

## Microsoft Dynamics CRM vs. Salesforce.com: A Heavyweight Battle in 6 Rounds

And now, for the heavyweight battle that we've all been waiting for. . .

In this corner, may I introduce the formidable Salesforce.com, a company that sells Customer Relationship Management (CRM) delivered through the software-as-a-service model. It boasts impressive partnerships with Google, IBM, and Cisco. Salesforce.com, based in San Francisco, focuses on financial services and the public and high tech sectors. It approaches this clash of the titans with confidence because of the growing market opportunity for its deployment model.

And in this corner, may I introduce the impressive Microsoft Dynamics CRM, created by a software behemoth, proud of its multiple deployment options tailored for any need. Boasting a flexibility to grow with its consumers, Microsoft Dynamics CRM claims superiority because of its ubiquitous presence and success. Ready to meet its rival, Microsoft Dynamics CRM is fueled by its wizard-based reporting designed for intuitive user end reports and analysis.

May the best product win. . .

### Round 1: Choice and Flexibility

With a multitenant CRM solution, Microsoft Dynamics CRM offers any number of deployment options, depending on its consumers' needs. On-demand, on-premise, and self-hosted models are only a few of ways Microsoft Dynamic CRM can be deployed. And, when its consumers' businesses change, so too can their CRM software because all deployment options are built on the same modern architecture and data model. Salesforce.com offers only one method of deployment.

### Round 2: Cost

Salesforce.com claims to cost significantly less, but Microsoft Dynamics CRM insists that its competition isn't comparing like services. A-la-carte pricing in addition to potential price hikes at contract renewal can significantly affect the total cost of Salesforce.com. And, when assessing comparable online products between the two opponents, Microsoft Dynamics CRM Online is available for less than 50% of the Salesforce.com fee.

### Round 3: Ownership of Data

Salesforce.com, as a software-as-a-service provider, does not own the data collected by consumers. Instead, its data centers are outsourced to Equinix, a third party company. Microsoft Dynamics CRM, with its multitenant architecture, houses private databases for each tenant. Customers have full control over the security and physical location of their data.

### Round 4: Ease of Use

Microsoft Dynamics CRM is designed for easy user adoption because of its similarity and compatibility with Microsoft Office and Outlook. Simply put, it is designed to minimize the need for training, reduce application switching, and produce high productivity.

### Round 5: Scope and Support

Salesforce.com offers support for 15 languages, while Microsoft Dynamics CRM offers support for 25. Microsoft Dynamics CRM's ecosystem includes 750,000 solutions partners, 2,200 user groups, and 400 community Web sites globally. Unless consumer pays extra, typical support included in Salesforce.com's subscription fee allows for a 2 business day response time.

#### Round 6: The Future and Investments

Microsoft invests approximately \$5 billion dollars a year in research and development. In 2007, Salesforce.com invested \$12 million dollars in research and development.

My apologies to the fans of healthy and heated competition; it appears that our challenge of the champions was not the match we anticipated. In a lopsided victory, Microsoft Dynamics CRM is crowned champion of choice and flexibility, transparent user experience, data ownership, scope and support, as well as investment in the future. Congratulations to the victor!