












# Microsoft Dynamics 365 CRM vs. Salesforce

Selecting the best CRM platform for your business can be a challenging process. This quick overview is a great place to start identifying key differentiators and capabilities that will affect the business value you see from your CRM platform investment.

 <p><b>Although similar in many areas, Microsoft Dynamics 365 CRM applications offer usability and interoperability benefits and more flexible deployment options.</b></p>	 <p>Intelligent cloud applications that unite your sales, marketing and service teams to deliver more valuable customer experiences and build customer loyalty.</p>	 <p>A web-based application that helps companies leverage multichannel relationships to promote business growth.</p>
 <p><b>Pricing range and options</b></p>	<ul style="list-style-type: none"> <li>• Medium to high-end</li> <li>• Monthly subscription per user login or perpetual license for on-premise deployment</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to high-end</li> <li>• Monthly subscription per user log-in</li> </ul>
 <p><b>Optimal customer size and type</b></p>	<ul style="list-style-type: none"> <li>• Medium to enterprise customers</li> <li>• Unlimited number of users</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to enterprise customers</li> <li>• User count dependent on selected package</li> </ul>
 <p><b>Deployment options</b></p>	<ul style="list-style-type: none"> <li>• Cloud, hybrid, on-premises and mobile</li> <li>• Delivered through a broad partner network</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud and mobile</li> <li>• Delivered by Salesforce</li> </ul>
 <p><b>Key capabilities</b></p>	<ul style="list-style-type: none"> <li>• Familiar Microsoft look, feel and operation</li> <li>• Modular applications for sales, service, field service, project automation, marketing and social engagement</li> <li>• Built-in, AI-based analytics</li> <li>• Full offline mobile capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Standalone product with own interface style</li> <li>• Core applications (cloud-based) for sales, marketing and service</li> <li>• Additional commerce and team productivity solutions from Salesforce</li> <li>• Industry-focused versions available</li> </ul>
 <p><b>Integrations and add-ons</b></p>	<ul style="list-style-type: none"> <li>• Native integration to Dynamics 365 financial, operations, retail and other ERP applications</li> <li>• Native integration to Power BI and Microsoft Office; collaboration through SharePoint, Skype and Yammer</li> <li>• &gt; 1,000 Dynamics 365 add-on apps through Microsoft AppSource</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service, case management and marketing automation apps available from Salesforce</li> <li>• &gt; 2,000 add-on apps through Salesforce AppExchange</li> </ul>
 <p><b>Platform &amp; operating systems</b></p>	<ul style="list-style-type: none"> <li>• Windows, Mac, Linux</li> <li>• iOS, Android, Windows</li> <li>• Regular quarterly updates</li> <li>• Industry-standard platform &amp; developer tools</li> <li>• 99.9% SLA guarantee</li> </ul>	<ul style="list-style-type: none"> <li>• Windows, Mac, Linux</li> <li>• iOS, Android, Windows</li> <li>• Updates as required</li> <li>• Proprietary code with limited developer tools</li> </ul>
 <p><b>Support</b></p>	<ul style="list-style-type: none"> <li>• 24x7 telephone support included in subscription</li> </ul>	<ul style="list-style-type: none"> <li>• 24x7 telephone support can be purchased</li> </ul>
 <p><b>Language support</b></p>	<ul style="list-style-type: none"> <li>• &gt; 45 languages to date</li> </ul>	<ul style="list-style-type: none"> <li>• &lt; 20 languages to date</li> </ul>

**DXC Technology Denmark**

Retortvej 8  
2500 Valby  
Denmark  
T +45 3614 4000

**About DXC Technology**

DXC Technology, the world's leading independent, end-to-end IT services company, manages and modernizes mission-critical systems, integrating them with new digital solutions to produce better business outcomes. The company's global reach and talent, innovation platforms, technology independence and extensive partner network enable more than 6,000 private- and public-sector clients in 70 countries to thrive on change. For more information, visit [www.dxc.technology](http://www.dxc.technology).