



## Sherweb & Nimble Work Together, Powered by Microsoft Marketplace, to Meet Customer Needs by Transforming Partners into Solution Sellers

Today, most Microsoft Partners primarily sell Microsoft 365, migration, backup, and security. Sherweb understands that their partners need to transform themselves into cloud business app solution sellers in order to scale sales of Power BI, Dynamics 365, Azure, and other 3rd party ISV front and back-office cloud business apps.

# Marketplace Win



Sherweb and Nimble CRM Collaborate to Transform Microsoft Resellers into Biz App Solution Sellers Ready to Drive Dynamics, Power Apps, Azure & 3rd Party ISV front/back-office cloud Biz App Sales



## Profiles

### About Sherweb (Cloud Solution Provider)

Sherweb is a cloud solutions provider that supports MSPs with strategies, cloud services, operations and go-to-market expertise. Driven by evolving business needs, Sherweb's cloud management platform empowers IT professionals to leverage agile solutions paired with tailored service by trusted experts.

### About Nimble (M365/Teams App ISV)

Nimble is the simple, smart CRM built for Microsoft 365. Nimble works for you by automatically combining your Microsoft 365 contacts, communication histories, email inboxes, and calendar appointments into one unified team relationship manager. It works inside the Outlook inbox, Microsoft Teams, and any website to deliver actionable intelligence, team contact management, templated tracking, and pipeline management.

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## The Business Challenge

- Currently the majority of Microsoft Partners primarily sell Microsoft 365, migration, backup, and security.
- Sherweb faces challenges scaling sales of Power BI, Dynamics 365 and other third-party ISV business applications due to the front- and back-office solution expertise of many MSP partners and their SMB clients.
- Resellers need a simple, affordable add-on like Nimble CRM that fills the gap between M365 and Dynamics that's easy to sell to SMB customers to jumpstart ISV Biz App sales.

## The Business Solution

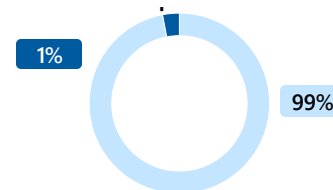
Sherweb partnered with Nimble - The Simple CRM for Microsoft 365 which is available for purchase through Microsoft CSP marketplace in Partner Center and Microsoft partners can resell Nimble easily alongside Microsoft 365. Nimble co-sells with Sherweb's resellers and provides them with free CRM and training. Results of this partnership and strategy are better sales and knowledge of selling Power BI, Dynamics & other 3rd party ISV Business Applications on top of Microsoft 365.

## Customer and Partner Results

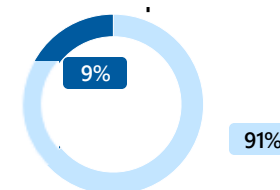
Nimble leveraged the new private offer functionality to provide Sherweb a margin to scale sales of Nimble CRM with Microsoft 365 through its resellers preparing them to sell other more complex cloud business apps like Dynamics, Power BI and Azure in the future.

- Microsoft 365 License Sales Transacted by **Sherweb per quarter**
- Biz App License Sales Transacted by **Sherweb per quarter**

**Sherwebsales of Biz Apps** as a percentage of M365 before working with Nimble CRM



**Sherweb sales of Biz Apps** as a percentage of M365 after working with Nimble CRM



Sherweb has achieved 300% Nimble CRM growth via Partners since inception

