

# 10 things you need to know about Microsoft Dynamics 365

**Think about it: 77% of marketing automation users are seeing increased conversion rates.**  
*(Source: VB insights)*



1

#### Gartner's Leaders Quadrant

Gartner has positioned Microsoft in the **Leaders Quadrant** in the 2019 Magic Quadrant for the CRM Customer Engagement Centre.

2

#### 4.4 million users

As early as 2015, Dynamics 365's CRM apps had **4.4 million** users.

3

#### More than CRM

Dynamics 365 is more than just CRM. You get **financial** functionality as well as **ERP** functionality, based your edition.

4

#### On the Cloud

Dynamics 365 is available under **cloud** licensing, with convenient and flexible **pricing** options.

5

#### Integration with LinkedIn

One of the distinct and most noteworthy features of Dynamics 365 is its native **integration with LinkedIn** – and access to its 500-million user database.

6

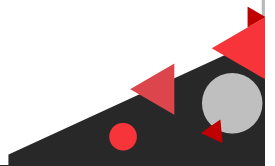
#### Fully integrated IoT platform

Forrester says, "Microsoft is the **only** supplier that provides hardware, software, and internet-of-things (IoT) platforms to enable end-to-end customer service."

7

#### Outlook, Office and Power BI

Dynamics 365 integrates seamlessly with Microsoft tools, such as Outlook, Office 365, Power BI and so on. It is kept up to date through **two annual** release cycles.





#### Anytime, anywhere

Dynamics 365 can be desktop, mobile, offline or online – for anytime, anywhere use.



#### Four Apps in One

Dynamics CRM now has **four apps**; Sales, Customer Service, Field Service, and Project Service Automation.



#### Tailored for SMBs & Large Enterprises

While most Dynamics users used to be **SMBs**, larger businesses are now increasingly adopting it.

#### Sources:

Microsoft.com

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<https://community.dynamics.com/crm/b/powerxrmblog/posts/amazing-crm-statistics>

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