



Selecting the best CRM for your growing business

Evaluate Microsoft Dynamics 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 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

- Security and compliance capabilities
- Total cost of ownership

Getting the most out of your CRM

CRM is no longer considered just a one-size-fits-all solution but rather a suite of capabilities for marketing, sales, customer service, and field service, that can be connected in a way that makes the most sense for your business.

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?

Contact us today at info@arbela.com for a full end-to-end comparison

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

of Microsoft Dynamics and Salesforce.

About ArganoArbela

ArganoArbela is a Microsoft gold certified, top-rated consulting firm empowering organizations around the world to digitally transform and grow their businesses.

