

Questions when evaluating Salesforce.com

Question	Salesforce.com	Microsoft
Which solution will help you get more value out of the existing Microsoft investments that you've made, such as Office, Outlook, or SharePoint?	Salesforce.com has reduced its investment in Microsoft integration. As one customer states, with the Winter '10 release, Salesforce.com delivered a " new product which has far less functionality. " Similarly, although customers have made numerous requests , it has not delivered a SharePoint integration.	Microsoft is dedicated to providing a great user experience across Microsoft products.
Is it possible your business might need to transition from the cloud to an on-premises solution, or vice versa, due to regulation, business expansion, or cost purposes?	Salesforce.com limits customer choice and does not provide an on-premise solution.	Microsoft Dynamics CRM allows customers to transition between deployment models as business needs dictate.
Is Salesforce.com losing focus on its CRM business due to its relatively low R&D investment and lack of innovation in its latest release?	As noted in its FY11 earnings release (end January 31, 2011), it invested \$188M in R&D vs. \$792M in Sales & Marketing, in a year in which its primary innovation was a collaboration tool (Chatter). Continuing with this trend, the Salesforce.com Summer '11 release has twice as many Chatter enhancements as there are CRM enhancements.	Microsoft is investing in many market-leading products, like Office and SharePoint, with a vision of bringing these products together so they can interoperate and adapt to each of our unique customers' businesses as needed.
What would your business get in return for the premium pricing and hidden costs of Salesforce.com ?	<ul style="list-style-type: none"> • No mobile client—add'l cost. • No offline access— add'l cost. • No partner portal and community – add'l cost. • Jigsaw data services—\$99/user/month more. • Visual workflow – add'l cost. • Storage is extra and roughly 2x Microsoft. • Sandbox is not included in Professional Edition – inquiry required. 	Microsoft Dynamics CRM offers a lower price CRM solution and a better value. Additional functionality can be obtained from partners. Often, partner solutions are at a fraction of the cost of the additional Salesforce.com functionality (eg, CWR Mobility is offered at only \$22.50/user vs. Salesforce.com's cost).
Is a system status dashboard adequate insurance to ensure business continuity?	Salesforce.com does not offer a service level agreement (SLA) , and does not commit to customers regarding business continuity. Instead, it provides a system status dashboard indicating if its servers are up or down, and for how long.	Microsoft Dynamics CRM Online does not provide a system status dashboard today. Microsoft feels it is more important to partner with our customers on business continuity to ensure their success, and offers a 99.9% financially-backed SLA.
In situations where custom development is required, will Salesforce.com scale to your organization's needs?	Salesforce.com administrators often need specialized software development skills to use Force.com's non-standard, proprietary interface designer (VisualForce), language (APEX), platform (Force.com), development environment (Eclipse-based tool), and query language (SOQL).	In contrast, Microsoft Dynamics CRM uses familiar, widely used development technologies such as ASP.NET, .NET, SQL, and Visual Studio. It's easy to find resources that have Microsoft skills, and less expensive too.
How important is it for your sales representatives to perform actions (eg, create a customer quote) when they are without Internet access?	Salesforce.com provides limited offline access for an additional fee. Even with this additional functionality, it would not allow sales representatives to access the application functionality needed to create a quote.	Microsoft Dynamics CRM allows quotes to be created, and a wide range of activities, with offline access.
Do you want your system to identify duplicates before records are saved?	Salesforce.com does not provide duplicate detection today, creating redundant records, manual tasks, and productivity losses for its users.	Microsoft Dynamics CRM supports this scenario out-of-the-box.
Is it important that your CRM system updates the status of an account (eg, "at risk") if a case has suddenly been escalated?	Salesforce.com doesn't provide this functionality today. In fact, it doesn't offer cross-object workflow or reporting, severely limiting its enterprise-class capabilities.	Microsoft supports this scenario and scenarios where cross-object workflow and reporting are needed.
Will it be important to create lists of things that don't exist, like customers that do not own a certain product, prospects that have not yet received a certain demonstration?	Salesforce.com does not provide exception reporting, so users would need to export their data and do the analysis in Microsoft Excel or another 3 rd party tool.	Microsoft Dynamics CRM supports this scenario out-of-the-box.

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