the integrity and security of their data. When the customer asks a competitor the same question, they won’t get the same answer.”

Ian Bourne, Managing Director

At the end of the day, Cloud2020 leaders feel that businesses want to work with someone who suits them. In that department, the company thinks it’s a leader. “I think what wins for us is we are all passionate about what we do here,” said Crawshaw. “We’re also very genuine, if we can’t do a job we tell a customer we can’t, but that we know somebody who probably can. People know if they go with us we’re going to make it happen for them.”



**2016
CLOUD
CUSTOMER
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MANAGEMENT
FINALIST**



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