



# Selecting the best CRM for your growing business

## Evaluate Microsoft Dynamics 365 and Salesforce



Choosing the right CRM platform begins with a detailed analysis of your business objectives. If you are a growing business, it comes down to two choices: Microsoft Dynamics 365 and Salesforce.

In this evaluation, led by experienced technologists and business advisors, we will explore the current and future states of these leading solutions and assess how they may best suit your business objectives. We will focus less on technical implementations and more on business implications.

### What you will get from the evaluation

During this session, our team will explore the following areas through the perspective of your unique business strategies and corporate culture:

- Current and future IT infrastructure
- Implementation infrastructure
- Cloud platform comparison
- Productivity tools comparison
- Microsoft vs Salesforce partnership models
- AI and ML comparison

### Getting the most out of your CRM

CRM is no longer a one-size-fits-all solution; it now encompasses a suite of capabilities, including marketing, sales, customer service, field service, and project management components like time and expense entry. These can all be seamlessly connected to suit your business needs.

By changing how we think about CRM, making it more specific to both vertical markets and specific business needs, we can move toward a more complete picture of our customers and market.

But at the heart of each solution—including Salesforce—are commonalities such as platform, productivity suites, and flexibility, which are detailed in the evaluation.

Ready to learn more about the future of managing customer relationships? Ready to have a more complete understanding of which solution will best address your current and future business goals?

### Benefits:

- Business-oriented evaluation for the world's two leading CRM solutions
- Direct comparison of out-of-the box and extended capabilities
- Evaluation of point solutions vs platforms
- Complete understanding of Total Cost of Ownership for both solutions
- Strategic guidance ensuring your business goals and objectives are met

Learn more at [argano.com](https://argano.com)

Contact us today at [microsoft@argano.com](mailto:microsoft@argano.com) for a full end-to-end comparison of Microsoft Dynamics 365 and Salesforce.

