

Microsoft Dynamics 365 vs SAP and Oracle Comprehensive ERP Solutions



As business processes grow more complex, organizations must constantly improve productivity and efficiency to stay ahead of the competition. Enterprise resource planning (ERP) solutions drive that improvement by helping companies manage resources across the board. Microsoft Dynamics 365 stands out in a field of ERP options, empowering organizations to thrive.

In the realm of cloud-based ERP systems, Microsoft, SAP and Oracle all offer full-featured solutions. All three support companies of various sizes, and each can deploy in the cloud and on all major platforms. But each solution has specific strengths. Consider some of the powerful [benefits of Dynamics 365](#).

Break Down Siloes with Seamless Integration

All too often, marketing, sales, operations, and customer service work in siloes. But because Dynamics uses a shared business database, it allows departments to easily share critical information and insights.

For instance, recent updates to the Service module strengthen the alignment between Field Service and Supply Chain Management. And Customer Insights pulls together customer data from a variety of sources to provide a unified view of customers across departments.

Additionally, unlike SAP and Oracle, Dynamics 365 offers native integration with the Microsoft products employees access daily. Personnel who already use Outlook and Excel, for example, can move seamlessly between these apps and the Dynamics modules. And on the back end, that integration simplifies management of users and services.

Flexible Solutions to Fit Your Needs

With Dynamics 365, organizations choose among modules, including: Marketing, Sales, Customer Service, Field Service, Remote Assist, Finance, Supply Chain Management, Human Resources, Commerce and Customer Voice. Customers choose the modules they need, and within those modules, Dynamics offers more flexibility in customization than SAP or Oracle.

In addition, industry accelerators allow companies to tailor solutions based on features specific to an industry. For instance, the automotive accelerator includes features for sales contracts, warranties, inspections, test drives, after-sales management and more. Likewise, the education accelerator includes tools for student engagement, internships and scholarships.

Finally, as a software-as-a-service (SaaS) solution, Dynamics works on a monthly subscription basis. That means that organizations purchase what they need, adding or subtracting licenses as circumstances change.



Built-in Tools Improve Efficiency and Productivity

Dynamics 365 includes several built-in tools that further streamline business processes. For instance, native integration with LinkedIn helps build sales relationships. Artificial intelligence (AI) transforms sales and marketing by identifying trends. And Remote Assist uses mixed reality technology to help frontline workers collaborate with remote support personnel.

Digital Intelligence Drives Informed Strategy

Data rules, drive strategy throughout the organization. And Dynamics 365 provides the data and insights to help decision makers build intelligent strategy. Embedded Power BI, AI and machine learning deliver predictive insights, allowing companies to adapt quickly to market changes.

For example, in the Sales and Customer Service modules, dashboards offer actionable insights into essential performance metrics. Sales managers benefit from a comprehensive view of customer interactions, while customer service managers quickly identify and address problem areas.

Because Dynamics offers more flexible customization than SAP and Oracle, it provides more powerful dashboards. These dashboards, targeted to organization-specific needs, provide managers with intelligent tools to make data-driven decisions.

Likewise, the predictive analytics in the Finance module give CFOs essential tools to proactively identify business opportunities and risks. And in the [retail industry](#), Microsoft's upcoming Connected Store product (now in Preview) uses data collected through AI and IoT to help managers optimize their physical stores.



Data Security for Peace of Mind

While all of this data delivers critical value in moving the business forward, it also entails risk. Fortunately, Microsoft includes sophisticated security and [access controls](#) with an intuitive interface that rivals SAP and Oracle.

In conjunction with Microsoft's built-in security features, eMazzanti offers [comprehensive data security](#) to keep your data safe and ensure compliance with privacy regulations.

eMazzanti with Dynamics 365 Delivers Winning Combination

With experience in a wide range of industries, eMazzanti can help your organization determine the best ERP solution to fit your needs. Our experts can also help you implement that solution properly to take advantage of the tools and insights available to you. Transform your organization with tools designed to take your business to the next level.

2015 | 2013 | 2012 Microsoft
Partner of the Year



Inc. 500 || **5000**
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



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