



# Microsoft Dynamics 365 CRM vs Salesforce

## Why Growing Businesses Choose Dynamics 365 with Bizalom

### Introduction

Choosing the right CRM isn't just about managing customers it's about building lasting relationships, operational clarity, and scalable growth.

While Salesforce is often seen as the default choice, forward thinking organizations are increasingly turning to Microsoft Dynamics 365 CRM for its cost efficiency, deep Microsoft integration, and enterprise grade intelligence.

At Bizalom, we help businesses unlock the true power of Dynamics 365 delivering a CRM that works with your people, not against your budget.



# Why Dynamics 365 Outperforms Salesforce

## Built In AI at No Extra Cost

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Dynamics 365 includes Microsoft Copilot AI within the base license, offering predictive insights and automation. Salesforce requires additional Einstein AI licensing, increasing costs by 20–30%.

## Lower, Transparent Pricing

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- Dynamics 365 Sales Enterprise: \$105/user/month
- Salesforce Sales Cloud Enterprise: \$175/user/month  
Up to 40% cost savings with enterprise-grade capabilities.

## Integrated Business Intelligence

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Native Power BI integration enables real-time analytics without extra licenses. Salesforce often needs Tableau, adding \$70/user/month.

## App Development Included

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With Power Apps, users can build role-based business apps at no extra cost something Salesforce offers only through additional platforms.

## Real Business Impact

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For a 200 user organization, Dynamics 365 can save over \$120,000 annually in licensing and BI costs while delivering faster adoption and scalability.

# Implementation Efficiency: Faster Execution, Reduced Complexity



## Seamless System Integration

Bizalom enables smooth integration between ERP, CRM, Ecommerce, and business applications ensuring data flows seamlessly across systems without unnecessary complexity or disruption.



## Unified Data Connectivity

We connect operational, customer, and transactional data into a single intelligent ecosystem, improving visibility, accuracy, and decision making while reducing manual effort.



## Flexible & Scalable Customization

Our solutions are designed to adapt to your business needs. Workflows, dashboards, and processes can be customized quickly without heavy development or system rework.



## Industry-Focused Implementation Approach

With experience across multiple industries, Bizalom follows proven implementation frameworks that accelerate deployment timelines and minimize risk.

## Impact:

Organizations experience faster go live, improved operational efficiency, and measurable cost savings through streamlined integration and execution.

# Unified Business Ecosystem: One Connected Platform

## Single, Connected Business View

Bizalom brings together operations, sales, finance, and digital channels into one cohesive ecosystem eliminating silos and enabling smoother collaboration across teams.

## Integrated Business Solutions

ERP, CRM, Ecommerce, analytics, and automation work together as a unified system ensuring consistency, transparency, and control across the organization.

## Process Automation & Intelligence

Automate routine processes, reduce manual errors, and gain actionable insights through real time dashboards and performance reporting.

## Enterprise Grade Security & Compliance

Our solutions are built with security and compliance at the core protecting business data while meeting industry and regulatory standards.

# FEATURE OVERVIEW AT A GLANCE

Criteria	Microsoft Dynamics 365 CE	Salesforce
Integration	Deep, native integration with the Microsoft ecosystem	Limited native integration
AI & Automation	Built in Copilot AI and Power Platform for intelligent automation no add-on costs	Einstein AI available as paid add ons across clouds
Cost Efficiency	Lower total cost of ownership with flexible, transparent licensing	Higher recurring costs due to add ons and extensions
Data Control & Security	Azure-native security and compliance with full enterprise data control	Limited data portability and governance flexibility
Customization	Low code no code customization using Power Apps & Power Automate	Proprietary, developer dependent customization
Scalability	Modular, adaptive architecture that grows with your business	Scaling increases complexity and costs

## Conclusion

Microsoft Dynamics 365 CRM delivers a powerful, cost-effective, and fully integrated platform that helps businesses strengthen customer relationships, simplify operations, and accelerate growth. With built in AI, transparent pricing, faster deployment, and a unified Microsoft ecosystem, it stands out as a smarter alternative to Salesforce especially for organizations already using Microsoft technologies.

With Bizalom, Dynamics 365 becomes more than a CRM. It becomes a scalable, future ready solution that drives efficiency, maximizes ROI, and supports long-term success in a digital-first world.

## Expertise-Driven Transformation. Growth That Delivers Results.

At Bizalom, we combine deep technology expertise with real world business insight to create solutions that align seamlessly with your goals. Powered by a strong partner ecosystem and proven delivery excellence, we streamline processes, unlock innovation, and guide your digital transformation toward measurable, long term growth.