Dynamics 365 vs. Salesforce

	Dynamics 365	Salesforce
Integration with familiar technologies	• As part of Microsoft's Office 365 family, Dynamic 365 fully integrates with Outlook, Office, Sharepoint, and more.	• A plug-in for Outlook that gives only the ability to track emails
Sales Automation	• View lead history, competitors, credit status, payment terms, and other client data	• Does not offer comparable automation
Marketing Automation	• No limits on emails	• The Professional Edition limits users to 250 email messages per campaign
Costs	• Knowledge base: free • Offline access: free • Storage: US $5/GB/month • Add-ons are less expensive or built in. • Many of the features that would be add-ons in Salesforce are built in with Dynamics 365.	• Knowledge base: $50/user/month • Offline access: $25/user/month • Storage: US $250/GB/month • Add-ons are more expensive and less inclusive • Has a reputation for hidden costs. • Most expensive CRM solution out there.
Dashboards	• Ability to combine all the data you want into a single view • Allow charts, lists and embedded HTML documents • Real-time data	• A limited combination of data can be compared or tracked • Only reports can be displayed • Data lag of up to an hour
Productivity	• Salespeople can be more productive because they don't spend as much of their valuable time switching tasks.	• More time lost switching tasks. • With no Outlook plug-in, users need to leave Salesforce.com to send an email
Analytics	• Inline analytics • Easy one-click drill down • PowerBI integration allows organizations to view, share, and collaborate on important data.	• Restricts ability to search and export data to Excel • No inline analytics • Drill down takes several clicks
User Adoption	• Drag and drop customization capability for end users	• Personalization features reserved for power users and admins • No reversion of personalization
Service Level Agreement	• 99.9 % uptime guarantee	• No SLA

Dynamics 365 offers a full set of cloud solutions available under one management portal.

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