

Dynamics 365 vs. Salesforce:

Which One is Right For
Your Business?



Dynamics 365 vs. Salesforce

When we think of CRM software, two big names come to mind: Salesforce and Dynamics 365. Both are packed with features that are designed to make small business owners more productive and help you save time and money. But how can you decide which CRM will be the right fit for your company? By taking a hard look at what systems they have in place, which features their teams need and how much they're willing to spend. Here are some questions you should consider.

Are you looking for a cloud or on-premise CRM?

Salesforce is a cloud-based CRM solution only. This means all your data would be stored off-site in a data center automatically. Dynamics 365 on the other hand, comes with both cloud-based and on-premise solution options.

Are you willing to pay more for 3rd party software?

Most small business owners rely on software like Office 365. The good news is that Dynamics 365 is already integrated with Office 365 which means data from both applications is automatically synchronized. Your employees can make business deals right from Outlook, they can make sales calls and hold online meetings with Skype for Business. This is not the case for Salesforce. While you can access it directly from Outlook, there is no data synchronization. You may also need a lot of third-party applications for Salesforce, which may not be free. For instance, if you want to do accounting tasks using Salesforce, you may have to connect to QuickBooks for more functions.

Do you need a lot of apps to run your business?

If you are looking for a lot of apps, Salesforce may be your best bet. Their AppExchange currently has more than 2,600 apps while Microsoft's AppSource offers only 529 apps for Dynamics 365. Despite this, both products have excellent functions for contact and account management, lead generation, sales forecasting, workflow automation and customer service. Small business owners can also use Salesforce or Dynamics 365 to create automated marketing campaigns and follow up on leads and opportunities from anywhere using their mobile devices.

Does your business generate a lot of reports?

Are you looking for strong reporting capabilities? At first glance, both Dynamics 365 and Salesforce have drag and drop reporting tools that include real-time charts and graphs. All reports can be viewed in interactive dashboards that can be customized to display quotas, key opportunities and sales numbers. But Dynamics 365 goes a step further. It can be integrated with Power BI to do more detailed business analytics. If you really want to take a deep dive into its business data, it might be worth taking a second look at Dynamics 365.

Are you on a budget?

This is an important factor for any small business owner. Salesforce's Business Edition solution, called the Lightning Professional, costs \$75 US /user/month. This includes account and contact management, opportunity tracking, lead management, customizable reports and dashboards plus mobile access. The initial price may not seem high until you add on the extra costs for customizing software and adding third-party solutions. On the other hand, a similar plan for Dynamics 365 will cost \$60 US per user/month but will include all the apps you need.

Dynamics 365 vs. Salesforce Features

Looking for more ways to compare Salesforce and Dynamics 365? Here is a quick list of features that should help you decide which CRM is right for your business.

Dynamics 365

Salesforce

INTEGRATIONS

Dynamics 365 integrates with other Microsoft products such as Office 365, Outlook, Power BI and Microsoft Azure. This means you'll be working with applications you probably already know.

Many apps on Salesforce are sold separately, most of which will cost you extra and is a common gripe by Salesforce clients. Product bundles also don't match what is being offered by Microsoft.

BUSINESS INTELLIGENCE

According to Forrester, Dynamics 365 has an advantage over Salesforce when it comes to Business Intelligence because of Power BI. Forrester gave Dynamics 5/5 for BI capabilities.

Salesforce scores lower for BI capabilities. In its report, Forrester gave Salesforce's Einstein app a score of 3.4/5. However, experts say Salesforce's Marketing Cloud is better than the Marketing app offered by Dynamics.

DEPLOYMENT

Dynamics 365 can be deployed in private hosting, multi-tenant hosting, on-premises or on a cloud platform.

Salesforce only allows one method of deployment: on-demand, multi-tenant hosting. Not getting to host data on a public cloud might lead to a higher total cost of ownership in the long run and also limits portability.

Dynamics 365

Salesforce

PRICING

Because of its diverse portfolio of products, Microsoft can offer competitive pricing, licensing and bundling for Dynamics 365. You'll get more for your money.

It has been noted that Salesforce often comes with hidden costs, such as add-on pricing, high storage costs and higher prices for its Business edition.

FLEXIBILITY

Dynamics 365 uses common web languages such as Java, .Net and HTML. This means businesses can develop their own customizations and don't have to rely on a specific programming language

Customization in Salesforce is limited. Since Salesforce is based on a multi-client cloud environment, resources are shared. If one tenant is taking up a lot of resources, it will affect other tenants.

LANGUAGES

Dynamics 365 is available in 45 languages

Salesforce is available in 18 languages.

About Kwixand Solutions

Kwixand Solutions was founded in 2018 with a mission to provide small to mid-sized businesses with the strategies and solutions they need for successful digital transformation. As a trusted Microsoft Dynamics Partner, we work with clients across various industries to help achieve their business goals and scale with ease. With decades of experience in ERP, CRM, BI, and cloud technologies, our team of seasoned experts dive deep into the nitty-gritty of your business processes and values and work with you to develop a plan that is designed specifically for your business.



To learn more about how Kwixand Solutions can help you, drop us a line at info@kwixand.com or simply give us a call **1-604-256-5800**

Connect With Us

