



# Dynamics 365 Licensing

The complete guide



# Evolve your business with Dynamics 365

---

As one of the leading management platforms on the market, Microsoft Dynamics 365 is a comprehensive suite of business applications designed to help your business grow. Dynamics 365's fundamental concept is that all your business and customer data is maintained in one place for effective process planning and a complete understanding of your clients.

While this sounds straight forward, there are many different elements at play with Dynamics 365 which makes the pricing structure slightly complicated to navigate. We regularly deal with clients who struggle to understand how the licensing works, or don't know which applications would be the best fit for their clients. To clear things up, we've compiled this guide to help you make sense of it all.

## This guide covers

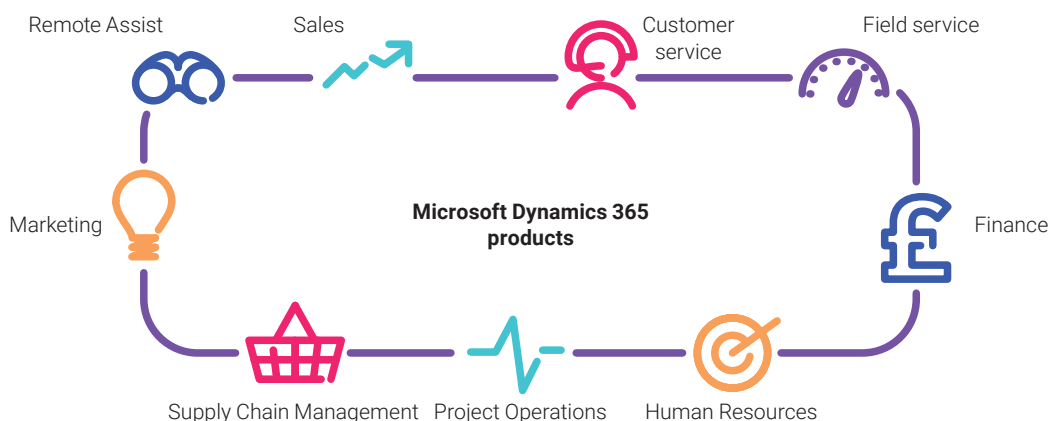
---

- › Overview of Dynamics 365
- › Introduction to Dynamics 365 licensing
- › Dynamics 365 CRM stack
- › Dynamics 365 Enterprise ERP
- › Dynamics 365 Business Central
- › Nonprofit licenses
- › Education licenses
- › What licenses are right for you



# Overview of Dynamics 365

Dynamics 365 is a range of business applications, based in the cloud, that are designed specifically to support and enable your departments to be more productive, make better decisions and transform the way you work. Dynamics 365 was born from a mix of CRM and ERP solutions but now offers departmental focused automation, reporting and management capability for each area of your business.



## How it works

To make sense of how Dynamics 365 works we need to look at Dataverse. Dataverse is the primary data-collection repository for all applications using the Power Platform. It is the data backbone that enables people to store their data in a scalable and secure environment dynamically. Dynamics 365 is built on top of Dataverse and embedded with Power Platform, it also has Office 365 capability.

## A new approach with Microsoft 365

As a Microsoft product, Microsoft Dynamics 365 integrates with the standard Microsoft Office suite, including Microsoft Teams, SharePoint, Power Apps, Power BI and more. These integrations can be extended by using one or more of the connectors available for Power Automate, allowing seamless low code integrations between multiple systems. Take SharePoint for example, Once SharePoint is integrated with Dynamics 365, tagging locations with specific URLs inside the CRM becomes more productive. You can manage your documents with ground-breaking abilities spreading over version control, check-in/out, advanced storage tools, and set up cutting-edge documents, survey and approval work processes.

Several companies use SharePoint for document management. Most of the documents contain certain contacts, accounts, or other business details that require to be tracked. At times, Dynamics 365 is used to observe these elements in addition to Microsoft SharePoint. The integration of the platforms takes care of the management of these types of documents.

As most businesses are looking for greater efficiency and productivity across the board adding integrations like this are a fantastic benefit. Seamless data sharing across the modules also means the removal of any negative data silos and businesses can harness the power of their data for smarter Marketing, Sales and Service Operations.



# Introduction to Dynamics 365 licensing

---

Now on to the big question, how is Dynamics 365 licensed? Dynamics 365 aims to simplify the licensing of business applications by dividing user subscriptions into two groups: full user and additional user.



Full users are users whose work requires use of the feature rich business applications functionality. This would include creating items, tasks, workflows and using the full system regularly. whether in a large organisation with Enterprise licenses or a small company with a Professional license. Enterprise and Professional licenses may not be mixed.

Additional users on the other hand may consume data or reports from line of business systems, but these users don't require the full user capabilities. Additional users can be divided further into the following three categories:

- › Team members: light weight access through designated scenarios built into Team Members experience.
- › Activity: more capabilities than the Team Members license, but do not require the use rights of a full user.
- › Device: multiple users can access Dynamics 365 applications through a shared device login.

## Base licenses and cost savings opportunities for "Attach" licenses

To license the core Dynamics 365 business applications customers must purchase Base and Attach licenses for their users. This Base and Attach model is in place so organisations can potentially save money on licenses. Each user must be assigned a Base license for an application and then be assigned Attach licenses for additional apps per user. For example, an organisation can have a Sales and Finance application but unless a user requires access to both, then the discount will not be available.

The ethos behind Base and Attach licenses is that Microsoft want organisations to use Dynamics 365 for everything and offer a discount for subsequent licenses purchased for your users.

### Base licenses

The first license that must be purchased is a Base license and this must be the highest priced license for any potential user. A user must be assigned a Base license for the app that they use primarily. This would be an app that supports them in their main tasks, e.g., if you're a Sales Manager you would require the Sales app, if your primary function were in Finance, you would need the Finance app and so on. Remember, this license is purchased at the standard price.

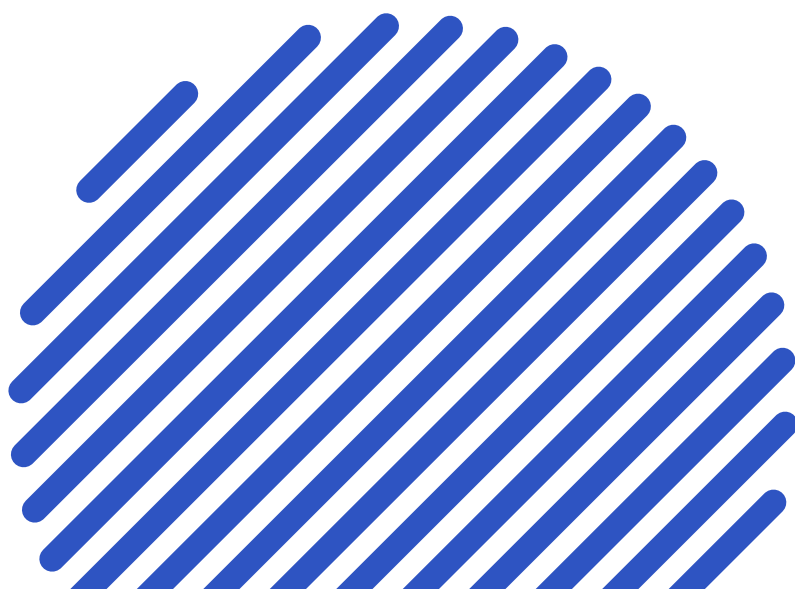
### Attach licenses

If a user needs additional apps, these can be added as Attach licenses, which are available at a discounted price. Remember, the base license will always be the higher priced one. There is no limit on the number of Attach licenses that can be added, and they do not differ in functionality from base licenses. It is worth noting that there are some limitations to which licenses you can add as an attach and get the discount. These are shown in the diagram below.



Dynamics 365 base licenses per user	Dynamics 365 attach licenses per user										
	Commerce	CS Ent	CS Pro	Field Svc	Finance	HR	Proj. Oper.	RA	Sales Ent.	Sales Pro	SCM
Business Central Essentials			●							●	
Business Central Premium			●							●	
Commerce		●	●	●	●	●	●		●	●	●
Customer Service Enterprise (CS)				●					●	●	
Customer Service Professional (CS)											
Field Service		●	●					●	●	●	
Finance	●	●	●	●		●	●		●	●	●
Guides											
Human Resources (HR)		●	●	●			●		●	●	
Microsoft Relationship Sales (MRS)		●	●	●		●	●				
Project Operations (Proj Oper.)		●	●	●		●			●	●	
Remote Assist (RA)											
Sales Enterprise		●	●	●							
Sales Premium		●	●	●		●	●				
Sales Professional			●								
Supply Chain Management (SCM)	●	●	●	●	●	●	●		●	●	

In summary, a Dynamics 365 Base license must be purchased at standard pricing. Additional Dynamics 365 Attach licenses can then be purchased for other applications at a reduced price.





# Dynamics 365 CRM stack

---

When choosing the right solution there are several areas that you need to consider. To make things clearer, we have grouped solutions into different technology stacks that sit together and offer similar capability.

## Customer Service

Dynamics 365 Customer Service is a call centre and case management solution. It automates the processes you use to handle enquiries, complaints and cases that require intelligent workflows and routing. The great thing about this solution is that it empowers businesses to provide a branded and personalised self-service experience for customers. It does this by leveraging tools for optimal case management and resolution times. Dynamics 365 Customer Service comes in the following tiers:

- › **Customer Service Professional** – Dynamics 365 Customer Service Professional is a specialised version of the customer service solution provided by Microsoft Dynamics 365. It aims at providing an easy-to-use customer service platform by streamlining the core functionalities of customer care. Service teams will find the tool to be of great help in carrying out their tasks more efficiently. The main thing to note with this application is that it is for less complex service scenarios with streamlined capabilities.
- › **Customer Services Enterprise** – Enterprise provides the same features as the Professional license but additionally offers complex, configurable, intelligent capabilities and insights.

Base licenses	Cost per user/month	Base and Attach per user/month
Customer Service Professional	£41.10	£16.40
Customer Services Enterprise	£78.10	£16.40

## Field Service and Remote Assist

**Field Service** - The Dynamics 365 Field Service business application helps organisations deliver onsite service to customer locations. The application combines workflow automation, scheduling algorithms, and mobility to set up mobile workers for success when they're onsite with customers fixing issues.

**Remote Assist** - Microsoft Dynamics 365 Remote Assist is a set of tools which allows remote engineers to receive help from your team whilst out in the field using augmented visualisations and mark-up to resolve issues.

Base licenses	Cost per user/month	Base and Attach per user/month
Field Service	£78.10	£16.40
Remote Assist	£108.34	£16.40



## Dynamics 365 Marketing

As the name suggests Dynamics 365 Marketing is Microsoft's Marketing solution. With this solution your business can maximise its marketing outputs by segmenting your contacts, accurately measuring campaign results, increasing the quality of your leads, and much more. The Marketing application has powerful marketing automation tools built in including customer journeys and workflows, powerful events management capability and a clear link/hand over to Dynamics 365 Sales to make life so much easier.

Note, that this application is licensed differently to the majority on the Dynamics 365 platform. Marketing is licensed on a per tenant/month basis rather than per user. This means you can have unlimited users for the application, but you are capped and need to be licensed by the number of contacts that you wish to market to. Ultimately like most Marketing platforms, the more contacts you have, the more you have to pay.

Marketing	First Dynamics 365 app	Subsequent qualifying Dynamics 365 app
Marketing	From £1,232.90 per tenant/month	From £616.50 per tenant/month

## Dynamics 365 Sales

Dynamics 365 Sales is Microsoft's business application for your Sales team. It is designed to help your team manage pipelines, opportunities, leads and more. It is embedded with out of the box streamlined processes to improve seller productivity. The application offers the following license options:

- › **Professional** – This is the lower tier license for the Sales application that provides a core set of CRM capabilities and is suited for organisations with less complex requirements.
- › **Enterprise** – A mid-tier license which offers more than the standard CRM capabilities you get with the Professional license. The main addition here is you get customisation, extensibility, embedded intelligence, and manual forecasting.
- › **Premium** – Premium gives you everything you would receive with the Enterprise license, combined with an additional application called Sales Insights which offers impressive, embedded intelligence for a supercharged CRM solution with highly advanced analytical functionality.
- › **Relationship Sales** – This license gives you Dynamics 365 Enterprise and LinkedIn Sales Navigator combined into one discounted license for optimal prospecting and opportunity nurturing. 10 users are required at minimum to qualify for this license.
- › **Viva Sales** – This seller experience application lets sellers use Microsoft 365 and Microsoft Teams to automatically capture data into any CRM system, eliminating manual data entry and giving more time to focus on selling.

Note you need 10 users minimum of qualifying Dynamics 365 apps.

Base licenses	Cost user/month	Base and Attach per user/month
Dynamics 365 Sales Professional	£53.40	£16.40
Dynamics 365 Sales Enterprise	£78.10	£16.40
Dynamics 365 Sales Premium		£111
Dynamics 365 Microsoft Relationship Sales		£108.34
Microsoft Viva Sales		£32.90



## Dynamics 365 Enterprise ERP

Now we have covered the CRM stack of solutions available, here are the ERP set of solutions that sit together and offer similar capability.

### Finance

The Finance application enables medium-sized organisations and enterprises to monitor the performance of global financial operations in real time and predict future outcomes. It allows you to manage your accounts, expenditure, profits, produce monthly and annual accounts and automate finance workflows. Finance provides deep data and process integrations across Dynamics 365, Office 365, and partner applications to offer a centralised source of information that enables faster, more data-driven decisions to drive growth.

Dynamics 365 Finance has a minimum purchase requirement of 20 user licenses.

Finance	First Dynamics 365 app	Subsequent qualifying Dynamics 365 app
Finance	£147.90 per user/month	£24.70 per user/month

### Human resources

Dynamics 365 Human Resources enables customers to optimise compensation, benefits, leave and absence, compliance, performance feedback, training and self-service programs for workers. By leveraging the Dataverse and Power Platform, your HR team can operate with agility and easily extend the solution and its capabilities.

The HR application is licensed on a per user/month basis and requires 5 users to be licensed as a minimum to qualify for its use.

Human Resources	First Dynamics 365 app	Subsequent qualifying Dynamics 365 app
Human Resources	£147.90 per user/month	£24.70 per user/month

### Project Operations

Microsoft describes Project Operations as an application designed to connect your professional services business, end-to-end. The app connects Sales, Resourcing, Project Management and Finance teams in one application to win more deals, accelerate projects, optimise delivery and maximise profitability.

This additional visibility and level of collaboration means you can ultimately handle projects right from the quoting stage all the way to the financials. To use the application, you are required to purchase a minimum of 20 licenses.

Project Management	First Dynamics 365 app	Subsequent qualifying Dynamics 365 app
Project Management	£98.60 per user/month	£24.70 per user/month





## Dynamics 365 Supply Chain Management

Dynamics 365 Supply Chain Management provides manufacturers, distributors, and retailers with the real-time visibility and intelligence they need to move from reactive to proactive operations. The application unifies data and uses predictive insights across fulfilment, planning, procurement, production, inventory, warehousing and transportation processes to maximise operations efficiency, quality and profitability.

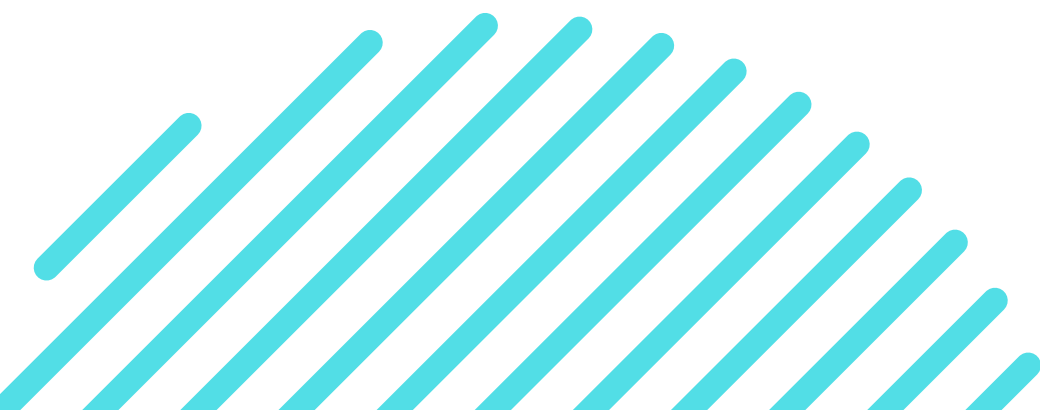
Dynamics 365 Supply Chain Management has a minimum purchase requirement of 20 user licenses. There are also additional solutions like Guides and Intelligent Order Management that we have detailed below, these solutions compliment Supply Chain Management well.

Supply chain management base - Full license providing manufacturers, distributors and retailers with the real-time visibility and intelligence needed to move from reactive to proactive operations.

Guides - Microsoft Dynamics 365 Guides is a mixed-reality application for Microsoft HoloLens that helps operators learn during the flow of work by providing holographic instructions when and where they're needed. These instruction cards are visually tethered to the place where the work is done, and can include images, videos, and 3D holographic models. The benefits of this app include reducing errors, increasing safety, and learning new standardised processes quickly.

Intelligent Order Management - Intelligent Order Management provides a single view of an order that helps organisations understand the state of fulfillment. Orders can originate in different e-commerce systems, point of sales systems, electronic data interchange (EDI), and customer relationship management (CRM) apps.

Base licenses	Cost user/month	Base and Attach per user/month
Supply Chain Management	£147.90	£24.70
Guides	£53.40	
Intelligent Order Management	£246.60 per 1000 orders lines/month	





# Dynamics 365 Business Central

---

Dynamics 365 Business Central is a business management solution for small to mid-sized organisations. The application is highly adaptable and is rich with features that enable companies to optimally manage Finance, Manufacturing, Sales, Shipping, Project Management and more.

- › **Business Central Essentials** - Provides users with Functionality for: Financial Management, Supply Chain Management, Customer Relationship Management, Human Resources Management, Project Management, Warehouse Management.
- › **Business Central Premium** - This license includes all the functionality included with a Business Central Essentials license but also includes Service Management & Manufacturing.

Small and medium business	First Dynamics 365 app	Subsequent qualifying Dynamic 365 app
Business Central Essentials	From £57.50 per user/month	
Business Central Premium	From £82.20 per user/month	





## Non-profit licenses

---

Microsoft recognise that although charitable organisations may not have access to funding like other companies, they still face the same business issues including managing data, processes and devices. For this reason, there are a range of discounts that allow registered charities or organisations to take advantage of free, or much lower prices for Microsoft products, including Office 365, Microsoft 365 and Dynamics 365. Here are the current discounts available for Dynamics 365.

Type of license	RRP	Price per user/month	Percentage discount
Dynamics 365 Business Central Essential	£57.50	£23	60%
Dynamics 365 Business Central Premium	£82.20	£32.90	60%
Dynamics 365 Customer Service Enterprise	£78.10	£19.50	75%
Dynamics 365 Customer Service Professional	£41.10	£10.30	75%
Dynamics 365 Finance	£147.90	£59.20	60%
Dynamics 365 Human Resources	£98.60	£39.50	60%
Dynamics 365 Marketing	£1232.90	£308.20 per tenant/month	75%
Dynamics 365 Project Operations	£98.60	£39.50	60%
Dynamics 365 Sales Enterprise	£78.10	Free for up to 5 users to access the full sales automation capabilities of Dynamics 365. Additional user licenses for eligible charity organisations are discounted at £19.50	75%
Dynamics 365 Sales Professional	£53.40	£13.40	75%
Dynamics 365 Supply Chain Management (36month)	£147.90	£59.20	60%
Dynamics 365 Team Members	£6.60	£1.64	75%



## Eligibility criteria for nonprofit licenses

To qualify for discounted licenses, organisations must be a nonprofit or non-governmental organisation (NGO) with recognised legal status in their respective country. In addition to the criteria, eligible organisations must also operate on a not-for-profit basis and have a mission to benefit the local community. To see the full list of eligibility criteria, Microsoft has documented more information [here](#).

Once you are satisfied that your organisation meets the criteria you can apply for nonprofit status via the [Microsoft registration page](#).

There are a number of charity licenses available. If you'd like to know about the full list, contact us and we can help.





## Education licensing

---

From colleges to universities, teaching hubs to professional development institutions, organisations across the education sector require software that can handle aspects of both the student and stakeholder journey. You'll be glad to hear there are several Academic Dynamics licenses available which give you access to the applications at discounted prices. The costs for faculty and students are discounted by 27% and you can find a full breakdown of the pricing below

Type of license	Price for faculty	Price for students
Dynamics 365 Business Central Essential	£31.60	£23
Dynamics 365 Business Central Premium	£45.20	£32.90
Customer Service Enterprise	£42.90	£31.20
Customer Service Professional	£22.60	£16.40
Dynamics 365 Finance	£81.40	£59.20
Dynamics 365 Human Resources	£54.20	£39.50
Dynamics 365 Marketing	£678.10	£493.20
Dynamics 365 Project Operations	£54.20	£39.50
Dynamics 365 Sales Enterprise	£42.90	£31.20
Dynamics 365 Sales Professional	£29.40	£21.40
Dynamics 365 Supply Chain Management (36month)	£81.40	£59.20
Dynamics 365 Team Members	£3.60	£2.60



# What licenses are right for you?

---

When it comes to choosing the right Microsoft Dynamics 365 license for you, it's easy to get overwhelmed. Which licenses you need depends on your organisation's function and its goals. Based on cases we deal with regularly, here are some of our recommendations to help you with your decision.

With Dynamics 365 licensing the size of your organisation drives a lot of the decisions. The enterprise level solutions with large minimum user numbers won't be suitable for smaller organisations and so smaller organisations will use the Professional licenses and likely look at Dynamics 365 Business Central. For large enterprises it really depends on your objectives and approach for each department. If you are a manufacturer for example, then having Supply Chain Management will be an essential way to stay ahead. Likewise, if you have a big Customer Service division then Dynamics 365 Customer Service. So, focusing on Dynamics 365 for each of the key areas of your business is a great way to start.

The other key piece of information is to make sure every full license is required. Many users could manage with team member view/read only licenses and this is a great way to save money as occasional users like management teams and other departments really only need limited access.

## Our CSP offering

At Bridgeall we are Microsoft licensing experts. As a multiple Microsoft gold accredited and a tier 1 Cloud Solution Provider (CSP), we are able to provide discounted licensing, flexible licensing options and technical expertise to ultimately save you money.

Bridgeall is a Tier 1 Cloud Solution Provider for Microsoft, meaning we can offer the highest levels of Microsoft licensing services and expertise. We also get exclusive access to discounted licenses. Offering on average a 10% discount on the standard retail price.

Our licensing services are flexible and designed around you, so you can add, remove or change licenses easily. We can provide licenses for the full range of Microsoft solutions including Dynamics 365, Power Platform, Office 365, Microsoft 365, Teams, Windows 10, Azure, Endpoint Manager and more.

If you are looking for Microsoft licenses, then please head to the link below to receive a quote from Bridgeall. Our quote will provide you with a simple price for the licenses requested, including the discount offered by Bridgeall. We also include some recommendations for different ways you could save money by adopting a slightly different licensing option if possible.

## What's next?

### Dynamics 365 briefing

At Bridgeall we provide a full range of tailored Dynamics 365 services. Our Microsoft certified Dynamics 365 consultants provide expertise, guidance and support for every stage of your journey. Whether you are looking to transform your Sales, Marketing or Customer Service or upgrade your existing suite of business applications, Bridgeall can help. Bridgeall provide a full range of consultancy, migration, implementation and support services for Dynamics 365.

[FIND OUT MORE >](#)

\*Please note all prices listed in this guide are correct at the time of writing. Prices are subject to change by Microsoft.

Since 2003 Bridgeall has delivered advisory, development, implementation and support services to our clients on 100's of successful projects. We're a multiple Microsoft Accredited Gold Partner and ISO9001, IS027001 and Cyber Essentials accredited.

WE'LL HELP YOU BUILD YOUR MODERN INTELLIGENT WORKPLACE QUICKLY AND SECURELY.



[bridgeall.com](https://www.bridgeall.com)



[linkedin.com/company/bridgeall](https://www.linkedin.com/company/bridgeall)



[twitter.com/bridgeall](https://twitter.com/bridgeall)

Glasgow Head Office  
George House  
50 George Square  
Glasgow, G2 1EH

[www.bridgeall.com](https://www.bridgeall.com)