



simple.

Products and Services
Microsoft Dynamics 365
Customer Engagement
PowerApps
Power BI

Industry
Professional services

Organization Size
Medium (50 – 999
employees)

Country
Australia

BusApps partner since
2018

Simple overhauls intelligent marketing solutions with Power platform

Upstream marketing opportunity

ISV Simple is creating an intelligent marketing solution that empowers customers to make informed upstream marketing planning decisions. Based in Australia, Simple plans to become a global \$100M company within three years after deploying their Intelligent Marketing Platform.

Currently, planning constitutes less than 0.1% of marketing spend but represents a \$1B market opportunity. Data siloed across organizations and channels prevents marketing teams from driving a return on investment. Simple's Intelligent Marketing Platform, built on Power platform, will inform planning by providing a single common view across marketing activities and generating insights through data analytics.

Flexible Microsoft platform

Simple spent 4 years and millions of dollars creating a solution on a competitor's platform. They switched to Microsoft to develop a working solution in just months, reducing development time by 3x thanks to the flexibility and out-of-box functionalities of Power platform.

The combination of innovative technologies and the ease with which Simple could employ them made Microsoft a superior partner. Power platform, with native integrations for data analytics and AI, allowed Simple to create a solution that helps marketers make informed data-based decisions.

“ Our partnership with Microsoft has allowed us to change and deliver faster than we could ever have imagined. ”

— Aden Forrest, CEO, Simple



- **Accelerated 4 years** of development into a working solution in just months, reducing **development time by 3x**
- **Became a global player** by opening offices in Chicago and London
- **Signing lighthouse customers** across Australia, the US, and the UK

Visit the [Microsoft Partner Network](#) to learn how to build a Microsoft Business Applications practice



“We believe through Microsoft we have a channel that is second to none. Microsoft is astutely aware of how the market is changing and we want to be a part of that.”

– **Aden Forrest**
CEO, Simple

Transformative go-to-market support

Simple viewed Microsoft’s global go-to-market capabilities as essential to achieve their global growth goals. Other competitors may provide support for partners to be successful in their region, but Microsoft was the partner Simple needed to extend into new markets. The One Commercial Partner team in Australia accelerated Simple’s entry into the United States and Europe, allowing Simple to open offices in Chicago and London and bring on their first lighthouse customers.

The partnership also gives Simple access to the largest partner ecosystem in the world. With Microsoft, an ISV can collaborate and transact with other partners worldwide to expand, bundle, and market solutions. These relationships drive partner revenue across the ecosystem, which helps all ISVs succeed with Microsoft.

“ Simple reviewed multiple technology partners, but Microsoft’s focus on delivering true digital transformations, investment in PowerApps, and their collaborative global go-to-market approach clearly differentiated them. ”

— **Aden Forrest**, CEO, Simple