



Making the Switch: MS Dynamics to **HubSpot**



HubSpot is a cloud-based customer relationship management (CRM) platform that helps businesses grow better with sales, service, marketing, and content management software. HubSpot's CRM platform is easy to adopt, helps you easily align your teams, and makes it easy to adapt to any business challenge.

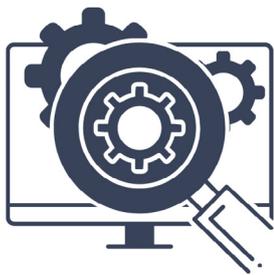


Microsoft
Dynamics[®] 365

Along with its line of consumer and business facing products, Microsoft offers a cloud-based customer relationship management (CRM) platform with marketing, sales, customer service, field service, finance, operations, commerce, and human resources software applications.

Functionality

Both HubSpot and MS Dynamics offer various functions that provide effective sales and CRM support for your businesses.



HubSpot CRM combines consumer-grade user experience with enterprise power. Sales Hub delivers on contact management, sales analytics, sales automation, pipeline management, and much more. Sales Hub products are trusted by thousands of growing mid-market B2B companies, enterprise brands, and high-growth unicorns to scale with them as they grow.

Dynamics offers sales execution (lead management, forecasting, CPQ, etc.), reporting, and more. They offer a wide range of powerful products for businesses of all sizes. Though, you'll need to purchase add-ons to gain functionality to LinkedIn Sales Navigator and contextual insights (pipeline forecasting, email engagement, predictive scoring, relationship analytics, and more, source).

Pricing

With many organisations considering cost as one of their main concerns when switching between CRM software, this is a key part to evaluate.



HubSpot includes all the features you need in its advertised price, and you only pay for additional revenue-generating sales seats.

Free seats are 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. Aligning your marketing and sales teams, giving executives visibility into reporting, or even letting your reps operate in a shared inbox will cost extra.

Pricing Guide

HUBSPOT SALES HUB ENTERPRISE PRICING

MS DYNAMICS 365 SALES ENTERPRISE PRICING

LIST PRICE	£4,350/mo for 50 paid users
LICENSING COSTS	Pay 87/mo for each additional paid user
IMPLEMENTATION	Flat rate of £2,175 for Enterprise onboarding
ROBUST REPORTING	Included with Sales Hub Professional and Enterprise seats
PLATFORM MAINTENANCE	Enjoy a seamless platform built with HubSpot CRM, sales, marketing, and service products all built on one code base
OUTBOUND CALLING SOFTWARE	Included in all plans. Calling limits apply (2,000 minutes per user/mo for Enterprise); not available in all countries
SALES ENGAGEMENT SOFTWARE	Included with Enterprise: <ul style="list-style-type: none">- Team email- Conversations inbox- HubSpot video- Email sequences- Tasks and more
CUSTOMER SUPPORT COSTS	Phone and email support included for all Professional & Enterprise plans

£3,450 for 50 paid users
Pay £70 - £100 per additional user depending on package
Average flat rate of £10,900 for Sales App implementation. Plus, an additional £730 for administrator training
Requires Dynamics 364 Sales Premium. Additional £1,450/mo for 50 paid users on top of Sales Enterprise
Platform is integrated with Dynamics 365 products like field service, marketing and more
Not included. Requires integration
Not included. Requires integration
Phone and email support included with Dynamics 365 subscription

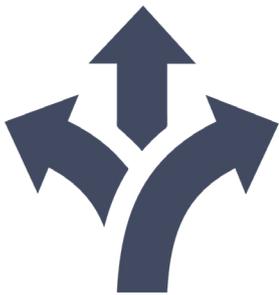
**Estimated
Total Cost for a
team of 50**

£54,450

£71,150

Flexibility & Ease of Use

Adapting to a different CRM software might take time, so flexibility, alongside ease of use, is important when considering which one is the best for your team and your business.



HubSpot is uniquely dedicated to ease-of-use and simplicity for admins, reps, and managers. This way, you spend less time (and money) getting your CRM system to work the way you want it to.

HubSpot is consistently ranked the most user-friendly CRM and B2B software, with rep adoption often cited as a key benefit among HubSpot users. As a result, customers switching to HubSpot often notice an improvement in their data quality. This gives admins greater visibility into the overall health of their business.

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Dynamics has robust reporting that's highly customisable. This customisation can take time to implement and requires training to master. G2 users ranked HubSpot above Dynamics 365 Sales in ease of setup. Though, once you master Dynamics or hire an administrator, you can create robust custom tools to improve your sales process.

All in one capabilities

Most B2B organisations want to cut cost per value, but also time in their daily CRM tasks, so the software's ability to provide all-in-one-place support is essential.



HubSpot's CRM Platform and supporting Sales, Marketing, Content Management & Service Hubs have all been built from the ground up. The result is a unified and consistent user experience where data, reporting, and individual tools are all similar and work together.

Dynamics offers more products like marketing, sales, customer service, field service, and more, but the extensibility means more maintenance and a higher learning curve. If you're a Microsoft 365 power user, you'll find Dynamics to be a perfect fit since Dynamics fits within the same platform. For example, an integration with Outlook enables users to track email appointments, tasks, and contacts into the same system.

Customisation

No two businesses are the same, and many want to extend their individual practices and processes to the software they use.

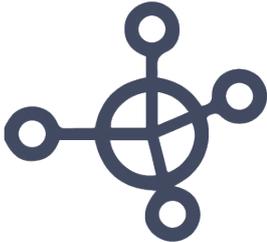


HubSpot doesn't sacrifice power for usability. Customise it to meet your business needs without adding complexity -- and scale up gracefully, without months of custom development work. HubSpot offers a flexible data structure for your CRM with custom objects, so custom implementations are a breeze. You can stay agile as you scale, adapting easily to whatever the world throws at you.

Dynamics features powerful customisation for complex and sophisticated organisations. For example, tools like Flow and PowerApps can rapidly address complex business needs, especially for businesses in the manufacturing sector. Though, these tools are not included in the base price and must be purchased separately.

Ecosystem

With a range of CRM programmes housing optional add-ons and supported apps, it has never been easier to integrate other ways to help manage your customers in one app.

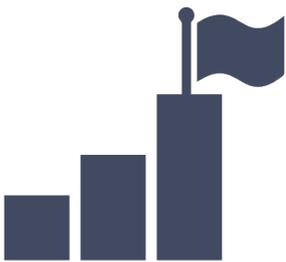


HubSpot's App Marketplace takes the same approach to 3rd party integrations as its own software – focusing heavily on power, ease-of-use, and quality. Installing and configuring integrations via the marketplace is simple, with over 500 apps and integrations, many of which are native (HubSpot-built) integrations.

Dynamics connectors library offers hundreds of tools that you can use to integrate with Dynamics 365. Connect tools within the Office suite or third-party apps. Also, flow templates allow you to pair two or more apps together to run a specific process.

Success support

With whatever CRM software you use, it is important to ensure that your business growth and success is supported by whatever tools you use to help you get there.



HubSpot is invested in your success from day one. HubSpot's world-class support and customer success teams are available to all customers – with phone and email support at no extra charge for Pro and Enterprise customers – and you won't pay more for it as you grow. HubSpot Academy is also available for free at your fingertips.

Dynamics includes support with your Dynamics 365 subscription. If you want professional direct support (one-on-one advice and 24x7 technical support), you'll need to pay an additional \$9 per user per month. Also, you access free and paid certifications and training.

Wish to switch?

Here's the process:

1

PROCESS

Create a Blueprint for the solution design to meet short and long term goals.

2

MIGRATION

Move & recreate any data, landing pages, emails, campaigns, workflows.

3

MVP

Launch your first campaign in HubSpot hand in hand with our experts.

4

EXECUTE

Build, set up and configure the foundational elements of your new system.

5

SUCCESS

Expand reach of the platform, optimize results, and meet your goals.

What our clients say...



Having worked with the team at BBD Boom for over 2 years, I can genuinely say that they are an excellent partner to have. Of course they know HubSpot inside out and back to front, which means we have absolutely seen ALL of the value from this incredible tool."



Amazing hard working team and delivers top results for clients. They are a great fit for fast growth B2B companies. Very confident that they will reach fantastic heights."

As a HubSpot Elite Solutions Partner, it's no surprise that we see HubSpot as the perfect solution that encapsulates all the benefits of a fantastic CRM platform. We are passionate about showcasing how great HubSpot can truly be for your business and with impressive client testimonials and a proven track record in client success, we make B2B businesses boom using HubSpot.

We align with what HubSpot stands for and helps do - encouraging business growth through process automation, providing clear insight into audiences and improving all modes of communication that a business might have with their customers.

If you would like to speak about anything discussed above, or would like help migrating your current business platform to HubSpot, [get in touch here.](#)

Alternatively, all us on **01202 800464** or email us at grow@bbdboom.com.

