

Success Stories

More than
tools –
a partner
on your road
to growth



Bitrix24[®] Partners

Trust Through Experience:

KMU Tools' Gold Success

We sat down with **Martin Kramer, our Gold Partner from Germany and the owner of KMU Tools e. K.**, to explore how his hands-on use of Bitrix24 led to a strategic shift in his business — and how he now helps businesses transform their workflows with the same platform he once used for himself.

Beginning of partnership

How long have you been our partner?

We have been a Bitrix24 partner since the beginning of 2017.



Martin Kramer
CEO of KMU Tools e. K.

- Bitrix24 partner since 2017
- Germany

What motivated you to become a partner of our company?

I personally discovered Bitrix24 for our company in 2016 during one of my nightly research trips and immediately used the free version for testing. A short time later, I introduced it to my employees, and we have appreciated the ease of internal collaboration ever since.

By working with Bitrix24 ourselves and showing it to our clients, we have identified a need that has led us to realize that we can sell and support Bitrix24 ourselves. In other words, it's very practical for our own use.



CRM



Tasks & Projects



Sites & Stores



Collaboration



HR & Automation



CoPilot

Work process

How did you start selling our products to your clients?

Honestly, it was as easy as that: I was really enthusiastic about Bitrix24 and simply asked almost each of my clients if I could present Bitrix24 to them via a demo meeting. Many agreed and this resulted in the first orders/support contracts.

Then we started promoting it on our website and drew attention to Bitrix24 when contacting an existing client. In addition, we got a steady flow of calls thanks to our partner listing on the Bitrix24 website.

Which tools and resources from our company have been most useful to you?

The partner listing on the Bitrix24 website helped us connect with more qualified leads. In addition, the direct contacts we received were also of high quality, complementing the leads from the Bitrix24 Partner App.

How is your process of attracting new clients structured now?

We often approach existing clients (who do not yet have Bitrix24) and try to organize one-to-one demo meetings. The same applies when an interested party contacts us directly – show, offer, sell.

Additionally, in 2019, we discovered a network for tax consultants and turned many of them into our clients. Word got around there. We definitely get many leads from our website, that is why I believe it is crucial to have a landing page for your business. Finally, word of mouth works great for us now.

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*it is crucial to have a
landing page for your
business*

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Results

What results have you achieved during your partnership with us?

Thanks to Bitrix24, we have successfully completed over 60 client projects since becoming a partner – ranging from one-hour support sessions to full license sales, system setup, hosting, and long-term support. **As a result, our total turnover has more than doubled.**

For a period of time, we were also involved in a podcast initiated by one of our tax consultant clients. Several episodes were published on YouTube and Facebook. We participated as guests in Zoom meetings and delivered presentations at various events, mostly organized by our tax consultant clients.

In addition, we visited clients in person to demonstrate Bitrix24 on-site and help finalize the deal.

What impact has our partnership had on your business?

The partnership has had a very positive impact overall. We've built many valuable relationships and successfully delivered numerous projects. Some of our clients have been working with us for years, and we continue to support their ongoing initiatives.

There have also been successful cross-selling opportunities, such as hosting contracts and e-commerce projects, which have further strengthened our collaboration with the clients.

Can you share specific numbers or examples of success?

In the peak periods between 2019 and 2022, we spent up to 80% of our time selling and supporting Bitrix24. We have developed various inflow modules for clients and have been able to significantly increase our Bitrix24 expertise over the years.

Advantages of partnership

What are the main advantages you see in partnering with our company?

Bitrix24 is a global player and we are delighted to be a Gold Partner. The prices are moderate compared to competitor products. The GUI is very attractive for most clients. But the best thing for us is that there are on-premise licenses in addition to the cloud version. **We wouldn't have got this far without the On-Premise.**

How satisfied are you with our partnership overall?

We are very satisfied. So far, everything has been **stress-free**. If there were any questions or challenges, we were able to communicate well with our partner advisor.

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Bitrix24 is a global player and we are delighted to be a Gold Partner

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Advice and recommendations

What advice would you give to new partners who are just starting to work with Bitrix24?

In addition to creating a landing page, I'd say "**learn, learn, learn.**" Nothing is more embarrassing than being a partner who lacks the knowledge to be recognized by – or trusted by – potential clients.

When this happens, clients start "*partner shopping*," trying out different partners until they find one that feels like a good fit. Why? Because, in our experience, most clients don't just want to buy a license – they also expect reliable and knowledgeable support.

What mistakes did you make at the beginning and how can they be avoided?

Bitrix24 is a very large and complex product that needs to be mastered. We have also tried various external partners, none of which have delivered what they promised. As a result, we took the hard route and tried to gather as much expertise as possible ourselves.



Case summary

Started in:	2017
Bitrix24 Gold Partner status obtained in:	2018
Regions/countries served:	Germany, Austria, Switzerland



50+
employees



7x
revenue growth



5x
team growth



Service Provider



Support Team



Digital Agency

Become a partner and start representing the world's most versatile and affordable CRM



Free to enter



Up to 50% commission



Marketing support



Free leads



\$1,000 kickstart bonus

Looking to achieve
the same success
with your business?

Sign up for the Bitrix24
Partner Program!

SIGN UP

