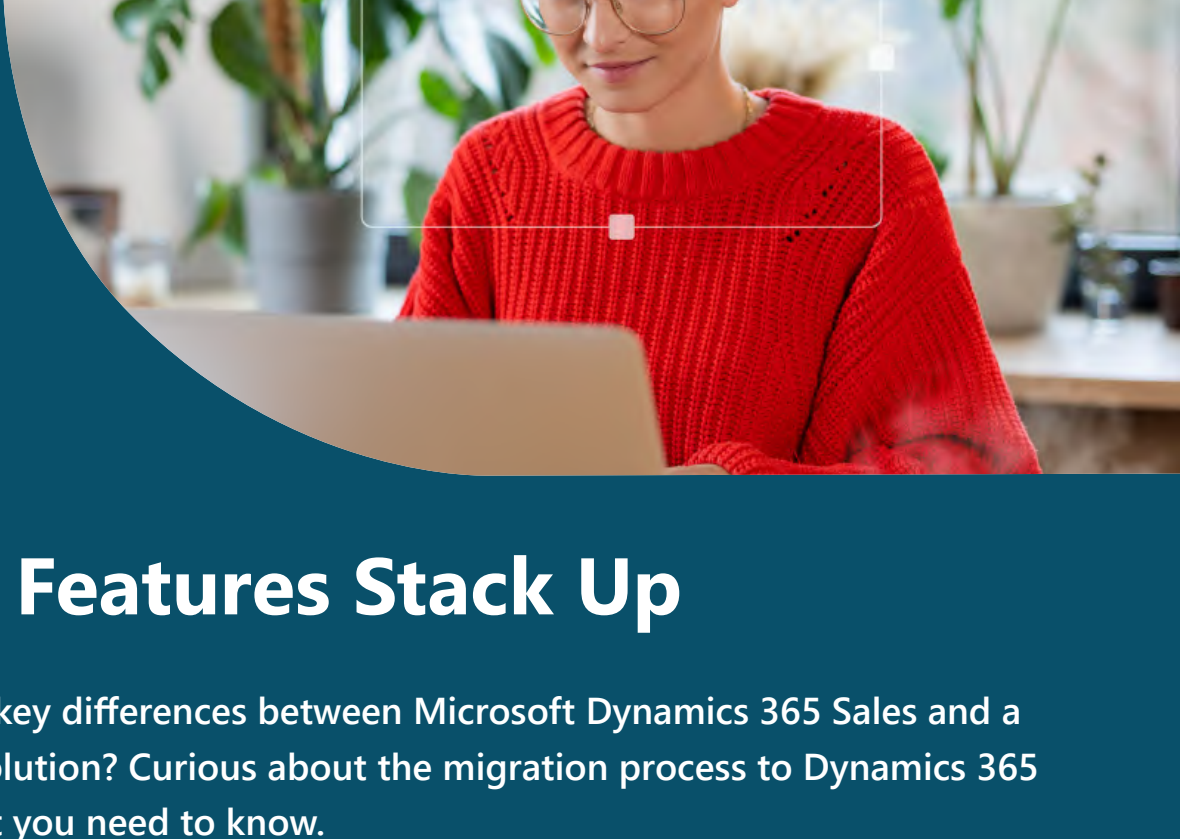


# Microsoft Dynamics 365 Sales vs. a Competing CRM Solution



## How the Features Stack Up

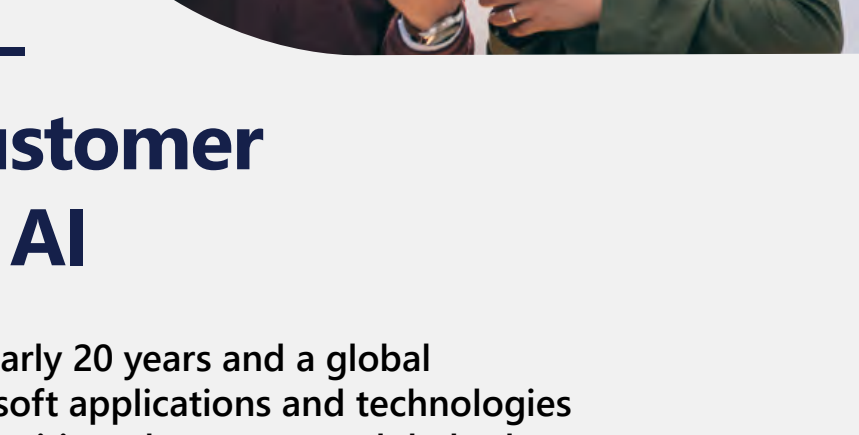
Want to know the key differences between Microsoft Dynamics 365 Sales and a competing CRM solution? Curious about the migration process to Dynamics 365 Sales? Here is what you need to know.

|                                                                      | Microsoft Dynamics 365 Sales Professional | Competing CRM Professional |
|----------------------------------------------------------------------|-------------------------------------------|----------------------------|
| Cost per User per Month:                                             |                                           |                            |
| Sales Professional                                                   | \$65                                      | \$80                       |
| Sales Enterprise                                                     | \$95                                      | \$165                      |
| Sales Premium                                                        | \$135                                     | \$330                      |
| Feature Comparison:                                                  |                                           |                            |
| Lead and Opportunity Management                                      | ✓                                         | ✓                          |
| Duplicate Detection                                                  | ✓                                         | ✓                          |
| Web-to-Lead Capture                                                  | ✓+                                        | ✓                          |
| Campaign Management                                                  | ✓                                         | ✓                          |
| Email Templates                                                      | ✓                                         | ✓                          |
| Sales Playbooks                                                      | ✓                                         |                            |
| Dynamic Organizational Charts                                        | ✓                                         | ✓                          |
| Email Engagement and Auto-Capture (for Enterprise)                   | ✓                                         | ✓                          |
| Integrations:                                                        |                                           |                            |
| Outlook Integration                                                  | ✓                                         | ✓                          |
| Microsoft Teams Integration                                          | ✓                                         |                            |
| OneDrive/SharePoint Integration                                      | ✓                                         |                            |
| Mobile App Access                                                    | ✓                                         | ✓                          |
| Forecasting:                                                         |                                           |                            |
| Collaborative Forecasting                                            | ✓                                         | ✓                          |
| Predictive Forecasting (for Enterprise)                              | ✓                                         | ✓                          |
| Insights and Reports:                                                |                                           |                            |
| Customizable Reports and Dashboards                                  | ✓                                         | ✓                          |
| Advanced Reporting (for Enterprise)                                  | ✓                                         | ✓                          |
| Lead Scoring (for Enterprise)                                        | ✓                                         | ✓                          |
| AI Capabilities:                                                     |                                           |                            |
| Write Email Replies                                                  | ✓                                         | ✓                          |
| Draft Meeting Summaries                                              | ✓                                         | ✓                          |
| Update Customer Records                                              | ✓                                         | ✓                          |
| Retrieve Relevant Data from SharePoint, Outlook, and Microsoft Teams | ✓+                                        | ✓                          |
| Sales Insights and Recommendations                                   | ✓                                         | ✓                          |
| Sales Automation                                                     | ✓                                         | ✓                          |
| Customer Insights and Segmentation                                   | ✓                                         | ✓                          |
| Virtual Assistance                                                   | ✓                                         | ✓                          |

\* Enhancements for Dynamics 365

## Conclusion

Microsoft Dynamics 365 Sales provides a robust set of sales-focused features that are more affordable than those of the competition. With compelling tools like Sales Playbooks, helpful AI that automates tasks, and seamless integration with Microsoft Teams and OneDrive/SharePoint, it stands out as the go-to choice for businesses that want to give their sales teams the tools to be more effective and efficient.



## Hitachi Solutions – Transform your customer engagement with AI

As a strategic Microsoft partner for nearly 20 years and a global systems integrator with leading Microsoft applications and technologies capabilities, Hitachi Solutions is well-positioned to support global sales teams to thrive by embracing AI.

We are powered by two decades of experience delivering solutions across the Microsoft ecosystem. Our platform is built on the foundation of Microsoft Dynamics 365, helping us to provide bespoke solutions unique to our customers’ industries, delivering value with Microsoft faster than competitor CRM solutions.

As 2024 Microsoft Partner of the Year, Hitachi Solutions has the expertise to help customers realize the value of Microsoft Dynamics 365 over other CRM and the wider Microsoft platform – from Copilot to Low Code to Data and Analytics.

As part of Hitachi, Ltd.—one of the world’s largest organizations—we are well positioned to help your organization maximize the opportunity to transform your business’s sales pipeline by harnessing AI technology, supporting customers at global scale and forging strategic relationships for life.



## Your Next Step to Understanding How AI Can Transform Your Sales Team

Today’s organizations need advanced AI-powered tools to empower their sellers, no matter where they are. If your customers are powered by the latest technology in their industries, can your sales team still be reliant on manual processes and legacy systems to meet their needs?

By embracing AI-powered tools, your organization can reap the benefits of the industry’s revolutionary technology and drive tangible growth in your annual sales figures.

Our CRM Vision and Value Workshop is your key to unlocking a future of groundbreaking sales strengths, and empower your sales team to perform at their best in the digital age. Together, we will create a practical step-by-step roadmap for your sales teams to embrace AI and overcome change resistance fully.

During this unique two-week engagement for your organization, we’ll help you envision revolutionary solutions to your biggest challenges by asking and exploring thought-provoking questions like “What if…” and “Imagine if…”

## What you’ll receive:

### A prescriptive Needs Assessment for CRM migration to Dynamics 365 Sales:

We’ll provide a Gap analysis and uncover desired business outcomes, measures of success, and solution priorities. We’ll also challenge the status quo and spark innovation to revolutionize the way your teams sell and serve.

### Envisioning Session—The Art of the Possible:

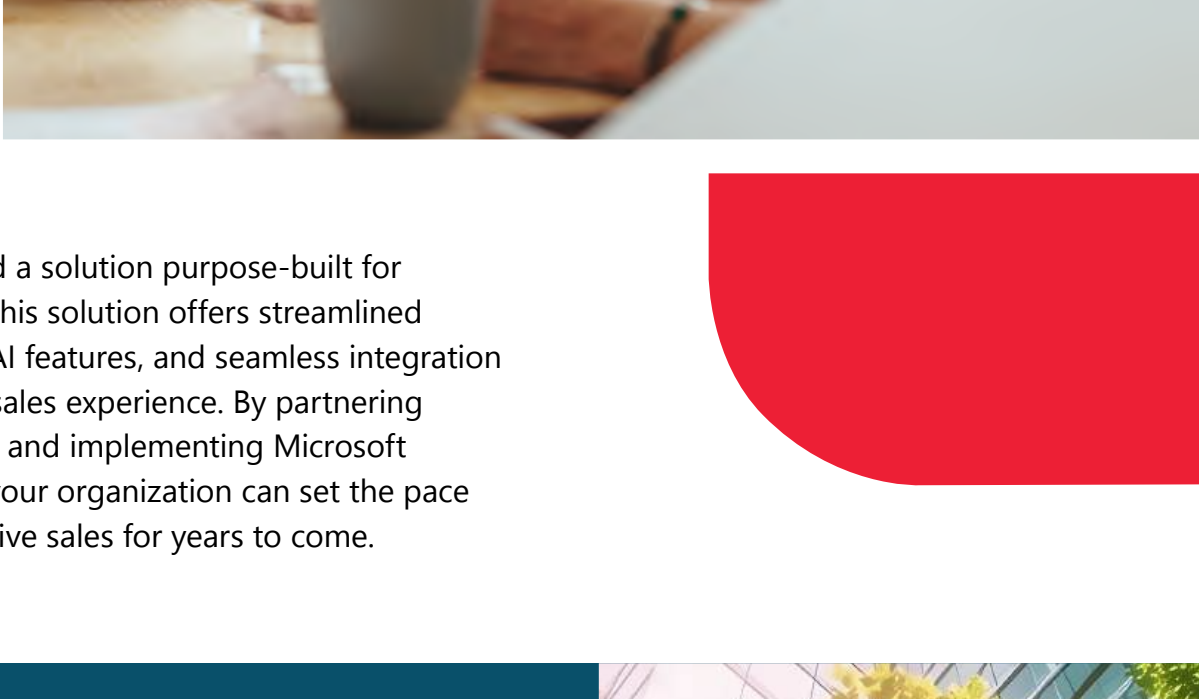
We’ll create a vision for your AI-powered sales transformation and showcase the value of migrating to Dynamics 365 Sales.

### A Project Plan:

We’ll create a standard business value analysis and proposal for your CRM migration, providing you with a project blueprint and boardroom-ready business case.

## Your Path to AI-Driven Sales Transformation

Our workshop will highlight the strategic advantage of AI, unlock your organization’s specific strengths, and empower your sales team to perform at their best in the digital age. Together, we will create a practical step-by-step roadmap for your sales teams to embrace AI and overcome change resistance fully.



## Contact Us

Hitachi Solutions is a 100% Microsoft platform-focused organization and your go-to partner on the journey to adopting Microsoft Dynamics 365 Sales for your business.

We invite you to contact us with any questions about our CRM Vision and Value Workshop, or to learn more about how our people-first approach can help move your business in the right direction.

Contact us today to learn more about the powerful AI capabilities inside Microsoft Dynamics 365 Sales and what they can do for your organization’s sales performance.

