

2024
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ERP/CRM HORROR STORIES: LESSONS TO AVOID DISASTROUS MISTAKES

Guiding Dynamics users to ERP/CRM success with expertise and practical advice

More than 10,000 Dynamics professionals attended MSDW's webcasts events in 2023

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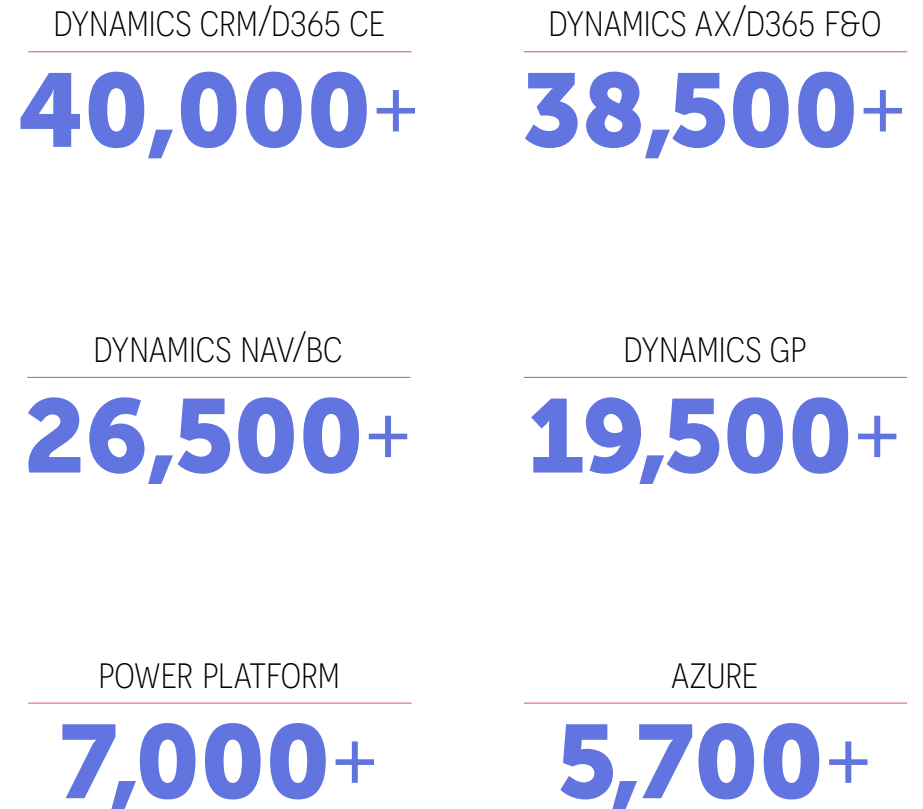
ABOUT MSDW

Launched in 2008, MSDynamicsWorld.com (MSDW) is the world's largest independent digital source for news and information in the Microsoft Business Applications ecosystem. MSDW provides its **100,000+ subscribers*** with original reporting, expert features, branded content, and online events related to Dynamics 365, Power Platform, and the broader Microsoft Cloud.

Additionally, through MSDWMarketing, MSDW serves as a crucial partner for Microsoft Business Applications ISVs and partners' marketing departments. Globally, these ISVs and partners utilize MSDW's digital demand generation programs to efficiently generate targeted sales leads, bolster their thought leadership, and enhance brand awareness.

70% of Site Members Are Senior-Level Personnel

OUR ACTIVE MEMBERS ARE YOUR PROSPECTS



*as of 2023

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PROGRAM OVERVIEW

As a Microsoft partner, you have undoubtedly heard of or seen first-hand the organizational horror within some Dynamics user organizations. A poorly executed system configuration, a company using products they should never have been sold, or even a full rescue from the aftermath of a disastrous implementation, you have seen it all.

As a trusted service provider, you understand the issues and mistakes that Dynamics users are likely to encounter with their ERP or CRM systems. Now is your chance to share your knowledge with a Dynamics user audience in a new and engaging format: telling stories, offering guidance, and sharing wisdom based on your real-world successes and project rescues.

One of the attendees from our ERP Horror Stories session told me he had read one of my blog articles years ago and recognized my name. Based on that, and the intriguing title of the ERP Horror Story, he reached out to move forward with our relationship. This alone will make our participation worthwhile.
- Dexpro Dynamics

Hosted by MSDynamicsWorld.com (MSDW) and moderated by Anya Ciecierski, creator of ERP/CRMSoftwareBlog.com, this entertaining (and scary) new webcast series, "ERP/CRM Horror Stories: Lessons to Avoid Disastrous Mistakes," will attract Dynamics customer organizations who:

- Are unhappy with their existing partner
- Do not currently have a partner
- Need rescuing from a bad implementation

As a partner, you have the unique opportunity to differentiate your successes by sharing an understanding of customers' pain points and offering practical guidance and thought leadership to Dynamics users who have encountered (or want to avoid) similar challenges.

By showcasing your expertise, you aim to not only assist them in overcoming their ERP or CRM struggles but also establish your voice as a trusted expert on Dynamics projects.

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PROGRAM BENEFITS

Offer

- 30–45 minute pre-recorded interview webcast presented as three simulive sessions on MSDynamicsWorld. (Run three times in a single day to reach prospects in different time zones).
- You collect attendee registration information from the event and leads from those who view for 30 days on-demand.

Pre-Event

- Initial call with MSDW editorial staff re: messaging and story selection (optional).
- Interview prep call re: specific ERP/CRM Horror customer story/stories.
- Final 30–45 minute recorded interview with subject matter expert.
- MSDW will handle all logistic elements (pre-recording, speaker coordination, editing).

Promotion

- Three dedicated email blasts to targeted groups of MSDW site members identified as Dynamics users.
- Inclusion in MSDW “Upcoming Events” email.
- Social media promotion by ERP/CRMSoftwareBlog.com
- Posting on “Live Events” section on MSDW and ERP/CRMSoftwareBlog.com

Post-Event

- Recorded webcast posted to MSDW video library.
- Inclusion in MSDW “New On-Demand Webcasts” email.
- One dedicated on-demand MSDW email blast.

As far as we are concerned, MSDW is the heart of digital marketing in the Microsoft Business Applications space.
- Metafile

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PROGRAM COST & QUALIFICATION

Pricing Options

Flat fee: \$6,000

Pay-per-lead:

- Base price per webcast: \$1,000
- Cost per lead: \$75
- Cost per on-demand lead: \$55

Investment scenario for pay-per-lead

An event that generates 30 qualifying registrants (registration data matches your criteria and registration code is not from the vendor's promotion) the full cost of the event would be $\$1,000 + (\$75 \times 30) = \$3,250$

Registrant Qualification

- A registrant matches the criteria defined before the event and delivery begins.
- We use affiliate codes to track the source of each registrant. We can provide the vendor with a code to use in their own promotion. Any registrant with the vendor's affiliate code is not counted as a paid registrant.
- Leads (registrants) will not be disqualified if the vendor already knows of the person.
- A vendor will not be charged for any registrants who are your competitors or employees.

Anya's captivating approach in the ERP Horror Story webinar not only elevated our content but effectively cut through the noise, expanding our reach to a niche audience of decision-makers within regulated industries. The high-quality programming from MSDW not only enhanced our credibility but also produced top-notch leads.

- HSO

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SIGN UP INFORMATION

Please indicate your payment option:

Flat fee Pay-per-lead

Please indicate the number of sessions you would like to sponsor.

Company

Contact

Email

Signature

Email completed form to ABerezin@MSDynamicsWorld.com

By signing up for this program, you agree to all Terms and Conditions as outlined at the end of this document.

Select the leads you will accept (choose all that apply):

Product:

- Microsoft Dynamics GP
- Microsoft Dynamics 365 BC
- Microsoft Dynamics 365 NAV
- Microsoft Dynamics 365 Finance & Supply Chain
- Microsoft Dynamics CE
- Other

Audience:

- Users
 - Partners
- Location:**
- North America
 - International

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TERMS & CONDITIONS

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S LEAD GENERATION STARTER PROGRAM AND ADD ONS TO THAT PROGRAM (IF ANY) (THE "PROGRAM"). BY USING THE PROGRAM, YOU (THE "CLIENT") AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS (THE "AGREEMENT").

1. LICENSE RIGHTS AND RESTRICTIONS

- (a) Grant. Subject to the terms and conditions of this Agreement GuidePoint Media LLC ("GuidePoint Media") grants Client a nonexclusive, nontransferable license to access and use the Program during the agreed upon term for the purpose of developing sales leads.
- (b) Restrictions. Client agrees that it will not: (i) use the Program for any illegal or unauthorized purpose or in any manner that damages or interferes with the Program's operation; (ii) remove any copyright, trademark or other proprietary rights notices contained in or on the Program; (iii) sublicense, sell, lease (including on a service bureau basis), share, or transfer the Program or make it available to anyone except for Client's employees that are authorized to access the Program; (iv) modify or create derivative works of or from the Program or any elements thereof without the written approval of GuidePoint Media (except as this restriction (iv) is prohibited by applicable law); (v) circumvent any security measures or use restrictions in the Program; or (vi) attempt to do any of the foregoing. If Client violates these restrictions or any other provisions of this Agreement, GuidePoint Media, may suspend or block Client's access to the Program.

2. FEES

Fees. In exchange for Client's use of the Program, Client agrees to pay GuidePoint Media (the "Fees"). The Fees must be partially (or fully) paid prior to Client's starting of the Program. Client is responsible for any sales, use, excise, import or export, value added or similar tax or duty. If Fees are not received when due, GuidePoint Media may (i) assess a late payment charge of 1.5% per month or the maximum allowed by law, if less, and, (ii) upon notice of such overdue payment and Client's failure to provide payment within 5 days of such notice, suspend access to the Program until payment in full of all overdue Fees and late payments are received.

3. TERM AND TERMINATION

Effect of Termination. Upon the termination or expiration of this Agreement, the rights granted under Section 1 will immediately terminate and Client will remit any Fees incurred prior to the date of such termination. Sections 2 (to the extent Fees remain unpaid), 3(b) and 4 through 6 of this Agreement will survive its termination or expiration for any reason.

4. CLIENT REPRESENTATION AND WARRANTY

Client represents and warrants that any material posted to MSDynamicsWorld.com and related social accounts and aggregation platforms will not infringe the copyrights, trademarks or privacy rights or defame a third-party.

TERMS & CONDITIONS

5. INDEMNIFICATION; RELEASE

- (a) Indemnification. Client will indemnify and hold harmless (including payment of reasonable attorneys' fees and court costs) GuidePoint Media and its officers, directors, and employees against any third-party claim alleging that any materials provided by the Client infringe the intellectual property or privacy rights of a third party or are defamatory.
- (b) Procedures. If GuidePoint Media learns of a claim subject to indemnification under this Section 5, it will promptly notify Client of such claim.

6. GENERAL TERMS

- (a) Governing Law; Attorneys' Fees. This Agreement, including its formation, is governed by the laws of the State of Massachusetts, without giving effect to conflicts of laws principles that would require a different result. Any claim, action or judicial proceeding arising out of or related to this Agreement will be brought in the federal or state courts located in Suffolk County, Massachusetts, and the prevailing party will be entitled to recover reasonable attorneys' fees and expenses incurred in resolving such claim, action or judicial proceeding.
- (b) Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent not to be unreasonably withheld. Any attempt to assign this Agreement except as set forth in this provision will be null and void.
- (c) Waiver; Amendment. This Agreement may not be modified except by a written instrument signed by both parties. A party's failure to enforce any provision of this Agreement will not be deemed a waiver of future enforcement of that or any other provision.

- (d) Miscellaneous. Titles and headings used in this Agreement are intended solely for convenience of reference and do not affect its meaning. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will be unaffected. Except as expressly set forth herein, nothing in this Agreement grants any rights to any entity other than the parties to this Agreement.

The parties have caused their duly authorized representatives to execute these Terms.