

## Q2 2025 Developers' Cheat Sheet - D365 Subscriptions


As a Dynamics 365 developer, you are always curious about the different license types across the Microsoft ecosystem, and if you've worked on enough projects, you've probably realized licensing can be surprisingly complex. Between figuring out what users need and ensuring solutions are cost-effective, there's a lot more to consider than just "what features come with Sales or Customer Service."

What makes things trickier is that Microsoft's licensing guides, while thorough, are often buried in PDFs or change subtly with each release cycle. So here is a general overview of each major Microsoft Product:





### Dynamics 365 Sales

This module helps businesses manage their sales processes, from lead generation to opportunity tracking and closing.

Product	Sales Professional
<b>Features</b>  	<ul style="list-style-type: none"> <li>• A simplified version of Sales Enterprise with core sales capabilities like opportunity tracking and customer engagement.</li> <li>• Lacks advanced AI features and some integrations, but still offers tools for managing leads and customer data.</li> <li>• Focused on organizations with more straightforward sales operations.</li> </ul>
<b>Target Audience</b>	Small to mid-sized businesses or teams with simpler sales processes.
<b>Cost</b>	\$65 USD / \$88.20 CAD per user/month.




Product	Sales Enterprise
<b>Features</b>  	<ul style="list-style-type: none"> <li>• Comprehensive sales automation tools such as opportunity management, pipeline forecasting, sales order management, and sales performance analytics.</li> <li>• Includes deep integration with Outlook for better email tracking and customer engagement.</li> <li>• Advanced AI-driven insights for improving lead prioritization and sales activities.</li> <li>• Integrates with LinkedIn Sales Navigator to help sales teams find, connect, and engage with prospects.</li> <li>• Mobile app to enable sales professionals to work on the go.</li> </ul>
<b>Target Audience</b>	Larger sales teams or enterprises with more complex sales processes.
<b>Cost</b>	Approx. \$105 USD / \$142.50 CAD per user/month.


Product	Sales Premium
<b>Features</b>  	<ul style="list-style-type: none"> <li>• Includes everything in Sales Enterprise plus additional premium features such as advanced AI capabilities for predicting lead conversion and improving decision-making.</li> <li>• Better analytics and reporting to gain insights into customer behavior and sales trends.</li> <li>• Deeper integrations with LinkedIn and more advanced relationship management tools.</li> </ul>
<b>Target Audience</b>	Companies with highly complex sales cycles or global sales teams that need advanced sales insights.
<b>Cost</b>	Approx. \$150 USD / \$203.50 CAD per user/month.

For more information: <https://www.purelycrm.com/dynamics365/sales/>

## Dynamics 365 Customer Service

This module helps companies manage customer service operations, ensuring a positive customer experience across different service channels.

Product	Customer Service Professional
<b>Features</b> 	<ul style="list-style-type: none"> <li>• Basic case management functionality for customer service teams.</li> <li>• Knowledge base for self-service and agent-assisted support.</li> <li>• Provides a simple interface for handling cases and customer interactions.</li> <li>• Limited to fewer advanced features compared to the Enterprise version.</li> </ul>
<b>Target Audience</b>	Smaller organizations or businesses with less complex customer service needs.
<b>Cost</b>	Approx. \$50 USD / 67.80 CAD per user/month.


Product	Customer Service Enterprise
<b>Features</b> 	<ul style="list-style-type: none"> <li>• Includes advanced omnichannel support, allowing companies to manage customer service interactions across phone, email, chat, and social media.</li> <li>• Service insights for performance tracking, SLAs (Service Level Agreements), and monitoring KPIs.</li> <li>• Case management tools for complex support requests, as well as integration with other Dynamics modules.</li> <li>• Virtual agent functionality using AI to answer customer queries and automate workflows.</li> </ul>
<b>Target Audience</b>	Mid to large-sized businesses with complex customer service operations or those managing high volumes of cases.
<b>Cost</b>	\$105 USD / \$142.50 per user/month.

For more information: <https://www.purelycrm.com/dynamics365/customer-service/>



## Dynamics 365 Field Service

This module helps organizations manage their field service operations, including work order management, scheduling, and customer interactions on-site.


Product	Field Service
<b>Features</b>  	<ul style="list-style-type: none"> <li>Allows for comprehensive management of field service operations, including work order creation, scheduling, and dispatching.</li> <li>Mobile app for field technicians to access job details, capture data, and update statuses in real time.</li> <li>IoT (Internet of Things) integration to monitor equipment and predict maintenance needs.</li> <li>Optimized scheduling and dispatching features.</li> <li>Includes everything in Field Service plus AI-driven tools for predictive maintenance, resource optimization, and real-time tracking of field service activities.</li> </ul>
<b>Target Audience</b>	Businesses with a field-based workforce (e.g., maintenance, repairs, or installations) that need advanced scheduling and management capabilities.
<b>Cost</b>	\$105 USD / \$142.50 CAD per user/month.

For more information: <https://www.purelycrm.com/dynamics365/field-service/>

## Dynamics 365 (Marketing) Customer Insights

This module focuses on automating marketing processes, lead generation, customer engagement, and campaign management.


Product	Customer Insights + Journeys
<b>Features</b>  	<ul style="list-style-type: none"> <li>Core marketing automation tools for creating, managing, and tracking marketing campaigns.</li> <li>Includes lead scoring, email marketing, social media integration, event management, and customer journeys.</li> <li>Personalized customer communication and insights into marketing ROI.</li> </ul>
<b>Target Audience</b>	Businesses that need a full-featured marketing platform for digital marketing, lead nurturing, and email campaigns.
<b>Cost</b>	Approx. \$1,700.00 USD / \$2,306.60 CAD per month for up to 10,000 contacts.


Product	Marketing Add-on (Customer Insights – Attached)
<b>Features</b> 	<ul style="list-style-type: none"> <li>An add-on license for users already using other Dynamics 365 apps, providing marketing functionality like email campaigns and event management.</li> <li>Primarily for businesses that already have 10 + Dynamics 365 users (Sales, Customer Service, etc.) but require marketing capabilities.</li> </ul>
<b>Target Audience</b>	Customers who need to integrate marketing with their existing Dynamics 365 modules.
<b>Cost</b>	Approx. \$750 USD / \$1,000.00 CAD per month for Unlimited users 100,000 Unified People/ 10,000 Interacted People


For more information: <https://www.purelycrm.com/dynamics365/customer-insights/>

## Power Apps & Power Automate


The backbone of any CRM development, these are tools for app development, automation, and integration within the Dynamics 365 ecosystem and beyond.

Product	Power Apps Per App Plan
<b>Features</b> 	<ul style="list-style-type: none"> <li>Allows users to access and use one app (e.g., a custom application) built using Power Apps.</li> </ul>
<b>Target Audience</b>	Ideal for businesses with specific, narrow app usage needs.
<b>Cost</b>	\$6 USD / \$6.86 CAD per user/month.

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<b>Features</b> 	<ul style="list-style-type: none"> <li>Allows users to access and use one app (e.g., a custom application) built using Power Apps.</li> </ul>
<b>Target Audience</b>	Ideal for businesses with specific, narrow app usage needs.
<b>Cost</b>	\$6 USD / \$6.86 CAD per user/month.

Product	Power Apps Premium
<b>Features</b> 	<ul style="list-style-type: none"> <li>Provides unlimited use of apps built on Power Apps, offering more flexibility for businesses that need multiple applications.</li> <li>Allows for Data connection with applications outside of the Microsoft Ecosystem.</li> </ul>
<b>Cost</b>	\$20 USD / \$27.10 CAD per user/month


For more information: <https://www.purelycrm.com/power-platform/power-apps/>

Product	Power Automate Per User Plan
<b>Features</b> 	<ul style="list-style-type: none"> <li>Enables automation of workflows across a wide variety of applications and services.</li> <li>Helps streamline repetitive processes, improving productivity.</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>Free for any workflows for any Microsoft Cloud products</li> <li>Dynamics 365 Cloud/Microsoft 365 Licensing includes Power Automate</li> <li>\$15 per user/month, for when you need to make a workflow to applications outside the Microsoft ecosystem.</li> </ul>

For more information: <https://www.purelycrm.com/power-platform/powerautomate/>

## Dynamics 365 Business Central

Business Central is an all-in-one business management ERP solution for small and mid-sized businesses, focusing on finance, operations, and project management.

Product	Dynamics 365 Business Central Essentials
<b>Features</b> 	<ul style="list-style-type: none"> <li>Core functionalities like financial management, supply chain, sales, purchasing, and project management.</li> <li>User-friendly for SMBs, with easy-to-use tools for managing core business processes.</li> </ul>
<b>Target Audience</b>	Small to medium-sized businesses (SMBs) that need an integrated Cloud ERP solution.
<b>Cost</b>	\$70 USD / \$95 CAD per user/month.

For more information: <https://www.endeavoursolutions.com/businesscentral/>

If you're building solutions, be curious about licensing. Ask questions. Push for a clear licensing strategy early in discovery or pre-sales. The more we understand what licenses allow (and restrict), the better we can design smart, compliant, and cost-effective solutions. For more information on pricing visit:

<https://www.purelycrm.com/pricing/>