**Microsoft Dynamics**

* It an ERP software (Enterprise resource planning (ERP) software)
* It helps in providing a comprehensive view of your business,
* Helps in connecting various operation and departments throughout your organisation.
* ERP is connected to : financial management, supply chain, customer relationship Management, human resource manufacturing resource.
* It has 2 editions enterprise{sales, services, project service automation} and business edition { for small scale industries with an employee capacity of 100 to 200}
* Microsoft power apps are integrated with dynamics 365 which ar4e helpful to customize data according to business requirement of organisation.
* It is used for Customer Relationship Management
* Similar tools : HubSpot for start-ups ; Sales force.

Dynamics CRM :

now known as Dynamics 365 Customer Engagement, is a customer relationship management (CRM) software developed by Microsoft. It's a part of the broader Microsoft Dynamics suite, designed to help businesses manage and foster relationships with customers, clients, and prospects.

Key features and functionalities of Dynamics 365 Customer Engagement include:

* Sales: Helps in managing leads, opportunities, contacts, and accounts. It provides tools for sales pipeline management, sales forecasting, and automating sales processes.
* Marketing: Allows for marketing automation, customer segmentation, campaign management, email marketing, and lead scoring. Marketers can create, execute, and track marketing campaigns within the platform.
* Customer Service: Enables businesses to provide excellent customer service by managing cases, service requests, and support tickets. It includes features like case routing, knowledge base management, and service-level tracking.
* Field Service: Facilitates the management of field operations, scheduling, resource allocation, and work orders. It helps in optimizing field service operations and improving efficiency.
* Project Service Automation: Aims to streamline project management processes, resource management, and project planning. It helps in managing projects from initiation to completion.
* Customization and Integration: Dynamics CRM allows for customization to meet specific business needs, including creating custom entities, fields, workflows, and business processes. It integrates well with other Microsoft products like Office 365, Power BI, and Azure.
* sAnalytics and Reporting: Provides tools for generating reports, dashboards, and analytics to gain insights into customer data, sales performance, and service metrics. This helps in making data-driven decisions.
* Mobile Accessibility: Offers mobile apps for various platforms, allowing users to access CRM data and perform tasks on the go.
* Microsoft regularly updates and enhances Dynamics 365 Customer Engagement, adding new features and improvements to meet evolving business requirements.
* The platform is available on the cloud as a Software as a Service (SaaS) offering, which means users can access it through a web browser without the need for extensive infrastructure. Additionally, an on-premises version is available for those who prefer to host it within their own infrastructure.
* Dynamics CRM aims to improve customer engagement, streamline business processes, and drive sales growth by providing a comprehensive set of tools for managing customer relationships across various touchpoints.