

# Dynamics 365 Licensing & Pricing Guide | 2024



## Microsoft Dynamics<sup>®</sup> 365

Microsoft Dynamics 365 is a robust suite of business applications integrating CRM and ERP capabilities to enhance efficiency and productivity. With the 2024 updates, understanding the licensing and pricing structure is crucial for businesses in Canada to implement or upgrade their [Microsoft Dynamics 365](#). This guide will walk you through the intricacies of Dynamics 365 licensing and pricing.

### Understanding Dynamics 365 Licensing

Dynamics 365 offers a variety of applications, each tailored to specific business needs. The primary categories include:

1. **Customer Engagement:** Applications like Sales, Customer Service, Field Service, and Project Service Automation.
2. **Unified Operations:** Applications such as Finance, Supply Chain Management, and Commerce.
3. **Power Platform:** Including [Power BI](#), Power Apps, and Power Automate.

Licensing for these applications is structured to provide flexibility, ensuring businesses pay for only what they need.

### Base and Attach Licenses

Dynamics 365 uses a modular licensing approach. Users start with a base license and can add attach licenses for additional functionality at a reduced cost. For instance, a user with a [Sales Enterprise](#) base license can add a [Customer Service](#) attach license at a significantly lower price than purchasing both as standalone licenses.

### **Base Licenses:**

- **Sales Enterprise:** \$95 per user/month
- **Customer Service Enterprise:** \$95 per user/month

### **Attach Licenses:**

- **Customer Service Enterprise:** \$20 per user/month
- **Field Service:** \$20 per user/month

This approach allows businesses to customize their Dynamics 365 experience based on specific roles and needs within the organization.

## Pricing Models

[Dynamics pricing](#) is influenced by several factors, including the number of users, the specific applications required, and whether the deployment is cloud-based or on-premise. Here's a breakdown of some key pricing aspects for 2024:

## Dynamics 365 for Marketing

- **Customer Insights Journeys (formerly Dynamics 365 for Marketing):**
  - Without 10 or more qualifying Dynamics 365 licenses: \$1700 per month
  - With 10 or more qualifying Dynamics 365 licenses: \$1000 per month

## Dynamics 365 for Sales and Customer Service

Organizations need to choose between Professional and Enterprise licensing. While the Professional level is suitable for smaller organizations with basic needs, the Enterprise level offers comprehensive features and capabilities.

### **Professional Licensing:**

- Sales Professional: \$65 per user/month
- Customer Service Professional: \$50 per user/month

### **Enterprise Licensing:**

- Sales Enterprise: \$95 per user/month
- Customer Service Enterprise: \$95 per user/month

It's important to note that Professional and Enterprise licenses cannot be mixed within an organization.

## Additional Applications

Dynamics 365 also includes other essential applications, each with its own pricing:

- **Business Central (ERP):**
  - **Essentials:** \$70 per user/month
  - **Premium:** \$100 per user/month
- Dynamics 365 for Retail: \$170 per user/month
- Dynamics 365 for Talent: \$40 per user/month

These applications can be integrated with the core CRM and ERP functionalities, providing a comprehensive solution for various business needs.

## Cost-Saving Tips for Canadian Businesses

1. **Bundle Licenses:** By leveraging attach licenses, businesses can significantly reduce costs compared to purchasing standalone licenses.
2. **Evaluate Needs:** Thoroughly assess the organization's needs to choose the appropriate licensing level, avoiding overpaying for unnecessary features.
3. **Cloud vs. On-Premise:** While cloud-based solutions offer flexibility and scalability, on-premise deployments can be cost-effective for large enterprises with specific compliance requirements.

## Conclusion

Navigating the Dynamics 365 licensing and pricing landscape can be complex, but understanding the basics and leveraging available resources can lead to significant cost savings and optimized business operations. As Microsoft continues to evolve its offerings, staying informed about the latest updates and best practices is essential for maximizing the value of Dynamics 365 investments.

For Canadian businesses looking to optimize their Dynamics 365 solutions, a personalized consultation can provide significant benefits. Dynamics Square CA specializes in helping Canadian businesses navigate the Dynamics 365 ecosystem, ensuring both cost-efficiency and functionality.

[Contact Dynamics Square CA](#) today to get a customized quote and expert advice on Dynamics 365 licensing and pricing tailored to your business needs.