

SB Soft case study

SB Soft goes from cold calls to consistent leads with Microsoft AppSource and the Microsoft Marketplace Rewards team

The right solution needs to find the right audience

Microsoft partner SB Soft wanted greater visibility for CRM4Retail, its retail solution built on Microsoft Dynamics 365 Customer Engagement.

Going further with guidance and assistance from Microsoft

SB Soft collaborated with the Marketplace Rewards team at Microsoft, which provided SB Soft with its own engagement manager and other assistance.

Planning and promotion turn on the faucet for the leads pipeline

With Microsoft AppSource and Marketplace Rewards, SB Soft went from cold calls and almost no leads to up to 10 leads a day from all over the world.

Microsoft
Partner
Network

SB Soft brings Dynamics 365 Customer Engagement to retailers

Founded in 2005, SB Soft is a premier applications company and Dynamics 365 partner that specializes in the delivery of Dynamics 365 Customer Engagement for the retail, fashion, and luxury markets.

SB Soft's [CRM4Retail](#) solution, published on Microsoft AppSource, utilizes Microsoft Power BI Pro for reports, Dynamics 365 Customer Engagement for data collection, and Microsoft Power Apps for data integration. It also employs Microsoft Azure, using Azure Virtual Machines for server hosting, Azure SQL Database for customer data, Azure Machine Learning for predictive analytics, and Azure SQL Data Warehouse for its analytics engine. CRM4Retail gives companies a 360-degree view of their customers. It does this by importing sales data from third-party applications, through API exposure, and by executing calculation algorithms to create clusters, obtain predictive recommendations on marketing actions, enhance upselling and cross-selling, and cleanse customer master data.

Generating leads with Microsoft AppSource and Marketplace Rewards

In addition to publishing on AppSource, SB Soft worked with a Microsoft Marketplace Rewards engagement manager to organize and advise on co-marketing efforts.

To promote CRM4Retail, SB Soft executed several Marketplace Rewards benefits, including a social promotion and a partner success story. The social promotion showcases partner solutions through a Microsoft Twitter outlet. SB Soft raised awareness through @MSFTDynamics365, the official Twitter handle for the Dynamics 365 team, which made 3,500+ impressions for its tweet about CRM4Retail.

SB Soft also shared its experiences and achievements while working with Microsoft and its products through a partner success story. SB Soft's story highlighted its work with luxury brand Stefano Ricci and how CRM4Retail enhanced Stefano Ricci's visibility into its customers and improved the performance of its sales associates. SB Soft benefited from its story being published on the Microsoft partner site, as it received more than 250 page views.

"Thanks to our work with the Microsoft Marketplace Rewards team, thousands of new potential customers are aware of our solution," said Adriana Carluccio, Sales Account Executive, SB Soft. "Having a case study on microsoft.com showing how our solution and Microsoft Dynamics 365 work together really helps customers see our close alignment with Microsoft."

"Before working with Microsoft, our leads were very poor: almost nothing. We were working with cold calls only, trying to set up appointments and online demos of the solution. Since being published on Microsoft AppSource, we started receiving six leads a day, which of course was a major success for us. We had days with 10 leads to manage from all over the world."

- Adriana Carluccio, Sales Account Executive, SB Soft