HubSpot

HubSpot vs. Microsoft Dynamics 365

A quick comparison guide



HubSpot and Microsoft Dynamics both offer customers a cloud-based CRM platform to manage sales operations and scale business growth. HubSpot enables businesses to grow better with sales, service, marketing, and content management software from a single source of truth. The platform was built in-house on one codebase for a unified experience that's easier for teams to adopt and use. The centralized control pane empowers front office teams to deepen relationships with customers and provide best-in-class service.

Dynamics 365 offers businesses a platform with marketing, sales, customer service, field service, finance, operations, commerce, and human resource applications. It brings together sales force automation with contextual insights and customization capabilities.

While HubSpot and Microsoft Dynamics 365 both offer a host of tools to help run your business, there are several key differences you should take into consideration when deciding which platform is best for your business. We've provided a brief overview of both platforms' features and offerings to help evaluate which will work best for you.

All the features you need. One advertised price.

HubSpot includes all the features you need in its advertised price, and customers only pay for additional revenue-generating sales seats. Free seats are even available for team members who need visibility into the business, such as reporting, without any of the day-to-day functionality of sales tools.

Microsoft charges for every user and requires paid add-ons for essential features, making it less cost-effective to align marketing and sales teams, and giving executives little visibility into reporting without additional fees.

Access all the tools from a single location

HubSpot CRM is built on the belief that you should have access to everything you need to make your CRM work well for you. To that end, we provide unmatched integration and support as well as free certifications to ensure your team is fully equipped.



HubSpot



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Event-based segmentation

How will you scale?

Growing businesses need solutions that can grow alongside them – without added costs and complexity. Whether you work with a small team of two or a sophisticated force of thousands, HubSpot offers options that grow with your business.

HubSpot Microsoft **Dynamics 365** HubSpot offerings start free and scale up in Microsoft Dynamics 365 offers pricing based tiers: on individual business areas, with packages available for: • Starter • Professional • Small and medium business • Enterprise Sales • Customer data platform HubSpot for Startups is a unique Project management accelerator program that provides pricing HR Cost at industry-record discounts. Plus, with • Supply chain HubSpot, you get an ever-expanding suite of applications. Microsoft charges a set price for the first user and a different price for each qualified additional user. Paid add-ons for essential features are also required. HubSpot's all-on-one platform provides all the Microsoft Dynamics 365 allows businesses to tools you need to upscale your approach purchase CRM functionality as stand-alone without adding complexity. modules or the option to license several apps together. Although it can be customized, organizations may find the customization Complexity process challenging to master without resident developer expertise. With HubSpot, companies have an advantage Microsoft Dynamics 365 offers adjacent in cross-functionality, so everyone in your products like marketing, sales, customer organization - Marketing, Sales, Service & service, field service, commerce, and HR, Operations - works off the same system of and allows for seamless integration with other Microsoft products. This works well for record. This allows teams to align around a **Cross-functionality** single source of truth and drive a more companies with these specific solutions delightful customer experience. already in place.

HubSpot helps you help your customers

Relationships are at the heart of CRM, which is why HubSpot prioritizes helping every size business create a delightful customer experience. Improve operational efficiency, reduce total cost of ownership, and scale without costly and difficult integration with HubSpot.

To learn more about getting started with HubSpot CRM, visit hubspot.com.