1 CLICK FACTORY

Partner Experience Report

for 1ClickFactory Self-Provisioning for NAV on Azure service

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Introduction

While many Microsoft Dynamics partners experience a strategic transformation to Cloud-first businesses, for us at 1ClickFactory, one of the largest providers of Microsoft Azure services for Microsoft Dynamics products, it is very important to carefully listen to our partners' needs and provide excellent and value-added Cloud services to help our partners excel in this area.

In October-November 2018 we have executed the Partner Satisfaction survey for 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service to help us evaluate the current service performance and identify additional partners' needs for future service development.

Data from the survey has been analyzed and discussed in the Partner Experience Report of 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service that you are reading now. We hope you find these insights beneficial.

Approach

In the Partner Satisfaction survey, we asked the existing 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service users at Microsoft Dynamics partners' organizations to share their feedback about their experience with the service.

The survey was focused on the following areas:

- What do partners value the most in the service?
- Partners' overall satisfaction of 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service and satisfaction of major service interactions.
- What needs do partners have to enhance the service?
- Would partners recommend the service to others? (Net Promoter Score).

The survey was confidential and anonymous.

We delivered the online survey through email invitations to a list of existing partners. More than 60 partners completed the survey.

The survey was created, tested, executed and analyzed by the 1ClickFactory Partner Experience team.

Respondent demographics

The survey revealed some demographic data about the 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service users. It showed what a typical service user looks like from the experience of using the service, role and geographical perspective.

Experience of using the service

The survey represents a good balance of all types of users in terms of duration of using the service – the early adopters who have been using the service for more than 12 months (46% of total respondents) and the newcomers to the service, having used it for less than 12 months (54%). This allows us to listen to the voice of partners who already developed a mature business around the Cloud services, as well as to those who have just started their journey to the Cloud. It also reflects a rapidly growing interest in the service in the current year.

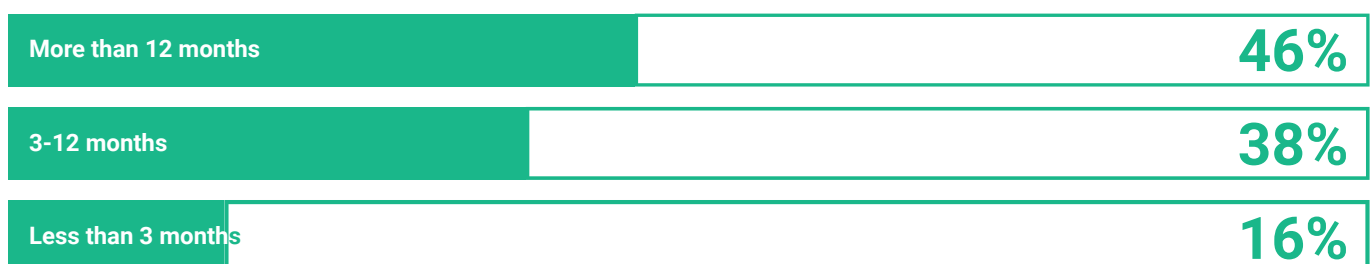**How long have you been using the Self-Provisioning for NAV on Azure service?**

More than 12 months	**46%**
3-12 months	**38%**
Less than 3 months	**16%**

Figure: How long have you been using the Self-Provisioning for NAV on Azure service?

Role in an organization

While carrying out the survey, it was important to identify which roles in the Dynamics partners' organizations are involved in using the service to better understand their service usage behavior and additional needs.

More than a half (53% of total respondents) of survey respondents stated having a technical/development background. In most cases, these are the people who are using the service through the online portal the most. Their feedback gave us valuable insights on how to make their experience on the portal even more convenient.

40% of respondents reported belonging to the CxO/leadership level of people, which proves that the Cloud services are a strategic direction for Dynamics partners' organizations.
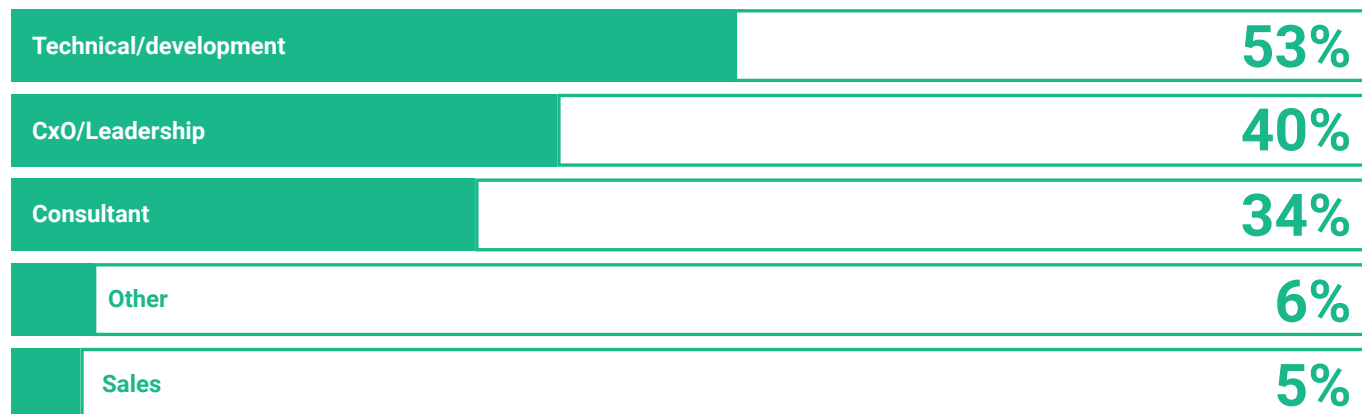
What is your role in your organization?

Technical/development	53%
CxO/Leadership	40%
Consultant	34%
Other	6%
Sales	5%

Figure: What is your role in the organization? (multiple choice was possible)

Geographical diversity

Dynamics partners from 19 countries in Europe and North America participated in the survey. The geographical diversity that varies from South Europe to North America indicates that the Dynamics partners from more and more countries are adopting the Cloud (Azure) solutions in their businesses.
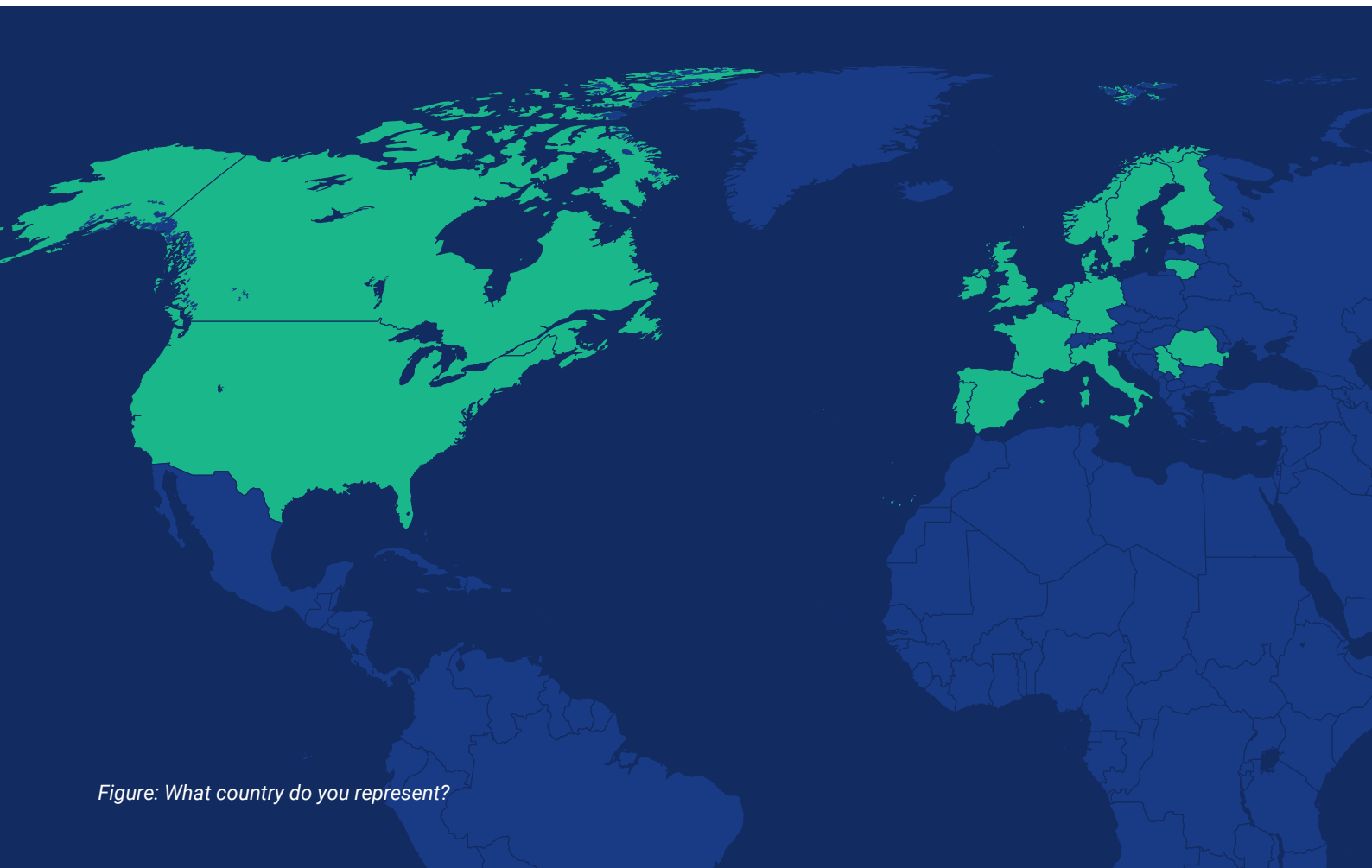
Figure: What country do you represent?

What do partners value the most in the service?

We asked our partners to share their insights on what they value the most in 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service.

Easiness and speed of implementation/deploying servers and customers on Microsoft Azure through the 1ClickFactory platform is the absolute leader mentioned by 43% of survey respondents.

A significant share of the survey participants (23%) also mentioned **convenience of the platform** (completeness of the platform, options within the service, central user management, etc.) among the most important features and capabilities provided in the service.

Partners (7% of respondents) also indicated a **prompt and professional service support backed up with a strong Dynamics NAV knowledge** as one of the most important values from using the service.

Availability, reliability, monitoring and performance are the other important value components provided by 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service.

The survey respondents also stated that the **fixed monthly pricing** of the service is appreciated by their end-customers.

Partners also value **the independence of being able to use the service as self-service** and whenever they need it. According to our partners, the platform's simplicity makes this possible and is very appreciated.

| 43% | 23% | 7% | 7% | 5% | 5% |

- ■ Easiness & speed of implementation
- ■ Convenience of the platform (completeness of the platform, options within the service, central user management, etc.)
- ■ Quick and professional service support backed up with a strong NAV knowledge
- ■ Availability, reliability, monitoring and performance
- ■ Independence (self-service)
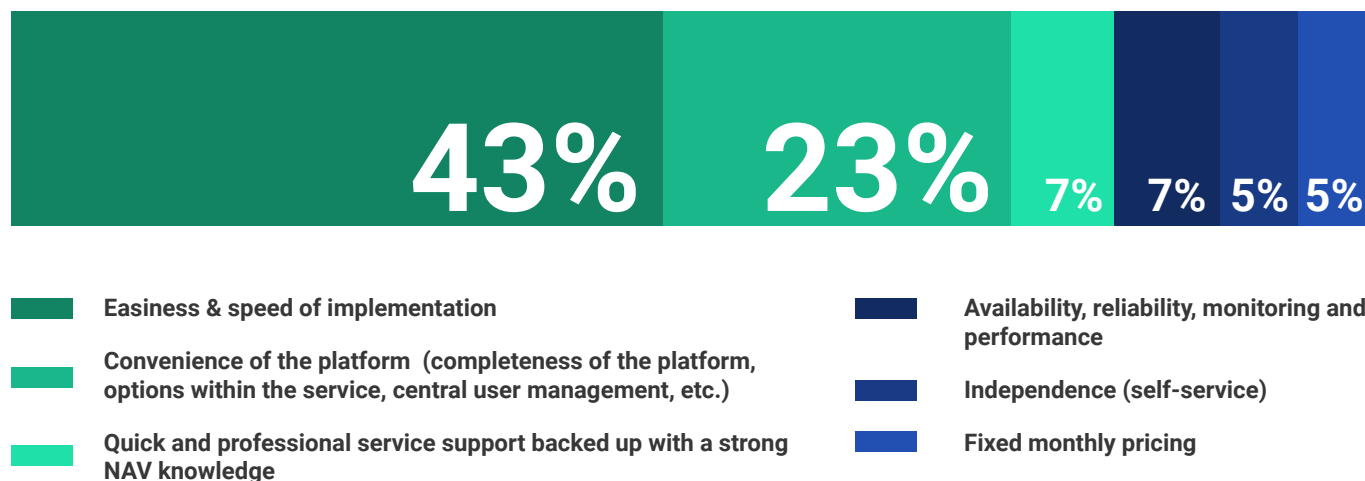- ■ Fixed monthly pricing

Figure: What do you like the most about the Self-Provisioning for NAV/Business Central on Azure service? What are the most important features and capabilities provided in the service?

Partners' satisfaction for the service

Overall satisfaction for the service

We asked our partners to evaluate their satisfaction of the service giving them a scale from 1 to 5 to rate. 1 means a very unsatisfying experience and 5 – a very satisfying experience.

It's exciting to find that 95% of the partners who completed the survey were satisfied or very satisfied with the service compared to the 5% who were not satisfied. This makes an average satisfaction rate for the service 4.5 out of 5, the highest possible rating.

Overall, how satisfied are you with the Self-Provisioning for NAV on Azure service?

★★★★★	**56%**
★★★★	**39%**
★★★	**3%**
★★	**2%**

Figure: Overall, how satisfied are you with the Self-Provisioning for NAV/Business Central on Azure service? (1 – Very unsatisfied, 5 – Very satisfied).

The partners who stated that they were not fully satisfied with the service, reported a need for a possibility to use scripts during automatic administrative steps, to flatten the design of the platform's user interface in order to be able to see all the functions without clicking on icons, to provide automatic major version upgrade in the same server.

Satisfaction for the major interactions

To better understand the possible partners' pain points within the service, we asked them to evaluate their satisfaction for the major steps and interactions within the service giving them a scale of 1-5, where 1 meant a very dissatisfactory experience and 5 – a very satisfactory experience. The average partner satisfaction scores for the major steps and interactions are presented in the figure below.

Interaction/step	Rating (Scale of 5)
Understanding the service value and features	4,39
Understanding the service pricing	4,19
Requesting the service trial	4,52
Requesting the service for the first time	4,52
Using the online platform	4,53
Receiving support	4,50
Incoming invoices	4,12

Research
↓
Request & Trial
↓
Repeated service usage
↓
Issues resolution
↓
Invoicing

Figure: How satisfied are you with your experience going through the following steps of the service? (1- Very dissatisfied, 5 – Very satisfied).

All interactions received a high satisfaction score (above 4 points where 5 is the highest satisfaction rate). Understanding the service pricing and Incoming invoices experience scored lower relative to the other drivers but also contains a satisfaction score of above 4. Improvements to these areas may be difficult, given the high level of satisfaction but if they were to be achieved, overall satisfaction would be impacted.

Likelihood to recommend the company

The Net Promoter Score (NPS), one of the most widespread methods in the business today to measure and improve customer loyalty, was used in this research to understand how likely the partners were to recommend 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service to others.

Following the classical NPS calculation model, the survey respondents have fallen under the following categories:

Promoters (loyal partners who keep buying and referring to others) – **69%** of all survey respondents.

Passives (satisfied but indifferent partners) – **26%** of all partners participated in the survey.

Detractors (actively unhappy customers who may avoid the service in the future) – **5%**.

Detractors 5%	Passives 26%	Promoters 69%
0 1 2 3 4 5 6	7 8	9 10

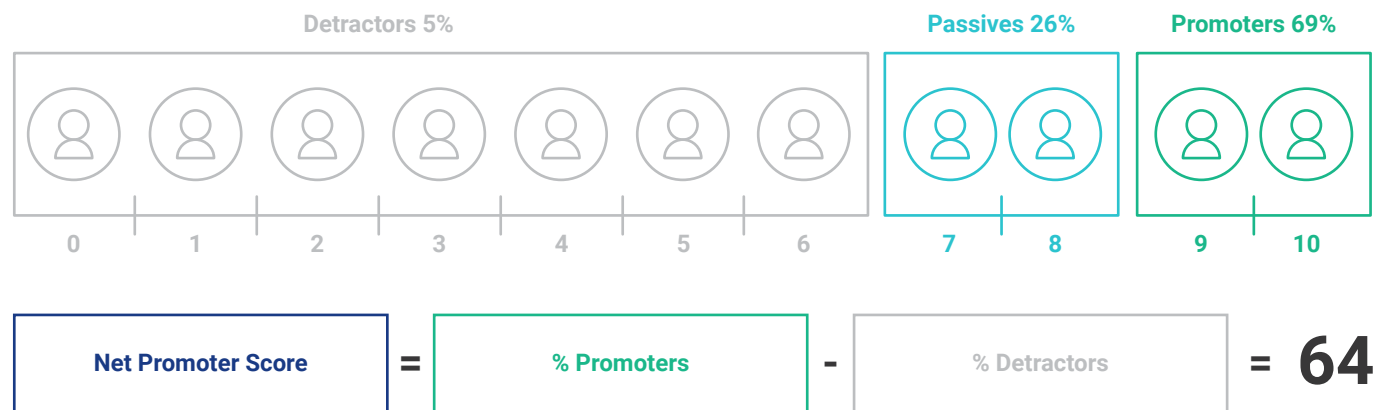| Net Promoter Score | = | % Promoters | - | % Detractors | = **64** |

Figure: How likely are you to recommend the Self-Provisioning for NAV/Business Central on Azure service to others?

Calculating the above, the NPS for 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service reached 64 which is a solid high rate compared to industry averages.

The objective of measuring NPS for this service is to set up a consistent and easily interpretable feedback methodology which can be easily compared over time to measure the effect of further service enhancements to partners' loyalty.

Future Partner Experience innovations

Listening to the voice of our Partners gave us a clearer direction of what service innovations need to be driven over the next year to continue refining their experience:

• **Simplify price calculation and enhance invoicing.** We plan to develop a solution within the portal to help Partners calculate the service price to their end-customers more easily, while also simplifying the purchasing of subscription licensing for Dynamics NAV/Business Central. In the invoicing step, partners should experience enhancements to help them link the invoicing and pricing information more easily and simply review the invoice components at the customer's level.

• **Create on-demand educational resources.** To empower a full self-service experience, it is critical to provide partners with online educational service materials that they could access whenever they need it. Therefore, we plan to create a library of online how-to materials within the portal, to expand and better integrate the service help page, also add more useful service documentation.

• **Improve discoverability, navigation and user interface.** For the Partners' convenience, we plan on building more integrations between our two platforms – 1ClickFactory Self-Provisioning for NAV/Business Central on Azure and My projects platform for upgrade and transformation services. It should make the navigation easier, simplify the new user registration process and improve the portal's usability.

• **Automate major version upgrade.** We continue working on automating and minimizing the steps for major version upgrades. Our Partners should experience improvements in this area within the next few months.

• **Build more integrations with third party solutions.** Enabling more integrations with third party solutions while provisioning Dynamics NAV/Business Central solutions to Microsoft Azure through our portal is one of our focus areas for 2019-2020. To define the priorities for integrations we are currently in a deeper investigation process into our Partners' needs.

We strongly believe that by streamlining services on our side we directly influence your – our Partners' ability to help serve customers better.

About 1ClickFactory

1ClickFactory helps Microsoft Dynamics partners efficiently update, transform, develop, certify your Microsoft Dynamics solution and easily transition them to the Cloud (Microsoft Azure). We are one of the largest provider of Microsoft Azure services for the Microsoft Dynamics platforms.

With 1ClickFactory Self-Provisioning for NAV/Business Central on Azure service you can easily deploy your Dynamics NAV/Business central solutions on Azure through our online platform in 1 hour or less. It's self-service and available 24/7, on a highly secure and readily supported environment.

But let our partners and service statistics speak for themselves:

120+
Dynamics partners using the service

700+
Dynamics NAV/Business Central customers on Azure through our service

7000+
Dynamics NAV/Business Central end-users on Azure through our service

Cloud Ambassadors, Microsoft Lithuania Partner Excellence Award 2018

" If you browse the internet for "Azure Services", in just a couple of seconds you would be provided with quite a long list of suppliers. But if you were searching for Azure services offered by NAV professionals, very soon you would discover you have only one option left: 1ClickFactory.

T. Kazokas | General manager at Softera "

Video testimonials