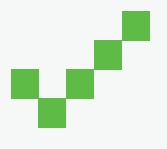
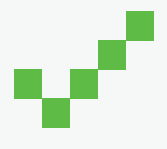
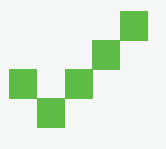
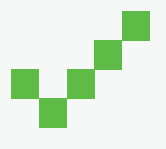
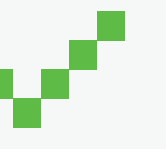

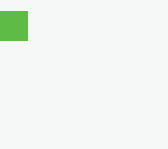



CRM comparison table_

	Dynamics 365	Salesforce	Hubspot	Zendesk Sell	Pipedrive	Zoho	Insightly	Monday CRM
Highlights	<ul style="list-style-type: none"> Advanced customisation options Built on modules making it tailorable Options for modules for every business team Core features include automation, analytics and ability to incorporate AI Twice-yearly feature updates 	<ul style="list-style-type: none"> Advanced customisation options All-in-one platform for sales and marketing Advanced analytics and reporting Workflow and approval automation 	<ul style="list-style-type: none"> Highly focused on marketing Useful features like email automation, customer segments and automated workflows Ability to customise your plan 	<ul style="list-style-type: none"> Strong customer service integration Core CRM features like lead management Simple to use 	<ul style="list-style-type: none"> Rich with features for sales teams, including lead management Intuitive, easy-to-use interface Add-ons available to extend functionality 	<ul style="list-style-type: none"> Features covering core CRM needs, including lead management Good automation options Seen as an affordable solution 	<ul style="list-style-type: none"> Good level of customisation Easy-to-use Additional features cost extra 	<ul style="list-style-type: none"> Good project management capabilities Automations available across tasks Good mobile app
Cloud based?								
User limits	User limits may vary per plan, but always options to scale	User limits vary depending on your plan type	User limits vary per plan, with higher tiers having unlimited users	User limits vary depending on your plan type	User limits vary depending on your plan type	User limits vary depending on your plan type	User limits vary depending on your plan type	User limits vary depending on your plan type
Customisation options	Customise forms, workflows, fields, dashboards and business rules	Customise fields, objects, workflows, layouts and approvals	Customise forms, templates, workflows and reports	More limited than other CRMs, but cover workflows and dashboards	Customisation options vary per plan, but includes fields, workflows, pipelines and dashboards	Customise fields, workflows, reports and layouts	Customise fields, layouts, workflows and pipelines	Customise dashboards, automations, templates and reports
Integrations	Integrates comprehensively across Microsoft suite, including Outlook and Teams. Also integration with third-party tools	1000s of integrations available through AppExchange platform	100s of integrations through App Marketplace and APIs available	Available through App Marketplace	Available through App Marketplace, plus API access	Integrates with a wide-range of business applications	Integrates with a wide-range of business applications	Custom integrations included in every plan
Relevant for	Modules for all core business teams, including sales, marketing, customer service and beyond	Suited for sales and marketing teams	Best suited for marketing teams (with some sales support)	Best suited for sales teams with simple needs or customer service teams	Best suited for sales teams	Covers sales, marketing and customer service	Options for sales, marketing and service teams	Best for sales teams with some marketing features
Security features	Robust security measures	Robust security measures	Good security measures	Good security measures	Sufficient security measures	Good security measures	Robust security measures	Good security measures
Support	Tailored onboarding and support when you need it, via dedicated consultants, community support and educational resources	Convenient customer support options for everyone and onboarding support	Varies by plan, with cheaper plans having limited support	24/7 support from consultants, plus a knowledge base to use	Varies by plan, with cheaper tiers not getting any human support	Support levels vary per plan	Support levels vary per plan, with additional costs for advanced support	Support can be slow and varies per plan
Price	From £53.40 per user, per month (exact pricing will vary dependent on modules)	From £20-£240 per user, per month	Business plans start from £77 per user, per month	From £15 to £89 per user, per month	From £14 to £99 per user, per month	From £12-£42 per user, per month	From £29-£99 per user, per month	From £10 per user, per month, with customisable pricing for enterprise plans
Free version	Free 30-day trial	Free 30-day trial	Free plan for up to 5 users (limited capabilities)	Free 14-day trial	Free 14-day trial	Free plan for up to 3 users (limited capabilities)	Free 14-day trial	Free 14-day trial
Suitable for	<ul style="list-style-type: none"> Already use Microsoft products Require a comprehensive CRM solution Want customisation and scalability 	<ul style="list-style-type: none"> Already familiar with CRM systems Have the budget to invest in advanced pricing options Want a customisable CRM outside of the Microsoft ecosystem 	<ul style="list-style-type: none"> Want a comprehensive marketing platform Need a system that integrates with their existing tools Want to utilise a free plan first 	<ul style="list-style-type: none"> Want a strong focus on customer service Already use other Zendesk products Want a user-friendly and intuitive interface 	<ul style="list-style-type: none"> Need a simple and intuitive CRM solution Want a strong focus on sales pipeline management Limited budgets 	<ul style="list-style-type: none"> Only need core CRM features Have a limited budget Are looking for a versatile platform 	<ul style="list-style-type: none"> Have a limited budget Want project management capabilities in their CRM Want basic CRM features 	<ul style="list-style-type: none"> Want a simple and easy to use CRM system Want advanced project management capabilities Have a limited budget