Drive growth across industries with Microsoft Business Applications

Boost success with complete cloud platform

Forceworks needed a comprehensive platform to build a cloud-based CRM solution for customers of all sizes, across multiple industries. Initially building on a competing platform, Forceworks was limited by a narrow solution set that prevented them from meeting the broad needs of their customers.

They chose to re-platform their solution, RapidStartCRM, on Microsoft Dynamics 365 because it tightly integrated with Microsoft’s complete cloud toolset, allowing them to meet customer needs through a single vendor. Since partnering with Microsoft, Forceworks’ revenue has grown 300% YoY, which they attribute to the Microsoft Business Applications platform.

Increase profitability, grow with your customer

When Microsoft Power platform was released, Forceworks adopted it to accelerate development and streamline processes. Using Microsoft PowerApps, Forceworks met the changing needs of customers while also eliminating overhead costs. Since moving to Power platform, they reduced vertical solution development time from greater than six months down to just one month. As a result, Forceworks sees a 50% gross margin and recovers development costs ten months faster.

The agility of the Dynamics platform also allows Forceworks to build industry-specific solutions that support customers as they grow from small businesses to enterprises. Customers of RapidStartCRM already have their data on the Dynamics platform and, as their needs expand, they can seamlessly migrate to the capabilities of the full Dynamics 365 product line.

Microsoft empowers ISVs to serve customers in any industry by providing a flexible and agile platform that is easy to extend into vertical solutions.

— Steve Mordue, CEO, Forceworks
Partner-centric strategy supports growth

Forceworks attributes their rapid growth to Microsoft’s through-partner approach and complete cloud strategy. Through co-sell programs, partner events, and AppSource, Microsoft generates 25% of Forceworks’ customer leads. Leveraging Microsoft’s evolving cloud toolset, Forceworks developed a cross-industry solution and plans to expand beyond their current six industries.

Looking to the future, Forceworks is excited about how Microsoft is providing internal visibility for ISVs. As a Gold Partner working closely with Microsoft, Forceworks is piloting an ISV-built data model accelerator that will be offered as open source to the partner community. Other ISVs who build verticalized applications will use the accelerator to expedite solution development.

Outcomes

- Grew revenue 300% YoY
- Achieved >50% gross margin on Power platform
- Reduced development time from >6 months to 1 month
- Reduced time to recover development costs from 1 year to 2 months
- Generates 25% of leads through Microsoft

Prove value with rapid implementation

Forceworks used to invest several months customizing solutions using complex first-party apps. Building on the Power platform has enabled them to reduce time to deploy their out-of-box solution, RapidStartCRM, from several months to one day. By establishing credibility early, Forceworks increases opportunities for future extension into customers’ businesses.

Northrop and Johnson, the leading superyacht brokerage in the world, chose Forceworks because they needed a trusted partner with a solution that would streamline sales productivity workflows. Forceworks was able to deploy RapidStartCRM quickly to establish value and earn trust. Forceworks broadened their footprint with the customer by developing custom apps that automate yacht proposals and provide real-time sales projections.

“We were fortunate to find Forceworks early in our Dynamics 365 journey as they have helped us navigate the Microsoft Business Applications ecosystem.”

– Keith Perfect
Director of Technology and Intelligence, Northrop and Johnson

Partner-centric strategy supports growth

Our methodology is start small, gain adoption, and grow over time. Only through Microsoft’s technology and go-to-market support have we been able to fulfill this mission.

— Steve Mordue, CEO, Forceworks