

Connecting Software case study

Connecting Software connects with more customers via Microsoft Azure Marketplace and the guidance of the Marketplace Rewards team

Setting business goals within the Microsoft partner ecosystem

Longtime Microsoft partner Connecting Software wanted to expand its business through software integration solutions in collaboration with Microsoft.

Refining offers and strategy with Microsoft Marketplace Rewards

Connecting Software received guidance on improving marketplace offers, pitching to Microsoft field sellers, and executing other marketing activities.

Site visitors multiply and click-through rates increase on calls to action

Leads and interest have grown, with a 60 percent increase in visitors and a 55 percent increase in call-to-action responses over the past six months.



A longtime Microsoft partner specializing in integration solutions

Connecting Software develops performant, stable, cost-effective integration solutions for businesses. The family-owned company was established in 2007 in Vienna, Austria, and today has offices there and in the United States, Slovakia, and Portugal. Its team of 40 people comes from more than 10 nations and helps partners integrate software into modern Microsoft 365 and Dynamics 365 environments. Connecting Software currently serves more than 1,000 customers worldwide with a very low churn rate.

In recent years, Connecting Software's core business has been complemented by innovative solutions using blockchain technology and the industrial internet of things (IIoT). Through its Connect Bridge platform, Connecting Software aims to solve software integration challenges in a way that allows professionals to focus solely on their work without going back and forth between applications or worrying about small, time-consuming tasks. The company's solutions, such as [CB Exchange Server Sync](#), are available through Microsoft AppSource and/or Azure Marketplace.

Seizing the opportunity to build traffic and grow leads

As a Microsoft partner of more than 15 years, Connecting Software knew the value of collaboration with Microsoft. Thus, the company was eager to participate in the Marketplace Rewards program, which provides marketing benefits, tools, and guidance to help Microsoft partners reach their goals.

"Marketplace Rewards gave us the valuable opportunity to present a webinar directly to Microsoft sellers," said Thomas Berndorfer, CEO, Connecting Software. "The video was watched dozens of times, and after the webinar we saw a 150 percent increase in views for our CB Dynamics 365 Seamless Attachment Extractor [product page](#)."

By embarking on case studies, a commercial marketplace blog feature, and other marketing activities, Connecting Software built customer trust and gained leads. Optimizing its offers in the Microsoft commercial marketplace brought additional leads.

"Our [case study on microsoft.com](#) created brand awareness of Connecting Software for almost 250 potential customers while reinforcing our alignment with Microsoft and how Dynamics 365 and our solution are better together," Berndorfer said. "Marketplace Rewards also supported us through a [blog post](#) that racked up nearly 1,500 views, a Microsoft [partner site success story](#) that attracted 250+ page views, and numerous social media mentions."

"Our offers have gained broader awareness thanks to Marketplace Rewards. Over the last six months, we have seen a 60 percent increase in visitors, plus a 55 percent increase in call-to-action responses. We look forward to using further Marketplace Rewards benefits for our new solutions to reach a wider customer base."

- Thomas Berndorfer, CEO, Connecting Software