



UNPACKING THE DYNAMICS 365 PRICING EQUATION FOR

Small and Mid-sized Businesses

eBook



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An Operational Staple Evolves

BUSINESSES ACROSS THE GLOBE HAVE USED MICROSOFT DYNAMICS FOR MORE THAN A DECADE

– and for good reason. The enterprise resource planning and customer relationship management suite gives companies the power to install powerful, data-backed production workflows, providing all ventures, from mom-and-pops to industry powerhouses, with digital tools that bolster efficiency and boost revenue.

Microsoft recently rolled out a redesigned version of the software centered on the cloud-based Office 365 platform, lending the trusted product scalable infrastructure and a whole host of new integration options. Organizations considering implementation can choose from three different packages, each of which comes equipped with unique modules and services.

Microsoft Dynamics 365 Business Central for managing small to mid-sized organization's accounting, order and inventory management, and jobs. \$70/user/month for Essentials and \$100/user/month for Premium.

Microsoft Dynamics 365 Customer Engagement for managing mid-sized organization's CRM functions. \$95/user/month for individual suites, or \$115/user/month for the entire suite.

Microsoft Dynamics 365 Finance and Operations for managing enterprise organization's ERP functions. \$190/user/month to \$210/user/month. (This enterprise application includes much of the same functionality and modules as Business Central, but is geared for enterprises with more than 100 users. It has a lot more set-up and thus takes much longer to implement than Business Central.)

Business
Central

Customer
Engagement

365 Finance and
Operations

Business Central Essentials

MICROSOFT MADE SURE TO ACCOUNT FOR SMALL- AND MEDIUM-SIZED BUSINESSES in its latest cloud generation of the Dynamics suite, rolling out a powerful platform for small to mid-sized firms. This solution, called Dynamics 365 Business Central, comes in two configurations, starting with Essentials.

For \$70 per user, per month, organizations can access customer relationship, financial, job, and distribution management tools. These easy-to-use modules support

data-backed fiscal decision-making, automated supply chain operations and responsive customer service and sales processes, allowing small and mid-sized organizations to unlock next-generation backend capabilities without the high costs often associated with cloud ERP applications.

Companies using Business Central Essentials can also tap into custom partner applications via AppSource that further enrich the user experience. PowerApps is available as well for custom application development.

\$70 *per user
per month*

- ▶ Access customer relationship, financial, job, and distribution management tools.

Business Central Premium

THIS IS THE SECOND LICENSING OPTION FOR MICROSOFT DYNAMICS 365 BUSINESS CENTRAL SUBSCRIBERS INCLUDES THE MODULES THAT COME WITH ESSENTIALS. However, for \$100 per user, per month, enterprises can add service management and manufacturing components to Business

Central, in addition to the financial, job and inventory capabilities already included in the Essentials offering.

Business Central Premium users can, of course, leverage both AppSource and PowerApps to customize their workflows and introduce additional functionality.



\$100 *per user per month*

- ▶ Service management and manufacturing components in addition to the financial, job and inventory capabilities included in the Essentials offering.



\$115 *per user
per month*

- ▶ Provides not only marketing and sales teams but also project and field service teams with the advanced tools they need to cultivate more meaningful relationships and lay the groundwork for higher-performing products.

Customer Engagement Plan

FOR \$115 PER USER, per month, organizations can take advantage of the Customer Engagement Plan, which provides not only marketing and sales teams but also project and field service teams with the advanced tools they need to cultivate more meaningful relationships and lay the groundwork for higher-performing products. Users get access to six key Dynamics modules:

- ▶ Dynamics 365 for Sales.
- ▶ Dynamics 365 for Field Service.
- ▶ Dynamics 365 for Customer Service.
- ▶ Dynamics 365 for Project Service Automation.
- ▶ Microsoft Social Engagement

Microsoft PowerApps and Flow can further empowers businesses through an easy-to-use application development platform and workflow engine, allowing them to roll out custom in-house systems that integrate with Dynamics 365.

Each of these suites (Sales, Customer Service, Project Automation, and Field Service) can also be licensed separately for \$95 per user, per month. There is also a Team Member license for 8 per user, per month. However, team users can basically only create, view, update, and delete records as well as record time and expense for projects. If organizations have field service techs that need to access and update the system, they need to have a Field Service user for \$95 per user, per month.

Applications and Offers

SMALL TO MID-SIZED ORGANIZATIONS THAT WISH TO LICENSE ONLY PARTS OF DYNAMICS 365 CUSTOMER ENGAGEMENT SUITE can take advantage of Microsoft's more ala carte licensing and special bundling offers. Here, customers can choose from nine different applications, including the Finance and Operations, Retail, and Talent suites. These range from \$40 to \$170 per user, per month.

All of the aforementioned Dynamics 365 licenses come with core data security protections, Office 365 and LinkedIn integration capabilities, and phone and

web support options. Additionally, all of these cloud-based tools include a 99.5 percent uptime guarantee.

Modern organizations that have yet to embrace the scalable, cross-functional Dynamics 365 platform could soon lose ground in the modern marketplace, seceding territory to competitors willing to change and innovate internally. The latest iteration of Microsoft's flagship ERP-CRM solution ensures that such slippage does not occur, giving businesses of all sizes the ability to move forward in a self-paced, cost-effective manner.

Connect with The TM Group today to learn more about Dynamics 365.

**All pricing and offers are subject to change. Contact the TM Group for specific information.*



\$40 – \$170

- ▶ Choose from nine different applications, including the Finance and Operations, Retail, and Talent suites.



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